

SPONSOR

10 AUGUST 1953

50¢ per copy • \$8 per year

SP 10-19 12220
MRS FRANCES SPRAGUE
NATIONAL BROADCASTING
30 ROCKEFELLER PLAZA
NEW YORK 20 N.Y.

**ON THE AIR
IN
SEPTEMBER**

MINNEAPOLIS-ST. PAUL

WTCN-TV

**ABC Channel 11
(VHF)**



Merton Salt finds
nighttime radio effective
in television markets
page 28

12 nighttime radio
fallacies exploded;
facts, figures given
page 30

What do viewers think of
your TV commercial?
Likes, dislikes reported
page 32

Results of new Christal
study of radio's
strength: 10 findings
page 34

**CANADIAN RADIO
AND TV: 1953**
starts page 59

Canadian radio remains
a top buy for advertisers
and lowest-cost medium
page 62

Canadian Basics: Facts
and figures, up to date
data to aid sponsors
page 70

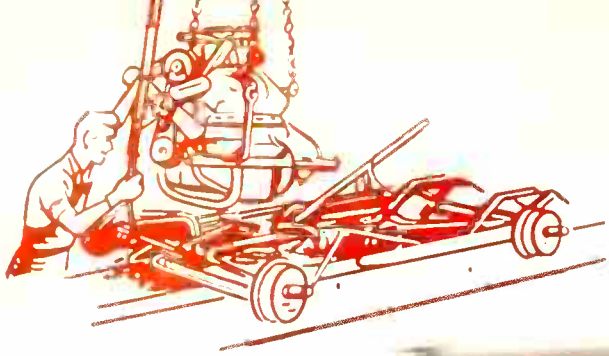
• NOW YOU CAN PRESENT YOUR SALES
MESSAGE WITH VOICE AND PICTURES TO
HALF A MILLION UPPER MIDWEST FAMILIES
AT A LOW COST.

BLAIR

INC.

REPRESENTED NATIONALLY BY
NEW YORK • CHICAGO • ST LOUIS
DETROIT • DALLAS • SAN FRANCISCO • LOS ANGELES • JACKSONVILLE

MINNAPOLIS CRIER
of the NORTHWEST



FORD MOTOR COMPANY DOES A COMPLETE JOB...

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

**WMBG
WCOD
WTVR**

The Ford Dealers of America are observing Ford's 50th Anniversary with a well-chosen slogan, "Fifty years forward on the American road." Back of it is a study in American private enterprise. From one man's dream of a "horseless carriage" has grown an organization so far flung it has a Ford Dealer in almost every hamlet in the U.S. This kind of growth can come only from inventive genius, hard work and dedicated service all along the way.

These same qualities serve well in the broadcasting field too. Through them have come the South's only complete broadcasting institution—WTVR, WMBG and WCOD. Pioneers in AM, FM and TV, Havens & Martin, Inc. Stations have built large and loyal audiences in the rich areas around Richmond. Advertisers know the value of telling their story via these First Stations of Virginia.



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

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
10 AUGUST 1953**

**White won't be
replaced till '54**

Don't expect replacement for Frank White as NBC president before January 1954. Brig. Gen. David Sarnoff, board chairman, has assumed White's title and duties in interim. You can spike rumor that either Sarnoff or TV affiliates were behind White's resignation. White drove himself too hard, had to quit to avoid complete breakdown.

-SR-

**Canada radio
enjoying boom**

Like Dominion itself, Canadian radio is enjoying boom. More U.S. advertisers and agencies have been making northward trek, either by establishing north-of-border branches or by putting their products on Canadian radio. So far this year 183 U.S. or U.S.-origin sponsors have bought Canadian radio. (Over-all spot business has been running 20% over 1952). For 1953 picture, see section starting page 59.

-SR-

**O.K. seen for
new Mutual plan**

Despite scattered opposition, new Mutual Affiliation Plan expected to be approved by most MBS affiliates by new deadline 21 August. Date for start of plan remains 1 October. Three-part scheme calls for (1) reduction from 9 to 5 hours a day in station option time; (2) stations have to carry 5 hours a day of network program with no payment; (3) in exchange they get 14 hours a week of top grade programing which they can sell. Mutual scoffs at charge plan may wreck net radio.

-SR-

**Radio, TV sets
way over 1952**

Radio-Electronics-Television Manufacturers Assn. (new name for RTMA) reports big increase in both radio and TV sets over last year. Six-month figures: 7,266,542 radios, 3,834,236 TV receivers this year against 5,456,035 radio and 2,318,235 TV sets same period last year.

-SR-

**Decks cleared
for color TV**

FCC now expected to approve NTSC color system sometime before year-end, which means color TV will be certainty for 1954. Not only have all NTSC members approved system unanimously, but CBS O.K.'d standards as well. In fact CBS TV will start feeding NTSC color to its net about 15 September as warmup. Color clinic will also be held for affiliates in New York early in fall.

-SR-

**1st ARF rating
report due soon**

"Rumor": First report from American Research Foundation committee on rating muddle may be out by fall. Committee set up year ago. Initial report will probably describe what should be "ideal rating service." Later reports will analyze each of existing rating services.

SPONSOR in new offices

Remember to change directories: SPONSOR editorial, advertising, and circulation headquarters are now located at Madison & 49 St. (40 E. 49 St.), New York 17, in heart of advertising district. Rapid expansion of SPONSOR personnel and services made move to larger quarters necessary. Phone number remains Murray Hill 8-2772. Other offices: Chicago, Los Angeles.

REPORT TO SPONSORS for 10 August 1953

NARTB to release TV counting plan NARTB's plans for new TV circulation measurement will be revealed to nets in New York within 5 weeks. Highly hush-hush measurement technique involves new concept. Meanwhile both existing private firms conducting circulation measurements plan 1954 studies (Standard Audit & Measurement Services, Nielsen Coverage Service). NARTB's industry-run measurement won't be ready to go in 1954, however, NARTB exec told SPONSOR.

-SR-

Biggest TV web asked for Sheen Largest TV net yet used (132 stations) has been ordered by Admiral Corp. via Erwin, Wasey, for renewed Bishop Sheen series. Du Mont hasn't cleared all stations yet but is optimistic. Negotiations also going on with Mutual for extensive radio net to carry taped version.

-SR-

Nighttime radio surging back Nighttime radio regaining much of former prestige with sponsors. Reason: Latest research shows both net and spot holding their own against TV or are growing larger. "Top 10" nighttime radio shows, for instance, averaged 8.7% more homes this spring than last. Other studies show TV areas contribute over half of nighttime radio audience. Result: Many blue-chip clients are buying. See story page 30.

-SR-

How Lady Esther got into net TV Here's backstage story of return of Lady Esther to network broadcasting, via cosponsorship of NBC TV package starring Ezio Pinza: Philip Morris, Biow client, had option on Saturday 8:00-8:30 p.m. slot for fall. Costs to Philip Morris of weekly time slot and program would have been too much on top of other TV properties ("I Love Lucy"). So Biow found Lady Esther within agency client list as cosponsor. Cosmetic firm's salesmen now on road showing kinses of Pinza show, "I Bonimo," to leading accounts, urging them to stock up before sales deluge. Lady Esther had dropped network radio in 1946.

-SR-

Christal study shows radio big Take it from Alfred Politz Research: Any survey showing there's less listening to radio in TV home can be misleading if conclusion is drawn the drop is necessarily due to TV ownership. (TV owners might have bought set because they NEVER listen to radio, for example.) That's why new Christal study done by Politz won't reveal any competitive data—study wasn't designed for that but rather to show effect of radio on daily life of American people. For article, see page 36.

New national spot radio and TV business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
Procter & Gamble, Cinci	Camay soap	Benton & Bowles, NY	80 radio, 65 TV mkts throughout country	Radio & TV: daytime anncts; start 17 Aug; duration not set
Lever Bros, NY	Swan soap	BBDO, NY	2 cities: Pittsburgh, Cinci	Radio: 60-, 20-, 10-sec daytime anncts; start 27 Aug; 4 wks
Economic Labs, St Paul	Soilax washing compound	Scheideler, Beck & Werner, NY	5 cities throughout country	Radio: 5-, 10-, 15-min newscasts; start 1 Sept; duration not set
Whitchall Pharmaceutical Co, NY	Anacin	John F. Murray, NY	National	Radio & TV: 60-sec anncts; start mid-Sept; 13 wks
Clicquot Club Bottling Co, LA	Clicquot Club beverages	Ross Roy, LA	KLAC, KHJ	Radio: 60-sec anncts; start mid-Aug; duration not set
Sonneborn Sons, NY	Amalie Div	Humbert & Jones, NY	9 stns in 6 New England states	Radio: 60-sec anncts; start 3 Aug; 52 wks

Wrap Up

a

BILLION-DOLLAR MARKET

through

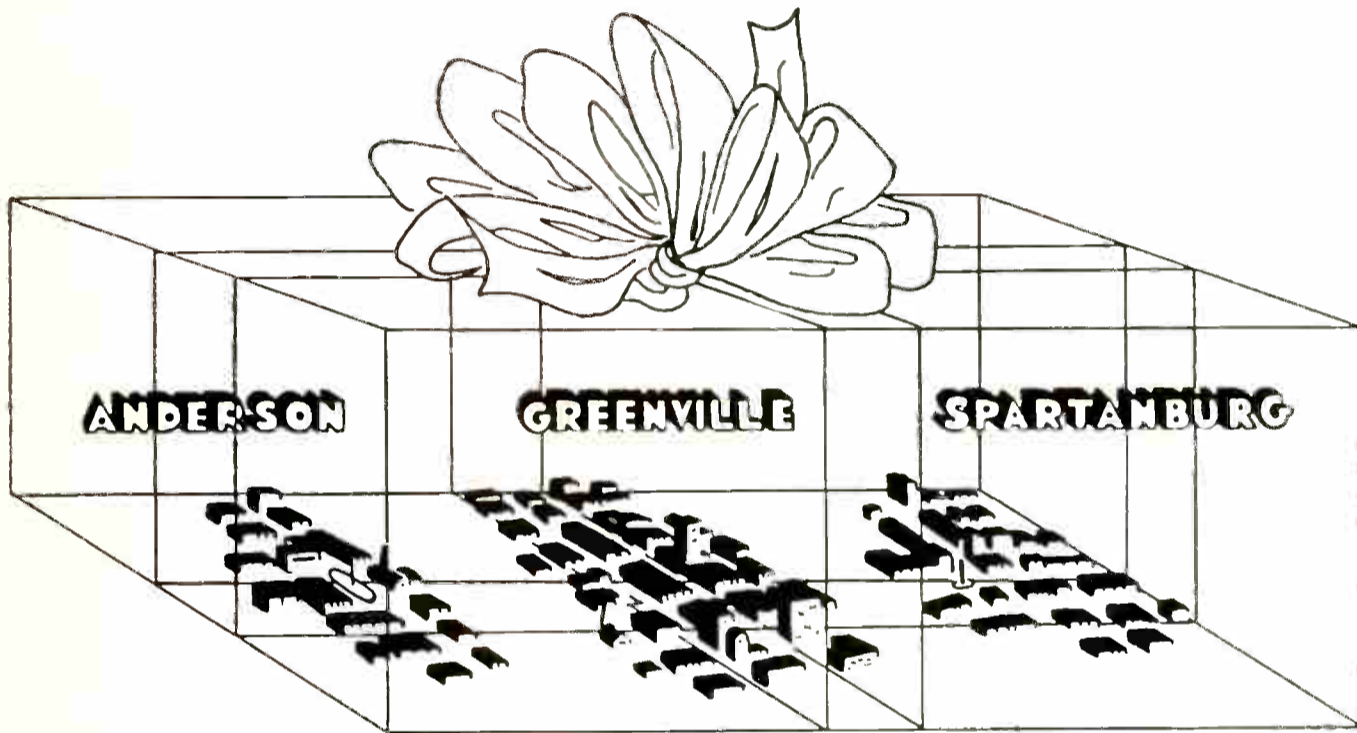
WGVL

Channel 23
ABC

NBC

Greenville, S. C.
DUMONT

The only TV Station in the prosperous **PIEDMONT AREA** of South Carolina.



MARKET DATA

50-mile Radius of Greenville

1952: Population	910,000
Effective Buying Income	\$1,111,000,000
Retail Sales	\$ 707,000,000

GREENVILLE: First Market in South Carolina

The Greenville, S. C. Metropolitan Area . . . ranks 103rd in Population and 76th in Manufacturing Employees among America's 168 "Standard Metropolitan Areas."

Population (U. S. Census, 1950)	168,152
Employment (S. C. Emp. Sec. Comm., 1951)	45,056
Retail Sales (Sales Management, 1952)	\$167,610,000
Covered Wages (S. C. Emp. Sec. Comm., 1951)	\$121,840,536
Autos & Trucks (S. C. Highway Dept., 1951)	52,100
Building Permits (Fed. Res. Bank, 1951)	\$ 9,772,985
Manufacturing Plants	203
Value of Manufactured Products (S. C. Labor Dept., 1951)	\$326,952,524

Note: Greenville leads all South Carolina markets in all of the above.

FOR WGVL(TV) AVAILABILITIES CALL OR WIRE



H-R TELEVISION, INC.

In the Southeast: JAMES S. AYERS CO.—ATLANTA, GA.

ARTICLES

NIGHTTIME RADIO: A case history

Morton Salt Co. reports that after four years of nighttime spot radio it finds the medium growing in effectiveness, especially in mature TV markets

28

NIGHTTIME RADIO: 12 fallacies exploded

SPONSOR matches up popular misconceptions about nighttime radio with latest facts and figures, shows lack of sound basis for generally accepted views

30

What do viewers think of your TV commercial?

Study by Ohio State University's Dr. Dameron indicates that viewers react more favorably to commercials on programs which they like best

32

10 basic findings of new Christal radio study

New study, conducted by Politz for 11 stations repped by Henry I. Christal Co., shows radio's ability to "leak through the crevices" of people's daily schedules, maintain loyal program audiences

34

Every market is different

Generalizations about markets can be foolish, if not downright dangerous. Living habits differ widely in various locales and buyers should know facts

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THIRD ANNUAL CANADIAN RADIO SECTION

The Canadian market: more money to spend

With defense efforts taking less than 8% of the nation's manufacturing ability, and consumer income up, a boom period seems solidly entrenched

60

Canadian radio: Dominion's lowest-cost medium

High listenership, less competition per station, deep penetration, little competition from TV, and low rates are some reasons why radio is good buy

62

Canadian TV: Three stations now, more to come

CBC's aim is 22 outlets on the air by end of 1954, coverage to areas in which about 75% of the country's population lives

66

Air users: List is diversified, growing rapidly

More than 180 U.S.-origin sponsors are using Canadian radio, compared to 117 last year. There is also a noticeable trend toward spot

68

Canadian Basics: The facts and figures

Up-to-date data on set counts, distribution, language breakdowns, listening and viewing habits, program type preferences, other information

70

COMING

The Negro market: 1953

SPONSOR, originator of studies of Negro radio, takes its annual look at recent developments, updates data on programming, coverage, economics

24 Aug.

Block Drug Co. rediscovers radio

After three years away from major radio expenditures, Block now has one network and two regional radio shows in addition to a net TV show, is looking for more radio coverage for future

DEPARTMENTS

TIMEBUYERS AT WORK

MEN, MONEY & MOTIVES

NEW AND RENEW

MR. SPONSOR, Bernard Dwortzan
49TH & MADISON

P. S.

COMMERCIAL REVIEWS

AGENCY PROFILE, T. Ralph Hart

NEW TV STATIONS

NEW SYNDICATED TV FILMS

FILM NOTES

ROUND-UP

SPONSOR ASKS

TV RESULTS

RADIO COMPARAGRAPH

NEWSMAKERS IN ADVERTISING

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2772. Copyright 1953. SPONSOR PUBLICATIONS

Things have changed in ARKANSAS, too!

If you still think of Arkansas in terms of mountain cabins and kerosene lamps, take another look! Arkansas has made almost unbelievable progress in the last decade—retail sales, for example, are 276.9% ahead ten years ago*!

Here's a bright new star on the Arkansas radio horizon, too — it's 50,000-watt KTHS in Little Rock, now CBS, and the only Class 1-B Clear Channel station in the State. KTHS gives primary daytime coverage of 1,002,758 people—more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Interference-free secondary daytime coverage exceeds 3¼ million people, and includes practically all of Arkansas!

Get all the big KTHS facts, *now*. Write direct or ask your Branham man.

Sales Management figures.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*



KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS



**PACIFIC COAST'S
2nd
LARGEST MARKET**

**"OAKLAND
SAN FRANCISCO
BAY AREA"**

with KLX

The Bay Area's Dominant and
Only independent station
broadcasting

5000 WATTS

DAY and NIGHT



and KLX-FM

No. 1 in News • Sports • Music

THE TRIBUNE STATION

TRIBUNE TOWER
OAKLAND, CALIFORNIA

Represented Nationally by
Burns-Smith Company
on Pacific Coast

Duncan A. Scott & Company

Timebuyers at work



Gertrude Nyman. Pacific National Advertising Agency, Seattle, buys air time for several perishable fruit accounts. "In a good crop year," Gertrude explains. "Washington State Fruit Commission and Washington State Apple Commission each use up to 50 radio stations." For both accounts, she works on a specified budget per market, and asks for cooperation from stations in selecting air time. "This system pays off for us because of last minute changes in starting dates, especially with perishable fruits," Gertrude adds.



Harold S. Rieff. Frederick-Clinton Co., New York, has been buying time for the 20 Adler Shoe Stores in the New York area for six years. "They've been using radio for 15 years," Harold relates, "usually with the Herbert Adler-created slogan, 'Now you can be taller than she is.'" Although this slogan applies only to Adler's Elevated Shoes—10% of the over-all sales—it has been responsible for 95% of the stores' publicity. Through baseball season 1953, Adler's is sponsoring Warm-Up Time, a half-hour sports show on WJGM.



Ruth Babick. Earle Ludgin & Co., Chicago, blankets the nation with minute radio announcements for Best Foods' All Purpose Rit, a household tint and dye. Rit's radio budget has remained constant over the past three years, Ruth says, with additional allocations provided for TV as Rit has added participations on the Garry Moore Show, CBS TV, and spot TV. "I'm constantly studying market conditions, both for product sales and daytime programming to decide upon the proportion of spot radio and TV," she adds.



Mary Dwyer. Kenyon & Eckhardt, New York, has paved the way for Crown Zippers' 15-week radio debut this August, with her months-long search for strong local radio personalities. The first of Spool Cotton Co.'s products to test the air medium. Crown Zippers will go into 27 markets throughout the country with minute participations on local women's shows. "I've bought three participations a week per market," Mary says. "And, wherever possible, I've chosen a local personality to tell the Crown Zipper story to the women audiences."

'blue coal'



CALL US TODAY

SAVE MONEY ON OUR
'blue coal' BUDGET PLAN

H.H. BABCOCK & CO. *Dist. of Your 'blue coal' Dealer*

Boosted by WHAM **KEEPS THE HOME FIRES BURNING IN ROCHESTER**

Two popular household "buy words" in Rochester are 'blue coal.'

H. H. Babcock & Company, one of 'blue coal's' largest and most successful distributors, has consistently used radio for the past 20 years to maintain 'blue coal' as the leading home heating fuel.

Radio has aided this hard-hitting sales and service organization not only to market this original trade-marked anthracite, but to combat competitive fuels.

WHAM's flair for selling the home owner is the reason why radio is in the 'blue coal' budget every year.

LET WHAM SELL FOR YOU



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

LOADED?

NATCH... we're

NUMBER ONE

in San Diego*



"If you've got something to sell, we can make a leetle room for you to reach the tenth largest agricultural market in the U. S. . . . a market larger than 10 states combined.

How's about giving us a jingle?

Let us show you why we're NUMBER ONE in San Diego.



Representatives

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

Men, Money and Motives

by
Robert J. Landry

Advice to the video-lorn

To those contemplating quitting a job in Green Bay to seek one in Manhattan television, a first word of advice: *Don't*. To any mature person, in particular, ready to chuck a career, amputate seniority, move east, or north, as the case may be, in the conviction that television is the magic moving stairway to fame and fortune, if only access can be gained to the proverbial ground floor: *'Tain't*.

* * *

The "Stay Away from the Big City!" advice was valid in radio. It is doubly valid in the case of television which has not only the trained and famous alumni of radio to draw upon, but the numerous refugees from Hollywood now crowding Manhattan. Barbarian torture awaits the naive recruit from the sticks who attempts to crash New York big time television without (1) important professional credits or (2) enough pocket and rent money for at least a full year of waiting around.

* * *

A panel of New York area TV directors recently were unanimous in their counsel to NYU's Summer workshop. Warren Jacober of NBC; Richard Blue of WOR; Vernon Diamond of CBS; Edward Cooperstein of WATV, Newark, and Alex Courtney of the Allen Christopher Co. united in the declaration, "New York is glutted."

* * *

It was glutted long before television. A favorite maxim of the one-time director of the program writing division at CBS Radio was this: "A network is a place a writer arrives at, not starts from." Young hopefuls never liked that pill. They dreamed of being handsomely paid, installed in a nice corporation cubicle, with secretarial service and educated at network expense. Even in the soft war years, CBS was having none of that concept—not at modern union minima.

* * *

Union conditions complicate the dreams of the hopeful. No doubt about it. If a boss can enjoy little or no wage differential between an "apprentice" and a "senior," then there is little motive for stringing along with beginners. Better to pay for, and get, full experience. And this is made the more obvious in video just to the extent that television has greater opportunity for technical blundering than did radio.

* * *

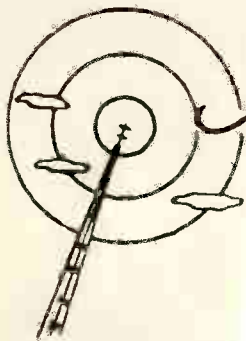
"It's almost impossible to get a TV job in New York without experience," in the opinion of Warren Jacober. Fortunately, TV managements in smaller communities are not so choosy and it is to them that the gate-crashers must look. Quoting Ed Cooperstein: "Only in the small city television station, working on all kinds of programs, can the neophyte director acquire the balanced and varied experience which will help him move up."

(Please turn to page 140)

the PRICELESS INGREDIENT...

Our representatives carry more than briefcases; they carry fresh, creative ideas . . . *the priceless ingredient* in competitive selling!

This imaginative thinking has been the key to the growth of Adam Young and its clients.



Adam J. Young Jr.
INCORPORATED

22 EAST 40th STREET * NEW YORK 16, N. Y.
RADIO STATION REPRESENTATIVES
NEW YORK * ST. LOUIS * CHICAGO * LOS ANGELES

Power? Sure, but...



*In your book
Jim Timebuyer...*

**it's not our new power that counts; it's
the half million more potential viewers**

KPIX, San Francisco's pioneer television station, now telecasts with 100,000 watts of power, the absolute maximum for Channel 5. But the big thing is that those watts reach out to hundreds of thousands of people . . . people who are skyrocketing TV set sales in one-time fringe or non-reception areas.

Thus, such major marketing centers as Sacramento, Modesto, Merced, Salinas, Monterey, Santa Cruz and even more distant points, as well as thousands of square miles of populous, prosperous town, village and rural areas now fall within the influence range of KPIX with the new power that beams and booms its CBS, Dumont and top-rated local shows into every area of concentrated population in North Central California.

Your Katz man has details, maps, the whole story on this new bonus coverage from . . .



KPIX

**TELEVISION CHANNEL
SAN FRANCISCO, CALIF. 5**

...affiliated with CBS and DuMont Television Networks...represented by the Katz Agency

New and renew

1. New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
American Tobacco Co. NY Best Foods. NY	BBDO, NY Earle Ludgin, NY	ABC TV 120 CBS TV 55	Danny Thomas; T 9-9:30 pm; 29 Sep; 52 wks Garry Moore Show; W 1:45-2 pm; 26 Aug; 52 wks
Brown & Williamson, Louis- ville (Kool cigs)	Ted Bates, NY	CBS TV 65	My Friend Irma; F 10-10:30 pm; 2 Oct; 52 wks
Duffy-Mott Co. NY General Foods. NY	Young & Rubicam, NY Young & Rubicam, NY	ABC TV 27 NBC TV 100	Jamie, M 7:30-8 pm; 28 Sep; 38 wks Bob Hope, every 4th T 8-9 pm; 10 progs to run betw 20 Oct '53-3 June '54
General Foods, Post Cereals Div. NY General Motors, Buick Motor Div. Detr Longines-Wittnauer	Young & Rubicam, NY Kudner, NY	CBS TV 34 NBC TV 100	Rod Brown of the Rocket Rangers; Sat 11:30 am- 12 noon; 12 Sep; 52 wks Milton Berle; T 8-9 pm; 29 Sep; 26 progs
Pepsi-Cola Co. NY	Biow, NY	ABC TV 63	Chronoscope; M, W, F 11-11:15 pm; 17 Aug; 52 wks Pepsi-Cola Playhouse; F 8:30-9 pm; 2 Oct; 52 wks
PGC, Cincinnati (Tidel)	Benton & Bowles, NY	NBC TV 100	A Letter to Loretta; Sun 10-10:30 pm; 23 Aug '53 to 27 June '54
Remington Rand, Inc. Electr Shaver Div. NY Swift & Co, Chi	Young & Rubicam, NY J. Walter Thompson, NY	CBS TV 59 CBS TV 59	Pentagon Confidential; alt Th 10-10:30 pm; 10 Sep; 26 progs Garry Moore Show; Th 1:30-4:5 pm seg 3 Sep; 52 wks
Welch's Wine Div. Quality Importers, NY	Monroe Greenthal, NY	Du Mont 6	Dotty Mack Show; T 9-9:30 pm; 7 Jul; 41 wks

*The number of stations here listed represents those ordered by the sponsor. Actual airing depends on the number of stations actually cleared.

2. Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Amer Cig & Cig. NY	SSCB, NY	CBS TV 28	Doug Edwards & News; T, Th 7:30-4:5 pm; 30 June; 52 wks
Colgate-Palmolive-Peet, Jersey City, NJ	William Esty, NY	CBS TV 86	Strike It Rich; W 9-9:30 pm; 8 Jul; 52 wks
Colgate-Palmolive-Peet, Jersey City, NJ	William Esty, NY	CBS TV 65	Strike It Rich; M, W, F 11:30-12 noon; 29 June; 52 wks
Hotpoint, Inc, Chi	Maxon, NY	ABC TV 45	Adventures of Ozzie & Harriet; alt F 8-8:30 pm; 25 Sep; 40 wks
Philip Morris & Co, Ltd	Biow, NY	CBS TV 60	Pentagon Confidential; alt Th 10-10:30 pm; 3 Sep; 26 progs
Ralston Purina Co, St. Louis	Gardner Adv. St Louis	ABC TV 32	Space Patrol; Sat 11-11:30 am; 11 Jul; 52 wks
William Wrigley Jr Co, Chi	Ruthrauff & Ryan, Chi	CBS TV 10	Gene Autry; T 8-8:30 pm; 14 Jul; 52 wks

(For New National Spot Radio and TV Business, see Report to Sponsors, page 2)

3. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Egbert A. Cabbie	Riverside Metal Co, Riverside, NJ, mkt res analyst	Robert E. Clarke & Assoe, Miami, Fla, sr acct exec
Terence Clyne	Biow, NY, vp	Same, sr vp
Jacqueline M. Dodge	WDTV, Pittsb, acct exec	Adv Syndicate of Amer, Pittsb, acct exec
Howard Flynn	Radio-TV exec, Southern Cal	Walter McCreery, Beverly Hills, radio-TV dir
Edward Fonte	Biow, NY, timebuyer	Ruthrauff & Ryan, NY, timebuyer
Robert L. Foreman	BBDO, NY, vp chg TV	Same, chmn TV-radio plans bd
Todd B. Franklin	Lennen & Newell, NY, vp chg mktg	Harry B. Cohen, NY, vp chg mktg
C. A. Honold	Ralph H. Jones Co, Cincinnati, acct exec	Rhoades & Davis, LA, vp, acct exec
Joseph R. Joyce	Ruthrauff & Ryan, NY, exec stff	Same, vp
Nicholas E. Keesely	Lennen & Newell, NY, dir radio & TV	Same, sr vp
Edward Laing	Westinghouse Elec Corp, Pittsb, adv. sls prom exec	Ketchum, McLeod & Grove, Pittsb, acct exec
Burr E. Lee	ABC, Chi, prodn & prog mgr	Schoenfeld, Huber & Green, Ltd Chi, acct exec



Numbers after names refer to New and Renew category

- Cyrus Nathan (3)
- Teri Segur (3)
- Frank Yahner (3)
- Nicholas Keesely (3)
- Terence Clyne (3)

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

3. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Arthur F. Marquette	Sherman & Marquette, Chi, pres	Same, bd chmn
Harry Mendelsohn	Huber Hoge & Sons, NY, acct exec, radio dir	Same, acct mgr
John R. Mooney	Tatham-Laird, Chi, asst media dir	Needham, Louis & Brorby, Chi, asst media di
Cyrus Nathan	Foote, Cone & Belding, NY, exec	Biow, NY, vp
M. V. Odquist	Kenyon & Eckhardt, NY, exec	Hilton & Riggio, NY, vp
Dan Rubin	Fedway Stores, NY, prom-mdsg stf	Huber Hoge & Sons, NY, asst acct exec
Burt Schultz	Owens-Corning Fiberglas, Toledo, asst to publicity dir	Benton & Bowles, NY, publicity, prom stf
Teri Segur	Masonite Corp, Chi, asst sls prom mgr	H. M. Cross, Chi, asst to pres
John T. Southwell	Hirsch & Rutledge, St Louis, vp chg radio & TV	Smith, Hagel & Snyder, NY, vp
Robert L. Stevenson	Adv Syndicate of Amer, Pittsb, vp	Same, pres
Jackson Taylor	Lennen & Newell, NY, acct supvr	Same, vp
Louis E. Tilden	Sherman & Marquette, Chi, dir radio & TV dept	Same, vp
Larry Wherry	Sherman & Marquette, Chi, vp, dir	Same, pres
Frank Yahner	Young & Rubicam, NY, acct exec	Biow, NY, supvr Joy acct



4. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Ralph R. Brubaker	Carnation Co, LA, gen sls mgr	Same, vp chg sls & adv
John T. Caviezel	Crosley Div, Avco Mfg, Cinci, mgr new mkt devel for TV	Same, mgr, TV sls section
Henry Dorff	Gruen Watch Co, Cinci, adv, publ rel dir	Same, vp chg adv
Thomas Emerson	Eversharp, Inc, Chi, vp chg sls	Same, vp, gen mgr
Parker H. Ericksen	Avco Mfg Corp, Cinci, dir sls, Crosley & Bendix appliances	Same, vp
Willis D. Evans	Elgin Watch Co, Elgin, Ill, gen sls mgr	Ronson Art Metal Works, Newark, NJ, vp mktg
Stuart K. Hensley	Toni Co, Chi, sls mgr	Same, vp chg sls, adv, brand prom
George T. Laboda	Co'gate-Palmolive-Peet, NY, hd adv res	Same, radio-TV dir
Wilmore H. Miller	Toni Co, Chi, vp chg adv, brand prom	Same, vp chg opers
Henry J. Muessen	Piel Bros, B'ooklyn, NY, vp, gen mgr	Same, pres & chmn of bd
Victoria Risk	Universal Adv, Hywd, secy	First Fed Svgs & Loan Assn, Hywd, dir adv, rei
William Sexton	Great Southern Life Ins, Houston, agency sec'y	Same, dir adv, publ rel
Herbert M. Stein	Ronson Art Metal Works, Newark, NJ, asst gen sls mgr	Same, gen sls mgr
W. J. Tormey	LA Soap Co, LA, gen sls mgr	Same, vp, dir sls & adv
J. R. Wood	Lever Bros, NY, brand mdsg mgr	Same, asst field sls mgr, Lever Div



5. Station Changes (reps, network affiliation, power increases)

KCEB, Tulsa, new nat'l rep, Bolling	WGN, WGN-TV, Chi, new nat'l rep, Hollingbery
KGU, Honolulu, new nat'l rep, NBC Spot Sales	WMAR-TV, Baltimore, power increase to 100 kw (22 Jul)
KHSL, Chico, Cal, to become CBS Radio affil eff 14 Aug (replaces KXOC)	WOOD-TV, Grand Rapids, power increase from 28.5 to kw; also switch from ch. 7 to 8; both changes eff ab 1 Jan '54
KVCV, Redding, Cal, to become CBS Radio affil eff 14 Aug	WTAL, Tallahassee, Fla, new nat'l rep, Robert Meeker
WBAL, Baltimore, new nat'l rep, Henry I. Christal	WTCN, Mpls, new nat'l rep, John Blair
WDLP, Panama City, Fla, to become NBC Radio affil eff 13 Aug	WTRF, Wheeling, W Va, new nat'l rep, Hollingbery
WFMD, Frederick, Md, new nat'l rep, Robert Meeker	WPNF, Brevard, N. C., now NBC Radio affil



Numbers after names refer to New and Renew category

- Wilmore Miller (4)
- G. T. Laboda (4)
- S. K. Hensley (4)
- Willis D. Evans (4)
- J. R. Wood (4)
- Henry Dorff (4)
- Thomas Emerson (4)
- Henry Muessen (4)
- H. M. Stein (4)
- John T. Caviezel (4)



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!

Enter almost any Iowa home at almost any time of the day, and you will find at least one radio set in action—keeping Mother company while she does her duties—bringing Dad the farm markets and news—changing the quiet house into a warm and friendly home. That's why the average Iowa family spends 10.53 hours per day with radio, as compared with 2.64 hours with television, 1.7 hours with daily newspapers, 0.79 hours with weekly newspapers.

Iowa people spend more time with WHO than with any other Iowa station!

All the above figures are from the 1952 Iowa Radio-Television Audience Survey, by Dr. Forest L. Whan. This Survey is used regularly by leading agencies and advertisers. It is worthy of your deep study. Free copy on request.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

CALL

Mr. Sponsor...

It costs
LESS
to sell
MORE
in
MONTREAL

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

Bernard Dwortzan

Acting Advertising Manager
Ronson Art Metal Works, Inc., Newark, N. J.

The Ronson name is synonymous with quality in the cigarette lighter field and Bernie Dwortzan is primarily concerned with keeping that idea firmly ensconced in the public mind.

In the U.S., a little more than half of the company's ad budget is spent in air media. A year-round spot TV announcement campaign in 65 markets and a seasonal barrage of radio in selected cities during gift seasons constitute the firm's domestic air advertising. In Canada, the firm is counting on a pair of long-pull radio programs to keep the sales trend pointed in the right direction—upward. (See SPONSOR's special Canadian section in this issue starting page 59.)

It Happened Here, a Ronson program since January 1952, is carried on 33 stations (CBC Dominion Network) which reach the 68 principal trading areas of the country. *Le Journal de Claude-Henri Grignon*, a program aired continuously (except for summer hiatuses) since 1949, hits one out of every five French-Canadian radio homes via CKAC, Montreal, CHRC, Quebec, and CKRS, Jonquiere.

Coordinating with E. J. Watley, former advertising manager and now general manager of the Canadian subsidiary, Bernie Dwortzan is convinced that the continuation of these two programs is well worth the 50% bite they take out of the Ronson Canadian ad budget. "We work on the theory that, being largely a gift item, Ronson lighters can, and should, be purchased for all appropriate gift occasions," Dwortzan told SPONSOR. "That's why we feel that we can afford to hit the same audience over and over with our aired sales messages. But we keep adding to the audience because the ratings of the shows keep rising. *It Happened Here*, a quarter-hour dramatic program, now has ratings comparable with the best half-hour dramatic shows in the same area."

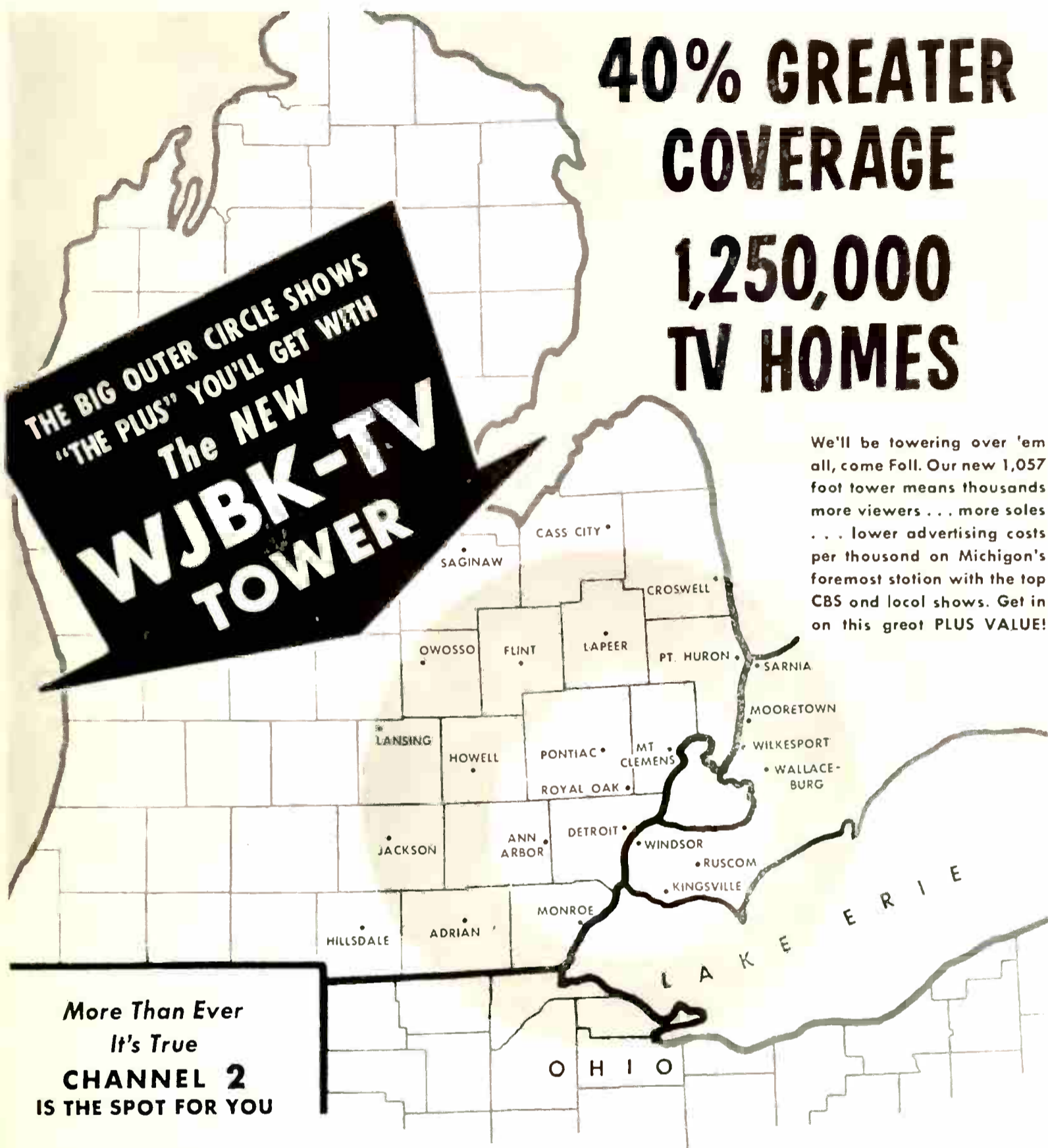
Dwortzan, Watley, and Grey Advertising (which handles both domestic and Canadian advertising) work in a news peg whenever possible to get the maximum value out of the show. In connection with Cane Week, for instance, the program was written by a blind man, performed by blind actors from a Braille script.

Dwortzan, a Rutgers graduate, is married and has a two months' old son. Why does he prefer tennis to golf? "I go in for sports for relaxation," he says, "and it's a darn sight tougher to talk business on a tennis court than on a golf course." ★★★

**40% GREATER
COVERAGE
1,250,000
TV HOMES**

THE BIG OUTER CIRCLE SHOWS
"THE PLUS" YOU'LL GET WITH
**The NEW
WJBK-TV
TOWER**

We'll be towering over 'em all, come Fall. Our new 1,057 foot tower means thousands more viewers . . . more sales . . . lower advertising costs per thousand on Michigan's foremost station with the top CBS and local shows. Get in on this great PLUS VALUE!



More Than Ever
It's True
CHANNEL 2
IS THE SPOT FOR YOU

WJBK-TV

Detroit



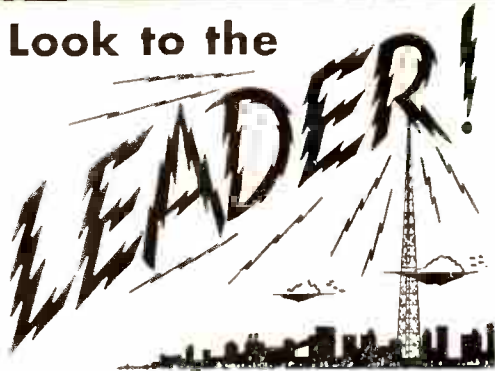
Represented
Nationally by
THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS

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

WHEN BUYING TV IN OMAHA

Look to the



KMTV Leads in

1. COVERAGE

With 100,000 Watts on Channel 3, KMTV gives a better signal in an area containing 1¼ million people with a buying income of almost 2 billion.

2. AUDIENCE

Not only does KMTV lead with the TOP 5 . . . it also carries 7 of the TOP 10 weekly shows in Omaha (Pulse—May 17-23rd). KMTV has consistently been the "audience leader" in every Pulse survey.

3. FACILITIES

Now with 4,500 sq. ft. of new studio space, new control rooms, and new television equipment, KMTV has the finest facilities in the midwest.

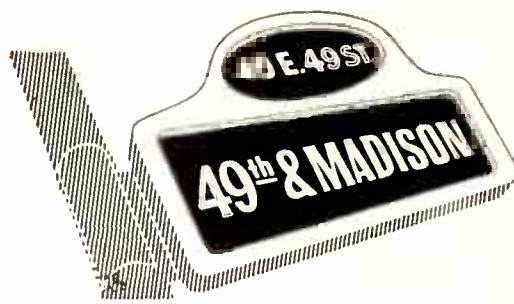
4. LOW RATES PER "M" VIEWERS

Your TV dollars go farther with KMTV's low rate structure plus the bonus coverage of 100,000 watts.



KMTV CBS
DUMONT
ABC
OMAHA 2, NEBRASKA
CHANNEL 3

Represented by
EDWARD PETRY & CO., INC.



FALL FACTS ISSUE

There is only one word for it: "Terrific!"

I am referring to SPONSOR's *Fall Facts Issue*. It is not only recommended reading for anyone in the advertising business, but also important enough for constant rereading.

Your staff has done an outstanding job and I can promise you that our copies of the *Fall Facts Issue* will be well-thumbed until the 1954 issue arrives.

GEORGE J. ABRAMS
Advertising Director
Block Drug Co.
Jersey City

NETWORK COMPARAGRAPHS

Let me throw a bouquet your way.

I think your network Comparagraphs are really great.

I use them continually—have them on my bulletin board for both radio and TV. Thanks for this useful tool.

LOUIS L. ERGMANN
Radio & TV Director
Robert W. Orr & Assoc.
New York

IMPARTIAL ON MEDIA

May I take this opportunity to say how much a lot of us here enjoy and value your magazine? It is almost the only instance I know of where a specialized trade paper is broadminded enough—while heavily supporting its own industry—to give a fair-minded bow to competitive industries.

Your recent round-up of the pros and cons of the various basic types of media is a unique contribution to advertising. In my opinion ("Media Basics.") Your present series of pro and con debates on the controversial *Life* study is also of outstanding interest ("What sponsors should know about *Life's* new 4-media study," 29 June 1953, page 27; "Is *Life's* media study fair to radio and TV?" 13 July 1953, page 36). I have recommended them

to a number of people.

Sincerest congratulations on a lively and remarkably impartial handling of the highly competitive American media scene. You do full justice to broadcasting but you also recognize newspapers, outdoor, and magazines as features of the scenery. This is remarkable broadmindedness.

R. F. HUSSEY
V.P. & Media Director
Foote, Cone & Belding
Chicago

SET MAINTENANCE

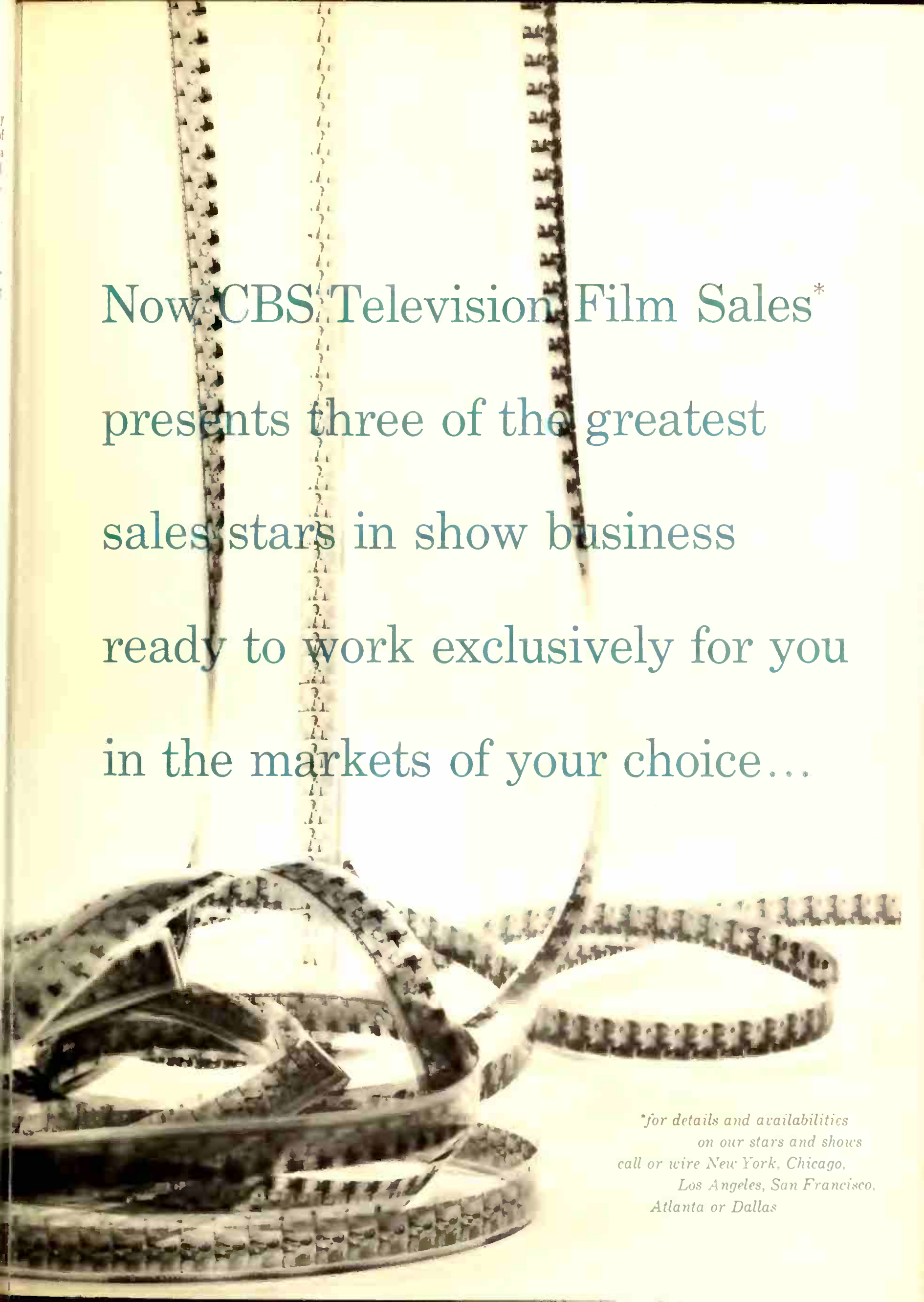
An interesting situation has developed here which might be of interest to you and to some of our fellow broadcasters.

We have received a few complaints of late from listeners in our fringe area advising they are not receiving our signal as well as in the past. Our chief engineer made a field strength test and convinced himself that the difficulty was not with our transmitting signal but with the condition of the actual sets being used. Since this did pose a problem, we wondered what to do about it and therefore called a meeting of dealers and repairmen in our area which resulted in the revelation of the following interesting facts.

The majority of sets in use today are the small inexpensive table models or portables which wear out much faster than the better-made earlier and larger models. The dealers admitted they are not interested in accepting repair work on these small models since the set owner is reluctant to pay a repair bill of \$10 or \$15 when the set itself only cost roughly twice that amount.

It is apparent the small inexpensive sets in production today are fast approaching the category of small appliances, such as electric toasters and irons which are thrown away on a junk heap at the first sign of a breakdown and replaced by a newer and better model. Our chief hope in combating this situation, therefore, seems to be an aggressive sales effort to help the dealers sell more replacement sets and to initiate a propaganda campaign of our own on the air to remind those
(Please turn to page 21)

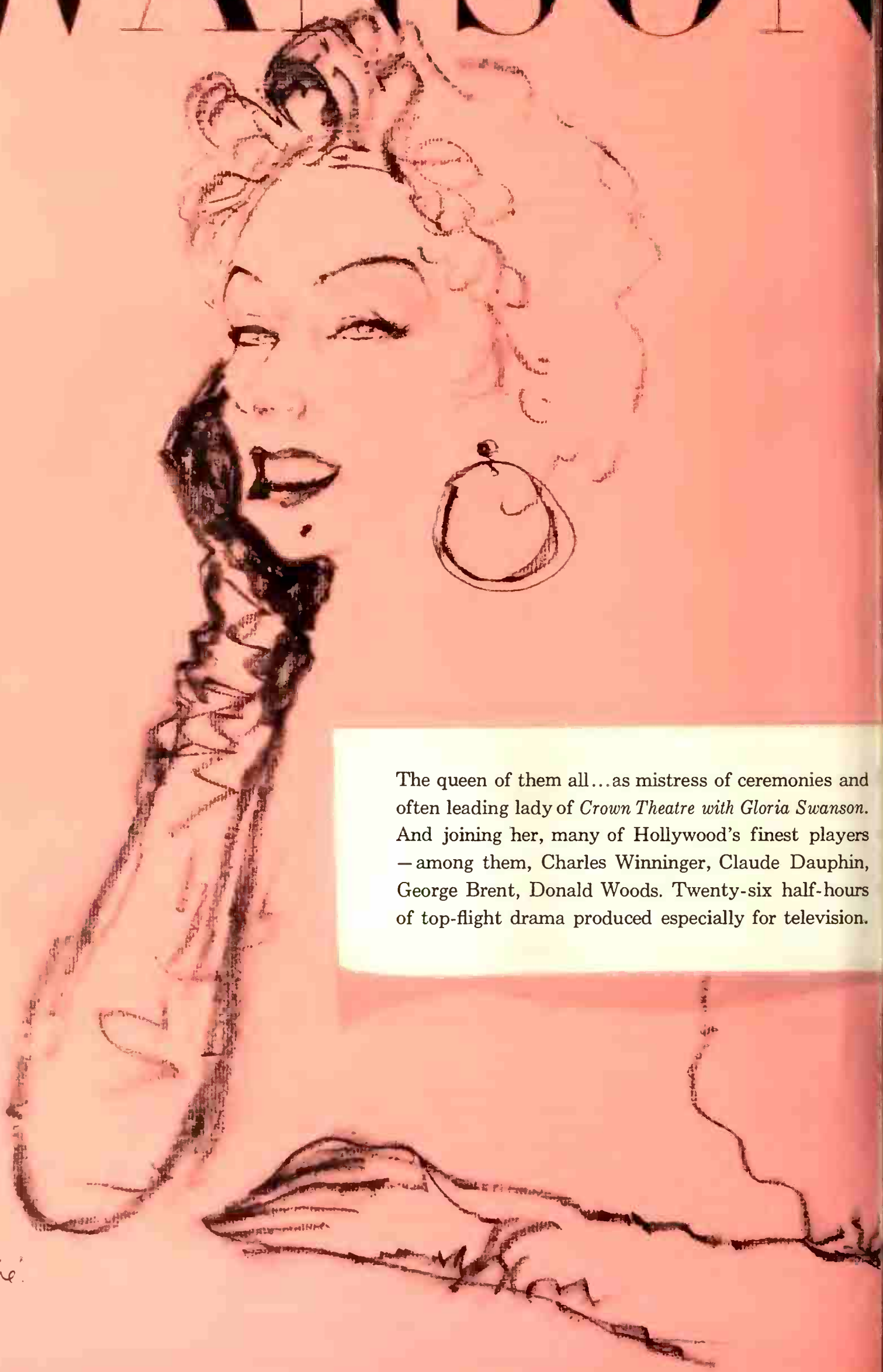
SPONSOR welcomes letters from readers. Address all correspondence to 40 E. 49 St., New York 17, N. Y.



Now CBS Television Film Sales*
presents three of the greatest
sales stars in show business
ready to work exclusively for you
in the markets of your choice...

**for details and availabilities
on our stars and shows
call or wire New York, Chicago,
Los Angeles, San Francisco,
Atlanta or Dallas*

SWANSON



The queen of them all... as mistress of ceremonies and often leading lady of *Crown Theatre with Gloria Swanson*. And joining her, many of Hollywood's finest players — among them, Charles Winninger, Claude Dauphin, George Brent, Donald Woods. Twenty-six half-hours of top-flight drama produced especially for television.

By S. Onhe.

Linkletter



Television's Pied Piper—with a successful format and an established popularity from his daytime show—in a new film series, *Art Linkletter and the Kids*. When Art meets kids (the general idea of these 39 quarter-hours) adults follow him by the millions. Questions and antics that are unrehearsed, uninhibited . . . and uproarious.

Amos 'n' Andy



Hand-drawn illustration

Broadcasting's longest-running hit (today leading all other network shows in its radio version). During its run on the CBS Television Network, *The Amos 'n' Andy Show* gathered more than 16,000,000 viewers a week... more than half the total viewing audience! Fifty-two half-hours, 13 of them never before shown on television.

ALSO AVAILABLE:

- The Gene Autry Show*
- Files of Jeffrey Jones*
- Hollywood on the Line*
- The Range Rider*
- Strange Adventure*
- Annie Oakley*
- Holiday in Paris*
- World's Immortal Operas*
- Cases of Eddie Drake*

49TH & MADISON

(Continued from page 16)

listeners who still own the large expensive and better-made console models to have their radios checked for faulty tubes and to treat their good sets as they would their automobile from a service standpoint.

It occurs to me the above may be of vast interest to the local station operators.

ARTHUR J. BARRY
President
WEOK, Poughkeepsie

SIGN LANGUAGE

We came up with a rather cute one today, in which I thought you might be interested. This is almost a new territory on TV and, naturally, we can't go down the street a block without being asked when we will be on the air; so, we have equipped the staff with the enclosed card which they carry in their coat breast pocket (see below).

It saves the vocal chords and we can get down to business that much quicker.

WILLIAM B. QUARTON
General Manager
WMT, Cedar Rapids

Glad You Asked!

TARGET DATE

SEPTEMBER 27

(This Year)

We Think We'll Make It!

MEDIA STUDY

I think your marvelous study "Basic Media Evaluation" is one of the very finest things that has ever happened to us in radio. Please arrange to send this station four reprints of this entire series.

Keep up the good work for us.

ARCH L. MADSEN
Manager
KOVO
Provo, Utah

Our laboratory would appreciate information concerning the manner in which the All-Media Evaluation Study series is available to us. We would

particularly like to know if these reports have been or are to be collected and released under a single cover or if they are to be available as single issue reprints of the articles as they appeared in SPONSON.

We would also like to have information concerning the cost of the entire series of reports and whether there is a cost reduction per copy if the material is ordered in quantity. . .

JOHN G. SHAW
Research Associate
Washington Public Opinion
Library
University of Washington, Seattle

* The Media Study will be reprinted in book form in 1954. Cost and publication date will be announced later on. Reservations are acceptable now.

We are collecting the series of articles you are running but in some way have missed out on the June 1, 1953 article, Part 4, "How to choose media" (page 25).

Would it be possible for you to send us this article or copy of SPONSON containing it?

R. W. THOMAS
Asst. Adv. Director
Gunther Brewing Co.
Baltimore

* Part 4 of the 18-part media series is still available. The complete series will be published in book form early in 1954. Reservations are acceptable now. Write to SPONSON, 10 E. 49 St., New York 17.

TV BASICS

I am very much taken with the section in your *Fall Facts Issue* edition labeled "TV Basics."

I would like each one of our account executives to have a reprint of this section. Could you, therefore, send me 10 reprints, and if there is any cost, please bill me accordingly.

Congratulations.

H. LYMAN HART
President
Hart-Conway Co., Inc.
Rochester

* Reprints of the 1953 "TV Basics" are now available. Cost is 50c each for 100 copies or over.

TV MARKETS

Your July 13 *Fall Facts Issue* is packed full of powerful material and is a real service to both buyers and sellers of radio and television. For this reason we regret that we must register one protest.

(Please turn to page 142)

WKJF-TV

Channel 53

PA PITT'S TV PREFERENCE



"NOW ON THE AIR"
WITH OUTSTANDING
*NBC PROGRAMS
AND THE BEST IN LOCAL
ENTERTAINMENT

YES . . .
WKJF-TV

Takes Pittsburgh's
2 1/4 Billion
MARKET
OUT OF SINGLE STATION

Phone Wire or Write
for Complete Data

*EFFECTIVE SEPT. 1

WEED TELEVISION
NATIONAL REPRESENTATIVES

ON AIR

—through

Post-freeze

POST-FREEZE STATIONS "ON-AIR" (WITH RCA TRANSMITTERS) 6/20

KBTV

(VHF)
Denver,
Colorado

KCSJ-TV

(VHF)
Pueblo,
Colorado

KGMB-TV

(VHF)
Honolulu,
T. H.

WLBC-TV

(UHF)
Muncie,
Indiana

WKNB-TV

(UHF)
New Britain,
Conn.

WLEV-TV

(UHF)
Bethlehem,
Pennsylvania

WCOS-TV

(UHF)
Columbia,
South Carolina

WDAY-TV

(VHF)
Fargo,
North Dakota

WFTV

(UHF)
Duluth,
Minnesota

WFPG-TV

(UHF)
Atlantic City,
New Jersey

KTBC-TV

(VHF)
Austin,
Texas

WTVE

(UHF)
Elmira,
New York

WCOV-TV

(UHF)
Montgomery,
Alabama

KROC

(UHF)
Rochester,
Minnesota

WSBA-TV

(UHF)
York,
Pennsylvania

KTVH

(VHF)
Hutchinson,
Kansas

WKNX-TV

(UHF)
Saginaw,
Michigan

WBRE-TV

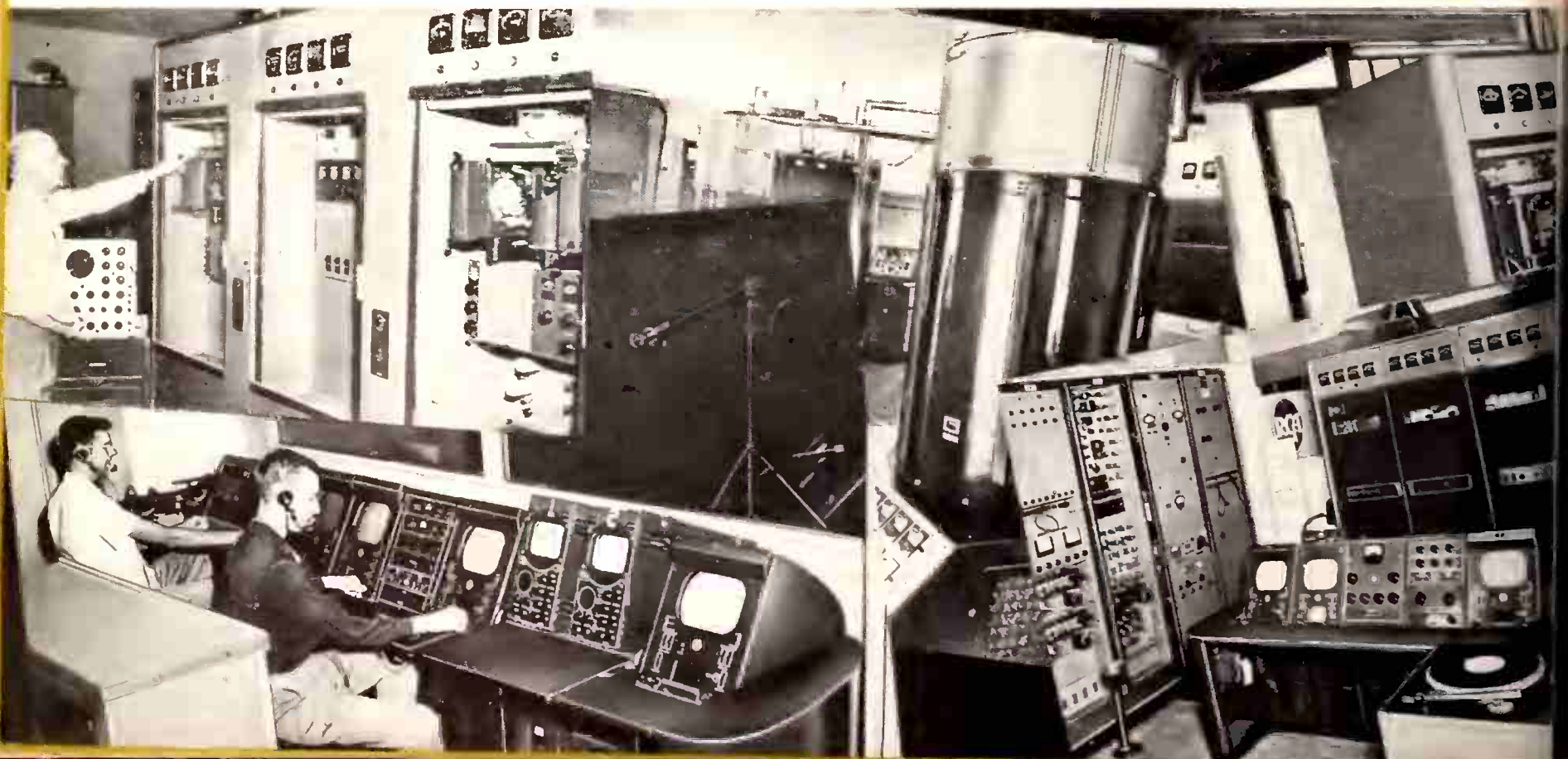
(UHF)
Wilkes Barre,
Pennsylvania

WKBN-TV

(UHF)
Youngstown,
Ohio

WSBT-TV

(UHF)
South Bend,
Indiana



KSWO-TV
(VHF)
Lawton,
Oklahoma

WFMJ-TV
(UHF)
Youngstown,
Ohio

WROV-TV
(UHF)
Roanoke,
Virginia

KCTY
(UHF)
Kansas City,
Missouri

WAKR-TV
(UHF)
Akron,
Ohio

WTPA
(UHF)
Harrisburg,
Pennsylvania

KFEL-TV
(VHF)
Denver,
Colorado

KPTV
(UHF)
Portland,
Oregon

RCA Deliveries!

IN A CONCERTED EFFORT to meet the demands of "Post-Freeze" Television, RCA is *PRODUCING* and *DELIVERING* TV Station Equipment at an unprecedented schedule.

RCA's long-range planning—and ability to produce UHF and VHF transmitters and high-power amplifiers—is getting TV Stations "on-air" at rates unequalled in Television history.

These are some of the factors that

combine to make this production record . . . and assure Y O U earliest transmitter delivery possible.

RCA Engineering and Planning is capable of anticipating station equipment requirements years ahead (take UHF development, for instance). RCA Production Engineering plans facilities and meets TV Station needs . . . **WAY IN ADVANCE.**

RCA's Production "know-how" is

based on more than 20 years of pioneering in TV transmitter design, construction, and operation. (RCA engineers designed and produced the world's first commercial VHF transmitter—the world's first commercial UHF transmitter—and the world's first commercial VHF high-power TV amplifier!)

Make sure you get your TV transmitter promptly. Go RCA! Order through your RCA Broadcast Sales Representative.

SLS-TV
(VHF)
Roanoke,
Virginia

KROD-TV
(VHF)
El Paso,
Texas

WBAY-TV
(VHF)
Green Bay,
Wisconsin

KGNC-TV
(VHF)
Amarillo,
Texas

KTTS-TV
(VHF)
Springfield,
Missouri

WHP-TV
(UHF)
Harrisburg,
Pennsylvania

WAFB-TV
(UHF)
Baton Rouge,
Louisiana

KFOR-TV
(VHF)
Lincoln,
Nebraska

XLY-TV
(VHF)
Spokane,
Washington

KELO-TV
(VHF)
Sioux Falls,
South Dakota

WFAM-TV
(UHF)
Lafayette,
Indiana

KCBD-TV
(VHF)
Lubbock,
Texas

WHIZ-TV
(UHF)
Zanesville,
Ohio

WSUN-TV
(UHF)
St. Petersburg,
Florida

WBKZ-TV
(UHF)
Battle Creek,
Michigan

KMJ-TV
(UHF)
Fresno,
California

TSM-TV
(VHF)
El Paso,
Texas

WTVO
(UHF)
Rockford,
Illinois

WFTL-TV
(UHF)
Ft. Lauderdale,
Florida

WALA-TV
(VHF)
Mobile,
Alabama

WABI-TV
(VHF)
Bangor,
Maine

WJTV
(UHF)
Jackson,
Mississippi

KFDX-TV
(VHF)
Wichita Falls,
Texas

WKST-TV
(UHF)
New Castle,
Pennsylvania

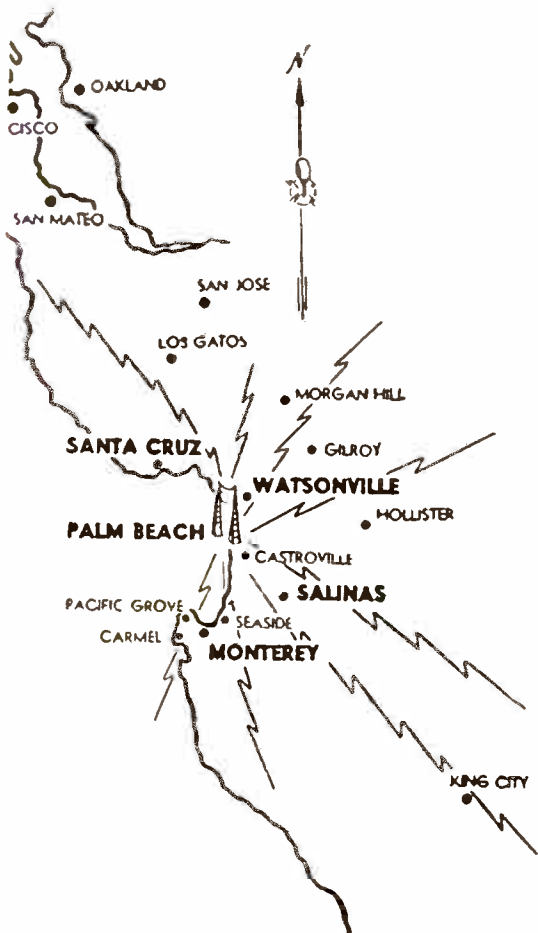


RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.

5000 WATTS

KDON

**POWER
PROGRAMS
PERSONALITIES**



**DON
PANCHO**

100,000
LOYAL
SPANISH
LISTENERS

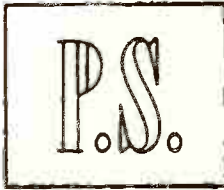
**COLORFUL
SPORTS-
CASTER**

**JOHN
LAMB**

KDON

**SUCCESSFUL
PROVEN
MERCHANDISING**

New developments on SPONSOR stories



See: "Is this TV/radio's programming pattern of the future?"
Issue: 6 October 1952, page 29
Subject: More shows use same format on radio and TV for cheap total coverage

One of the most recent converts to the practice of using the same program on both radio and TV is the Coca-Cola Co. Like many other sponsors who've turned to this approach, Coca-Cola was faced with the problem of satisfying 1,100 franchised bottlers all over the country—and inadequate TV penetration to achieve its aim with that medium alone.

Coca-Cola, and the D'Arcy agency, found the solution through the use of the *Eddie Fisher Show* on both radio and TV, via an operation similar to that developed by the Compton Agency for P&G's *Guiding Light* last summer. The TV program is simply taped (with minor script insertions and substitutions) and played on NBC Radio and on MBS on different nights of the week. Result: Coca-Cola is able to bring the 15-minute musical variety show to every market where the firm has bottlers via 84 NBC TV stations, 202 NBC Radio stations, and 256 MBS stations, with the cost of the radio version peeled down to the barest minimum.

Here's how the system worked for a typical week: the Friday, 24 July, NBC TV show was heard over NBC Radio stations on Friday, 31 July; on Thursday, 6 August, it was aired on MBS stations. In this manner, Coca-Cola achieves maximum coverage with least possible audience duplication.

Other sponsors who've taped their network TV shows and supplement TV coverage with net radio include: Colgate-Palmolive's *Strike It Rich*, CBS TV and NBC Radio; Kellogg, Lever Bros., Green Giant, and Pillsbury with *Linkletter House Party* on CBS TV and CBS Radio; Philip Morris' *My Little Margie* on CBS TV and CBS Radio; Colgate-Palmolive's *Mr. and Mrs. North* on CBS TV and CBS Radio; Admiral Corp.'s *Life Is Worth Living* on Du Mont and MBS. Variations on the same system, with film TV and live radio, or the same series on radio and TV with different scripts, would substantially increase this growing list to indicate that SPONSOR forecast another trend in its analysis of the *Guiding Light* pattern last year.



See: "Bayuk fights back with 90% television budget"
Issue: 15 June 1953, page 30
Subject: Admiration Cigars takes to radio to sell popular-priced line to younger smokers

For 30 years a print-media-only advertiser, E. Regensburg & Co. radically changed its advertising policy this summer when the cigar manufacturer (through Rose-Martin Advertising Agency) signed a 52-week contract to sponsor Kenneth Banghart's *Eleventh Hour News*, WNBC, 11:00-11:15 p.m., starting 31 August. Admiration Cigars and Dolcin Corp. will share the program on alternating, rotating sponsorship, with each client getting seven programs in every two-week cycle. Says I. W. Rose Sr., president of Admiration's agency: "This arrangement makes it possible for us to reach the maximum audience without duplication."

Kenneth Banghart will deliver the commercials, which will be divided between Regensburg's established 25¢-each cigars and the more recently introduced popular priced brands.

Some two years ago E. Regensburg & Sons, makers of Admiration Cigars, enlarged their line of exclusively priced 25¢ cigars, and at the same time began producing a popular-priced panatella-shaped cigar to retail at two for 15¢. This move was representative of the cigar industry's effort to appeal to younger men. ★ ★ ★

L. LUCIFER TWINK is the contacting link
With Spiffy Uplifties (that's, Inc.)



Though, frankly, his copy's
exceedingly sloppy



And the plans he submits always stink.

Now why do they suffer this doddering duffer?

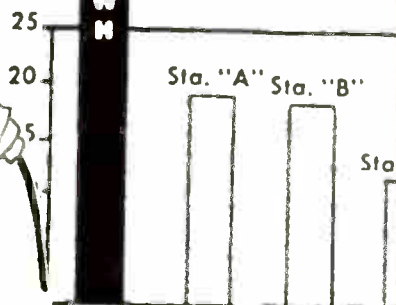


Well," says Twink's boss. "It's this way . . .

He swung a real nifty time-buy for Upliftie—
Bought KOWH—TOP STATION ALL DAY!"



AVERAGE HOOPER
35.7%



Moral

**EVERY GOOD TIME-BUYER
KNOWS KOWH HAS THE:**

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

Kowh

O M A H A

"America's Most Listened-to Independent Station"



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

40 Million Bushels of Wheat
going to Market in

Paul Bunyan Land!



Experts estimate that—this fall—at least 40 million bushels of hard Spring Wheat will bulge the elevators and terminal storage facilities of Paul Bunyan Land. That's millions in cash and plenty of feed for the poultry and livestock!

Marketing your product to this rich, responsive farm and city populace is made so much easier and economical by WCCO!

In the 109 counties of Paul Bunyan land—82 hear WCCO radio more than any other station: and in the 59 counties around the metropolitan centers WCCO-TV can deliver a picture message to 52 percent of the 750,000 homes.

WCCO is the one-station buy
in a land of giant earnings!

MINNEAPOLIS • ST. PAUL

WCCO

CBS

RADIO—50,000 Watts—830 K.C.
TELEVISION—100,000 Watts—Ch. 4

NIGHTTIME RADIO

This special report is designed to help you evaluate nighttime. Includes case history, broad picture

Case history: Morton Salt finds nighttime is best buy

"In some respects, nighttime radio is more effective than it was prior to TV." That's quote from radio-TV director of Morton Salt Co. agency. Company finds listener reaction is increasing, especially in old established TV markets. It uses transcribed show in 65 markets on spot basis. Says Morton Salt Co. agencyman: "... on a dollar for dollar basis nighttime radio is still a very effective media buy." You'll find full facts on Morton approach, objectives in case history article that follows.

Article starts page 28

Broad picture: Latest facts refute the popular fancies

Many admen are discussing nighttime radio these days—but few do so on the basis of accurate, up-to-date information. Result: A crop of fallacies about nighttime radio has now become widely accepted as "the real inside dope" on this air medium. In a special report, SPONSOR provides a round-up of the latest research data about nighttime radio's size, scope, audiences, advertisers, and competitive media position—and uses this report to refute a dozen of the most glib and generalized views on nighttime.

Article starts page 30

NIGHTTIME RADIO REPORT

Why Morton S

Impact increasing, company

A few weeks ago a letter arrived for Account Executive J. F. (Ted) McLoney at the offices of CBS Radio Spot Sales in Chicago. It was from Robert R. Long, radio-TV director at the Klau-Van Pietersom-Dunlap Associates agency in Milwaukee, and when Ted McLoney had finished reading it he whooped with joy. Reason: The letter documented points about nighttime radio McLoney, like other radio salesmen, was finding it rough to make in meetings with TV-conscious clients. The letter referred to the four-year nighttime spot radio history of the

Morton Salt Co. and this is how it went along:

"Dear Ted:

"Many times in the past we have discussed the effectiveness of daytime vs. nighttime radio as well as radio vs. other media. Now that we have had approximately four years with radio on the Morton Salt account, I will attempt to summarize our experiences.

"In some respects, nighttime radio is more effective than it was prior to TV. You have watched market-by-market ratings over a period of time just as closely as I have. In some mar-

kets, TV has definitely made considerable inroads on radio listening. In these particular markets rate adjustments were made to compensate for this drop. The point that you and I must bear in mind is that we had only metropolitan ratings to go by. From a mail standpoint, rural radio listening has been steadily on the increase. The same would hold true for metropolitan listening—in spite of the fact that some ratings would indicate the opposite. Morton never used an offer on the air that would be considered particularly strong. The offers made year

Morton varies commercials with regions. Around map below are: W. K. Yates, mgr. agricultural products dept., Morton Salt; Ted McLoney,

account exec.; Gordon Hayes, Western sales mgr., CBS Radio Spot Sales; Bob Long, radio-TV director, Klau-Van Pietersom-Dunlap Assoc.



Makes nighttime spot radio

Especially in older TV markets. Radio has spurred sales gains

to year were almost identical in nature. In spite of this, mail responses have steadily increased.

"Old established TV markets show the greatest gain in increased radio listener reaction. This was especially true of multiple TV station markets.

"I think it could be safely stated that on a dollar-for-dollar basis nighttime radio is still a very effective media buy. Consider for a moment the fact that we were on daytime in certain markets prior to this season. When we changed these markets over to Class "A" time, ratings as well as mail more than doubled even though rates did not.

"As far as sales effectiveness is concerned, your radio cost-per-1,000 is low. Radio offers an opportunity to put across a sales message with all the warmth that a spoken medium has to offer at a cost-per-1,000 just as low if not lower than that of any other known medium. It is up to the individual company and/or agency to capitalize on radio's potentialities. You people offer the audience—if the agency or client misses the boat, it is their fault entirely."

Morton Salt Co. uses a transcribed half-hour program called *Visitin' Time* on 65 stations (see box at right listing call letters), mainly in Class "A" time between 7:30 and 9:00 p.m. Stations used include two regional networks, the Columbia Pacific Network and a hookup of CBS New England stations. Objective of the once-a-week program is to sell three different products, two of them farm, one consumer: (1) Morton's Free Choice Trace Mineralized Salt; (2) Morton's home meat curing line (Tender-Quick, Sugar Cure, Sausage Seasoning); (3) Morton's table salt. The latter product is the responsibility of the Needham, Louis & Brorby agency, Chicago.

(Please turn to page 116)



Morton Salt Co.'s transcribed variety show, "Visitin' Time," includes band, vocalists. Audience which is seeking entertainment is more responsive to commercial pitch, firm feels

These 65 stations comprise Morton's spot radio list

STATE	CITY	STATION	STATE	CITY	STATION
Alabama	Birmingham	WAPI	Nebraska	Omaha	KFAB
	Birmingham	WAFM	New Hampshire	Concord	WKXL
Arkansas	Little Rock	KARK		Manchester	WFEA
	Chico	KXOC	New Jersey	Paterson	WPAT
	Los Angeles	KNX	New York	Rochester	WHAM
California	Monterey	KMBY		Schenectady	WGY
	Palm Springs	KCMJ	North Carolina	Charlotte	WBT
	Sacramento	KROY	North Dakota	Bismarck	KFYR
	San Francisco	KCBS	Ohio	Cincinnati	WLW
	Stockton	KGDM	Oklahoma	Oklahoma City	WKY
Colorado	Colorado Springs	KVOR		Medford	KYJC
	Denver	KLZ	Oregon	North Bend	KFIR
Connecticut	Hartford	WDRG		Portland	KOIN
Georgia	Atlanta	WSB		Klamath Falls	KFLW
	Boise	KDSH		Roseburg	KRNR
Idaho	Twin Falls	KEEP	Pennsylvania	Harrisburg	WHP
	Pocatello	KJRL	South Carolina	Columbia	WIS
	Idaho Falls	KID	South Dakota	Yankton	WNAX
Illinois	Chicago	WBBM	Tennessee	Memphis	WMC
Iowa	Des Moines	WHO		Nashville	WSM
Kansas	Concordia	KFRM		Amarillo	KGNC
Kentucky	Louisville	WHAS	Texas	Fort Worth	WBAP
Louisiana	New Orleans	WWL		San Antonio	WOAI
Maine	Bangor	WGUY	Utah	Cedar City	KSUB
	Portland	WGAN		Salt Lake City	KSL
Massachusetts	Boston	WEEI	Virginia	Richmond	WRVA
Michigan	Flint	WDFD	Vermont	Burlington	WCAX
	Kalamazoo	WKZO		Kennewick	KWIE
Minnesota	Minneapolis	WCCO	Washington	Spokane	KXLY
Missouri	Kansas City	KMBC		Yakima	KIMA
	St. Louis	KMOX	West Virginia	Wheeling	WWVA
Montana	Butte	KBOW	Wisconsin	Madison	WKOW
	Great Falls	KFBB			

case history

fallacy

1

"AS TV GROWS, NIGHTTIME RADIO ALWAYS DROPS"

The pace-setters of nighttime radio, the "Top 10" of Nielsen Radio Index, are steadily creasing their audiences. In April 1952, average number of homes reached by nightti "Top 10" was 4,139,000; in April 1953, it was 4,498,000—up 8.7%.

fallacy

2

"NO BIG CLIENTS ARE BUYING NIGHTTIME RADIO"

Not so. Networks report fall sales levels ranging from a break-even-with-'52 to a 150 increase in nighttime radio business. Reps report an average gain of some 12.5% in nigh time spot. Big names, from Chesterfield to General Foods, are in.

fallacy

3

"TV AREAS CONTRIBUTE ALMOST ZERO TO NIGHT RADIO"

Far from being a negligible factor, TV areas contributed 51% of the listening to nigh time network commercial shows last winter, studies show. In "Videotown," for instan nighttime radio made 60% listening gain between totals for '51 and '52.

fallacy

4

"WHEN A TV SET IS ON, NOBODY LISTENS TO RADIO"

Some 11% of TV homes tune to TV and radio simultaneously at night, study by For Whan in New England (then 49.5% TV-saturated) showed in 1952. That's because homes are more likely to be multiple-set homes, conduct radio dialing in other rooms.

fallacy

5

"THE SOLE RADIO SHARE OF TV HOMES IS MUSIC, NEWS"

In the New York area, where millions of viewers have a choice of seven TV channels a 30 radio stations, radio outlets with big-name shows of pre-TV type got more than h (52.6%) of nighttime radio listening in TV homes, recent Pulse study shows.

fallacy

6

"NIGHTTIME RADIO'S CIRCULATION COSTS ARE RISING"

Checkup by one radio network shows the following: Magazine cost-per-1,000 circulat has risen 32.4% since 1946; newspaper supplements, up 22.3%. Nighttime radio cos vs.-gross-circulation of all networks has had average drop of 3.8% since '46.

NIGHTTIME RADIO REPORT

12 fallacies abo

Nighttime radio used to be the darling of air advertisers. Nobody paid much mind to things like details of cost and audience size. When renewal time came for a nighttime radio show with a \$20,000-weekly talent price tag, the option was usually picked up by the sponsor with the grace of Sir Walter Raleigh handing

a fan back to the first Elizabeth. In the last couple of years, however, the romance has cooled. The new light-o'-love for air advertisers is nighttime TV. Today when admen discuss nighttime radio you'll often hear them use the glibly disparaging generalizations enumerated on these pages (see 12

points listed in the color panel above). But up-to-date research data from a variety of sources shows these generalizations in their true light as fallacies. SPONSOR has collected what are probably the "Top Dozen" fallacious clichés about nighttime radio, and has here matched them up with the latest facts and figures on nighttime radio.

allacy

7

"MEN LISTEN ONLY IN THE MORNING, EARLY EVENING"

This belief, popular with spot radio buyers, is off-set by a Pulse study in 18 big radio-TV markets for the Katz rep firm. There are more male listeners-per-1,000 homes during the 7:00 p.m.-10:00 p.m. period than during any morning, daytime slot.

allacy

8

"WOMEN LISTEN TO RADIO ONLY DURING THE DAYTIME"

Same Pulse study shows that women listeners are indeed plentiful during the late morning and afternoon, but during the prime evening hours about 80% or more of the same women are also available. The figures for weekends are even better.

allacy

9

"DAYTIME RADIO IS NOW BIGGER THAN NIGHTTIME"

In terms of advertiser interest, perhaps. But not in terms of fact. Nielsen data for a leading radio network shows that last season's nighttime levels, October-April, were 152% higher than daytime in terms of homes, 229% higher in listeners.

allacy

10

"NIGHTTIME RADIO COSTS MORE THAN DAYTIME"

Not any longer. A sizable number of stations in all major markets have changed to the "single-rate" (day rates equal to night) basis. At the same time, daytime rates and program costs are inching up. Costs at night can even be less than daytime now.

allacy

11

"AT NIGHT, TV REACHES MORE PEOPLE THAN RADIO"

This is often true on a per-broadcast basis. But, over a 12-week period, radio shows can multiply their ratings four or five times for a big cumulative figure, due to radio's huge base and large turnover. Comparable TV growth is smaller.

allacy

12

"NIGHTTIME TV HOLDS ALL OF THE TRUMP CARDS"

Not so. Radio networks and stations now offer extensive merchandising and promotional follow-throughs on nighttime campaigns that are virtually ruled out by high costs of operation in evening TV. Radio impact is thus boosted, competition made stronger.

Nighttime radio

Latest research on nighttime radio herein rebuts a dozen pet ad theories

1. "As TV expands, radio listening at night in the U.S. inevitably drops."

New video outlets are popping up like mushrooms all over the U.S. landscape. The top nighttime video network shows have been increasing their audiences. (*I Love Lucy*, for instance, added 50% to the size of its homes-reached figure between April 1952 and

April 1953.) Therefore it's not hard to understand why a large number of agencies and clients are convinced nighttime radio is in its final decline.

TV's gains, many admen feel, are being made at nighttime radio's expense. Not necessarily, research figures would seem to show.

Take the case of radio's "Top 10"

shows in the evening-once-weekly category. In the period 20-26 April 1952, according to Nielsen Radio Index figures, the average number of homes reached by the "Top 10" was 4,139,000. A year later, NRI figures for the period 19-25 April 1953 showed a "Top 10" homes-reached average of 4,498,000

(Please turn to page 105)



Q. What TV commercial do you like best?

A. TIDE*

*Best liked of all TV commercials in Ohio State study

VIEWERS LIKED "INTEGRATED" COMMERCIAL FOR TIDE. ABOVE, RESEARCHER BETTY KNOWLES CONDUCTING AN INTERVIEW

What do viewers think of your TV commercial?

If they like your show, they are more apt to like the commercial

by Dr. Kenneth Dameron

For the past four years Dr. Dameron has received a grant-in-aid from Ohio State University, plus some additional support from stations, to conduct a series of studies of television. Previous studies include: the television commercial, the Columbus market, the various TV research techniques. In charge of field work and general direction of this particular study was Thomas A. Torrance, M.B.A., graduate assistant. Dr. Dameron's current study, now underway, deals with use of television by local advertisers.

There is mounting evidence to indicate strongly that audience-approved commercials do the most effective job of selling. For that reason it is of vital importance to the advertiser to know just how the televiewing audience reacts to his commercials and to those of his competitors, as well.

The advertiser is interested in the

r e s e a r c h

reasons why television commercials are liked—and why they are disliked. He wants to know how the audience regards television advertising in general. He is interested in knowing whether viewers actually watch television commercials or whether they tend to turn their attention away when commercials are flashed upon the screen. He may want to find out whether viewers consider television commercials more or less informative than advertising in other media, or whether certain commercials are irritating to viewers.

Why commercials are liked: When asked to recall the television commercial they like best, 11.76% of the 323 who responded to the question named the Tide detergent commercial on the Red Skelton program. Thirty-two or 9.91% rated the Muriel cigar spot commercial as "favorite." Others frequently named were: Philip Morris cigarette, *I Love Lucy* program, with 19 first-place votes; Old Gold cigarette, Ted Mack's *Original Amateur Hour*, 17 votes; Pabst beer, *Boxing*, 13 votes; and Pillsbury cake mix, *Arthur Godfrey and His Friends*, 12 votes (see table 1).

TABLE 1
"FAVORITE" COMMERCIALS

Commercial	Number	Percentage*
Tide (<i>Red Skelton</i>)	38	11.76%
Muriel	32	9.91%
Philip Morris (<i>I Love Lucy</i>)	19	5.88%
Old Gold (<i>Original Amateur Hour</i>)	17	5.26%
Pabst (<i>Boxing</i>)	13	4.03%
Pillsbury cake mix (<i>Arthur Godfrey and His Friends</i>)	12	3.72%

*Percentages based on the 323 respondents who named a "favorite" commercial.

In analyzing the six top-ranking commercials as to physical type and form, the researcher can note some interesting comparisons:

Physical classifications of "Favorite" Commercials

Commercial	Mechanical classifications	Insertion form
Tide	Demonstration, narration	Incorporated
Muriel	Animation*	Spot
Philip Morris	Demonstration, narration	Incorporated
Old Gold	Demonstration, narration	Integrated
Pabst	Animation*	Direct break
Pillsbury	Demonstration, narration	Incorporated

*.film

The popularity of the "demonstration and narration" and "animation" types of physical presentation can be noted. These two types are more frequently used in program commercials than is any other type. A panel survey by SPONSOR—reported in the 23 April 1951 issue—revealed that four of the

ATTITUDES TOWARD COMMERCIALS IN GENERAL BY INCOME

ATTITUDE	No. of respondents by income group				Total
	'A'	'B'	'C'	'D'	
"All advertising should be removed from television."	2	5	2	3	12 (3.00%)
"Advertising of certain types of products should be removed from television."	11	9	9	21	53 (13.25%)
"The television industry under its new code should control more closely what is said and shown over television commercials."	35	15	23	22	93 (23.25%)
"The government should control more closely what is said and shown over television commercials."	2	2	8	9	21 (5.25%)
"Television advertising is O. K. as it is, leave it alone."	31	38	59	70	198 (49.50%)
Other opinion	7	1	10	6	27 (6.75%)

SOURCE: Ohio State University studies under direction of Dr. Kenneth Dameron.
*Ranking from top income group to lowest.

top six spot commercials were animated; the other two were of the demonstration and narration type.**

Viewers apparently have a high regard for the "incorporated" form of commercial insertion; three of the top five program commercials are of this type.

Forty-two percent of those naming Tide as their favorite said they liked it best because of its "incorporated" form of presentation; 34.2% said it is "cute,

clever, entertaining;" 13.1% liked it because of Red Skelton himself (as announcer); and 10.5% stated it is "unique, different." (Percentages may not add precisely to 100% for some of the respondents mentioned "other" reasons, and some named more than one reason.)

The Muriel commercial is liked best, because it is "cute, clever, entertaining" (81.3%) and because of its "musical approach" (21.9%); 9.4% stated it is "unique, different."

(Please turn to page 122)

**"Today's top commercials: spot TV," SPONSOR, 23 April 1951, p. 38ff.



◀ Kenneth Dameron, Ph.D., Ohio State University

Dr. Dameron is in charge of advertising studies at the university. Fifteen years ago he inaugurated a university-sponsored advertising conference which has since become a model for many other colleges. Well known in the field of advertising and marketing research, Dr. Dameron has directed the expenditure of over a million dollars for various studies. He has served as president of the Columbus Advertising Club, v.p. of the Advertising Federation of America, held other important posts in his field.

10 basic findings of new Christal radio study

Major study based on 5,000 interviews in TV areas reveals radio is indispensable to U.S. public

Eleven radio stations repped by the Henry I. Christal Co. have just spent \$50,000 to \$75,000 on a major study to determine the place of radio in the daily life of the American people.

The 11 stations are affiliated with six newspapers and six TV stations and have two TV applications filed among them.

The Alfred Politz Research organization interviewed 4,985 people in 41 TV areas last December and January to find the facts on radio's daily use in and out of the home.

Basic conclusion drawn by the Christal stations from the Politz report: Radio is "indispensable" to the American people and therefore "important" to the American advertiser.

Most significant point uncovered by the study, according to Alfred Politz, was "radio's ability to 'leak through the crevices' of people's daily schedules."

This then was the objective of the study: to find out the "who," "where," "how," and "why" of radio listening,

as well as "how many" listen.

It was sponsored by these 11 stations: WBAL, Baltimore; WBEN, Buffalo; WGAR, Cleveland; WJR, Detroit; WTIC, Hartford; WDAF, Kansas City; KFI, Los Angeles; WHAS, Louisville; WTMJ, Milwaukee; WGY, Schenectady, and WTAG, Worcester.

Nevertheless it is not a competitive study comparing one station or one medium with another. As a result it establishes a new precedent in radio research. Advertisers will be quick to draw these conclusions from the findings, based for virtually the first time on extensive statistical data:

1. Radio reaches nearly everybody despite TV. (Study was made in television areas only.)
2. Radio has an audience every waking hour of the day.
3. Radio can and does follow people wherever they go—in and out of doors.
4. Radio allows people to use it while doing something else. (One-fourth of the adults in TV areas con-

This article substitutes for Media Study Part 8

This new Christal-Politz study is the first major cooperative effort by a group of stations to uncover the facts about radio listening for the benefit of the entire industry rather than to serve the individual interests of a few. Since nothing like this has been done before, sponsor felt it important enough to substitute it for Part 8 of our All-Media Evaluation study, the concluding portion of "Beware of these media research pitfalls," scheduled for this issue. The media series will resume in the 24 August 1953 issue.

sider this to be radio's greatest advantage over other media.)

The basic findings, on which the above points are based, are listed on the page at right and developed later in this article. They were uncovered through 4,985 personal interviews in

AN AUDIENCE IN MOTION

1. Where People Listen—at home

People who listen on an average day	Kitchen	Living Room	Bed-room	Dining room	Other places at home
Between waking & breakfast	57%	16%	35%	1%	6%
During breakfast	81%	6%	2%	7%	2%
Between breakfast & lunch	41%	35%	17%	10%	8%
During lunch	61%	9%	3%	8%	5%
Between lunch & supper	32%	39%	15%	9%	8%
During supper	65%	11%	2%	19%	2%
Between supper & going to bed	18%	56%	22%	5%	6%

*Less than half of one percent.

1. In the home the principal places of listening are the kitchen, living room, bedroom, and dining room. What is more important than the size of the figures, the study says, is the vivid picture this tabulation presents of an audience in motion, shifting from place to place from one hour to the next.

2. Where People Listen—outside the home

People who listen on an average day	In car, while driving	At work	Other places, outside home
Between waking & breakfast	2%	1%	1%
During breakfast	*	*	1%
Between breakfast & lunch	16%	7%	3%
During lunch	1%	6%	5%
Between lunch & supper	15%	7%	4%
During supper	*	*	1%
Between supper & going to bed	3%	1%	2%

2. Outside the home listening goes on wherever people are—in their cars, at work, in someone else's home, in lunch rooms and bars, at the beach, and in countless other places. Table shows most is done driving to and from work, but a significant number listen while they are at work outside the home.

10 BASIC FINDINGS OF STUDY

1. Radio emerges in this study as indispensable medium—important to advertisers because it is important to people.
2. Virtually all people use radio in TV areas of U.S. (two out of three adults listen daily, nearly nine out of 10 weekly).
3. Radio is universal medium. Its appeal cuts across all economic and educational levels.
4. It operates indoors and outdoors as constant companion to people.
5. It operates, without ever stopping, for changing, dynamic audience.
6. It commands universal audience—by size, geography, income, education, age, sex—which devotes huge amount of its time to listening to radio.
7. People accept radio. More than that, they insist on having it.
8. Majority of people depend on radio as source of contact with outside world. In time of emergency they turn to it for information.
9. People primarily are favorable toward radio. They rely on it for entertainment, information—and most of all, perhaps, they enjoy it.
10. People like radio because they can use it while they are doing other things. This they consider to be radio's chief distinguishing characteristic and its chief distinctive advantage to them.

41 TV areas of the U. S. during one week in December (15-20) and three weeks in January (6-29). A probability sample was used representing the 61.6 million people aged 15 and over living in TV areas. This is 57% of the total adult population of the U. S. Within the survey area 72% of the people have TV.

Most of the findings confirmed previous research. However, the study is unique from two standpoints: (1) It is the first done by a group of stations for the benefit of radio as a whole (at least since the days of BMB) with no single station or network trying to prove itself best; (2) it is the first such attitude-motivational study done on a national scale, though various similar aspects have been touched upon in previous studies by Dr. Paul Lazarsfeld of Columbia University, Dr. Forest L. Whan of the University of Wichita, the major networks, other

stations, and independent research organizations.

Discussing his newest study with SPONSOR, Politz said:

"This study is not a quantitative one. Radio has had sufficient quantitative research. There has been enough comparison between stations and networks, using quantitative studies to prove themselves 'first.' What was needed to supplement the quantitative data was a study showing radio's uniqueness—its place in the daily life of the American people. This the sponsoring stations have done.

"Radio is not strictly, rigidly competitive with other activities. It does not demand all or most of a person's attention. The individual can listen while doing so many things that have to be done—eating, working, shopping, driving. Radio should be proud of this uniqueness. In the past I think it's been afraid of it. As a result, it

has not sold itself as well as it might to the advertiser as the powerful medium it is."

In turning over the findings to the entire industry, the Christal stations invited agencies, stations, and researchers to use and comment on the study. In addition they expressed the hope that this study would lead to future radio research of a similar nature but on a broader scale, in greater detail, and on a continuing basis. Behind this reasoning is the thought that quantitative studies (ratings, total listeners, and who's first) used for competitive purposes do more harm than good and that radio now has more to gain through qualitative studies such as this.

SPONSOR interviewed a \$15 million advertiser, a research director of a leading New York agency, and a top timebuyer at one of the biggest New
(Please turn to page 128)



San Francisco | Cars on road at 7:25 a.m. are visual reminder that San Francisco wakes up early. In inset (l. to r.) Jules Dundes, sls. mgr., Arthur Hull Hayes, gen. mgr., Evelyn Clark, prom. mgr. with KCBS presentation on early-morning audience

Every market is different

To buy time wisely you have to know each market. These pictures are designed to remind you about some of the variables to look for

In San Francisco, 47% of the business offices open by 8:00 a.m.; 92% are open by 8:30. Result: Most of the population rises early. There's a radio audience available in force from 6:00 a.m. onward.

This fact was dramatized forcibly in a recent KCBS, San Francisco, presentation (in which the station also lauded its morning man, Bill Weaver, as top audience draw in the 6:00-7:00 slot). But such differentiating characteristics of a market are often little known to outsiders.

To stress the value of studying each market you buy, SPONSOR has assembled the pictures on these pages. They illustrate how four markets differ. Additional details on these markets start page 118.

Philadelphia: growing

Fact that market is mature doesn't mean its population stands still. Because of rapid industrial growth in Delaware Valley, WCAU points out, advertiser gets growing "bonus" audience within station's primary coverage area. Picture shows Levittown, Pa., which will hold 16,000 families



Miami: bonus outdoor audience

When you buy a resort area, these are market characteristics to bear in mind: (1) Large part of audience, as in this WQAM picture, is out-of-home won't show up in usual ratings. (2) Vacationers are in mood to spend, bring extra money into market. Winter tourists are well heeled



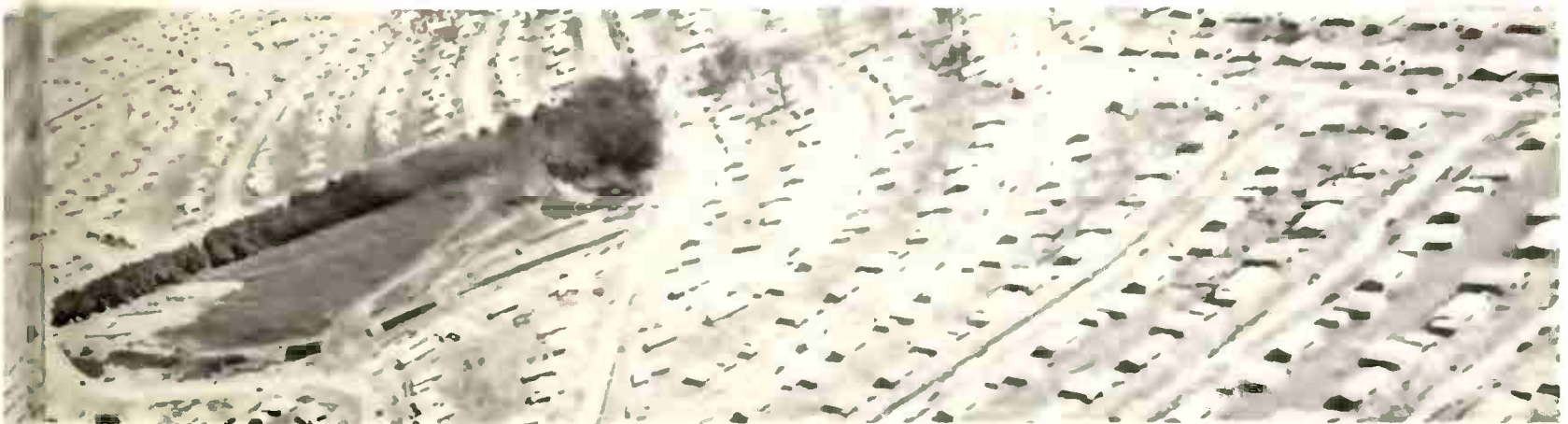
Cedar Rapids: loyal farm listeners

Of all stations, those catering to farm audience are hardest to evaluate—if you use New York City as criterion. Farm station's hold on its listeners won't even show up in ratings frequently. It's best proved by what stations like WMT, Cedar Rapids, Iowa, do for the farm community in coverage of farm events



Detroit: night crew listens by day

Many employees here work nights, sleep by day (at left, night shift streams out of Dodge plant). WWJ says many Detroit swing-shift workers listen to radio in late morning or afternoon as well as while working at night. That means added audience both daytime and after-midnight



Radio

...and now a message from our sponsor

TV

by Bob Foreman

Back in the days when I was young and the brontosaurus was commonly seen among the fern trees, someone wrote a book called *Did I Tell You About My Operation?* Maybe that wasn't the exact title and the author might have been Irvin Cobb. But anyway this book, I recall, did very well not only because the writer was a funny writer but also because he was on a subject people like to have their ears bent about—ailments, operations, babies being born, and such. I don't know why this is so but I guess the men in white could tell us.

Anyway, I got to thinking about this book and its current parallel with Arthur Godfrey's operation. I think Arthur's recent hospitalization received almost as much space in the newspapers (which ordinari-

ly don't like devoting front pages to TV stars) as the Coronation.

From this thought my mind wandered into the realm of pure philosophy and at the risk of giving Bertrand Russell a bad time, I'd like to record a few of these aberrations.

If anything like this were possible. Arthur's physical troubles made him even more human to his audience. They served to weld viewer and star even more securely (don't get me wrong, this was all achieved without any overt attempt to play on people's sympathy). Trouble made their pal more human than ever. Folks remembered every ache they'd ever had. They remembered their own tonsillectomies or whatever else caused a trip to the hospital. Here was real rapport—real identification of

Popular star is one with whom audience feels rapport, says Bob Foreman. Arthur Godfrey's recent hospitalization made this performer even more "human" than ever to his audiences



viewer and performer.

Same thing, from a slightly different angle, occurred when the Arnaz family was expecting. One of the great charms of the *I Love Lucy* show is its realism (despite a normal complement of far fetched situation, stock characters, and so forth). Desi and his wife themselves are natural and believable. *And they're really husband and wife!* Believe me, this helps!

Then along comes that most natural of all events in the lives of a married couple (except perhaps arguing). A blessed event! Fortunately, such a phenomenon requires more time to materialize than the filming of a half-hour television show. So into the scripts and onto the air went the "real life story." Fiction became fact. Actors became people. And everybody felt a little closer to Desi and Lucy.

I think folks feel somewhat the same way about Jane Froman. Though no reference is ever made on her program about her accident or the after effects, the audience *knows*. So when Jane takes the simplest of dance steps, the studio audience cheers and I'm sure the home audience chokes up. How can you help it? Here is a lovely creature who's had enough trouble for a dozen people. Yet it didn't get her down. People *can* feel that!

All of which leads me to a session I went through the other day with a learned doctor who is putting his stethoscope on advertising. The Doc supposedly knows all about stage-and-ad-personality and how people react to it. What he tells you is always kind of obvious when you stop to think about it—but he backs the obvious up with qualitative and quantitative reports. Kind of interesting.

For example, he maintains people abhor perfection. Says the modern crowd prefers a personality it can identify itself with rather than an authority. He goes on to make quite a case for down-to-earth personality-selling. What the

Quick Quiz* FOR BUYERS OF TV FILM COMMERCIALS

*Slightly biased

- Q.** Who is qualified to make TV film commercials?
A. Advertising men who are experts in visual selling.

SARRA has been a specialist in visual selling for more than 20 years.

- Q.** Which technique is best for my commercials?
A. The one which best suits your product and sales story.

SARRA has had brilliant success with animation, live action and stop motion — and combinations of all three.

- Q.** What is the best way to work with the producer?
A. A good producer deserves to be made a member of your team. Whether he works from your storyboard or his, the more you draw on his specialized experience, the better the results.

SARRA's permanent staff of script and storyboard experts are equipped to do the complete job, or they will cooperate with the agency's departments to carry out its ideas.

- Q.** How much of the creative preparation should the producer contribute?
A. As much or as little as required.

SARRA has produced more than 2500 film commercials, of which 65% were created by SARRA'S own staff.

- Q.** How much should a TV commercial cost?
A. There is no such thing as a cheap commercial. There are good and bad commercials. Good commercials are inexpensive.

SARRA commercials are inexpensive because they sell effectively. They are so fresh and interesting they can be repeated for cumulative effect without becoming tiresome.

- Q.** Should the producer be expected to submit a script or storyboard on speculation?
A. No. An established producer's stock in trade is ideas and he is worthy of your confidence.

SARRA does not submit material on speculation. SARRA charges for the creation of scripts or storyboards but once okayed, they become part of the overall quotation. However, you do not gamble time or money for, of over a thousand storyboards and scripts created by SARRA, only 7 have not been produced.

- Q.** How important is the quality of the TV film prints?
A. The print that goes on the air represents your investment of time, talent, and money. It should be the finest available for TV reproduction.

SARRA insures good reproduction. SARRA has its own laboratory for the sole purpose of making prints of its commercials for TV presentation. These prints are called Video-O-riginals and whether you order one or one hundred, each one is custom made.

- Q.** Are better commercials made in the East, in Chicago, or on the West Coast?
A. Geography doesn't matter. Facilities and equipment are only as good as the men who use them.

SARRA specialists are available in SARRA'S own New York and Chicago studios and in associate studios in California. The script and your convenience determine the location.



SPECIALISTS IN VISUAL SELLING
 New York: 200 East 56th Street
 Chicago: 16 East Ontario Street

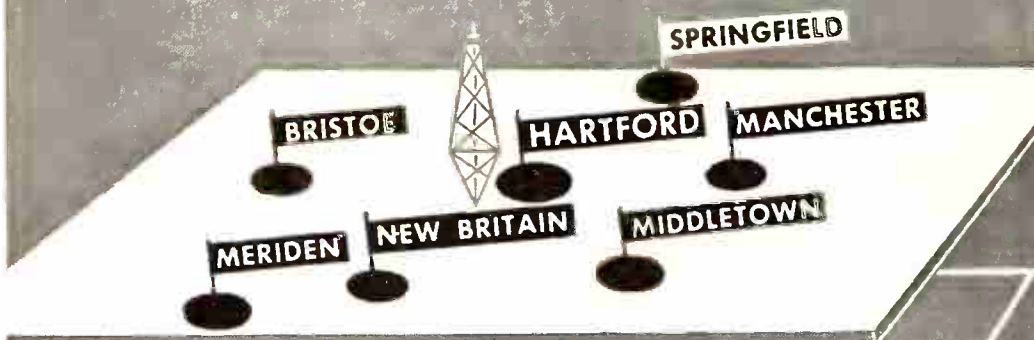
REACH HARTFORD

from the inside with Hartford
County's ONLY TV station

WKNB-TV

CHANNEL 30

Serving Central Connecticut and Western Massachusetts



HARTFORD
11 Asylum Street



NEW BRITAIN
213 Main Street

represented by

The BOLLING Company

Doc does, without saying so, is to make a terrific case for TV. All his rules of personality-salesmanship apply to television in spades. You and I are pals there, Doc!

If we didn't have to rehearse copy so often on TV, if we could select the right MC's and announcers and narrators and make them as familiar with the product and product's sales problems as, say, our copywriters are—then we could just let 'em loose on the air. Our commercials would sound a lot better that way—work a lot harder, too. I think there's a non-scientific word for this. It's "spontaneity."

commercial reviews

TELEVISION

SPONSOR: *Welch's Wine*
PRODUCER: *Lawrence White*
PROGRAM: *Dotty Mack Show, Du Mont*

This spritely program provides a perfect case in point that commercials don't have to be involved or costly to produce to be effective. The lad who delivers the copy, Colin Male, at the opening, middle, and closing breaks is at ease and convincing as well as extremely pleasant to look at. This is all the more miraculous since he's as busy as a one armed 24-sheet poster-paster. Holding up the wine bottle, filling the glasses, adding the soda and ice, while delivering his lines, Mr. Male also manages to rotate a lazy Susan and paste down photographs in an album. Yet he doesn't louse up his lines, nor get the label on the bottle canted nor spill the soda. In New York this kind of effort would call for three extras and four hours of rehearsal on camera. (The Dotty Mack opus is done in Cincinnati.)

Copy-wise these commercials present the straightforward appeal that Welch's is a family wine; hence the middle spot sets up family situations in a nicely realistic, relaxed way. While the selling phrases as well as delivery of them are low-keyed, they are packed with sound reason-why copy and should register well.

Good demonstration of tall and short drinks is sure to whet the appetite.

I dare say this commercial format is produced for a song (Dotty Mack delivering same in her amazingly in-sync style of mouthing pop records). However, it looks a lot fancier and comes off as real top-drawer stuff. ★ ★ ★



agency profile

T. Ralph Hart

Radio and TV Director
Spitzer & Mills, Ltd., Toronto, Canada

A dozen clients of Spitzer & Mills, Ltd., are spending more than \$1,500,000 this year to send their sales messages into Canadian homes via radio. This accounts for a little better than 30% of the agency's billings. Shepherding this air operation for S&M is T. Ralph Hart, radio and TV director of the agency.

Checking over the list of big air spenders gives one the impression that the U.S. and Canada have a lot in common. Such familiar names as Colgate-Palmolive (Ltd.), Toni, RCA Victor, Quaker Oats, Kleenex, Willys Motors, Hallmark Cards, Lehn & Fink, Coleman Lamps & Stoves, and Bell Telephone Co. are studded through the list. Just about the only "foreign" names are J. Arthur Rank film distributors and Bata Shoe Co.

These astute advertisers use radio in Canada for virtually the same reasons as it is used in the U.S. Hart told SPONSOR: "Radio advertising in Canada cannot be topped for: (1) effective delivery of low-cost, high-impact sales messages; (2) effective and economical coverage of rural and small market areas."

No Johnny-come-lately to either Canada or advertising, Ralph was born in Toronto and has been with Spitzer & Mills (formerly Lord & Thomas of Canada, Ltd.) for 14 years.

And, although, according to Ralph, "Canadian TV has not yet developed to the degree of effectiveness shown by radio," several S&M clients plan TV participations this fall.

The biggest single difference between Canadian and U.S. radio advertising, says Ralph, "is the need in Canada for broadcasting in two languages for a complete national broadcast effort."

To keep abreast of developments in his field Ralph devotes a good deal of his time to related activities. He's a member of the Bureau of Broadcast Measurement research and development committee, and of the Association of Canadian Advertisers-Canadian Association of Advertising Agencies' committee on radio and television.

And despite the fact that there are excellent hunting areas within weekend distance of Ralph's office, he's not intrigued by the idea. Probably he heard enough gunfire during the four years he spent overseas with the Royal Canadian Artillery. When he can get away from his work, he heads for the golf course. And Hollywood to the contrary, there are more people in Canada who holler "Fore" than who cry "Mush, mush."

EVEN LAFAYETTE
WATCHES

W·H·E·N



For information on world news and products, people in LaFayette watch WHEN and then shop the Syracuse Market.



LaFayette, N. Y., suburb of Syracuse, is just one of more than 255 communities on the rich 26-county market covered exclusively by WHEN. Ever increasing in importance, this market currently represents over 2 1/4 million people ready to buy your product. For testing or expanding sales volume, GET COMPLETE COVERAGE OF THIS IMPORTANT MARKET WITH ONE MEDIUM — WHEN

SEE YOUR NEAREST
KATZ AGENCY

Everybody
WATCHES

CBS
ABC
DUMONT

A
MEREDITH
STATION



NEW AND UPCOMING TV STATIONS

I. New construction permits*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ON-AIR TARGET	POWER (KW)**		STATIONS ON AIR	SETS IN MARKET† (000)	LICENSEE & MANAGER	RADIO REP.
					VISUAL	AURAL				
ALLENTOWN, PA.	WFMZ-TV	67	15 July		178	91.8	0	NFA	Penn-Allen Bdstg.	
CHAMPAIGN, ILL.		21	22 July		16.2	8.71	0	NFA	Champaign-Urbana Television	
HARRISBURG, PA.	WCMB-TV	27	22 July	Dec. '53	98.8	49.5	2	35 UHF	Rossmore Corp. Ed Smith	Cooke
JACKSON, MISS.	WSLI-TV	12	22 July	Dec. '53	214	112	1	19 UHF	Standard Life Bdstg. L. M. Spangh	Wood
KEARNEY, NEB.		13	22 July		56.2	30.2	0	NFA	Bi States Co.	
OKLAHOMA CITY, OKLA.		9	22 July		316	158	1	218 VHF	Oklahoma TV Corp.	
PORTLAND, ORE.		6	15 July		100	50	1	100 UHF	Mt. Hood Radio & TV Bdstg. Corp.	
SACRAMENTO, CAL.		40	15 July		268	140	0	NFA	Cal Tel Co.	
TRENTON, N. J.	WTTM-TV	41	15 July		18.45	9.23	0	NFA	People's Bdstg. Corp. Fred Bernstein	Forjoe
WESLACO, TEX.	KRGV-TV	5	15 July	Oct. '53	28.8	14.5	0	NFA	KRGV Television Barney Ogbe	O. L. Taylor

II. New stations on air*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	POWER (KW)**		NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	LICENSEE & MANAGER	REP.
				VISUAL	AURAL					
AKRON, OHIO	WAKR-TV	49	19 July	1	.5	ABC	1	35 UHF	Summit Radio Corp. S. Bernard Berk	Weed T
FORT SMITH, ARK.	KFSA-TV	22	26 July	22	11	NBC	1	7 UHF	Southwestern Publ. Co. Weldon Samps	Pearson
LAS VEGAS, NEV.	KLAS-TV	8	22 July	5	2.5	Unknown	1	6 VHF	Las Vegas Television Alex Struthers	Weed T
MADISON, WIS.	WMTV	33	19 July	17	9.1	ABC, NBC, DuM	2	15 UHF	Bartell TV Corp. Gerard A. Bartell	Mecker
PUEBLO, COLO.	KCSJ-TV	5	13 July	17.5	10.5	NBC	2	20 VHF	Star Bdstg. Douglas D. Kahle	Avery-Knodg
ROCHESTER, MINN.	KROC-TV	10	19 July	19.95	9.975	NBC, DuM	1	35 VHF	Southern Minn. Bdstg. Dave Gentling	Mecker
SANTA BARBARA, CAL.	KEY-T	3	25 July	50	25	All four	1	60 VHF	Santa Barbara Bdstg. & TV Corp.	Hollingb
YAKIMA, WASH.	KIMA-TV	29	19 July	100	50	CBS, DuM	1	6 UHF	Harry C. Butcher Casrade Bdstg. R. Lee Black	Weed T

III. Addenda to previous C.P. listings

Albuquerque, N. M., KOAT-TV, ch. 7, target 15 Sep. '53; nat'l rep, Hollingbery; pres., Al Cadwell; v.p. and mgr., Phil Hoffman

Billings, Mont., ch. 8, call assigned, KRHT

Bismarck, N.D., ch. 12, call assigned, KBSM

Clovis, N.M., ch. 12, call assigned, KNEH

Fairbanks, Alaska, ch. 2, target Jan. '54; gen. mgr., James G. Duncan

Fort Worth, Tex., ch. 20, call assigned, KTCO

Greenville, N. C., WNCT, ch. 9, new target Oct. '53; to be CBS primary, DuMont affil.; est. sets in market, 15,000 (NBC est.)

Johnson City, Tenn., WJHL-TV, ch. 11, new target 15 Aug.; est. sets in market, 15,000 (projected RTMA)

Miami, Okla., ch. 58, call assigned, KMIV

Milwaukee, Wis., WOKY-TV, ch. 19, target, mid-Sep. '53; nat'l rep, H-R Television; to be ABC, DuMont affil.

Monterey, Cal., KMBY-TV, ch. 8, new target 1 Sep. '53

New Orleans, La., ch. 20, call assigned, WTLO

Oklahoma City, Okla., ch. 19, new call, KMPT (formerly KLPR-TV)

Providence, R.I., ch. 16, call assigned, WNET

Roanoke, Va., WROV-TV, ch. 27, operations ceased as of 18 July '53; owner Radio Roanoke to this action to insure that its application for 7 in Roanoke would be accepted by the FCC

Sacramento, Cal., ch. 46, call assigned KBIC-target, before the end of the year

Schenectady, N.Y., ch. 35, call assigned, WTRI

Seattle, Wash., KOMO-TV, ch. 4, target 11 Oct. '53; nat'l rep, Hollingbery; v.p., gen. mgr., W. Warren; to be NBC affil.

Sherman, Tex., ch. 46, call assigned, KSHM

Sioux City, Ia., ch. 36, new call KCTV (formerly KWTV)

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

BOX SCORE

Total U.S. stations on air, incl. Honolulu (30 July '53)	203	Vo. of post-freeze CP's granted (excluding 18 educational grants; 30 July '53)	398	Percent of all U.S. homes with TV sets (1 July '53)	53.7% §
Vo. of markets covered	139	Vo. of TV homes in U.S. (1 July '53)	24,519,000 §	Percent of all homes in TV coverage areas (1 June '53)	78.3% §
Vo. of grantees on air	96				

*Both new C.P.'s and stations going on the air listed here are those which occurred between 16 July and 30 July or on which information could be obtained in that period. Stations are considered to be on the air when commercial operation starts. **Power of C.P.'s is that recorded in FCC applications and amendments of individual grantees. †Information on the number of sets in markets where not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. §Data from NBC Research and Planning.

Percentages on homes with sets and homes in TV coverage areas are considered approximate. In most cases, the representative of a radio station which is granted a C.P. also represents the TV operation. Since at presstime it is generally too early to confirm TV representations of grantees, SPONSOR lists the reps of the radio stations in this column (when a radio station has been given the TV grant.) ‡These reps have already confirmed their representation of new TV stations. NFA: No figures available at presstime on number of sets in market

NOW ON THE AIR! —

W DAY-TV

FARGO, N. D.

CHANNEL 6



W DAY-TV REACHES OUT LIKE CRAZY IN THE RICH FLAT LAND OF THE RED RIVER VALLEY!

**W DAY-TV COVERS THE NATION'S THIRD-BEST
COUNTY IN RETAIL SALES PER CAPITA*
—COVERS AMERICA'S 73RD WHOLESALE MARKET**

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)

**FARGO RANKS HIGHER IN WHOLESALE SALES
THAN MANY LARGER CITIES
SUCH AS CAMDEN, N. J. AND WILKES-BARRE, PA.**

*CASS COUNTY, N. D.—THIRD BEST AMONG ALL
U. S. COUNTIES OF OVER 50,000 POPULATION



AFFILIATED WITH NBC • CBS • ABC • DUMONT

FREE & PETERS INC., Exclusive National Representatives

TV film shows recently made available for syndication

Programs issued since April 1953. Next chart will appear 7 September

Show name	Syndicator	Producer	Length	Price Range*	No. in series	Show name	Syndicator	Producer	Length	Price Range*	
ADVENTURE						NEWS					
Adventures of Noah Beery Jr.	Courneya Prod.	Jerry Courneya	12 min.	\$20-500	13	Washington Spotlight	Goodman	Milton Hammer	15 min.	on request	
Ivan Sanderson Big Game Hunt	Explorer Pictures	J. B. Weill	26½ min.	\$50-750	26	SPORTS					
Rocky Jones, Space Ranger	UTP	Roland Reed Prod.	30 min.		26	All-American Game of Week	Consolidated TV Sales	Sportsvision	30 min.		
CHILDREN'S						Play Golf with the Champions	Consolidated TV Sales	Sportsvision	15 min.		
Funny Bunnies	MPTV	Dynamic Films	15 min.	on request	26	Shooting Straight	Princeton Film Center	Princeton Film Center	30 min.	on request	
Jerry Bartell's PlayTime	Apollo	Bartell	11½ min.	to \$350	13	Speed Classics	Dynamic Films	Dynamic Films	15 min. 30 min.	on request	
Jump Jump of Holiday House	Goodman	Mary & Harry Hickox	12 min.	50% of air time	65	Sports Spotlight	Tel Ra Prod.	Tel Ra Prod.	12½ min.	\$40-400	
Junior Science	Olio Video TV Prod.	Olio Video TV Prod.	12½ min.	on request	13	Teleports Digest	United Artists	Tel Ra Prod.	26½ min.	\$45-850	
Punch & Trudy	Rivlera Prod.	Rivlera Prod.	12 min.	\$30-250	7	The Big Playback	Screen Gems	Screen Gems-Telenews	15 min.	on request	
COMEDY						Wrestling from Int'l Amphitheatre	IWF	IWF	15 min. 30 min. 1 hour	open	
Amos 'n' Andy	CBS TV Film Sales	Jim Fonda	30 min.	\$100-4,000	52	VARIETY					
Life with Elizabeth	Guild Films	Guild Films	30 min.	open	39**	Art Linkletter & the Kids	CBS TV Film Sales	John Guedel	15 min.	on request	
DOCUMENTARY						Camera's Eye	Teevee Co.	Teevee Co.	12½ min.	open	
How Does Your Garden Grow	Intl. Film Bureau	Intl. Film Bureau	30 min.		26	Cameras & Models in Action	Paul Parry Prod.	Paul Parry Prod.	12½ min.		
Victory at Sea	NBC TV Film Sales	Henry Solomon	30 min.	on request	26	Look Magazine Photoquiz	UTP	Telenews	15 min.		
Your Zoo Reporter	Video Pictures	Video Pictures	30 min.		13	This Is the Story	Morton Prod.	Morton Prod.	15 min.		
DRAMA, MYSTERY						What's Wrong with This Picture?	Morton Prod.	Morton Prod.	15 min.		
Captured	NBC TV Film Sales	Phillips Lord	26½ min.		26†	WESTERN					
I Led Three Lives	Ziv	Ziv	30 min.		39	Buster Crabbe Show	Film Vision Corp.	J. B. Weill	26½ min.	\$50-750	
Inner Sanctum	NBC TV Film Sales	Galahad Prod.	26½ min.		39	WOMAN'S NEWS					
Joe Palooka	Guild Films	Guild Films	30 min.		78**	Your Beauty Clinic	MPTV	Dynamic	15 min.	on request	
On Stage with Monty Woolley	Dynamic Films	Dynamic Films	15 min.		13						
The Cop	NBC TV Film Sales	Mark VII Prod.	26½ min.		41†						
The Continental	Dynamic Films	Dynamic Films	15 min.	on request	13						
Your All-Star Theatre	Screen Gems	Screen Gems	30 min.		39						
HISTORY											
Famous People	Regent TV	EDIC	15 min.	\$75-1,000	4						
Yesterday's World	Simmel-Meservy TV Prod.	Simmel-Meservy TV Prod.	15 min.	on request	13						

*Where price range is not given it has not yet been fixed; or syndicator prefers to give price only on request. **Available in early fall. †Run originally under another title, now being re-released. ‡Available in black-and-white or color. SPONSOR invites all TV film syndicators to send information on new films.

Really... it's no laughing matter...

Serious business—this making people laugh.
Uncertain, too—until producers began using film
to precheck. First, each show is carefully rehearsed...
then, filmed and audience-tested in key sales areas. Next, re-edited.
No mistakes (no laugh lapses) about it—you're sure of
every word, every gesture... when you **USE EASTMAN FILM.**



For complete information write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Agents for the distribution and sale of
Eastman Professional Motion Picture Films

W. J. German, Inc.,

Fort Lee, N. J., Chicago, Ill.,
Hollywood, Calif.



No. 7 in a series

Why Song-Ads sell

Because the words and music fit the Product

When you buy a Song-Ad, you inherit all of our experience gained from creating more than 250 successful jingles for clients coast to coast. We give you a song commercial that is truly blended with the product so the main sales points will stick lastingly in the consumer's mind.

You, too, can sell your client on radio or TV by offering him a Song-Ads audition presentation record, created especially for his product. For just

\$75.00

you get three complete jingles—three individual sets of words and music, recorded in Hollywood by top-flight artists and musicians.

Call, write, or wire today!



let Us dramatize



your sales story ...

for Television spots, Minute Movies, local dealer films or long length industrial motion pictures.

Reid H. Ray FILM INDUSTRIES, Inc.

2269 Ford Parkway,
St. Paul 1, Minn.

208 So. LaSalle St.,
Chicago 4, Ill.

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 Pittsburgh 19, Pa. Phone: EXpress 1-1355

Film notes and trends

Film problem: TV film syndicators are rapidly propelling themselves into an era of "bargain basement" selling. That's the opinion of a spokesman for one of the top TV film distributors, who told SPONSOR: "Most distributors today are taking any packages they can get their hands on because of the great demand for filmed programing. When that happens, some of these films are bound to be second rate."

The danger inherent in this practice, according to this distributor, is that it leads to placing films into "Class A" and "Class B" categories. For example, if a given station complains that the distributor's top products are priced too high, the syndicator's salesman pulls the "bargain" package out of his traveling bag to make the sale.

This practice can be harmful for three reasons, film executives feel: (1) While inferior programing does draw audiences today, particularly in new TV areas, this situation will change in a year or so. It's bad policy for a TV station in a one-station market to be indiscriminate in programing. (2) Superabundance of filmed product can lead to price-cutting by distributors. Station which has been approached by reps of 10 syndicators tells the distributor of top product, "I've nine other half-hour shows I can buy at half your price. How about dropping the price for your package?" (3) With syndicators handling large variety of film fare, sale of each individual package is apt to be infrequent. Producers therefore won't get good return on original investment, will be forced to go out of business.

Musical library boom: Among the fastest-selling TV films today are the musical film libraries. Reason: These shorts are comparatively inexpensive, are a good way to draw local businessmen into TV. From the station's viewpoint, musical films are a natural to fill in gaps between regular program-

ing, and to help build up a local d.j. personality.

New TV stations are among the best prospects for this type of film fare. They can lease a library of about 500 shorts for roughly \$8 per short for a year, use the films as often as they want.

Among the biggest in the musical short field are United Television Programs and Official Films, both New York firms. UTP offers two libraries of 550 films each, sold separately or together. To date the units have been sold in 94 markets and to as many as three stations in the same market. The *Studio Telescription* library includes artists like Ginny Simms, June Hutton, Cab Calloway, Connie Haines.

Official's *Music Hall Varieties* library consists of 1,400 three-minute shorts. It's now running in about 90 markets. Among the artists: Vincent Lopez, Spike Jones, Nat King Cole.

Among the smaller, more specialized libraries are Screen Gems' *TV Disk Jockey Films* and *Music to Remember*, RCA Recorded Program Services' *Foy Willing and the Riders of the Purple Sage*, (all New York), and *Tele-Artists Treasure*, distributed by McConkey Artists Corp., Hollywood.

The *TV Disk Jockey* unit contains 60 three-minute silent films plus 60 accompanying records. It's now being shown in 20 markets. Recording stars include Bing Crosby, Frank Sinatra, Doris Day, Mindy Carson.

Music to Remember consists of 13 symphonies ranging in length from 16 to 24 minutes. It includes works by Tchaikowsky, Grieg, Beethoven, and Wagner.

The Foy Willing collection contains 100 five-minute Western tunes. Filmed sequences include Willing and the Riders of the Purple Sage, scenic shots.

The *Tele-Artists Treasure*, McConkey's library, contains 350 shorts including popular tunes and Westerns.

In addition to the musical short libraries, there are other short filmed products available in library form. Many of these films fall into the quiz category, often combining music with the quiz angle. Example: *Spin-a-Tune*, distributed by Videopix, Pittsburgh. Videopix also handles another quiz collection, *Viz Quiz*.

Among other distributors of quiz films are *Movie Quick Quiz* (Walter Schwimmer, Chicago); *What's Playing*, (Demby Productions, New York).

*See New TV Films chart, page 46.

★★★

all eyes are on **WCAN TV** (MILWAUKEE)


ALL THIS AND WCAN-TV, TOO!


1953 is an EYE-opening year for Milwaukee. It all began when Milwaukeeans got their first LOOK at the Braves. They couldn't believe their EYES, nor could the rest of America. But the Braves LOOK better every day and so does Milwaukee.

WHY?

Because Milwaukee has something else to LOOK at now, something as good for Milwaukee as the Braves. It's WCAN-TV, the second station in one of America's leading television markets.

New programs, new ideas, A NEW MARKET for America's smart time buyers.

Like everyone else in Milwaukee, LOOK to WCAN-TV . . . For WCAN-TV is catching the  in Milwaukee.



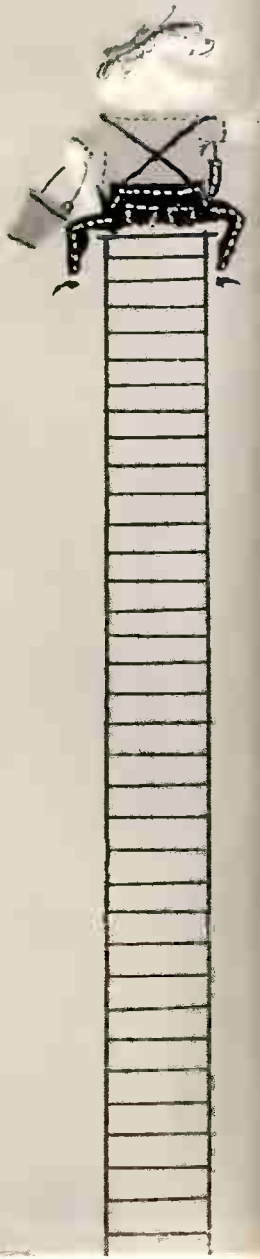
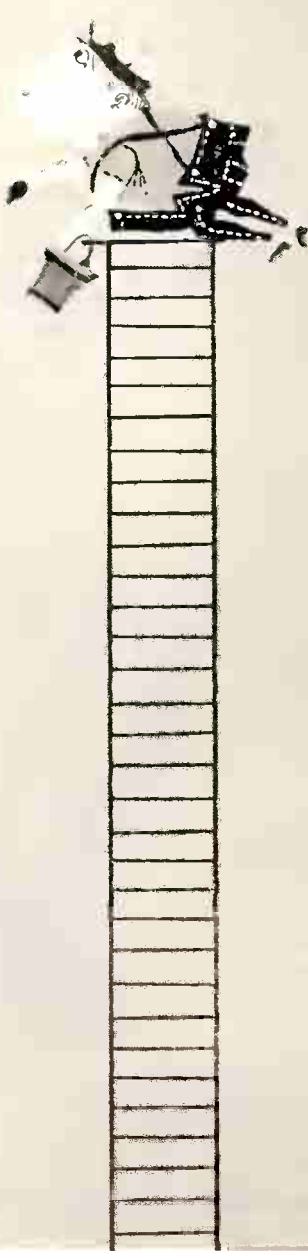
A NEW landmark has been added to the Milwaukee skyline. The WCAN-TV tower rises 677 feet above Wisconsin Avenue in downtown Milwaukee, atop Wisconsin's most prominent hotel, The Schroeder.

WCAN-TV

25

channel **25** Milwaukee

For WCAN-TV is catching the  in Milwaukee





NBC'S TV AUDIENCE LEAD OVER SECOND NETWORK CONTINUES TO INCREASE

From the beginning of network television, NBC has consistently led all networks in audience delivered for advertisers.

That lead is increasing.

In 1952 the average NBC program—day and night—reached 919,000 more homes than the second network. In 1953 NBC's average program has increased its lead to 1,312,000 more than the second network—an increase of 393,000 homes.

HOMES REACHED BY AVERAGE PROGRAM	1952	1953
NBC	3,640,000	5,037,000
NETWORK NO. 2	2,721,000	3,725,000

An ever-expanding audience lead is another important reason why **NBC is America's No. 1 Network.**

Soon . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.



TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index, January-April, 1952 and 1953, Average Sponsored Program. Average per-minute audience for both years. (Nielsen six minute audience not available in 1952.)*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*

round-up



Station newsletter keeps agencies, advertisers up to date

"In the top 115 markets, where radio penetration is a hairline short of 100%, TV penetration is 73.0%."

"Among all the media, TV costs climbed *highest* last year; radio costs rose least. In between came magazines and newspapers."

Facts on the air media like these are published weekly by WXLW, Indianapolis, and distributed to business men and admen via a four-page newsletter, "The Radio Counselor."

In a recent issue, "The Radio Counselor" points out: "The American Research Bureau, Inc. has measured all daily individual radio listening, including all "extra sets" and automobile listening. The survey shows that the average individual spends 103 min-

utes with radio; 43 minutes with TV; 34 with newspapers; 18 with magazines. In other words, people spend *more time listening to radio* than they spend watching television and reading magazines and newspapers combined!"

Stating its case for summertime radio, "The Radio Counselor" reports: "A *maximum of 10%* of people are away from home at any one time (summer vacationers are only a portion of this 10%). People spend *more money* in summer months. Total listening (including out-of-home) actually *increases* with people outdoors."

A copy of "The Radio Counselor" can be secured by writing to WXLW, 3003 Kessler Blvd., N. Dr., Indianapolis, Ind. ★ ★ ★

WKNB-TV aids blood drive by demonstration of technique

When the Connecticut Regional Blood Program went to WKNB-TV with an emergency plea for blood needed for gamma globulin, the station decided it would dramatize the simplicity of donating blood in a 15-minute telecast.

Before the cameras set up beside a bloodmobile sent by the Red Cross, WKNB-TV news chief, Floyd Pattee

(seated on bed in picture) interviewed Dr. Victor G. H. Wallace, director of the Connecticut Regional Blood Program.

During the course of the interview, Pattee explained the simplicity of giving blood by giving a pint of his own while viewers watched. He closed the program by urging viewers to follow his example during the week. ★ ★ ★



WKNB-TV's news chief shows viewers how simple it is to donate blood for Connecticut drive

KTTV takes over bench on famous corner in Hollywood

KTTV selected the best-known intersection west of the Mississippi for a unique form of program promotion. Smack on the corner of Hollywood and Vine sits a bench on the front and back of which KTTV messages are exposed to bustling throngs.

Bearing the legend, "Watch That Good-Looking Channel 11," the signs also carry a plexiglas screen in the shape of a TV screen. Behind the plexiglas a different announcement is placed daily, promoting a program on the air



Daily changes keep program bulletins current

that night. Campaign is supervised by Jack O'Mara, director of merchandising and promotion for the station, and Tom Dawson, research assistant. Picture shows typical bench ad. ★ ★ ★

TV program, advertising data given via index cards

Keeping an up-to-date file of television program, advertising, and production information is made easier with the new Television Index.

Subscribers to the Ross Reports on Television are eligible to receive these 3" x 5" index cards containing such information on TV programs as title, station, days of week, time, stars, sponsor, agency (with address and telephone number), packager, and major personnel connected with the program.

Both live shows and films are included in the index. The cards are divided into three color classifications: yellow for network film programs, white for live network shows, and green for syndicated film shows and packages.

The Television Index is revised on a monthly basis, and is designed as a portion of the industry information service of Ross Reports, 551 Fifth Ave., New York. ★ ★ ★

Ziv's new package contains five hours of weekly shows

A new shot in the arm for radio was announced recently by John L. Sinn, executive v.p., Frederic W. Ziv Co. This consists of a new five a week hour-long radio program titled *Hour of Stars*. Transcribed series will be made up of four quarter-hour programs a day featuring Ginger Rogers, Tony Martin, Dick Powell, and Peggy Lee.

These top-name stars will chat about and play their favorite phonograph records. And although each is affiliated with a major record company, Sinn promised that "they will be given absolute freedom to play their favorite records by any stars on any label."

Produced by Herb Gordon, Ziv v.p. in charge of production, the series will be available starting in September. Arrangements with major record companies assure Ziv of getting early releases of new records, thus heralding a high degree of cooperation between radio and the record business. ★ ★ ★

Report from south of the border by JWT Mexican rep

On a recent visit to New York, Ross Porter, account representative and market research director, Walter Thompson de Mexico, gave SPONSOR a progress report on TV South of the Border.

According to Porter, "There were 10-12,000 TV sets sold by September 1950 when XHTV was inaugurated in the Federal District of Mexico. Today, this number has increased to approximately 45,000. From the original postage-stamp size studio, XHTV grew rapidly, joined NEW-TV in modern studios.

"There's every indication that when set costs come down from the present \$400-600 level many more middle-income families will be able to afford sets, rather than having to go to public places such as soda fountains, restaurants, bars, or government buildings to see their favorite TV programs."

Briefly . . .

A picture-packed booklet outlining the dramatic role played by WJR, Detroit, during the recent tornadoes that hit that area, was published by the station recently. Subtitled "The story of how a radio station, geared for emergency and dedicated to public
(Please turn to page 145)



"Suffer Little Children . . ."

Hank Maloy is one of the most versatile people in local radio. Writer, newsman, raconteur, actor, weaver of spells, his Saturday morning "KID STUFF" is imaginative production at its best.

He helps maintain the WTRY reputation for local programming of "network quality" . . . which keeps most of the Albany-Troy-Schenectady listeners tuned to WTRY.

WTRY

980KC

5000W

CBS RADIO NETWORK

ALBANY • TROY
SCHENECTADY

Represented by HEADLEY-REED CO.

SPONSOR Asks...

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

What makes Canadian radio a particularly good buy for advertisers



THE PICKED PANEL ANSWERS



Mr. Hinman

There are a number of reasons: coverage of rural and urban homes, importance of radio stations, promotion, others. All of these add up to a good buy.

As the population, economy and buying power of the Dominion increases so does the value of Canadian radio. Radio reaches more Canadians than any other medium—about 94% of the homes have radios. Today 157 stations service the 14,618,000 Canadians residing in the large area extending from coast to coast and because of this geographic spread, radio is relied upon heavily for entertainment and information. In many areas it is the only day by day form of communication.

On the average, the time rates on the stations are well in line with the number of radio homes that they can and do reach. Listenership is high—all adding up to a good buy on a cost basis. Aside from the straight advertising impact on homes reached, there is another important factor adding to the value of Canadian radio—promotion and merchandising. It has been our experience that most stations are anxious to work closely with the advertisers' local men in promoting and merchandising the schedule and the products on a local level. This extra effort on the part of the stations pays off greatly for the advertiser.

The value of radio has been further enhanced with the recent opening of the "after 7:30 p.m. time" to spot announcements. Now, this cream evening time is available to an advertiser using an announcement schedule.

For an advertiser with a product that can be sold effectively via the air, the use of Canadian radio, whether local, regional or Dominion-wide, should be carefully studied as a basic part of the advertising effort.

WILLIAM B. HINMAN JR.
Radio-TV Timebuyer
Lambert & Feasley, Inc.
New York



Mr. Weed

Right now Canada is enjoying the greatest boom in the history of the country. The Canadian dollar is actually worth more than the U.S. dollar. The crops, for generations the mainstay of the Canadian

economy, have never been so good.

But to this major item of national income must be added the rapidly expanding Canadian mineral and oil developments. Ever since the devaluation of the American dollar and the consequent raising of the price of gold, the Canadian gold mines have been extremely active. More recently, the opening of the North Country has brought to light tremendous mineral resources which are now only being explored for the first time. The discovery of oil and the drilling of big wells in Alberta and Saskatchewan provinces in the middle '40s have vitally changed the whole economy in Western Canada. These provinces, like Texas, now look upon oil as their major industry, displacing cattle and wheat.

All this has created tremendous opportunities for capital investment, and money has been flowing into Canada

from the United States and from Europe. Right now the Canadian economy is more stable than that in the United States and the Canadian dollar position probably the best in the world.

Translated into advertising language, this all means that the people in Canada have more money to spend than ever before and are willing to spend it. But because of the size of the country there is only one advertising medium that can reach over 90% of all Canadian families, and that is radio. By using radio in Canada an advertiser can reach not only a greater number of people, but he can reach them at a lower cost than in any other medium.

JOSEPH J. WEED
Partner
Weed & Co.
New York



Mr. Riley

Three factors prompted our moving into Canadian radio in January 1952 with our Vaseline Cream Hair Tonic. First, we have had tremendous success with this vehicle in the United

States and many export markets. Next, competitive activity in this medium was growing and, finally, we felt at this point in product development we had established the much-sought product identification for a new product with visual media.

Hospitality Time starring Snooky Lanson is the show we bought for the major English-speaking cities. While it is difficult to pinpoint sales as a result of any one effort, particularly when other advertising pressure is ap-

plied at the same time, our rating history has been very healthy, indicating our message has been getting across.

In addition to this, our enthusiasm for radio in Canada generated a recent decision to gain coverage in the French-speaking areas of Quebec and Montreal with a program called *L'Album des Sports*.

Radio is a relatively new venture for us in Canada. However, reaction across the board from our salesmen, dealers, and consumers indicates it carries its own weight in the over-all media picture in Canada.

GENE RILEY

*Asst. Advertising Manager
Chesebrough Manufacturing Co.
New York*



Mr. Malone

Radio has definitely taken its rightful place in Canadian media and has made a tremendous contribution to Canada's prosperity. In 1946, about 400 national advertisers were on the air, but to-

day over 800 national accounts use Canadian radio to sell their goods and services while over 10,000 local merchants invest in Canadian radio advertising. The total invested in Canadian radio is approximately \$35 million a year. Of this sum, about one-seventh is spent in network radio. There are over 180 U.S. origin companies who use Canadian radio, and there are also 75 U.S. agencies using Canadian radio.

Advertisers have found, in the last few years, particularly, that the box-top gimmick type of programing has paid off handsomely, and radio has played a vital role in the all-important part of advertising mileage in making the last three feet pay off. The last three feet is the distance from the retailer's shelf to the consumer.

Following through on this box-top gimmick, one large advertiser had a real dust-catcher brand on the retailers' shelves and bought a segment of a *Casino* show on a particular station: not only were the retailers' shelves emptied but also the warehouse inventory exhausted. With radio, it

(Please turn to page 140)

HIGH IN THE AIR

2380 FT. ANTENNA ABOVE DENVER

HIGH in facilities . . . operational know-how
. . . trained persannel

HIGH in coverage of the lush market on
Colorado's Rich Eastern Slope.

HIGH audience "Pull" . . . with CBS Television
plus KLZ'S traditional local programming.

STARTING NOVEMBER 1st

**THE HIGH-RETURN
TV BUY IN
DENVER**

KLZ-TV

CHANNEL 7 DENVER

CBS TELEVISION

See your KATZ man

ALADDIN
RADIO AND
TELEVISION, INC.



DINNERWARE

SPONSOR: M&S Food Stores

AGENCY: Dan Lawrence

CAPSULE CASE HISTORY: Television took over when newspapers failed for this independent market in downtown San Diego. When Seymour Rabin, co-owner of M&S Food Stores, bought 50 sets of Blue Willow dinnerware, he initially tried newspaper advertising to sell them. This effort brought only three sales. The next week, Rabin used a one-minute announcement on NETV's *Johnny Downs 8:30 Movie*, sold the remaining 47 sets by the end of the first day. Cost: \$60. Total sales: \$140.53.

NETV, San Diego

PROGRAM: Johnny Downs 8:30 Movie

REUPHOLSTERY

SPONSOR: Gimbel's Dept. Store

AGENCY: Telesales Co.

CAPSULE CASE HISTORY: Response to the first Gimbel's reupholstery announcement on the Richard Willis show, *Here's Looking At You*, was so overwhelming, the sponsor canceled his second scheduled announcement that week. Viewers were asked to call Gimbel's switchboard to arrange for salesman's visit. Approximately 140 sales averaging \$180 each resulted. That's a gross of \$15,200 from investment of \$275. *Here's Looking At You* is seen on WNBT Monday-Friday 2:30-3:00 p.m.

WNBT, New York

PROGRAM: Here's Looking At You



TV
results

FOREIGN CARS

SPONSOR: John C. Mehan

AGENCY: Direct

CAPSULE CASE HISTORY: This San Fernando Valley foreign car dealer wanted to move his MG sports cars, priced at about \$1,800 each. He bought KTTV's *Sports Shots* with Jackson Wheeler (11:15-11:20 p.m. Monday-Friday) for one time only, on a Friday. During the weekend, Mehan reported, over 150 prospects had visited the dealer's showrooms saying they saw the car demonstrated on Wheeler's show. Total cost of the show: \$200. Result: That same week, Mehan signed a 13-week contract to sponsor *Sports Shots* once weekly.

KTTV, Los Angeles

PROGRAM: Sports Shots

CUTTER-SHARPENER

SPONSOR: Grant Tool Co.

AGENCY: Arthur Meyerhoff

CAPSULE CASE HISTORY: In late May of this year the Grant Tool Co. of Chicago scheduled a 10-minute demonstration film on WFBG-TV for their combination glass-cutter and tool sharpener, "Gay Blade." Mail order response was so overwhelming that the company purchased six additional 10-minute periods for the same film. The total of mail orders through one month after the first demonstration was 1,350, with mail pouring in from viewers in 305 towns as far away as West Virginia, Maryland, New York, and New Jersey. Each demonstration cost the sponsor a total of \$60.

WFBG-TV Altoona

PROGRAM: Demonstrations

AWNINGS

SPONSOR: Awnair Aluminum
Awnings

AGENCY: Direct

CAPSULE CASE HISTORY: This manufacturer of aluminum awnings purchased one participation a week on the five-minute across-the-board *Club 28* over WBRE-TV (7:00-7:05 p.m.). The first broadcast brought the sponsor a total of \$5,000 in sales, from an investment of \$62.50. As a result, Awnair canceled its advertising in all other media, immediately doubled its WBRE-TV schedule to run through the summer.

WBRE-TV, Wilkes-Barre

PROGRAM: Club 28

BOTTLE MIX

SPONSOR: Fry Krisp

AGENCY: Ralph Sharp Adv.

CAPSULE CASE HISTORY: One month's participation in a WLWT homemaker show brought this manufacturer a 300% increase in sales. Fry Krisp's second month on the 50-50 *Club* with Ruth Lyons (11:30 a.m. to 1:00 p.m., Wednesday and Friday) increased gross volume to 700% beyond the pre-TV period. Fry Krisp sponsors the 12:00-12:30 segment of the show twice a week. Says John H. Klahm, manufacturer's representative for Fry Krisp, "I am thoroughly convinced that . . . Ruth Lyons and shows of this type reach housewives as no other medium can."

WLWT, Cincinnati

PROGRAM: 50-50 Club

CANARIES

SPONSOR: Northwest Seed & Insecticide Co.

AGENCY: Direct

CAPSULE CASE HISTORY: The canary season generally ends about March of each year. This spring, the Northwest Seed & Insecticide Co. had about 40 birds left over. It bought six one-minute announcements to run for one day on KXLY-TV. Birds were advertised at \$5.95 each. The next day, customers who drove in from as far as 100 miles away bought out the stock; the firm reordered, sold a total of 350 canaries. Total cost: \$200. "The one-day promotion sold more canaries for us than the total canaries sold by all Spokane pet stores during the entire winter," reports the firm.

KXLY-TV, Spokane

PROGRAM: Announcements

TWO
YEARS
ACHIEVING
OUR
AIM . . .

PUBLIC SERVICE AND COVERAGE



10 AUGUST 1953



WLEV-TV

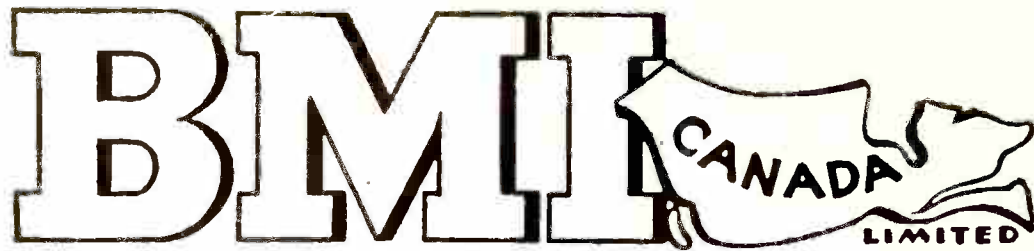
Bethlehem · Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes—the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend \$1.037.542.000 annually in retail sales—buy WLEV-TV. Write for information today.

Represented by

MEEKER TV *Incorporated*
NEW YORK LOS ANGELES
CHICAGO SAN FRANCISCO

A Steinman Station



The tremendous post-war growth of industrial Canada, so well measured by economists, sociologists and historians, is matched by the music coming from the minds and hearts of the people of Canada.

Yes, There Is Canadian Music!

... and it is the music that Canadians want to hear on Canadian radio and television programs.

By encouraging and stimulating the efforts of Canadian composers of both popular and concert music, BMI CANADA LIMITED and BROADCAST MUSIC, INC. are making it possible for Canadian music to be published, recorded and performed, not only in Canada but throughout the world.

Written and composed by Canadians, published in Canada by Canadian publishers, this music is becoming the first choice of those advertisers and program producers who want their programs to find the widest possible favor with Canadians.

For further information on the subject of Canadian Music call or write

B M I C A N A D A L I M I T E D

229 Yonge Street
Toronto, Ont.

1500 St. Catherine Street, W.
Montreal, Que.

Canadian radio and television: 1953 guide for U.S. advertisers

Booming Dominion market attracts more U.S. advertisers to Canada's two air media

by Alfred J. Jaffe

The rich Canadian market has become richer as the Dominion's postwar economic boom continues. The increasing production, the exploitation of mineral resources has put more money into the hands of the average Canadian while consumer prices have begun bending downward. With industrial base for Canada's defense production being completed, a tax cut is in the offing, which will mean even more spending money in the consumer's pocket. As a result of all this, U.S. advertisers in ever greater numbers are flocking north of the border—and using Canada's two air media. According to the Canadian Association of Advertisers, 183 firms of U.S. origin are using Canadian radio, compared with 117 last year. They are finding Canadian radio penetrates the Dominion as no other medium. They are also finding the beginnings of a national TV system, with the possibility that, by the end of next year, 75% of Canada's homes will be within reach of television.

1. **Canadian market: how, why it's bigger: facts about the population, Canada's future** **page 60**

2. **Canadian radio: facts about how it differs from U. S., coverage, cost, penetration, the controls on advertising** **page 62**

3. **Canadian TV: how fast it's grown in the past year and what its future looks like** **page 66**

4. **Canadian sponsors: a look at some of the top clients and what they are doing** **page 68**

5. **Canadian basics: seven pages of data on radio and TV, including lists of stations, reps, advertisers** **page 70**

1. The Canadian market: mo



Uranium: Canada's boom has been stimulated by rich mineral resources. Picture above shows uranium mine in Saskatchewan. Canada is important source of uranium for Western allies

Postwar boom is turnin

The Canadian market looks better than ever.

Not only is the postwar boom continuing but economic indicators show that the boom is a really solid one. The rising dollar totals of national income and production are not resting on the shifting sands of inflated prices but upon the bedrock base of increasing production and added wealth.

Here's one big reason why:

Last year the industrial shoring for the Dominion's defense program (or defence programme, as they spell it up there) almost reached completion. This meant more goods are being made available to Canadians to buy.

How much more? Well, last year Canadian salaries totaled \$10.7 billion, up 11% over 1951. The advance in real income was actually a little less than 11% since average consumer prices, according to the Dominion Bureau of Statistics, were still 2% above those of 1951.

However, the price trend has been downward in general and some provisional DBS estimates for 1953 show wages still climbing. For example, the average weekly wage at the beginning of April this year was \$3 higher than a year ago. And 1953 retail sales through April are up 8% over last year.

There's a good chance of taxes being cut, too. The extent of this cut may be decided when Canadians go to the polls for the first national election in five years (on 10 August). The president of the Canadian Association of Manufacturers, G. K. Sheils, told CAM members at their eighty-second annual meeting in May that he felt a tax cut was in the wind, what with defense contracts being wound up every day. This means, he said, more money for consumers, and for industrial expansion.

About 45% of the Dominion's total tax load—or \$2 billion—is going into armaments and related expenses. That may not sound like much compared with the U.S. arms budget but the money the U.S. spends on defense is about three times as large as Canada's entire national income, which is a little over

Money to spend this year

Long-term trend with salaries up, tax cut on horizon

\$18 billion. That \$2 billion in Canadian terms means a guns-and-butter economy, which is proof of Canada's industrial strength.

Canada has been turning out guns and butter without even breathing hard, an accomplishment which would have been impossible before the war. Less than 8% of the Dominion's manufacturing facilities have been carrying the defense load recently. Graphic evidence of the way Canada has been able to balance civilian and military production was given last year by Max Mackenzie, deputy minister of defense production (he apparently was so intrigued by his picture of Canada's zestful growth that he later resigned to go into one of the new industrial developments).

Describing the 1950-'53 period, Mackenzie pointed out:

1. Canada's investment in its air force comes to \$1.2 billion. So does its hydro-electric development, not including special projects like Kitimat, an Indian village in British Columbia, and the St. Lawrence Seaway.

2. Money spent on electronics (radar, for example), the second biggest defense item, totals \$500 million. So does money spent on the development of new oil and natural gas production.

3. The navy gets \$250 million, so



Message from Prime Minister

I am glad to contribute a message to the third annual Canadian section of SPONSOR.

The publishers of SPONSOR are to be commended for undertaking the service which is provided by this special section on Canadian radio and television. Not only will it be appreciated by sponsors and broadcasters but it will also serve to strengthen the spirit of understanding between our two peoples generally.

I should like to extend to all of the readers of SPONSOR my cordial greetings and best wishes for the future.

Louis S. St. Laurent
Prime Minister of Canada

do new aluminum smelting facilities.

4. Tanks and automotive equipment for the army also come to \$250 million. The same amount is earmarked for iron ore development in Canada.

The four sources of wealth mentioned above—water power, oil, aluminum, and iron ore—have more to do with Canada's boom than anything else. Before 1947 Canada depended almost entirely on outside sources for

its oil. In that year oil was discovered in Alberta, one of the prairie provinces. By 1951 more than a third of the crude petroleum used by Canadian refineries came from Alberta and 98% of domestic production of crude came from there. By early 1951 it is expected that Alberta oil production will service the entire British Columbia market and maybe even the U. S. Northwest.

(Please turn to page 82)

Titanium: Large deposits of metal used in jet planes are found in Quebec wilderness

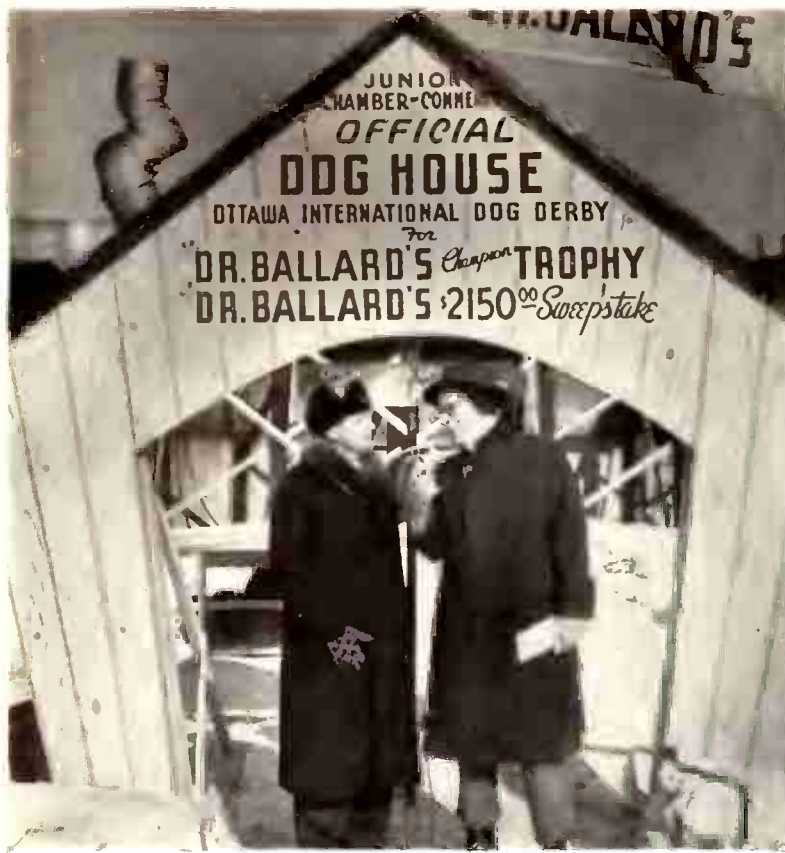


Aluminum: New operation in British Columbia (workers camp below) aids economy



Oil: Discovery of oil in Alberta in 1947 reduces Canada dependency on outside sources





Sports-conscious Canadians are fed dog-derby commentary over CFRA, Ottawa. Event was sponsored by Dr. Ballard, drug firm



Giveaways appeal to Canadian housewives, give clients extra plugs. Above Bill Scott, m.c. of "Treasure Chest," CHUB, Nanaimo, B. C.

2. Canadian radio: no other medium comes close in penetration

It reaches 94% of all homes, is cheaper than U.S. radio, boasts loyal listening. One vital point: There are about 85 one-station markets

Q. What makes Canadian radio a good buy?

A. No other medium covers Canada like radio. According to the Bureau of Broadcast Measurement, the Canadian broadcasting industry's coverage service, 94.4% of Canadian homes are radio homes. Peter A. McGurk, head of Weed & Co.'s Canadian division, points out that "... 90% of all autos have radios, giving you a vast bonus. . . . It is estimated that daily papers reach one-third to one-half of the population—and those in or near city areas. In Canada there are more radio sets tuned in and more persons listening

since fewer movies, bars, theatres, sporting events, etc., bid for the audience attention."

While Canada's 90 or so dailies have a combined circulation of more than 3.5 million (just about equal to BBM's radio homes figure of 3,582,000), there is some duplication of homes because the newspaper figures include both morning and evening editions. Also, says McGurk, "Much of Canada's rural population is beyond the delivery zone, while those who subscribe to newspapers by mail don't read them thoroughly because by the time they get the newspapers the news is stale. During

heavy snows in the winter, the rural population is often cut off from all communication except radio."

Says Don Cooke of Donald Cooke, Inc., another large Canadian station rep: "I would suggest to American advertisers, who want to make a better use of Canadian radio, that they fully realize the intimate and almost necessary role that radio plays in the everyday life of a people who are distinctly Canadian as the maple leaf and ice hockey.

"Canadians are, by temperament and personality, conservative. They do not go overboard for fantastic claims in



"Fiesta" is success on Canada stations. Show combines prize contest with merchandising for clients. Display by CKNW, New Westminster



French Canada too likes prizes mixed with banter. CKAC, Montreal, show with comedian as m.c. (Jean Rafa at left) pulls big audience

advertising messages. They listen well before they buy. But once your radio message has penetrated and your product has been accepted, then, I would say, you have an exceedingly loyal customer.

"Most American advertisers who have built a solid advertising and sales relationship with Canadians have a larger share of business in Canada than they have proportionately in the U.S. They have programed their message to talk to Canadians as Canadians, with excellent results."

Q. What will an advertiser find different about Canadian radio as compared with the U.S.?

A. The shape, size, and coloring of Canadian radio have been determined by two factors: (1) the distribution of the Dominion's population and (2) government control through the Canadian Broadcasting Corp.

The result has been more people per station in Canada. The Dominion has 157 commercial AM stations for its 14,600,000 people or about 94,000 persons per station while the U. S. has 2,445 AM stations for its 158,000,000 people or about 64,000 persons per station.

While the listener in the average Canadian radio-only home is not neces-

sarily any more avid toward radio than his American counterpart (and we're excluding, for the moment, the French-Canadian, who is a real gone guy when it comes to radio listening), the simple mathematics above points up Canadian radio's better advertising value. Cana-

dian radio is much cheaper, too, though this must be balanced against the fact that Canadians have less money to spend per capita.

Canada's population pattern combines concentration in a few areas (you can reach one-third of the population

CBC English net shows include "Share the Wealth," sponsored by Colgate via Spitzer & Mills. Bottom, on CKVL French Associates net, Coca-Cola sponsors "La pause qui rafraichit," musical



from Toronto, Montreal and Ottawa) with a lot of people thinly spread out. In Canada 55% of the population lives in towns of less than 5,000. The U. S. figure is 45%. Canada has 17 cities in the 50,000-500,000 bracket; the U. S. has 217. Canada has two cities of more than 500,000 population; the U.S. has 16 cities.

Because of the smaller-size markets in Canada, station competition is not always economical. Hence, somewhere between 35 to 90 markets are one-station markets (the spread between 35 and 90 is due to differing interpretations of coverage).

The second factor—government control—has imposed limits on advertising. For example, Canada's three government-controlled networks, Dominion, Trans-Canada and French, have only 20% of their programs sponsored.

As explained by A. D. Dunton, chairman of the CBC Board of Governors: "This isn't due to a lack of sponsors but to a definite program policy which calls for a very wide variety of program types to meet minority as well as majority tastes."

CBC not only controls the type and amount of programming (including shows piped in from the U. S.), but limits the length of commercials, requires approval of all food and drug copy, requires its consent before a

transcribed program can be run in the evening and bans certain kinds of advertising on the air. (More on CBC control will be given later on.)

Q. How much listening is there on Canadian radio and where is listening highest?

A. Elliott-Haynes, biggest rating service in the Dominion, shows evening web ratings in the 20s and 30s for May 1953. Daytime network programs are lower, with ratings in the 10s and 20s.

The firm loyalty of French-Canadians to radio is clearly spotlighted in these network figures. In the evening, the top 18 French programs start at 10.4 and go up to 38.3. The top 20 English shows at night range from 7.6 to 25.1.

During the day, the top 16 French programs range from 14.2 to 29.4, while the top 18 English shows run from 7.6 to 14.4.

These higher French ratings don't mean there is a greater tendency of the French-Canadians to like the same thing. French sets-in-use figures tend to be higher, too.

Take some of the latest Elliott-Haynes sets-in-use figures in Montreal. The month covered is June, which, like the U. S., is below average in listening, but the comparisons are valid:

For French programs in Montreal, the daytime weekly average sets-in-use figure is 28.1. English daytime listening in Montreal averages 20.7.

French daytime listening is steadier too. The day-by-day range is narrow: from 19.6 to 21.9. The day-by-day variation for English listening goes from 24.5 to 30.2.

At night, sets-in-use figures are as follows: French, 39.7; English, 30.3. However, it is English listening which is steadier at night, with a day-by-day range of 27 to 33. The French, whose evening listening during weekends is much lower than during the week, show a range of 31.5 on Sunday to 44.8 on Thursday evenings.

Q. What are time costs like on Canadian radio?

A. Any advertiser or agencyman will tell you that Canadian radio is quite reasonable. Says Frank C. Flint of J. Walter Thompson Co.'s radio department in Toronto: "A quick comparison of rates between Canadian and U. S. radio shows the latter appreciably higher."

Time costs have been going up, of course, but slower than the increase in radio homes. New rates went into effect in many time categories this past 1 July, which is rate change time.

(Please turn to page 85)

Advertisers on Calgary's CFCN get plenty of store merchandising through station's "Casino Carnival" early show. To be eligible for

prizes, CFCN listeners must buy products, send in labels to show. In same city, CFAC dialers hear of new household items on shopper show



Canadian radio produces sales results like these

Product: Canned Milk. Alpha Canned Milk turned to radio to make dent in market hitherto dominated by Carnation Milk, bought across-the-board show in which listeners to CHAT, Medicine Hat, Alberta, had to identify "Mystery Personality" from air clues, sending in entry accompanied by Alpha label. Total cost for 13 weeks was \$1,315. During this period, a total of 18,363 letters with as many product labels were received at CHAT. And, Alpha Milk sales had zoomed 338% by the tenth week.

Product: Real Estate. In Moose Jaw, a local realtor who now specializes in insurance, found himself with six pieces of property and no buyers. He devoted a portion of a weekly half-hour show to plugging the real estate buys, airing it on CHAB. A few days later, he had received 20 inquiries about the properties, and had been given 12 new listings to handle. His regular insurance commercials have for some time been producing a sizable amount of inquiries and repeat business.

Product: Used Cars. A leading General Motors dealer in city of Winnipeg was faced with problem of a too-large inventory of used cars. He wanted to cut this down by some 60%, but had only a \$2,000 monthly budget to cover everything. CKY sold him on idea of a radio saturation drive, putting his entire budget on the air. Dealer was willing to try anything, bought CKY package. Result: In following month, dealer sold \$156,000 worth of cars. Now, the auto firm plans to spend 75% of its ad budget in radio.

Product: Dry Cleaning. For some 14 years, Premium Cleaners had operated from same location in Nanaimo, B. C., had done a nice steady business. Then, they tried a five-minute segment of early afternoon show on CHUB, featuring a "Whose Birthday is This?" stunt. "Birthday" listeners were offered congratulations on the air, and a 25% discount on their next week's cleaning. After eight weeks, Premium had spent \$200 on CHUB. But during this period, Premium doubled volume, now plans expansion.

Product: Refrigerators. A local appliance dealer, Bronson's Hardware & Furniture Co., came to C.J.A.V., Port Alberni, B.C., last December with a big problem. Bronson's was overstocked on 1952 model refrigerators, the new 1953 models were due shortly, and it was the dead of winter. Could C.J.A.V. help? Some 20 announcements were scheduled at a total cost of \$12,500. With all the cards stacked against it, the spot campaign quickly sold \$12,000 worth of refrigerators, sold Bronson's on radio too.

Products: Records, TV sets. In Vancouver, with the Coronation of Queen Elizabeth II a few days away, a local music store, J. W. Kelly Piano Co., bought \$140 worth of time on CKWA to plug a set of long-play records on the life of the Queen and to promote TV sets. The records made up the program portion of the show. The commercials identified the store as the place to buy them. In a few days, the firm sold 160 record albums and 31 TV sets as a direct result of two Coronation radio shows for a gross of \$11,160.

Products: Kids' toys. The "50c-to-\$1" store in Kelowna, B. C., is a regular advertiser on a Saturday-morning half-hour show called "Kiddies Korner" on CKOF. A competitive branch of an internationally famous "five-and-ten" chain opened nearby. But the local Kelowna merchants report that their business is actually increasing, attribute it to the fact that "the opposition doesn't use radio." Sample result: High-priced dolls (\$6.95 to \$12) were plugged once on the show. Next day, the entire supply was sold.

Products: Home furnishings. One of CKNW, New Westminster's year-round advertisers is the Valley Home Furnishings store, which spends around \$12,000 a year for programs, announcements and a news series. Last fall Valley checked its books at the end of its fiscal year and learned that its sales had increased approximately 500% over the previous year. Stated F. C. Powers, manager: "We attribute this phenomenal increase in business principally to the excellent job that CKNW has done."

CKOY, Ottawa, personality Tom Jackson paid visit to local department store, chatted with woman who bought item she'd heard him sell

Big mail pulls are frequent on Canadian radio outlets. CHML, Hamilton, pulled 54,000 letters in one week during "Milk Contest" drive



3. Canadian TV: 1953 marks its bid for big league status

CBC is building three new stations, has licensed nine private ones, expects to have 22 on air by end of 1954 with 75% of population covered

Q. What is the status of Canadian TV after its first year on the air?

A. At present, three stations are on the air: CBFT, Montreal. CBOT, Ottawa, CBLT, Toronto. CBFT, Montreal, began the television era in Canada when it went on the air 6 September 1952. It was followed two days later by CBLT, Toronto, and both stations began a three-hour schedule of evening programming. Four months later, the program schedule of both of these Canadian Broadcasting Co.-owned and operated stations had grown to 30 hours a week. This included U.S.-originated live shows brought in over the microwave link between Buffalo and Toronto. By June 1953 the first Canadian TV network linked Toronto, Ottawa, and Montreal, in a three-station TV network covering, potentially, one-third of Canada's population.

Originally, CBC had planned not to license private stations until the government had a TV station operating in each of the 10 provinces. In April 1953, however, CBC reversed its original stand and granted permits for nine privately owned stations to be located in Sydney, N. S.; St. John, N. B.; Rimouski and Quebec City, Que.; Sudbury, Hamilton, London, and Windsor, Ontario; Regina, Saskatchewan. CBC expects these stations to be on the air by 1954. Besides providing their own programming, they will serve as outlets for CBC. A minimum of 10½ hours of programming will be provided on kines free by CBC.

Says A. D. Dunton, chairman of the board of governors of CBC, concerning the outlook for television in Canada: "... it seems safe to predict that by the end of 1954 Canada should have

at least 22 television stations in operation providing coverage to areas in which live about 75% of the total population. This will have been accomplished within a two-year period."

Canadian broadcast industry observers tend to give a less optimistic preview of TV growth. As Robert F. Tait, manager of the program division of All-Canada Radio Facilities, Ltd., puts it: "In a country the size of Canada, with its widely separated population centers, TV's growth will necessarily be limited. In the U.S., even after six years, television coverage is only 54% of the available audience. In Canada, where fewer people are spread over an almost equal area, television cannot hope to achieve even 54% coverage in six years."

The disparity between these predictions arises partially from semantic differences. The 75% coverage mentioned by Dunton refers to potential number of viewers included in the orbit of the various TV stations, whereas Tait refers to actual set penetration.

SPONSOR's estimate, based upon set sales as well as the cost of TV sets, places Canadian TV penetration at approximately 30% of total population, or about 1.5 million TV homes by the end of 1954. Set sales over the past five years show spiraling TV set ownership: 1949—8,212 sets sold; 1950—29,611 sets sold; 1951—40,165 sets sold; 1952—146,373 sets sold; 1953 to end of May—116,984 sets sold, with total 1953 sales estimated at 300,000. By August 1953, there were 400,000 TV homes in Canada.

Q. What is the sponsor's future on Canadian TV?

A. Despite originally pessimistic forecasts of an ever-increasing cost spiral

with initially high time rates, TV costs have been going down over the past few months. Main factor in lowered expenses is the dropping of standby charges by CBC stations. When an advertiser bought a time slot on a Canadian TV station last year, included in the package price of this time period were under-the-line costs of studio operation (cameramen, props, studio rental, and so forth) whether the sponsor actually used the studio or not. This practice is no longer in effect. The rates on TV stations now show just the flat time charges. (For sample rates on the three Canadian TV stations, see chart on page 80 in Canadian Basics.)

Furthermore, with TV sets being bought in Canada at a rate of between 25,000 and 30,000 a month, the sponsor is able to reach viewers at an ever-decreasing cost-per-1,000. The average of 4.2 viewers per set (research findings by Elliott-Haynes, Ltd.)—considerably higher than the top U.S. figure of 2.8 during the 6 p.m. to midnight period—also works in the sponsor's favor.

Q. Who are the major sponsors on Canadian TV?

A. Among major program sponsors are the following:

Addison's, Ltd., B/A Oil Co., Campbell Soup Co., Canadian Westinghouse, T. Eaton Co., Ltd., Ford Motor Co., Imperial Tobacco Co., London Life Insurance Co., Maple Leaf Milling, Northern Electric Co., Canadian Admiral Corp., Canadian Starch Co., Frigidaire Products, Imperial Oil, Ltd., Canadian Industries, Goodyear Tire and Rubber Co., Bristol-Myers, Ltd., Church Motors, Ltd., Canadian Structural Steel, Dominion Brewery Ltd., Genereaux Motor Co., Dow's "Kings-

beer" Brewery, Labelle Fourrure, Ltd., Molson's Brewery, Ltd., Schick Razor Co., Smith-Kline French Labs., Chesebrough Manufacturing Co., Philco Corp., Ltd., Fram Oil Filters, Remington Rand, Ltd., General Motors Corp., Gillette Safety Razor.

Spot TV sponsors include:

Bulova Watch Co., Canada Bread Co., Consumers Gas Co., Imperial Tobacco Co., S. C. Johnson & Son, Ltd., W. C. Macdonald, Ltd., Moffats, Ltd., Phillips Industries, Peoples Credit Jewelers, Salada Tea Co., City Buick Motors, General Motors Corp., Studebaker Corp., Shell Oil Co., Gattuso Olive Oil Corp., Guardian Trust Co., Koolvent Awnings, Savon Campean Soap, Seven Up, Ltd.

The list of fall and winter 1953 program sponsors includes some newcomers to Canadian television:

R.C.A. Victor Co., Ltd., Robin Hood Flour Mills, General Foods, Revlon Cosmetics, Bradings Brewery.

As for the percentage of program hours that are actually commercial, here's a representative average. CBFT, Montreal, which maintains a balance between English and French programming because of the large percentage of French-speaking persons in its coverage area, has had sponsors for 18.3% of its programming from the time of the station's debut until March 1953. It is believed the CBC will permit a greater proportion of sponsored shows on TV than it does on radio. The radio apportionment of commercial programming totals 20%.

Q. What is the scope of Canadian TV programming?

A. On a small scale, it is a replica of U.S. programming, running the gamut from popular sports events coverage—like Imperial Oil National League hockey games in Toronto and Montreal—to Canadian variety shows like

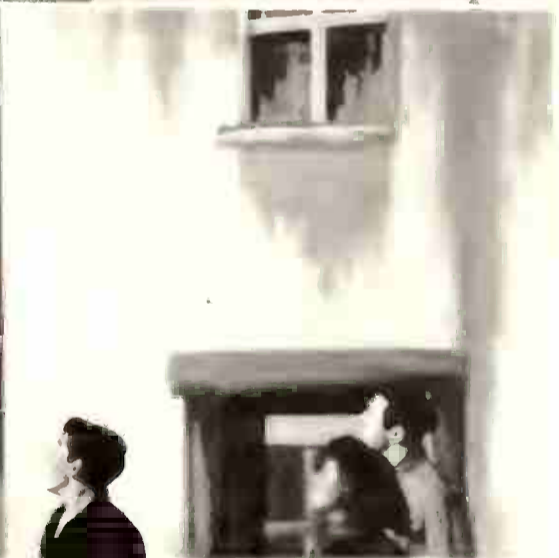
(Please turn to page 103)

Viewers show strong liking for variety shows like GE's Sunday night song fest on CBLT, Toronto

Hockey games comprise important segment of sports coverage, are telecast via mobile units

CBFT, Montreal, features original French and English dramas to reach all viewers in area

Science fiction has come to Canada in CBLT's "Space Command" serial for young viewers



4. U.S. sponsors in Canada: how

More American advertisers are buying time on Dominion networks and stations. With Canadian TV on the brink of a big leap forward, there may be even more

U.S. advertisers are flocking north to stake claims on the rich Canadian market and to use Canadian radio.

According to the latest count of the Canadian Association of Broadcasters, 183 U.S. sponsors are buying time on Canadian radio. (For complete list, see chart in Canadian Basics, page 74.) This compares with 117 last year at this time. Canadian stations and networks are reaping a bonanza from native companies, too. CAB reports that the total number of national accounts, including those of U.S.-origin, which have placed business on Canadian radio during the past 20 months came to 803. Last year CAB identified 535 in a similar list.

Most of the national accounts—U.S. and Canadian—use spot radio only, and, of course, most of the spot business is accounted for by Canadian firms. However, when it comes to network advertising, most of the sponsors are of U.S. origin.

Here are the U.S. firms using network radio as of May 1953: American Chicle, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Colgate, Electric Auto-Lite, Ford, General Foods, Gillette-Toni, Kraft, Pond's, P&G, Quaker Oats, Rexall, Richard Hudnut,

Robin Hood, Ronson, Standard Brands, Sterling Drug, and Westinghouse.

Including Lever Bros., which, strictly speaking, is neither of U.S. nor Canadian origin, the total number is 22. The number of Canadian network sponsors, excluding the Canadian Government, was seven.

When a network program comparison is made, U.S. dominance is even more striking. Taking shows listed in the Elliott-Haynes national rating report, you find that 62 programs are sponsored by U.S. firms, including Lever Bros., some of whose programs originate in the U.S. Only seven programs are sponsored by Canadian companies and three others are bought by the Canadian Government.

With Canadian TV looking as if it's on the brink of a huge leap forward, there has been the beginnings of a movement toward spot radio. Also influencing this trend is an increasing emphasis on individual market tactics.

P&G, for example, has dropped two nighttime network shows since last year. One of them—*Beulah*—was discontinued as part of P&G's dropping it from CBS Radio. However, P&G reports to SPONSOR that it will increase

its spot programming in Canada during the coming season.

Another possible explanation for the move to spot has been suggested by CJAV, Port Alberni, B.C. The station's managing director, K. Hutcheson, told SPONSOR: "Our local Rexall dealers are assessed for their participation in the *Amos 'n' Andy* show and they would be much happier if a company such as Rexall were to give them budgets for local radio."

More light on the subject comes from Associated Broadcasting Co., Ltd., a Toronto ad agency. Says Gordon Allen, Associated's radio director: "We have come to the conclusion that, no matter how big and good the big city stations are, you still have to go local for the smaller markets to get the full benefit of your advertising."

"I don't know how true this is of smaller U.S. operations, but around here the stations within a radius of 40 to 80 miles of Toronto and Hamilton operate as well as the big ones, generally program as well and, as a result, get tremendous local acceptance."

Some of the bigger U.S. accounts in Canada, like Alka-Seltzer and Shell Oil, use no network advertising at all. Both of these firms generate sales out

Canadian station merchandising methods closely resemble those of U.S., making it easy to coordinate campaigns planned for both

countries. Left to right across page: CKWX, Vancouver, ties in with Pro-phy-lac-tic toothbrushes; CJAV, Port Alberni, B.C., plugs P&G's



They use radio

of this year, 117 in 1952.

Interest in spot radio

of local news shows, commentators.

Here is what some of the major U.S. clients are doing on Canadian radio:

Procter & Gamble: P&G of Canada will use at least 10 network shows during the coming season. Three of these are French daytime properties (*Rue Principale*, *Quelles Nouvelles* and *Face a la Vie*) and the fourth, *Metropole*, is a Dref-Oxydol nighttime property. The company will continue to import six daytime serials from the States and will use cut-in facilities to vary the product sponsorship lineup.

These six are: *Road of Life* (Duz or Cheer-Dref), *Life Can Be Beautiful* (Cheer, Crisco), *Ma Perkins* (Oxydol with a Drene trailer), *Pepper Young's Family* (Camay, Spic & Span), *Right to Happiness* (Tide) and *Rosemary* (Crisco, Camay-Tide). The latter show will replace *Big Sister*.

As for spot programing, there will be renewals in Montreal, Winnipeg, Toronto, and Vancouver and programs will be added in other markets. The programing to be used includes U.S.-produced *Backstage Wife*, *Perry Mason*, *Young Dr. Malone*, *Guiding Light*, and *Brighter Day*, as well as such local originations as *Red, White*



U.S. ad agency guests at lobster party given by Fred Lynds, mgr., CKCW, Moncton, N.B. Seated, clockwise: Dorothy Hagen, Greta Rothrock, Patricia Brouwer, Needham, Louis & Brorby; Merle Myers, Russel Seeds; Evelyn Vanderploeg, Schwimmer & Scott; Marion Reuter, Y&R; Ruth Babick, Earle Ludgin; Patricia Kral, Needham, Louis & Brorby; Kay Kennelly, Olian & Bronner; Pat Gray, Arthur Meyerhoff. Standing, l. to r., Lynds and wife, Bill Reilly, Adam J. Young; Tom Tonner, CKCW; George Diefenderfer, Adam J. Young. Lynds' lobster parties are an institution; he's given them in N.Y., Chicago, Montreal, Toronto for many years

and *Blue*, *Star Time*, and *Breakfast Time*. The Canadian-produced shows will be used mostly on the West Coast. As for spot announcements, P&G will say nothing except that they "will continue to be an important factor in our plans."

Concerning TV, Howard E. Whiting, manager of media and programing for P&G of Canada, says: "We have not entered into Canadian television up to this time and believe that it is still relatively expensive and affords inadequate coverage of important areas."

P&G's agencies for its Canadian air operations include five from the U.S. Benton & Bowles, Biow, Compton, Dancer-Fitzgerald-Sample, and Young & Rubicam and one from Canada,

F. H. Hayhurst Co., Toronto.

Colgate - Palmolive - Peet: C.P.P. Ltd., via Spitzer & Mills, uses the following programs:

- On the English networks: (1) The Canadian-produced *The Happy Gang*, which Colgate has been using for 17 years. A half-hour musical variety show, it is broadcast over 34 Trans-Canada stations. (2) *Share the Wealth*, another Canadian-produced show and also a long-time runner for Colgate (14 years). (3) *Our Miss Brooks*, taken live from CBS and broadcast over 33 Dominion Network stations. (4) *Peggy Brooks Show*, popular Australian vocalist, on 28 stations.
- On the French Network: Colgate (*Please turn to page 137*)

Duz; CJVI, Victoria, merchandises for Kellogg; CKY, Winnipeg, gives Vicks a boost; Robin Hood gets good merchandising backing. CKOV,

a Kelowna, B.C., station, helps Rinso; CFJC, Kamloops, B.C., calls attention to Nabisco; CKRC, Winnipeg, plays up P&G soap opera



5. CANADIAN BASICS

I The Canadian market

1. Key Canadian market facts, including population, income, salaries

	1952	1951	1941
TOTAL POPULATION	11,600,000 ^a	11,009,129	11,490,000 ^b
FRENCH-SPEAKING POPULATION	4,500,000 ^a	4,319,167	3,483,038
GROSS NATIONAL PRODUCT	\$23,011,000,000	\$21,450,000,000	\$8,517,000,000
NATIONAL INCOME	\$18,135,000,000	\$17,229,000,000	\$6,563,000,000
PER CAPITA INCOME	\$1,257	\$1,230	\$515
RETAIL SALES	\$11,303,783,000	\$10,517,326,000	\$3,436,000,000
EXPORTS ^c	\$4,336,000,000	\$3,950,000,000	\$924,000,000 ('49)
IMPORTS ^c	\$3,846,000,000	\$4,097,000,000	\$751,000,000 ('49)
TOTAL U.S. INVESTMENTS	\$8,000,000,000	\$7,235,000,000	\$4,990,000,000 ('45)
NEW U.S. INVESTMENTS	\$697,000,000	\$259,000,000	\$11,000,000 ('48)
U.S.-CONTROLLED FIRMS	2,821	2,568	1,985
VALUE \$1 U.S.	virtually at par	\$1.03	\$0.90
TOTAL EMPLOYED	5,117,000 ^d	5,110,000	4,224,000
AVERAGE WEEKLY PAY	\$57.31 ^e	\$54.32 ^f	\$43.05 ('49)
DOMINION DEFENSE BUDGET	\$1,832,000,000	\$1,143,000,000	\$361,000,000 ('49)
GROSS CORPORATION PROFITS	\$2,586,000,000	\$2,781,000,000	\$1,381,000,000 ('49)
AGRICULTURAL INCOME	\$2,181,000,000	\$2,330,000,000	\$1,693,000,000 ('49)
MANUFACTURING INCOME	\$5,365,000,000	\$5,127,000,000	\$3,942,000,000 ('49)
MINING, OIL, ETC. INCOME	\$718,000,000	\$688,000,000	\$448,000,000 ('49)
FORESTRY INCOME	\$367,000,000	\$377,000,000	\$210,000,000 ('49)
CONSTRUCTION INCOME	\$1,008,000,000	\$857,000,000	\$776,000,000 ('49)

SOURCE: Dominion Bureau of Statistics

^a 1 Jan. 1953 (est.); ^b Without Newfoundland, which became part of Canada in

1949; ^c Excluding Canadian mutual aid to NATO countries; ^d Week ended 4 May 1953; ^e April 1953; ^f April 1952.

2. Canadian retail sales broken down by provinces for 1950-1952

PROVINCE	1952	1951	1950
MARITIMES	\$777,295,000	\$702,226,000	\$654,480,000
QUEBEC	2,642,687,000	2,457,391,000	2,205,150,000
ONTARIO	4,285,071,000	4,033,221,000	3,643,910,000
MANITOBA	677,333,000	666,701,000	606,250,000
SASKATCHEWAN	722,557,000	616,338,000	548,900,000
ALBERTA	903,965,000	831,317,000	747,690,000
BRITISH COLUMBIA	1,294,875,000	1,137,867,000	1,061,020,000

SOURCE: Dominion Bureau of Statistics

II Canadian radio

1. Status report on Canadian radio stations, networks, rates, sponsors

Commercial stations	157 (1 FM) with 137 private and 20 Govt-owned
Networks	3 national (Dominion, Trans-Canada, French)
Networks run by	Govt. through Canadian Broadcasting Corporation
Licensing and technical control by	Govt. through Department of Transportation
Auto radios	750,000 (est.)
Radio sets bought since war	5,184,159 (through May 1953)
Radio homes	3,582,000 (BBM, Jan. 1953)
Total homes	3,795,000
% radio homes	91.1%
Persons per U.S. AM stations	61,000
Persons per Canadian AM stations	91,000
Average 1-hour rate (Class A)	\$73.71
Average 1-minute rate (Class A)	\$9.75
Top U.S.-origin evening program	Edgar Bergen Show*
Top Canadian-origin evening program in English	Ford Theatre*
Number national sponsors	Over 800
Number U.S.-origin sponsors	Over 180
Radio's share of national advertising expenditures	Over 25%

SOURCE: Canadian Association of Broadcasters *Elliott Haynes May 1953

2. Population, households, radio homes grouped by provinces (as of 1 Jan. '53)

PROVINCES	POPULATION	HOUSEHOLDS	RADIO HOMES	HOMES WITH AT LEAST ONE RADIO
NEWFOUNDLAND	380,000	79,000	63,000	80.3%
PRINCE EDWARD ISLAND	105,000	23,000	21,000	90.9%
NOVA SCOTIA	657,000	168,000	153,000	90.8%
NEW BRUNSWICK	531,000	126,000	116,000	91.8%
QUEBEC	4,225,000	932,000	895,000	96.0%
ONTARIO	4,817,000	1,338,000	1,273,000	95.2%
MANITOBA	805,000	225,000	208,000	92.5%
SASKATCHEWAN	850,000	250,000	238,000	95.0%
ALBERTA	985,000	272,000	257,000	91.1%
BRITISH COLUMBIA	1,215,000	382,000	358,000	93.1%
TOTAL	14,600,000	3,795,000	3,582,000	91.1%

SOURCE: Canadian Association of Broadcasters

3. Canadian radio set sales figures show sharp postwar rise 1945-1953

YEAR	SETS SOLD IN CANADA	RETAIL VALUE	SETS IMPORTED	RETAIL VALUE	TOTAL SETS BOUGHT	TOTAL RETAIL VALUE
1945	46,316	\$ 1,526,050	711	\$ 15,094	47,027	\$ 1,541,144
1946	568,320	\$28,849,115	18,852	\$ 660,651	587,172	\$29,509,766
1947	836,419	\$60,399,221	44,050	\$1,568,097	880,469	\$61,967,318
1948	596,467	\$49,351,338	993	\$ 36,096	597,460	\$49,387,434
1949	724,517	\$53,639,788	51,994	\$1,493,581	776,511	\$55,133,369
1950	758,519	\$59,159,854	44,124	\$1,341,204	802,743	\$60,501,058
1951	557,097	\$50,353,692	46,497	\$1,574,383	603,594	\$51,928,075
1952	568,884	\$50,125,290	62,982	\$2,312,079	631,866	\$52,437,369
1953	245,617*	\$22,594,164	12,000†	450,000†	257,617	\$23,044,164
					5,184,159	\$385,449,697

*Through May 1953 figure is 40% higher than first 5 months of 1952.

† Estimated

SOURCE: Radio-Television Manufacturers Assn. of Canada

4. These are 157 commercial Canadian radio stations in operation today

City	Call Letters	Net*	Frequency (KC's)	Power† (Watts)	Nighttime Rates ½ hr 1 min	U.S. Reps‡	City	Call Letters	Net*	Frequency (KC's)	Power† (Watts)	Nighttime Rates ½ hr 1 min	U.S. Reps‡
ALBERTA							NOVA SCOTIA						
Calgary	CFAC	TC-S	960	5,000	DA-N \$66 \$17	W&C	Antigonish	CJFX	DOM-B	580	5,000	DA \$48 \$9	A
Calgary	CFCN	DOM-B	1,060	10,000	DA-N \$66 \$16.80	AJY HGO	Bridgewater	CKBW	TC-S	1,000	1,000	DA-N \$27 \$5	I
Calgary	CKXL		1,140	1,000	DA-N \$48 \$11.20	DC	Halifax	CBH	TC-B	1,330	100	\$24 \$9.60†	C
Edmonton	CBX	TC-B	1,010	50,000	DA \$75 \$30†	CBC	Halifax	CHNS	DOM-B	960	5,000	DA-N \$48 \$10	W
Edmonton	CFRN	DOM-B	1,260	5,000	\$66 \$17	AJY HGO	Halifax	CJCH		920	5,000	DA \$42 \$9	A
Edmonton	CHFA		680	5,000	DA \$36 \$8		Kentville	CKEN ^b		1,490	250	\$24 \$4	
Edmonton	CJCA	TC-S	930	5,000	DA-N \$72 \$22	W&C	Sydney	CBI	TC-B	1,570	1,000	\$24 \$9.60†	C
Grande Prairie	CFGP	TC-S	1,050	1,000	\$30 \$7	W&C	Sydney	CJCB	DOM-B	1,270	5,000	D \$48 \$11	W
Lethbridge	CJOC	TC-B	1,220	5,000	DA-N \$36 \$10	W&C					1,000	N	
Medicine Hat	CHAT	DOM-S	1,270	1,000	DA \$24 \$6	W&C	Truro	CKCL		1,400	250	\$24 \$5	
Red Deer	CKRD	DOM-S	1,230	250	\$24 \$6	AJY	Windsor	CFAB ^b		1,450	250	\$24 \$4	
							Yarmouth	CJLS	DOM-B	1,340	250	\$21 \$4	W
BRITISH COLUMBIA							ONTARIO						
Chilliwack	CHWK	DOM-B	1,270	1,000	DA \$24 \$5	W&C	Barrie	CKBB		1,230	250	\$27 5.50	A
Dawson Creek	CJDC	TC-S	1,350	1,000	\$28 \$5	DC	Belleville	CJBQ	DOM-S	1,230	250	\$33 \$7	A
Kamloops	CFJC	TC-B	910	1,000	\$24 \$6	W&C	Erantford	CKPC	DOM-S	1,380	1,000	DA-N \$36 \$8	A
Kelowna	CKOV	TC-B	630	1,000	\$30 \$8	W&C	Brackville	CFJR	DOM-B	1,450	250	\$24 \$4.50	A
Nanaimo	CHUB		1,570	1,000	DA \$28.80 \$6	DC	Chatham	CFCO	DOM-B	630	1,000	DA \$30 \$5.50	A
Nelson	CKLN	TC-S	1,240	250	\$21 \$4	AJY	Cornwall	CKSF	DOM-S	1,230	250	\$30 \$5.40	JH
New Westminster	CKNW		1,320	1,000	DA-N \$75 \$17.50	F&C	Fort Frances	CKFI	DOM-S	800	1,000	D \$36 \$4.50	I
Penticton	CKOK	DOM-S	800	1,000	D \$30 \$7.50	DC				500	N		
Port Alberni	CJAV		1,240	250	\$24 \$5	DC	Fort William	CKPR	TC-B	580	1,000	\$44 \$8	A
Prince George	CKPG	TC-S	550	250	\$24 \$5	W&C	Guelph	CJOY		1,450	250	\$24 \$5	A
Prince Rupert	CFPR	TC-S	1,240	250	\$18 \$3.50		Hamilton	CHML	DOM-S	900	5,000	DA-N \$75 \$17.50	A
Trail	CJAT	TC-B	610	1,000	\$36 \$8	W&C	Hamilton	CJSH-FM ^c		102.9 ^e	9,200	\$24 \$4.50	W
Vancouver	CBU	TC-B	690	10,000	DA \$84 \$33.60†	CBC	Hamilton	CKOC	TC-S	1,150	5,000	DA \$60 \$12.50	W
Vancouver	CJOR	DOM-B	600	5,000	DA \$72 \$20	AJY	Kenora	CJRL	DOM-B	1,220	1,000	\$24 \$4.50	W
Vancouver	CKMO		1,410	1,000	\$45 \$9.50	DC	Kingston	CKWS	TC-B	960	5,000	DA \$60 \$13	I
Vancouver	CKWX		980	5,000	DA \$84 \$21	W&C	Kirkland Lake	CJKL	TC-B	560	5,000	DA-N \$48 \$8	A
Vernon	CJIB	DOM-S	940	1,000	\$30 \$7.50	DC	Kitchener	CKCR	DOM-S	1,490	250	\$36 \$7	A
Victoria	CJVI	DOM-B	900	1,000	DA \$36 \$8	W&C	London	CFPL	DOM-B	980	5,000	DA \$60 \$15	W
Victoria	CKDA		1,340	250	\$24 \$5	F&C	Niagara Falls	CHVC		1,600	5,000	D \$30 \$8	I
											1,000	DA-N	
MANITOBA							North Bay						
Brandon	CKX	DOM-B	1,150	1,000	\$36 \$7.50	AJY	Orillia	CFCH	TC-B	600	1,000	DA \$36 \$6	I
Dauphin	CKDM		1,230	250	\$22.50 \$3.65	AJY	Oshawa	CFOR	DOM-S	1,570	1,000	\$36 \$6	I
Flin Flon	CFAR	TC-S	590	1,000	\$24 \$4.50	AJY	Ottawa	CKLB		1,240	250	\$30 \$5.50	JH
St. Boniface	CKSB	FR-S	1,250	1,000	DA \$36 \$7	JHM	Ottawa	CBO	TC-B	910	1,000	\$54 \$21.60†	C
Winnipeg	CBW	TC-B	990	50,000	\$96 \$38.40†	CBC	Ottawa	CKOY	DOM-B	1,310	5,000	D \$54 \$12.50	I
Winnipeg	CJOB		1,340	250	\$45 \$11	AJY					1,000	DA-N	
Winnipeg	CKRC	DOM-B	630	5,000	DA-N \$72 \$22	W&C	Ottawa	CFRA		560	5,000	DA \$52.50 \$12	W
Winnipeg	CKY		580	5,000	DA \$60 \$15	DC	Owen Sound	CFOS	DOM-S	1,470	1,000	DA-N \$36 \$7	A
							Pembroke	CHOV	DOM-B	1,350	1,000	DA \$36 \$7.50	A
NEW BRUNSWICK							Peterborough						
Campbellton	CKNB	DOM-B	950	1,000	DA \$33 \$7	W&C	Port Arthur	CHEX	DOM-B	1,430	1,000	DA \$42 \$8.50	W
Edmundston	CJEM	FR-S	1,380	1,000	DA \$24 \$5	AJY	Sarnia	CFPA	DOM-B	1,230	250	\$36 \$7	W
Fredericton	CFNB	TC-B	550	5,000	DA-N \$48 \$9	W&C		CHOK	TC-S	1,070	5,000	D \$48 \$8	W
Moncton	CKCW	DOM-B	1,220	10,000	DA-N \$48 \$9	AJY	St. Catharines	CKTB	DOM-S	620	1,000	DA \$36 \$8	JH
Newcastle	CKMR		1,340	250	\$24 \$5		St. Thomas	CHLO	TC-S	680	1,000	DA \$42 \$8	I
Saint John	CFBC	DOM-B	930	5,000	DA \$45 \$9.50	W&C	Sault Ste. Marie	CJIC	TC-B	1,490	250	\$36 \$7.50	JH
Saint John	CHSJ	TC-B	1,150	5,000	DA-N \$45 \$9.50	AJY	Stratford	CJCS	DOM-S	1,240	250	\$24 \$4.50	W
Sackville	CBA	TC-B	1,070	50,000	\$90 \$36†	CBC	Sudbury	CHNO	DOM-S	900	1,000	DA \$42 \$9	A
							Sudbury	CKSO	TC-B	790	5,000	DA-N \$54 \$12	W
NEWFOUNDLAND							Timmins						
Corner Brook	CBY	TC-S	790	1,000	\$81.60 ^a \$36.64 ^{a†}	CBC	Timmins	CFCL	FR-S	580	1,000	DA \$36 \$8	JH
Gander	CBG	TC-S	1,450	250	\$81.60 ^a \$36.64 ^{a†}	CBC	Toronto	CKGB	TC-B	680	5,000	DA-N \$48 \$8	I
Grand Falls	CBT	TC-S	1,350	1,000	\$81.60 ^a \$36.64 ^{a†}	CBC	Toronto	CBL	TC-B	740	50,000	\$204 \$81.60 ^c	C
St. John's	CBN	TC-S	640	10,000	\$81.60 ^a \$36.64 ^{a†}	CBC	Toronto	CFRB	CBS	1,010	50,000	DA \$200 \$40	A
St. John's	CJON		930	5,000	DA-N \$42 \$8	W&C	Toronto	CHUM		1,050	1,000	D \$60 \$12	JH
St. John's	VOCM		590	1,000	\$30 \$5	AJY	Toronto	CJBC	DOM-B	860	50,000	\$150 \$60†	JH
							Toronto	CKEY		580	5,000	DA-D \$120 \$35	I
											1,000	DA-N	
							Toronto	CKFH		1,400	250	DA \$60 \$18	A
							Windsor	CBE	TC-B	1,550	10,000	DA \$60 \$24†	C
							Windsor	CKLW	DOM-S	800	50,000	DA \$105 \$18	A

*NETWORKS (all operated by Canadian Broadcasting Corp.)

TC-B—Trans-Canada Basic
 TC-S—Trans-Canada Supplementary
 Dom-B—Dominion Basic
 Dom-S—Dominion Supplementary
 FR-B—French Basic
 FR-S—French Supplementary
 †D—day power, N—night power DA—directional antenna

‡REPRESENTATIVES

CBC—Canadian Broadcasting Co.
 DC—Donald Cooke, Inc.
 F&C—Forjoe & Co.
 JHM—J. H. McGillvra
 HGO—Harlan G. Oakes
 W&C—Weed & Co.
 AJY—Adam J. Young Jr.

^eFive minutes

^aGroup rate for CBY, CBG, CBT, and CBN

^bCKEN is satellite of CFAB; rate is for both stations

^cOnly commercial FM station; frequency in megacycles

SPONSOR

Radio stations (continued)

5. Reps of Canadian stations

City	Call Letters	Net*	Frequency (KC)	Power (Watts)	Nighttime Rates		U.S. Reps†	
					1/2 hr	1 min		
Wingham	CKNX	DOM-S	920	1,000	DA-N	\$36	\$10	AJY
Woodstock	CKOX		1,340	250		\$24	\$5	
PRINCE EDWARD ISLAND								
Charlottetown	CFCY	DOM-B	630	5,000	DA-N	\$51	\$10	W&C
Summerside	CJRW		1,240	250		\$24	\$5	
QUEBEC								
Montreal	CHAD	FR-S	1,340	250		\$57	\$11	W&C
Montreal	CBJ	FR-B	1,580	10,000	DA	\$36	\$14.40 ^r	CBC
Montreal	CHEF		1,450	250		\$28	\$6	DC
Montreal	CKCH	FR-S	970	1,000	DA	\$55	\$11	JHM
Montreal	CKRS		1,240	250		\$30	\$7	AJY
Montreal	CKLS	FR-S	1,240	250		\$57	\$11	W&C
Montreal	CKBL		1,250	1,000	DA	\$30	\$7	AJY
Montreal	CBF	FR-B	690	50,000		\$180	\$72 ^r	CBC
Montreal	CBM	TC-B	940	50,000		\$120	\$48 ^r	CBC
Montreal	CFCF	DOM-B	600	5,000	DA	\$120	\$28	W&C
Montreal	CHLP		1,410	1,000	DA	\$75	\$18	JHM
Montreal	CJAD	CBS	800	5,000	DA	\$120	\$28	AJY
Montreal	CKAC	CBS	730	10,000	D	\$150	\$33	AJY
Montreal	CHNC	FR-S	610	5,000	DA	\$42	\$9	AJY
Montreal	CBV	FR-B	980	1,000		\$54	\$21.60 ^r	CBC
Montreal	CHRC		800	5,000	DA	\$66	\$16	AJY
Montreal	CJQC	TC-S	1,340	250		\$24	\$6	AJY
Montreal	CKCV	DOM-S	1,280	1,000	DA-N	\$54	\$11	W&C
Montreal	CJBR	FR-S	900	5,000	DA-N	\$36	\$7.25	AJY
Montreal	CJFP	FR-S	1,400	250		\$27	\$7	AJY
Montreal	CHRL		1,340	250		\$26.40	\$6.50	
Montreal	CKRN	FR-S	1,400	250		\$57	\$11	W&C
Montreal	CHGB	FR-S	1,350	1,000	D	\$27	\$7	JHM
Montreal	CKRB		1,400	250		\$26	\$6	
Montreal	CKSM		1,220	1,000	DA	\$36	\$8.50	
Montreal	CHLT	FR-S	900	1,000	DA-N	\$55	\$11	AJY
Montreal	CKTS	DOM-B	1,240	250		\$28	\$6	AJY
Montreal	CJSO		1,320	1,000	DA-N	\$40	\$10	DC
Montreal	CKLD	FR-S	1,230	250		\$30	\$6	AJY
Montreal	CHLN		550	1,000	DA	\$50	\$10.50	AJY
Montreal	CKVD	FR-S	1,230	250		\$57	\$11	W&C
Montreal	CKVL		980	1,000	DA	\$135	\$28	DC
Montreal	CFDA		1,380	1,000	DA-N	\$27	\$6	
Montreal	CKVM		710	1,000	DA-N	\$30	\$6	AJY
SASKATCHEWAN								
Regina	CFRG	FR-S				\$24	\$5	
Regina	CHAB	DOM-B	800	5,000	DA	\$48	\$12	W&C
Regina	CJNB		1,460	1,000		\$30	\$6	
Regina	CKBI	DOM-B	900	5,000	DA	\$42	\$10	W&C
Regina	CKCK	TC-S	620	5,000	DA-N	\$54	\$13.50	W&C
Regina	CKRM	DOM-B	980	5,000	DA-N	\$54	\$13.50	AJY
Regina	CFQC	DOM-B	600	5,000	DA-N	\$60	\$16	AJY
Regina	CKOM		1,340	250		\$42	\$10	W&C
Regina	CFNS		1,170	1,000		\$27	\$5.50	
Regina	CBK	TC-B	540	50,000		\$132	\$52.80 ^r	CBC
Regina	CJGX	DOM-B	940	1,000		\$33	\$7	AJY

CANADA

JAMES L. ALEXANDER
 TORONTO: 190 Adelaide St. W.
 MONTREAL: Drummond Bldg.
 J. L. Alexander
 Frank Edwards

ALL-CANADA RADIO FACILITIES
 TORONTO: Victory Bldg.
 MONTREAL: Dominion Square Bldg.
 WINNIPEG: Galt Building
 CALGARY: Taylor, Pearson & Carson Bldg.
 VANCOUVER: 198 W. Hastings St.
 John Legale
 Bert Hall
 M. V. Chevut
 H. R. Carson
 J. I. Baldwin

BROADCAST REPRESENTATIVES
 WINNIPEG: Lindsay Bldg.
 A. J. Messner

CANADIAN BROADCASTING CORP.
 TORONTO: 351 Jarvis St.
 MONTREAL: Radio Canada Bldg.
 Walter Powell
 Maurice Valiquette

JOS. A. HARDY
 MONTREAL: 1015 Dominion Square Bldg.
 TORONTO: 67 Yonge St.
 B. Wells
 Bruce Butler

JOHN N. HUNT & ASSOCIATES
 VANCOUVER: 198 W. Hastings St.
 J. N. Hunt

PAUL MULVIHILL
 TORONTO: 21 King St. East (Room 300)
 MONTREAL: 1131 St. Catherine St.
 Paul Mulvihill
 M. MacIvor

NATIONAL BROADCAST SALES
 MONTREAL: 222 Simcoe St.
 TORONTO: Medical Arts Bldg.
 R. A. Leslie
 Ed. Kavanagh

OMER RENAUD & CO.
 MONTREAL: 1111 Stanley St.
 TORONTO: Bank of Nova Scotia Bldg.
 Omer Renaud
 Ken Davis

RADIO REPRESENTATIVES
 TORONTO: 4 Albert St.
 MONTREAL: Dominion Square Bldg.
 WINNIPEG: Lindsay Bldg.
 VANCOUVER: 198 W. Hastings St.
 Jack Slatter
 Wilf Dimpie
 A. J. Messner
 J. N. Hunt

RADIO TIME SALES (ONT.)
 TORONTO: 147 University Ave.
 Norm Brown

RADIO TIME SALES (QUEBEC)
 MONTREAL: 1231 St. Catherine St. West
 Ralph Judge

RADIO & TELEVISION SALES
 TORONTO: 10 Adelaide St. East
 MONTREAL: Windsor Hotel
 A. V. McDermott
 Andy Wilson

STEPHENS & TOWNDROW
 TORONTO: 35 King St. West
 Bill Stephens
 Ernie Towndrow

HORACE N. STOVIN & CO.
 TORONTO: Victory Bldg.
 MONTREAL: Keefe Bldg.
 WINNIPEG: Childs Bldg.
 VANCOUVER: 615 Pender St.
 H. N. Stovin
 Ralph Judge
 T. C. Maguire
 E. Tudor
 J. M. Stovin

UNITED STATES

DONALD COOKE
 NEW YORK: 331 Madison Ave.
 CHICAGO: 228 North La Salle St.
 BEVERLY HILLS: 111 North La Cienega Blvd.
 SAN FRANCISCO: 233 Sansome St.
 DETROIT: 1323 Penobscot Bldg.
 Donald Cooke
 Fred Jones
 Lee O'Connell
 William Ayres
 Chas. J. Sheppard

FORJIE & CO.
 NEW YORK: 29 West 57 St.
 LOS ANGELES: 1127 Wilshire Blvd.
 SAN FRANCISCO: 593 Market St.
 CHICAGO: Tribune Tower, 135 Mich. Ave.
 ATLANTA: 405 Mortgage Guarantee Bldg.
 Joseph Bloom
 Lawrence Krasner
 Zona Belle Sanson
 William Wyatt
 Clayton Cesse

JOSEPH HERSHEY MCGILLVRA
 NEW YORK: 366 Madison Ave.
 CHICAGO: 185 North Wabash Ave.
 BEVERLY HILLS: 111 North La Cienega Blvd.
 SAN FRANCISCO: 233 Sansome St.
 J. H. McGillvra
 Hub Jackson
 Lee O'Connell
 William Ayres

HARLAN G. OAKES & ASSOCIATES
 NEW YORK: 17 East 12nd St.
 LOS ANGELES: 672 South Lafayette Park Place
 SAN FRANCISCO: 5 Third St.
 CHICAGO: Pure Oil Bldg.
 MINNEAPOLIS: 2617 Bryant Ave. North
 Arthur Gordon
 Harlan Oakes
 Burton Beggs
 Paul Elsberry
 J. Frank Johns

WEED & CO.
 NEW YORK: 350 Madison Ave.
 CHICAGO: 203 North Wabash Ave.
 DETROIT: Book Bldg.
 HOLLYWOOD: 6331 Hollywood Blvd.
 SAN FRANCISCO: 625 Market St.
 BOSTON: Statler Bldg.
 ATLANTA: Glenn Bldg.
 Joseph J. Weed
 Peter A. McGurk
 Cornelius C. Weed
 Bernard Pearce
 Lincoln P. Simonds
 Don Staley
 Robert R. Reardon
 George Swearingen Jr.

ADAM J. YOUNG JR.
 NEW YORK: 22 East 10th St.
 CHICAGO: 55 East Washington St.
 LOS ANGELES: 422 Guaranty Bldg.
 ST. LOUIS: 7 N. 7th St.
 Adam J. Young Jr.
 William J. Reilly
 William F. Wallace
 Jack Hetherington

See explanations, footnotes on previous page

III Canadian air advertisers and agencies

1. 183 U.S. companies are advertising today on Canadian radio

This is a list of 183 companies operating in the United States and who today are using Canadian radio directly or through Canadian sister companies and/or affiliates. Included in this list

are U. S. companies some or all of whose products are advertised on Canadian radio by Canadian companies having names that differ from the U.S. companies handling such products.

Admiral Corp.
American Airlines, Inc.
American Chicle Co.
American Cyanamid Co.
American Express Co.
American Home Products Corp.
American Safety Razor Corp.
Antell, Inc., Chas.
Associated Hospital Service Insurance
Atlantis Sales Corp.
Avco Mfg. Corp.
Babbitt, Inc.
Ball Clinic
Barbasol Co.
Benson & Hedges
Best Foods, Inc., The
Bishop, Inc., Hazel
Block Drug Co., Inc.
Borden Co., The
Borg-Warner Corp.
Boyle Midway, Inc.
Bradfield Co.
Bristol-Myers Co.
Brown & Williamson Tobacco Corp.
Burgess Battery Co.
Campbell Soup Co.
Canada Dry Ginger Ale, Inc.
Carbola Chemical Co., Inc.
Carnation Co.
Carraras, Ltd.
Carter Products, Inc.
Cat's Paw Rubber, Inc.
Chesebrough Mfg. Cons'd.
Chrysler Corp.
Cities Service Co.
Cluett Peabody & Co., Inc.
Coca-Cola Co.
Colgate-Palmolive-Peet Co.
Consolidated Cigar Corp.
Continental Baking Co., Inc.
Continental Casualty Co.
Corn Products Refining Co.
Corning Glass Works
Crowell-Collier Publishing Co.
Cudahy Packing Co.
Curtis Publishing Co.
Delaware, Lackawanna & Western Coal Co.
Dolcin Corp.
Doughnut Corp. of America
Dow Chemical Co.
Dow-Corning Corp.
Drackett Co.
Eastco, Inc.
Electric Auto-Lite Co.
Emerson Drug Co.
Eno-Scott & Bowler
Esquire, Inc.
Eversharp, Inc.
Ex-Lax, Inc.
Fairbanks, Morse & Co.
Firestone Tire & Rubber Co.

Ford Motor Co.
General Electric Co.
General Foods Corp.
General Motors Corp.
General Tire & Rubber Co.
Gerber Products Co.
Gillette Safety Razor Co.
Glidden Co.
Goodyear Tire & Rubber Co., Inc.
Greyhound Corp.
Grove Laboratories, Inc.
Hall Bros., Inc.
Hansen's Laboratory, Inc., Christian
Hastings Mfg. Co.
Hearst Corp. (for *Detroit Times*)
Heinz Co., H. J.
Hudson Motor Car Co.
Industrial Tape Corp.
International Cellucotton Products Co.
International Harvester Co.
International Milling Co.
International Minerals & Chem. Corp.
Jergens Co., Andrew
Johnson & Johnson
Johnson & Son, Inc., S. C.
Kaiser-Frazer Corp.
Kayser & Co., Julius
Kellogg Co.
Kendall Co.
Kool-Vent Metal Awning Corp.
Lambert Pharmacal Co.
Larus & Brother Co., Inc.
Leeming & Co., Inc., Thos.
Lever Bros. Co.
Lewis-Howe Co.
Libby, McNeill & Libby
Longines-Wittnauer Watch Co., Inc.
Loew's, Inc.
Lowe Corp., Joe
Luden's, Inc.
Manischewitz Co., B.
McIlhenney Co.
McKesson & Robbins, Inc.
Mennen Co.
Merck & Co., Inc.
Metropolitan Life Insurance Co.
Michigan Bulb Co.
Miles Labs., Inc.
Minnesota Mining & Mfg. Co.
Monsanto Chemical Co.
Montenier, Inc., Jules
Morris & Co., Ltd., Inc., Philip
Motorola, Inc.
Murine Co., Inc.
Musterole Co.
Mutual Benefit Health & Accident Association
National Biscuit Co.
National Dairy Products Corp.
Nepera Chemical Co., Inc.
Nestle Co., Inc.

Northeast Airlines, Inc.
Northwest Airlines, Inc.
Noxzema Chemical Co.
Owen Nursery
Pepsi-Cola Co.
Perfex Mfg. Co.
Pharmaco, Inc.
Pinex Co.
Pinkham Medicine Co., Lydia E.
Pittsburgh Plate Glass Co.
Pond's Extract Co. (Export), Ltd.
Potter Drug & Chemical Corp.
Procter & Gamble Co.
Prudential Insurance Co. of America
Quaker Oats Co.
Radio Corp. of America
Ralston Purina Co.
Readers Digest Association
Reardon Co.
Reddi-Wip, Inc.
Remington-Rand, Inc.
Revlon Products Corp.
Rexall Drug Co.
Rhodes Pharmacal Co., Inc.
Ronson Art Metal Works, Inc.
Rundle & Son Co., Ltd., Geo. H.
Salada Tea Co., Inc.
Schick, Inc.
Serval Co.
Seven-Up Co.
Shaler Co.
Shell Oil Co.
Sherwin-Williams Co.
Simoniz Co.
Smith Bros.
Socony-Vacuum Oil Co., Inc.
Staley Mfg. Co., A. E.
Standard Brands, Inc.
Sterling Drug, Inc.
Stokely-Van Camp, Inc.
Stoppers, Inc.
Sun Oil Co.
Swift & Co.
Texas Co.
Tide Water Assoc. Oil Co.
Time, Inc.
Tintz Co.
Union Carbide & Carbon Corp.
United Fruit Co.
Vick Chemical Co.
Vitamin Corp. of America
Warner-Hudnut, Inc.
Welch Grape Juice Co.
Western Airlines, Inc.
Westinghouse Electric Corp.
Whitehouse Co.
Wilbur-Suchard Chocolate Co., Inc.
Wildroot Co.
Williams Co., J. B.
Willys-Overland Motors, Inc.
Wrigley Jr. Co., Wm.
Wynn Oil Co.

SOURCE: Canadian Association of Broadcasters, 1953

**Canadian stations
represented by
Donald Cooke Inc.**

**Canada's Cream of the
Crop from Coast to Coast**

JUNE 15, 1953

PROVINCES	MARKET	STATION	AFFILIATION	POWER	FREQUENCY
Alberta	Calgary	CKXL	Independent	1,000	1110 kc
	Dawson Creek	CJDC	Trans-Canada	1,000	1350 kc
British Columbia	Nanaimo	CHUB	Independent	1,000	1570 kc
	Penticton	CKOK	Dominion Net.	1,000	800 kc
	Port Alberni	CJAV	Independent	250	1210 kc
	Vancouver	CKMO	Independent	1,000	1110 kc
	Vernon	CJTB	Dominion Net.	1,000	910 kc
Manitoba	Winnipeg	CKY	Independent	5,000	580 kc
Nova Scotia	Bridgewater	CKBW	Independent	1,000	1000 kc
Ontario	Fort Frances	CKFI	Dominion Net.	1,000	800 kc
	Guelph	CJOY	Independent	250	1450 kc
	Kenora	CJRL	Dominion Net.	1,000	1220 kc
	Kingston	CKWS	Trans-Canada	5,000	960 kc
	Kirkland Lake	CJKL	Trans-Canada	5,000	560 kc
	Niagara Falls	CHVC	Independent	5,000	1600 kc
	North Bay	CFCH	Trans-Canada	1,000	600 kc
	Ottawa	CKOY	Dominion Net.	5,000	1310 kc
	Peterborough	CHEX	Dominion Net.	1,000	1130 kc
	Sarnia-Port Huron	CHOK	Trans-Canada	5,000	1070 kc
	St. Thomas	CHLO	Trans-Canada	1,000	680 kc
Timmins	CKGB	Trans-Canada	5,000	680 kc	
Toronto	CKEY	Independent	5,000	580 kc	
Quebec	Montreal	CKVL	Independent	1,000	980 kc
	Sorel	CJSO	Independent	1,000	1320 kc
FRENCH RADIO ASSOCIATES					
Quebec	Montreal	CKVL	Independent	1,000	980 kc
	Quebec	CKCV	Independent	1,000	1280 kc
	Sherbrooke	CHLT	Independent	1,000	900 kc
	Granby	CHEF	Independent	250	1150 kc
	Three Rivers	CHLN	Independent	1,000	550 kc
	Sorel	CJSO	Independent	1,000	1320 kc

Donald Cooke, Inc.

Represented by

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • SAN FRANCISCO

WOW!

5 FULL HOURS EVERY WEEK!

THE HOTTEST STATION DEAL THAT EVER HIT RADIO!

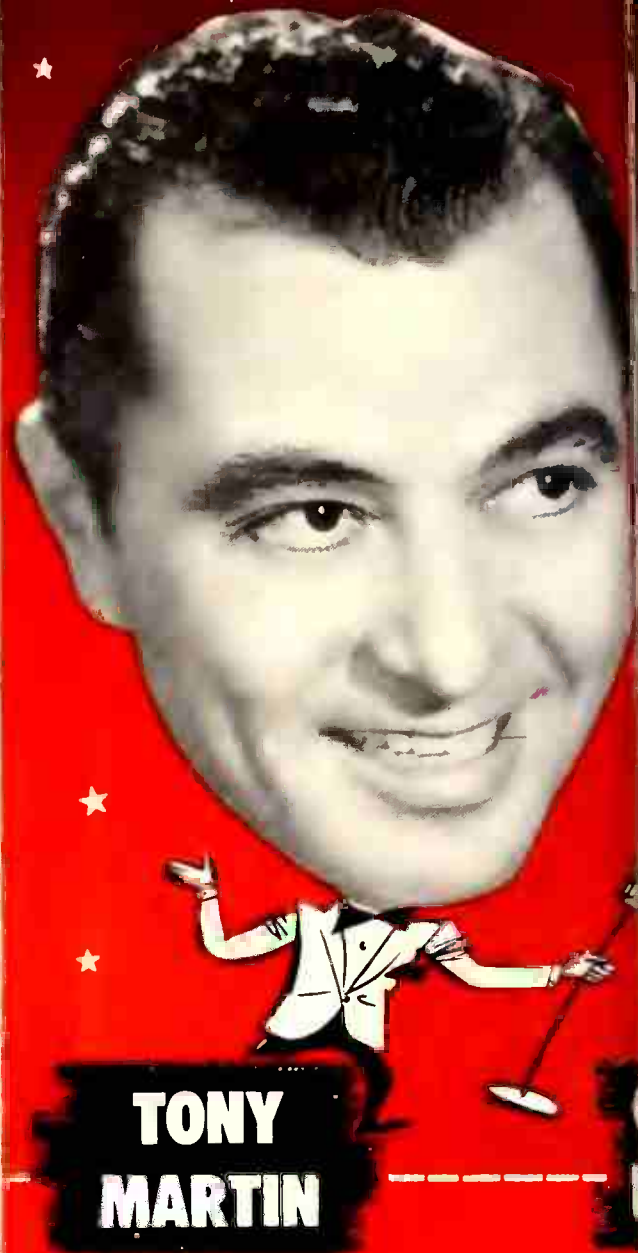
12 one-minute spots plus 3 chain-breaks every hour . . . 75 per week! National advertisers . . . regional advertisers . . . local advertisers . . . all rarin' to participate. We know because we've SOLD them!

Schedule it daily 5 hours a week or as 4 separate quarter-hours a day! Whether you sell spots, participations, quarter-hour sponsors, half-hour or full-hour sponsorship . . . "The Hour of Stars" will bring your station plenty of extra profits!

Never before such an opportunity to offer the glamour of big-name stars . . . the response of a big listening audience . . . the prestige of a big-time show! Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee make a dazzling combination that will have the whole town listening, applauding and buying!

WILL IT MAKE MONEY FOR YOU OR YOUR COMPETITION?

The BIGGES



**TONY
MARTIN**

"The Hour of Stars"

FILLED WITH
**MUSIC! MUSIC!
MUSIC!**

RADIO'S OR

Now... The **LOWEST** Price... in History!



GAIETY!

EXCITEMENT!

FUN!

**DICK
POWELL**

**PEGGY
LEE**



**OUR of
STARS**

FULL OF ONE MINUTE SPOTS
AND CHAIN-BREAKS
THAT MEAN DOLLARS
POURING IN YOUR STATION!

ORCHESTRAS AND SINGING STARS!

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

2. Agencies now using Canadian radio (75 of them U.S.)

CODE

1. = U.S. agency 2. = U.S. agency with branch in Canada 3. = Canadian agency

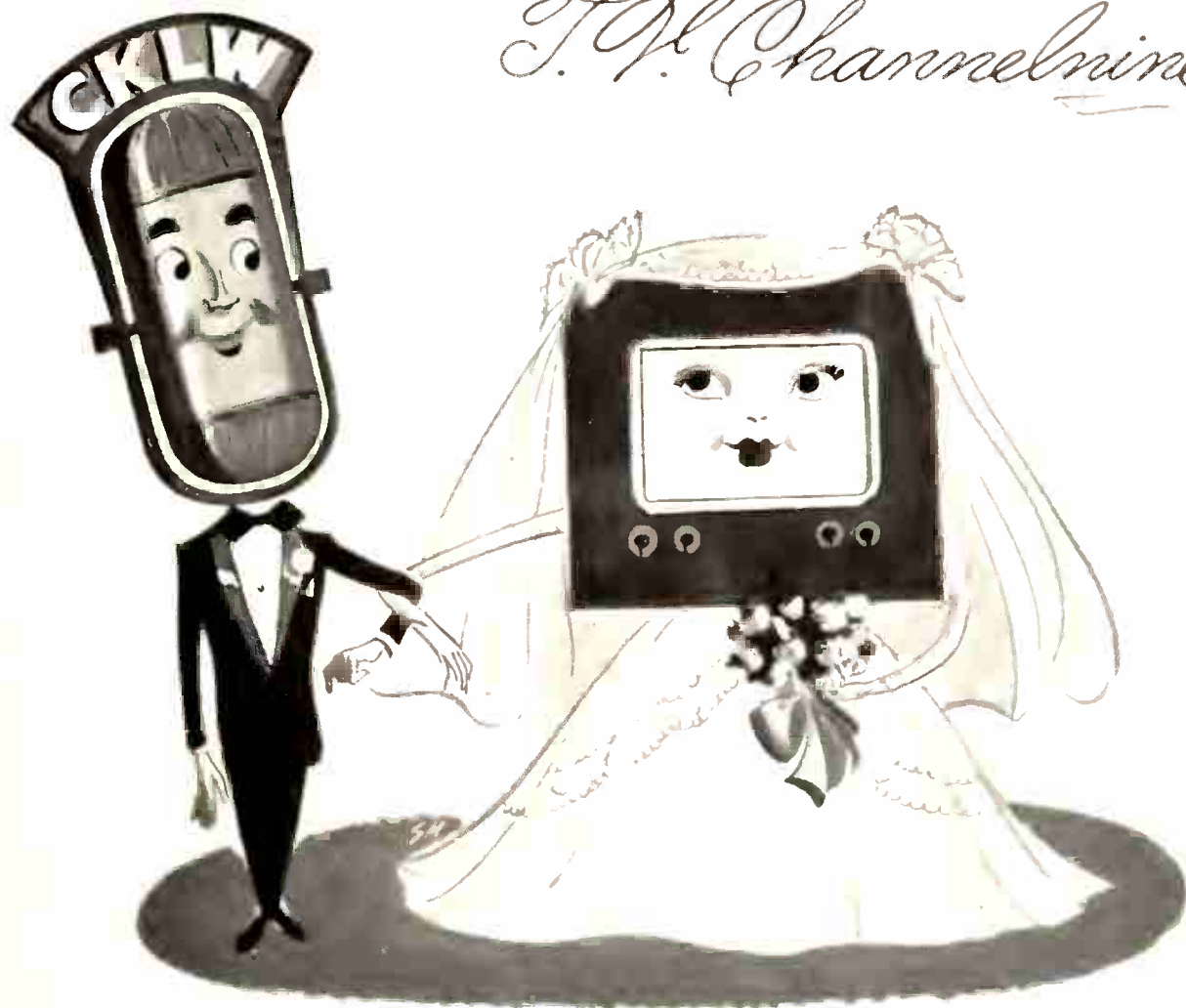
- | | | |
|--|--|--|
| 3. Aikin-McCracken, Ltd. | 1. Firestone Advertising Agency, Inc. | 3. Muter-Culiner-Frankfurter & Gould, Ltd. |
| 1. R. H. Albur Co. | 3. The James Fisher Co., Ltd. | 1. Needham, Louis & Brorby |
| 1. Allied Advertising Agency, Inc. | 2. Foote, Cone & Belding of Canada, Ltd. | 3. Michel Normandin |
| 2. Anderson, Smith & Cairns—in U.S. | 3. Harry E. Foster Advertising, Ltd. | 3. O'Brien Advertising, Ltd. |
| Anderson & Cairns | 1. Fuller & Smith & Ross | 1. O'Leary Advertising Agency |
| 3. The Ardiel Advertising Agency, Ltd. | 1. J. J. Gallagher | 2. O'Neil, Larson & McMahon |
| 3. Associated Broadcasting Co., Ltd. | 1. Gardener Advertising Co. | 1. Robert Orr, Inc. |
| 2. Atherton & Currier, Inc. | 3. Genn Advertising Agency | 3. William R. Orr, Ltd. |
| 3. Ayres & Associates, Inc. | 3. The William Gent Co., Ltd. | 2. Robert Otto & Co., Inc. |
| 3. The Baker Advertising Agency, Ltd. | 1. Geyer Advertising | 3. Packard Advertising Agency |
| 1. Batten, Barton, Durstine & Osborn | 3. J. J. Gibbons, Ltd. | 3. Paul-Taylor-Phelan, Ltd. |
| 1. G. M. Basford | 3. Gislason-Reynolds, Ltd. | 3. Payeur Publicite |
| 1. Walter F. Bennett Co. | 1. Glenn-Jordan-Stoetzel, Inc. | 1. Penman-Neil Advertising Agency, Inc. |
| 2. Benton & Bowles, Inc. | 3. Gordon & Gotch (Canada), Ltd. | 1. Phillips-Reich-Fardon |
| 3. John McKenney Bingham, Ltd. | 2. Grant Advertising of Canada, Ltd. | 3. Elton M. Plant |
| 1. The Biow Co. | 1. Willard G. Gregory & Co. | 3. Alford R. Poyntz Advertising, Ltd. |
| 1. The Blaine-Thompson Co., Inc. | 1. Grey Advertising Agency | 1. Presba, Fellows & Presba |
| 3. Bleasdale Advertising Agency | 1. Griswold-Eshelman Co. | 3. Quebec Broadcasting |
| 1. Brooke, Smith, French & Dorrance | 3. The F. H. Hayhurst Co., Ltd. | 3. E. W. Reynolds, Ltd. |
| 1. S. M. Brooks Advertising Agency | 3. L. J. Heagerty, Ltd. | 3. Ronalds Advertising Agency, Ltd. |
| 1. Carl S. Brown Co. | 3. Heggie Advertising Co. | 1. James Elliott Russell, Inc. |
| 1. Brown & Mitchell | 1. Hirshon-Garfield, Inc. | 2. Ruthrauff & Ryan, Inc. |
| 1. Buchanan & Co., Inc. | 3. J. E. Huot Limitee | 3. Schneider, Cardon, Ltd. |
| 2. Leo Burnett Co. of Canada, Ltd. | 3. Hutchins Advertising Co., Inc. | 3. Allan R. Sills |
| 3. Burns Advertising Agency, Ltd. | 3. Imperial Advertising, Ltd. | 3. R. C. Smith & Son |
| 3. S. W. Caldwell, Ltd. | 3. Industrial Advertising Agency, Inc. | 3. Spitzer & Mills, Ltd. |
| 1. J. M. Camp & Co. | 3. Albert Jarvis, Ltd. | 3. Harold F. Stanfield, Ltd. |
| 3. Canadian Advertising Agency | 1. Keeling & Co., Inc. | 3. Stevenson & Scott, Ltd. |
| 3. Garry J. Carter of Canada, Ltd. | 1. The Keilson Co. | 3. Stewart, Bowman, Macpherson, Ltd. |
| 3. Cockfield, Brown & Co., Ltd. | 3. Russell T. Kelley, Ltd. | 1. Street & Finney |
| 1. Harry B. Cohen | 2. Kenyon & Eckhardt, Ltd. | 1. Sullivan, Stauffer, Colwell & Bayles |
| 1. Compton Advertising | 1. Kudner Agency | 3. Tandy Advertising Agency, Ltd. |
| 3. Don H. Copeland Advertising, Ltd. | 1. Lambert & Feasley, Inc. | 1. Thompson-Koch Co., Inc. |
| 3. Creamer & Co. | 1. Landau, Inc. | 2. J. Walter Thompson Co., Ltd. |
| 1. Crombie Advertising Co., Ltd. | 1. The S. A. Levyne Co. | 3. Thornton-Purkis Advertising Agency |
| 2. Dancer-Fitzgerald-Sample (Canada), Ltd. | 1. Lewis & Gilman, Inc. | 3. Vamplew Advertising |
| 1. D'Arcy Advertising Agency | 3. Locke, Johnson & Co., Ltd. | 1. Victor Van Der Linde Co. |
| 3. A. J. Denne Co., Ltd. | 3. James Lovick & Co., Ltd. | 3. Vickers & Benson, Ltd. |
| 3. Dominion Advertising, Inc. | 3. MacLaren Advertising Co., Ltd. | 3. Walsh Advertising Co., Ltd. |
| 3. Dominion Broadcasting Co. | 1. Allan Marin & Associates | 1. Ward Wheelock |
| 1. Donahue & Coe, Inc. | 1. Maxon, Inc. | 2. The Armand S. Weill Co., Inc. |
| 1. John C. Dowd | 2. McCann-Erickson, Inc. | 1. Western Advertising Agency, Inc. |
| 1. Adam F. Eby Advertising | 3. McConnell, Eastman & Co., Ltd. | 1. Tom Westwood Advertising Agency |
| 3. Ellis Advertising Co., Inc. | 3. McGuire Advertising, Ltd. | 1. White Advertising Agency |
| 3. W. H. Emmett (Canada), Ltd. | 1. McKee & Allbright, Inc. | 3. Whitehall Broadcasting Co. |
| 3. Robert J. Enders Advertising, Inc. | 3. McKim Advertising, Ltd. | 3. Wiggins Systems |
| 2. Erwin, Wasey of Canada, Ltd. | 3. Metropolitan Broadcasting Co. | 1. Albert D. Williams |
| 1. Fairway Advertising Service | 1. Meyerhoff & Co., Arthur | 3. W. A. Willis Advertising Agency |
| 3. Ferres Advertising Service | 1. Morse International | 3. Woodhouse & Hawkins |
| | 3. Jack Murray, Ltd. | 2. Young & Rubicam |

SOURCE: Canadian Association of Broadcasters, 1953

I'm 21 and feeling fine

—just got married to

T.V. Channel Nine



This month CKLW is celebrating its twenty-first birthday and a fitting memorial to this one score and one milestone is the announcement that in the early months of 1954 you will enjoy CKLW-TV with *Channel Nine*.

The successes we've enjoyed over this short span of years are many. As a youngster we were powered by a 5,000 watt transmitter which was expanded in step with our continual progress to its present 50,000 watt strength.

The intervening years since 1932 have been a succession of successes—a challenge to serve equally the local listening regions of two nations in war, in peace, in good times and bad as "The Good Neighbor Station."

Our many awards for outstanding public service and character of broadcasting are testimony to how well we've met our challenge.

All of this—and there's much, much more—but today is one of our proudest. The announcement that soon we will be broadening our service to these great regions with the twentieth century wonder, television.

The knot is tied. Work is now in progress to bring you channel nine in the shortest possible time. We're proud of the "marriage" and pledge that our family of broadcasting and televising will be consistent with the fine quality and meritorious service of the past that have made possible this great new step forward.

CKLW

WINDSOR, ONTARIO

REPRESENTED BY

J. E. Campeau

ALL CANADA RADIO FACILITIES

President

MBS

CBC

IV Canadian television

1. Status report on Canadian television: number of stations, TV homes

Number of stations on the air 3, all Govt.-owned (Toronto, Montreal, Ottawa)
 Number of new stations approved 3 Govt., 9 private
 Proportion of population now covered by TV signals about a third
 Number of stations expected to be on air by end of 1951 at least 22
 Proportion of population to be covered by TV by end of 1951 About 75%
 Number of TV homes Over 100,000+ (1 Aug.) compared to 100,000 May 1952
 Number of U.S.-origin sponsors in fall 11 committed or definitely interested
 Who controls programing? Govt., through CBC
 How much programing will CBC supply? a minimum of 10½ hours weekly

SOURCE: Canadian Broadcasting Corp. †SPONSOR estimate

2. Sets sold '49-'53

YEAR	SETS SOLD
1949	8,212
1950	29,611
1951	40,165
1952	116,373
1953*	116,984
TOTAL	341,795

SOURCE: Radio-Television Manufacturers Assn. of Canada
 * To end of May. Total 1953 estimate: 300,000

3. '53 set sales, production through May

TYPE OF SET	1953 PRODUCTION THROUGH MAY	1953 SALES THROUGH MAY	ESTIMATED PRODUCTION JUNE, JULY, AUG.
TABLE MODELS	73,187	62,922	50,518
CONSOLES	60,797	47,215	34,531
3-WAY COMBINATIONS	5,188	4,123	6,838
TOTAL	139,172	114,260	91,887

SOURCE: Radio-Television Manufacturers Assn. of Canada

ALL-CANADA

RADIO'S FOREMOST ADVERTISER SERVICE ORGANIZATION

in the rich markets "North of the Border"

Representing

CHWK Chilliwack	CJVI Victoria	CKBI Prince Albert	CJCS Stratford	CFNB Fredericton
CFJC Kamloops	CFAC Calgary	CKCK Regina	CKOC Hamilton	CHMS Halifax
CKOV Kelowna	CJCA Edmonton	CKRC Winnipeg	CKLW Windsor	CJCB Sydney
CKPG Prince George	CFGP Grande Prairie	CFPL London	CKSO Sudbury	CJLS Yarmouth
CJAT Trail	CJOC Lethbridge	CFRA Ottawa	CFCF Montreal	CJON St. John's, Nfld.
CKWX Vancouver	CHAT Medicine Hat	CFRB Toronto	CFCY Charlottetown	

WHY . . . are more and more Advertisers than ever before turning to All-Canada? It's because All-Canada programs & service guarantee bigger audiences and greater selling impact at less cost in the rich Canadian markets.

Each All-Canada program has been created and transcribed in radio's finest production centers . . . using the biggest name stars in radio today.

Each All-Canada program is a tested "proven" sales vehicle . . . ready to sell for you on an exclusive basis . . . at a fraction of the original cost.

Use All-Canada Packaged Programs and Selective Radio to stretch your advertising dollar in Canada.

Write or call your All-Canada man today for full information.

ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER

CALGARY

WINNIPEG

TORONTO

MONTREAL

4. Time costs for programs, announcements on Canada's three TV stations

CLASS AND TIME	CBLT-TORONTO	CBOT-OTTAWA	CBFT-MONTREAL
Class A* half-hour	\$450.00	\$90.00	\$225.00
Class B* 15 minutes	\$180.00	\$36.00	\$ 90.00
One-Minute† announcements	\$200.00	\$40.00	\$100.00
Interconnection charges, half-hour‡	\$100.00	\$67.50	\$ 67.50

SOURCE: Canadian Broadcasting Corp.

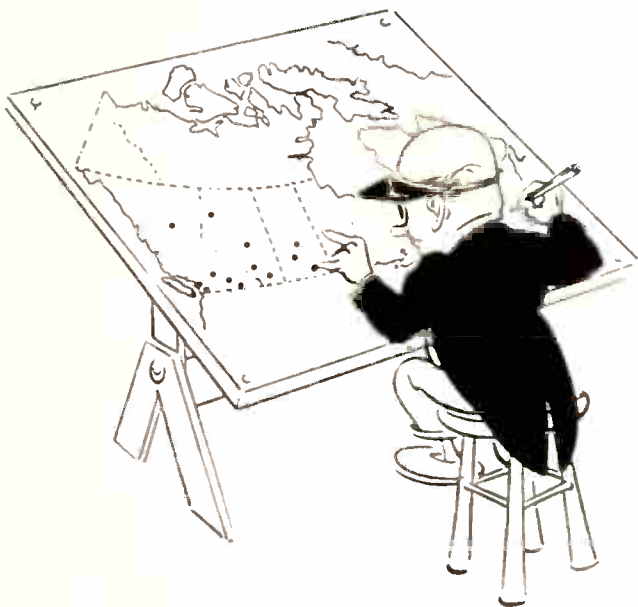
*Class A time is 6:00-11:00 p.m. Mondays through Fridays, 1:00-11:00 p.m. Saturdays and Sundays. Class B is all other times. When same program is scheduled on all three stations, a 10% discount is given.

†CBC TV stations schedule, to a limited extent only, one-minute, 20 second and 8-

second announcements on films or slides. Rates apply to all time periods. Availabilities are given upon request. There is no discount for using same announcement on all three stations.

‡The Toronto column refers to Buffalo-Toronto interconnection, the Ottawa column Toronto-Ottawa interconnection; the Montreal column, Ottawa-Montreal interconnection.

ALL-CANADA'S TELEVISION DIVISION



Straddles Canada's booming "baby Goliath" Television Industry . . . ready to service the needs of Advertising Agencies, Canadian TV Stations and their Clients and watch the infant TV prodigy grow.

All Canada offers the following services . . .

TIME . . . Complete, immediate information is available on Coverage—Markets—Program Schedules—Facilities—Personnel Rates—Availabilities—and Production Charges.

All-Canada also provides up-to-date, complete information on each station's activities and stands ready to discuss national advertising campaigns in the following seven markets.

- | | |
|--------------------------|------------------------|
| CHSJ-TV, St. John, N. B. | CFPL-TV, London, Ont. |
| CJCB-TV, Sydney, N. S. | CKSO-TV, Sudbury, Ont. |
| CHCH-TV, Hamilton, Ont. | CKLW-TV, Windsor, Ont. |
| | CKCK-TV, Regina, Sask. |

TV FILM . . . Where All-Canada is concerned TV film is truly a changing picture. For All-Canada strives constantly to provide the best product at the most reasonable prices in the major film categories.

- | | |
|-----------------------|---------------------------|
| Half Hour Features | Musical Short Library |
| Quarter Hour Features | Stock Short Library |
| | Educational & Documentary |

All-Canada's complete Editing, Cleaning and Shipping facilities guarantee expert and reliable service at all times to all stations and clients. Descriptions and costs . . . plus auditioning facilities are available at all times through your All-Canada Television man.

RESEARCH . . . Through constant contact with station and client activities All-Canada Television is in a position to compile a complete up-to-date Information File for your convenience.

WRITE OR CALL YOUR ALL-CANADA TELEVISION MAN TODAY

ALL-CANADA TELEVISION

TORONTO

MONTREAL

WINNIPEG

CALGARY

VANCOUVER

CANADIAN MARKETS

(Continued from page 61)

The most exciting iron ore discovery has been the Ungava deposits, which straddle the Quebec-Labrador boundary amid Canada's northern forests. A 360-mile railroad is being completed to connect the deposits to a St. Lawrence port and shipments are expected to begin next year. Reserves are estimated at 400 million tons and shipments are expected to reach 10 million tons annually by 1955. In Western Ontario, where iron ore deposits have been worked for some time, reserves might even equal the Ungava deposits, according to some sources.

Water power means more electricity for Canada—and more appliances. Canadians have been buying appliances in great numbers in recent years but the market for many items has a long way to go before saturation. For example, during the decade from 1941 to 1951 (which includes the war years when few appliances were being made) the percent of homes with refrigerators rose from 21 to 47, while the figures for vacuum cleaners rose from 24 to 42 percent during the same time.

Advertisement

Water power also means aluminum. The Kitimat project will serve Aluminum Co. of Canada's smelter, which will be the largest in the world. This will expand Canada's already strong position in aluminum. The Dominion now produces one-fourth of the world's aluminum tonnage.

Canada is fostering this great new industrial complex primarily with its own money, but about one-sixth of the capital has come from the outside, primarily from the United States. The biggest single chunk of American money has gone into oil production and refining, and that's been the case since 1947, the date of the first Alberta strike. Last year Canada's liquid gold lured \$124 million over the border. U. S. investors owned, by the end of 1952, 52% of Canada's \$1,225,000,000 petroleum industry.

Also being lured Northward in increasing numbers are branches of U. S. concerns. About 600 have been established since the war. The most important recent move along this line has been the purchase of Moffats, Ltd. by Avco of Canada, the Avco Manufacturing Corp.'s newest Canadian subsidiary. The American Avco already has two

Canadian subsidiaries, Bendix Home Appliances Canada, Ltd., and Crosley Radio and Television, Ltd., both of which are being merged, along with Moffats, into Avco of Canada. Moffats, one of Canada's top appliance manufacturers, specializes in ranges.

American ad agencies have been following their clients across the border. Among those who have opened Canadian offices during the past 12 months are McCann-Erickson and Leo Burnett.

Besides being attracted by the lush Canadian market itself and the obvious advantages of having factories near its customers, American businesses get tax advantages by setting up Canadian subsidiaries. It is a very simple proposition and since two years ago has been made more attractive by the ending of curbs on outgoing capital.

All a manufacturer has to do to set up a Canadian subsidiary is to get a license from the Department of Trade and Commerce in Ottawa. This is merely a registration for tax purposes. The manufacturer can save money by just establishing a sales organization (this splits his U. S. and Canadian taxes) but he can save more by packing and assembling his product in Canada and he can save most by making the entire product from scratch within the Dominion's borders.

The American manufacturer who is up to the stage where he can stick colored pins in a map of Canada obviously knows something about his north-of-the-border market but for those who are looking north and just thinking about it here are some general facts about this booming country:

Canada is big. It is bigger than the U. S. and Alaska put together. It is bigger than all of Europe. However, its estimated population right now is a little under 15,000,000 or 9% of the U. S. population.

That means a much smaller density of population. But don't think of Canada's people as thinly spread out from the U. S. border to the Arctic wastes. Think rather in terms of a narrow ribbon of people, stretching along the border from Halifax in the East to Vancouver in the West. This ribbon is about 200 miles wide for the most part, perhaps 300 in some parts of the country.

Moreover, even within this ribbon, the population is not evenly distributed. Nearly two-thirds of Canada's population is concentrated in two of the 10 provinces (not including the Yukon

VANCOUVER CITY AND 100-MILE AREA

Monday thru Friday

1 MAY, 1953

TIME INTERVAL	CJOR			CKWX			CKNW			CKNW + or %
	Vanc'r City	100 mi. Area	Consolidated Rating	Vanc'r City	100 mi. Area	Consolidated Rating	Vanc'r City	100 mi. Area	Consolidated Rating	
9 a.m. 12 Noon	3.5	5.9	4.8	7.3	6.6	6.9	6.4	17.7	12.3	+78
12 Noon 3 p.m.	4.5	5.5	5.0	6.4	5.9	6.2	6.0	15.5	11.0	+77
3 p.m. 6 p.m.	4.4	5.0	4.7	6.4	6.9	6.7	5.7	13.1	9.6	+43
6 p.m. 8 p.m.	6.2	6.8	6.5	6.6	8.9	7.8	7.0	16.0	11.8	+50
8 p.m. 10 p.m.	4.3	6.5	5.5	9.1	8.8	9.0	7.0	13.0	10.5	+16
Week's Total	4.6	6.0	5.3	7.2	7.4	7.3	6.5	15.2	11.0	+50

Consolidated ratings based on current Elliott-Haynes reports:

VANCOUVER CITY Radio Homes	117,550
100 mile AREA Radio Homes	131,975
Total Radio Homes	249,525

Further information on CKNW's 50% greater audience, contact National Broadcast Sales, Toronto, Ontario, and Montreal P.Q. Forjoe & Co., New York, Chicago, and Los Angeles.

and the Northwest Territories). The two provinces which hold the bulk of Canada's people are the provinces of Ontario and Quebec.

Canada divides very neatly into five sections. Starting in the East there are the four maritime provinces, Newfoundland (which belonged to England until 1919), the relatively small Prince Edward Island, Nova Scotia, and New Brunswick. They can be roughly compared with our New England states nominally and culturally. The industries are fishing, lumbering, coal mining, agriculture and some manufacturing, as well.

The next two sections, Quebec and Ontario, are sometimes lumped together under one heading and called Central Canada. The two provinces constitute the top industrial region of Canada, though farming is important too. Besides manufacturing, pulp and paper, mining and electric power production are important. Though Ontario and Quebec are economically similar, they are best viewed as different regional markets because of the dominant French culture of Quebec.

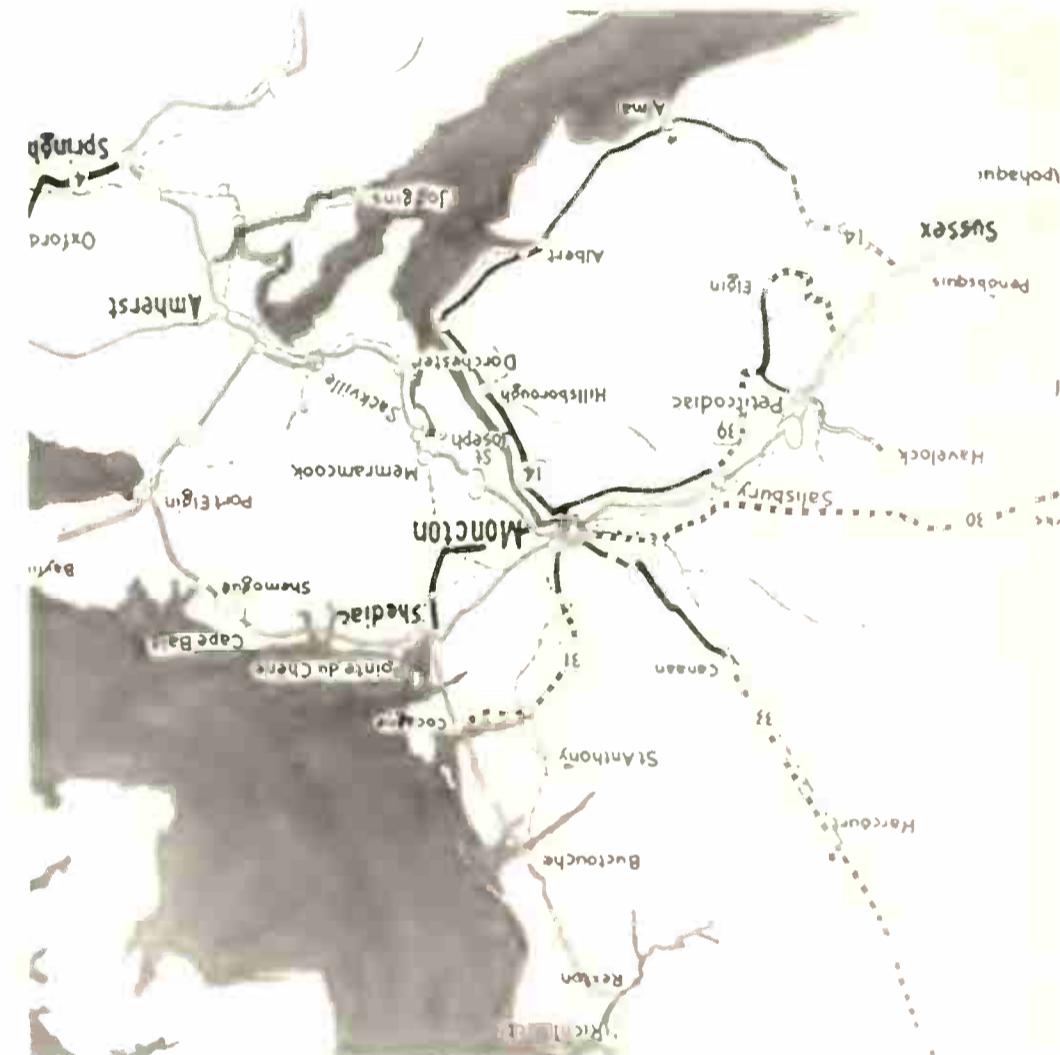
The prairie provinces are similar to the U. S. Midwest. They consist of Manitoba, Saskatchewan, and Alberta. The broad flat prairie is ideal cereal country. Though there has been a trend toward diversifying crops, wheat is still king of the prairies with four-fifths of the farming population in the prairie provinces depending on its volatile ups and downs for their living. With much of Canada's cereals going into foreign trade, the wheat population is vulnerable to changes in world conditions and particularly sensitive to U. S. economic developments as well as tariff walls. The mixed trend is an effort to inject stability into the earnings of prairie people. Since the discovery of oil in Alberta as well as iron deposits in Manitoba, this search for stability has been more hopeful.

On the West Coast is British Columbia. Like the U. S. West Coast, British Columbia is separated from the rest of the country by the Rocky Mountains and is a distinct economic region. It tops the other provinces in lumber production, supplies a good part of the fish, is rich in water power and mineral resources, has plenty of farming. If all this makes Canada sound like the U. S. in many ways, it's no accident. There is much similarity between the two nations. Canada's expansion is reminiscent of the various

its people (excluding the French-Canadian, who make up 30% of the population) steer a middle course between British and American influences. Over-laid British advertising on the one hand doesn't make much of an impression and rancorous U. S. ads on the other tend to annoy the Canadian. The French-Canadians are quite another problem. They are Roman Catholic but the primary reason for differing them is the fact that they speak another language. Both English and French are official languages. Then, too, the French Canadian is in a single sentence, one may say that

ing, as well.

Ontario, are sometimes lumped together under one heading and called Central Canada. The two provinces constitute the top industrial region of Canada, though farming is important too. Besides manufacturing, pulp and paper, mining and electric power production are important. Though Ontario and Quebec are economically similar, they are best viewed as different regional markets because of the dominant French culture of Quebec.



Only CKCW, Moncton, New Brunswick, dominates the second market in the Maritimes.

Moncton—fastest growing city down east is the centre of concentrated population of 156,000—all of whom look to Moncton as "The City" and depend on CKCW for their news and entertainment.

Every one of CKCW's 10,000 wats is loaded with results. Try 'em!

Representatives in Canada—H. N. Stovin and Co. Representatives in United States—Adam Young Jr.

1220 kc. 10,000 wats

CKCW



tradition-minded. While conservative, he finds himself in the center of the Dominion's political spectrum, pledging allegiance for the most part to the Liberal party, which is the New Dealish Democratic party of Canada.

One might guess that the French Canadian's traditionalism would make him lean to the Progressive-Conservatives to the right, but the British Tory atmosphere of the latter helps to discourage him. To complete the political picture is the socialist-minded Canadian Commonwealth Federation, which controls Saskatchewan, and the Social Credit party, which runs Alberta. Neither has influence in the Canadian East.

Despite the individual characteristics of the French-Canadian, he is, after all, basically like anyone else. He may not run right out to the nearest drug store to buy an underarm deodorant but he is susceptible to the same fundamental advertising appeals as an American. His wife and daughter want the same conveniences as their sisters to the south. They like the same kind of clothes and the same kind of cosmetics. Madame is definitely not an inveterate brand-switcher and once you've got her sold, you've got a good loyal customer.

Moreover, Quebec's tradition-laden past is growing dimmer, for the province has been undergoing a profound industrial revolution during the past 30 years. Today a greater proportion of Quebec *habitants* live in urban areas than do those in any other province.

The pride of Canadians in their industrial development is a natural tendency among peoples to give themselves a distinctness and individuality, an appreciation of their past, and a sense of controlling their future. But this has never gone to extremes in Canada and it is, perhaps, as world-minded as any other nation. It is also aware that, from the cold war point of view, its destiny is linked with the U.S.

While generally friendly to the U. S., Canadians have become exceedingly anxious in recent months about a U. S. trend to what they consider protectionism. According to reports, they are angry about the Eisenhower administration's backing of a proposal before the U. S. Tariff Commission to reduce the import quota on oats by as much as 50%. Coming on top of a reduction in the dairy imports quota, the new barrier seems like the beginnings of a higher tariff policy. Canadians have been sending between \$40 and \$50

million worth of oats annually to the U. S. over the past five years.

There has been talk of retaliation and it has been pointed out that since the war, Canadians have bought more farm products from the U. S. than the U. S. has bought from Canada—to the tune of \$294 million, as a matter of fact. Trade, say the Canadians, is—or should be—a two-way street. If the U. S. buys less from us, say the Canadians, we will buy less from the U. S.

The talk of retaliation turned into what was described in the *New York Herald Tribune* as an "unusually stiff" note from the Canadian Government this past 20 July. The note was the third protest from Canada this year directed against existing or threatened U.S. import restrictions.

The note warned of Canadian trade reprisals against U.S. products unless the U. S. lifted its bars on butter, dried milk and cheese. The Canadians are apparently serious about it. Last May when the U.S. was considering raising duties on lead and zinc, the Canadian Parliament began studying a proposal to raise duties on asbestos and nickel.

Canadian resentment of U.S. trade policy goes back to 1951. At that time the U.S., after promising to repeal Section 104 of the Defense Production Act (under which certain imports were limited), supplanted it with Section 22 of the Agricultural Adjustment Act. The latter completely barred Canadian butter and dried milk and reduced Canadian cheese imports from 2,000,000 to 600,000 pounds.

Trade bickering between the U. S. and Canada could be a serious thing since each is the other's best customer. Canada itself stands third in international trade, following the U. S. and Britain, and its imports have been showing an upward trend. For the first quarter of this year, imports were up 9% over the first quarter of 1952.

Despite these problems, Canada's future is bright. Already there are signs that its industrialization is going into a second phase—it is changing from a producer of basic raw materials to a manufacturer and processor of secondary products. One evidence of this is Canada's growing chemical industry.

These secondary products can provide Canada with a greater overseas market as well as further raise its standard of living, now considered second only to the U. S. They can, in short, make the Canadian market look even better than it does now. ★ ★ ★

CHECK THIS B. B. M.

CHML	316,480
OTHER HAMILTON STATION	180,580

75% GREATER PENETRATION

900 CHML

24 HOURS A DAY

HAMILTON • CANADA

REPRESENTATIVES

STEPHENS & TOWNDROW—TORONTO	JOHN N. HUNT—VANCOUVER
ADAM J. YOUNG, JR.—U.S.A.	N. B. S.—MONTREAL

CANADIAN RADIO

(Continued from page 64)

A study of the new rates has just been completed by the Canadian Association of Broadcasters (shortly to become the Canadian Association of Radio and Television Broadcasters). Summing up the study, Pat Freeman, CAB director of sales and research, pointed out:

For Class "A" time, the average one-minute one-time announcement rate was increased 6.25% and the one-hour rate 1.85% since 1 July 1952.

Canadian radio's new average one-hour rate (\$73.71) has increased only a third as much as the increase in radio homes since the war.

Canadian radio's most "increased" unit of time is the one-minute announcement. However, even here the increase in radio homes has exceeded the increase in the one-minute rate by 86%. The average one-minute cost is now \$9.75 in Class "A" time.

A one-minute spot on every private Canadian station would cost only \$1,315.80. Time for a one-hour program on every private Canadian station would cost \$9,951.58. These figures do not take into account frequency discounts given by the stations.

U. S. network advertisers who pipe in shows to the Canadian networks pay only time and line charges. They not only benefit from Canadian radio's bargain rates but have no additional talent charges to pay for shows.

Q. How have radio set sales been going?

A. Despite the introduction of TV into Canada last year and the healthy sales of TV sets, more than 245,000 radio sets were sold in Canada through May 1953. That's 40% more sets than were sold during the first five months of 1952. Sales are running at the rate of about 600,000 radio sets annually, which is better than 1951, too, as well as 1948 and 1946.

Canada's best radio set year was 1947, when 836,000 were sold. In 1949 and 1950, sets sold topped 700,000.

Canadians have been importing fewer radio sets. This year sets have been coming in at an annual rate of about 29,000. This compares with 63,000 in 1952 and 46,500 in 1951.

Q. How is Canadian radio business doing?

A. Getting better all the time. Spot business for the first four months of this year is almost 20% better than the corresponding months in 1952, according to CAB's Pat Freeman.

Fred Smith of Spitzer & Mills in Toronto, which handles radio business for such accounts as Colgate, Gillette, Quaker Oats and Hallmark, told SPONSOR: "I imagine the comments you receive from most agencies will be along the lines of 'Business is booming,' or 'Best year ever,' and the like. We heartily agree."

Smith is right about the comments.

And listen to some of these from Canadian stations:

CJVI, Victoria, B. C.: "Station business to date (20 June) is up approximately 50% over the same period last year."

CJVG, Niagara Falls, Ont.: "Our dollar volume for the 12 months ending 30 April 1953, was up 22%. Although all classes of business show an improvement, a helpful feature in the over-all picture is the opening of our branch studios in the city of Welland a year ago. For that city

for quick, easy reference to your copies of **SPONSOR** get the durable new Sponsor binder

costs only

looks like a million . . .

\$4.

SPONSOR

40 E. 49th St.
New York 17

- \$4 one binder
 \$7 two binders

Please send me Binder holding 13 issues and bill me later.

Name . . .

Firm . . .

Address . . .

City . . .

Zone . . . State . . .

96.7%

**Yes! 96.7% of
Fredericton
daytime sets-
in-use are on
the AVERAGE
tuned to
New Brunswick's
FIRST Station**

★ ★ ★

**Yes, thirty years
of experience
pays off for
CFNB advertisers**

CFNB

5000 WATTS - 550 KCS

Representatives:
All-Canada Radio Facilities Ltd.
Weed & Co. in U. S.

alone our increase in the past 12 months has been 80.1%."

CHUB, Nanaimo, B. C.: "Manager Chuck Rudd reports a 50% increase in business during the past year."

CKY, Winnipeg, Man.: "As of May 1953 . . . on the average . . . each account used 47% more CKY service than the average account of 1952."

CFJC, Kamloops, B. C.: "Our gross business for the last fiscal year was up 20% and we have budgeted this year for a 10% increase and to date have exceeded our budget every month."

CKSF, Cornwall, Ont.: ". . . Can see the day, not far distant, when the gross income will be doubled over two years ago. It is already up almost 70%."

CFGP, Grande Prairie, Alta.: "As an indication of how our business is doing — with the exception of from 2:00-4:30 p.m., it is not possible to buy spots on this station."

CHML, Hamilton, Ont.: "Business this year is exceptionally good. In order to provide more time to sell, effective 1 June we extended our operation from 21 to 24 hours a day. As of this date (25 June), the majority of the time between 2:00 and 5:00 a.m. (the hours of extension) is sold out."

CHUM, Toronto, Ont.: "How's our radio business doing? Fabulous!"

CJAV, Port Alberni, B. C.: "As far as our own radio business is concerned, local business is extremely active and still on an upward trend. As near as we can ascertain at this time (26 June), national billings in the fall also will show a substantial increase."

CHAB, Moose Jaw, Sask.: "With regard to our radio business, it is increasing steadily. Regular accounts are expanding, and there are more new accounts than ever. Businesses that before would not even look at radio are now very anxious to use our medium."

CFAC, Calgary, Alta.: "In the first six months of 1953, radio business is up dollar-wise, and there is a great demand for spot announcement business, for availabilities in mail-pull programmes and for shows that feature giveaways and cash prizes. CFAC's commercial manager, Don Hartford, claims that as radio is becoming better accepted as an advertising medium, there is a steady flow of inquiries from firms who are using radio for the first time. This, he feels,

is due to the fact that there is a better quality of radio director in the advertising agency in Canada. Agencies are employing more ex-radio personnel in their radio departments."

CJGX, Yorkton, Sask.: "Radio business here is at an all-time high. Here at Yorkton each month sees records for the same month in previous years broken."

Q. What controls does the government exercise over broadcasting in Canada?

A. Canadian radio, like many features of Canadian life, lies somewhere in between U. S. and British practices. Unlike Britain, the Dominion permits private stations: most of the stations, as a matter of fact, are private. Unlike the U. S., Canada also has government-owned stations — 20 of them. Most of them are in large markets and eight are 50,000 watters.

As in Britain, national network programming is controlled by the Canadian government. A large part of the programming is put on by the government sustaining. As in the U. S., sponsored programs are allowed, but only within the framework of the Canadian Broadcasting Corp.'s ideas of what constitutes proper variety to serve all tastes. Private stations originate their own local programming but over-all control is in CBC hands.

Prior to 1936, Canadian radio was under the authority of the Canadian Radio Commission but in that year the Canadian Broadcasting Act brought into being the CBC and its nine-member Board of Governors, now headed by A. D. Dunton. The Board was given broad powers to control and administer all radio broadcasting (and now TV as well) plus the very important responsibility of developing and maintaining a national program service.

The reasoning behind government control is given by Chairman Dunton: "Canada's broadcasting system is designed to meet the needs of a country larger than the United States yet with a population just one-tenth as large. Canada's 15 million people live mostly along a narrow belt about 4,000 miles long and just north of the Canada-United States border.

"The cost of serving this population from British Columbia to Newfoundland through six time zones and in two languages would be prohibitive

to either a strictly commercial system of broadcasting or to a strictly state-supported system.

"Neither public nor private enterprise could do the job adequately alone. Consequently Canada has developed a tailor-made system of broadcasting which includes both public and private enterprise."

The private broadcasting industry in Canada understands the need for some kind of broadcasting control in Canada but doesn't like the way it currently operates. The Canadian Association of Broadcasters, which represents most of the Dominion's private AM stations, resents the CBC's being "at one and the same time competitor, regulator, prosecutor, jury, and judge." CAB would like the CBC's regulatory and commercial functions divorced with the regulatory power given to a neutral agency which would supervise both CBC and private stations.

CAB's complaints about local commercial competition by CBC stations have finally borne fruit and CBC stations are gradually giving up their local accounts. Local CBC business never amounted to much, since CBC's programming doesn't always produce much in the way of ratings, trying, as it does, to appeal to minority as well as majority tastes. One large U. S. rep for Canadian stations told SPONSOR bluntly: "An advertiser would be crazy to buy a local CBC show." Where a CBC station is the only one in the market, as, for example, in some Newfoundland towns which are too small and isolated to attract a private broadcaster, commercial business is still accepted.

Another gripe of the private broadcasters is the control CBC has over licenses, now renewable once every three years. Technically, licenses are given by the Telecommunications Division of the Dominion Department of Transport, which supervises power and frequency grants. However, all applications are reviewed by the CBC which makes recommendations as to whether a station license is in the public interest. These recommendations are invariably followed by the Department of Transport.

The private radio men contend that radio is part of the press and should be protected from outside encroachments like newspapers. In other words, they feel the freedom of the press is not now given to them since their licenses can be canceled at the whim of

the CBC. In recent years, private Canadian stations have taken bolder steps to spotlight their feelings by taking the stand that private stations should have editorial opinions the same as newspapers.

Q. How is advertising regulated by the CBC?

A. A new set of CBC regulations for radio stations went into effect 1 July. The most important change had to do with spot announcements, which were formerly prohibited between 7:30 and

11:00 p.m. and all day Sunday. There is no mention of this prohibition in the new regulations. A CBC spokesman told SPONSOR that he feels the allowing of nighttime spots won't make too much difference since stations have been accustomed to selling evening time in 15- and 30-minute segments, anyhow.

Some reps and stations aren't too sure what all the new regulations mean. Weed & Co. has sent out letters to its Canadian stations asking, for example, whether chainbreaks or 15-second announcements between net-

when it's RADIO...
in Canada's **3**rd market!



look to the leader

★ Rated tops in listener-preference for six years running, 'WX continues to outdistance its competitors in 1953.

★ Time on 'WX is the best buy on the air.

LOOK TO THE FACTS—LOOK TO THE LEADER

Extracts from Elliott-Hoynes 6-year percentage of Listener Trends:

Summary of Distribution of Audience (By Total Years—9 a.m. - 10 p.m.)

	Station 2	Station 4	Station CKWX
1947	14.2	18.0	19.9
1948	14.5	16.5	21.6
1949	15.8	19.0	24.6
1950	16.1	21.7	25.6
1951	15.5	20.9	23.5
1952	16.0	22.5	26.1
Average	15.4	19.8	23.6

In B. C.—Canada's third largest market—
LOOK TO CKWX

★ 61% of B. C. retail sales are in the 'WX area.

★ 'WX has complete coverage in this rich market.

Vancouver's
CKWX

Reps: All-Canada Radio Facilities
Weed & Company

CKCH

With a potential listening
audience of over
400,000
French speaking people
is celebrating its
20th anniversary

Join the hundreds of local
and national advertisers
who are reaping benefits
from CKCH's quality
programming and efficient
operation

CKCH

HULL & OTTAWA

DON'T MISS THE BOAT

AND THE
1,000,000 PASSENGERS
PER MONTH TO
VANCOUVER ISLAND
AND THE
2-STATION MARKET

CHUB - CJAV

NANAIMO — PORT ALBERNI

**10% DISCOUNT — For
joint campaigns**

BONUS AUDIENCE—IN

GR. VANCOUVER—500,000
NEW WEST'R—88,400
LOWER MAINLAND—93,500
POWELL RIVER—20,000

CONTACT:

U. S.—Donald Cooke, Inc.
Toronto—Stephens & Towndrow
Montreal—Nat. Bdcst. Sales
Vancouver—John N. Hunt

work shows (15-second announcements are called "flashes" and one-minute announcements are called "spots" in Canada) will be permitted, although the regulations do not specifically prohibit them.

The new regulations also limit the amount of commercial time according to the length of a program. The 6:00 p.m. to midnight allowances are less than other times. Evening commercial time permitted ranges from one minute for a five-minute show to six minutes for an hour show. During other times, the range is one minute and 15 seconds for a five-minute show to seven minutes for an hour show.

Regarding paid announcements, the regulations prohibit more than four in number or three minutes in total time during any 15-minute period. However, with CBC consent, a station may put on special announcement programs exceeding these limits provided there is a proportionate reduction in paid announcements during other periods.

The regulations also ban:

- Advertising by insurance companies not authorized by law to carry on business in Canada.
- Advertising of securities other than governmental bonds (local, provincial, and Federal) and public authority bonds. Market quotations, without comment, are permitted.
- Advertising of mining or oil properties or any interest in such properties.
- Advertising of liquors, beers, and wines. This does not affect Quebec Province, which permits air sponsorship by makers of alcoholic drinks. However, even in Quebec no actual commercials are permitted, only a bare announcement to the effect that the program is presented with the compliments of such and such a firm. Some advertisers have gotten a little more sell into their program by using their firm name in the program title.

Food, cosmetic, and drug commercials are under strict control. Commercials for products which are affected by the Proprietary or Patent Medicine Act or the Food and Drugs Act must be O.K.'d by the Department of National Health and Welfare and the CBC. Any commercial about the prevention, treatment or cure of a disease or ailment must be approved by both agencies, too.

As a matter of fact, the CBC can

ban any commercial it feels is "of an offensive or objectionable nature." You have to be careful how you use words in Canada. For example, "pork and beans" becomes "beans and pork" in Canada when there are more beans than pork in the can—which is usually the case. Intimate references to constipation, bad breath, bleeding gums and the like are out. You can attack the problem indirectly, such as saying that a toothpaste "keeps the breath sweet" rather than "prevents bad breath."

CBC regulations also affect transcriptions. CBC permission must be gotten for transcribed programs between 7:30 and 11:00 p.m. A new regulation bans "any program reconstructing or simulating the direct description of any sport or other event through a description prepared from wired reports or other indirect sources of information until after the conclusion of such an event if an actuality broadcast of the event is available in the area."

This has been interpreted by Canadian station people to mean that an announcer cannot describe, say, a hockey game while it is going on as if he were watching it when he is actually getting his play-by-play information indirectly. He cannot do this, that is, if a broadcast direct from the playing field is available in the particular station's market.

Q. How do local Canadian stations go about selling their clients' products?

A. Pretty much the same way U. S. stations go about it. Anyone familiar with U. S. radio will be struck by the similarity in selling and program techniques. As in the U.S., Canadian stations sometimes have difficulty in talking retailers into trying radio for the first time, especially grocery stores and super markets. Retailers often hold back for the same reasons as in the U.S.: (1) reluctance to try something new, (2) inexperience with radio advertising and programing, (3) the feeling that there is no substitute for newspaper advertising.

T. H. Tonner, commercial manager of CKCW, Moncton, N.B., told SPONSOR: "It is an accepted fact that radio stations have experienced difficulty in selling grocery stores and super markets. The lure of the printed page, numerous price mentions, in addition

to the support the grocery store receives from national products, have all been factors in favoring the newspapers."

There are plenty of instances, however, which prove that properly planned and imaginatively produced, Canadian local radio advertising can do a job equal to, if not better than, newspapers.

CKCW itself provides an excellent case history. Tonner explains it:

"Picking up an idea featured in a sponsor relative to super market advertising, CKCW's production department localized the format and changed it around to suit the characteristics of Vaughan's two grocery stores.

"Here is how the program works: A direct line was hooked up between CKCW and Vaughan's two stores and each morning CKCW's announcer phones the two store managers and discusses with them the day's specials. Both sides of the telephone conversation are broadcast.

"The program commenced in March (1953) and by the end of April the sponsor reported he had broken all sales records for his 16 years in operation. And, he attributes his increased figures solely to his *Let's Go Shopping* program."

Another shopping hints program is run over CFAC, Calgary, Alta., by Hudson's Bay Calgary store. The store began advertising over the station during the war (1943) because of the newsprint shortage. Because of the parallel shortage of goods, the advertising was institutional. Today, the store is still advertising on the air, but the approach is one of direct sell. The program looks like a permanent feature, too, since the company has built a radio studio in the store.

The program of shopping hints, interspersed with top record releases from the store's record department, runs Monday through Friday for a half hour each morning. There is no fixed script; the hostess, "Dorothy Hudson," either comments on or interviews people about store items.

While it is company policy not to reveal over-all sales results, R. J. Tregillus, CFAC's promotion director, reports that phone calls on items plugged on the program often come in while the program is still on the air. The show got an Elliott-Haynes rating of 14.7 in June, 18.6 the month before. In both cases, share of audience was over 50%.

Here is an example of the program's pull. Last fall, the store imported

\$1,000 worth of India brassware. The items were featured on the shopping hints program but were mentioned nowhere else. They were sold out of the barrels right after the broadcast, before even price tags were put on. The entire shipment was sold out in a matter of days.

Here are some other examples of local selling by Canadian stations:

CFJC, Kamloops, B.C.: Until about five years ago Syd Smith, Ltd., General Motors dealer used only three flashes a week on CFJC. The station persuaded him to turn to programing and he used first an organ program, which wasn't very popular, and then a hillbilly

show, which turned out to have a lot of appeal. Smith was so impressed with the success of the latter show that he increased his program purchases, is now a steady radio user with no hiatus. When the firm started with programing, sales were \$231,000 a year. Now sales amount to more than \$1.5 million.

In explaining why he likes radio, Smith offers two reasons: (1) "Radio offers an opportunity to use a variety of programs that appeal to various classes of people" and (2) "I feel it is a less competitive field. We find, that as we increase the radio time we use, the impression is created that we dominate the field in radio publicity."

By anybody's yardstick...

MORE PEOPLE LISTEN TO

CKRC

**THAN TO ANY OTHER
MANITOBA STATION**

Yes, sir, no matter who measures it, day or night, year in, year out, CKRC dominates the Manitoba scene. And again this year, we're in there with the most powerful schedule, of big-time programs in the area—network, national and local. We'd like to have you with us.

CKRC

5000 WATTS

WINNIPEG

630 KILOCYCLES

**Representatives: All-Canada Radio Facilities
in U. S. A.—Weed & Co.**

According to B.B.M.

CHWK Chilliwack has more homes listening daily, than any

NON-METROPOLITAN*

station in booming British Columbia.

B.B.M.
(TOTAL DAYTIME)
18,940 HOMES

B.B.M.
(6-7 DAYTIME)
16,270 HOMES

Average percentage of Sets in-use tuned to CHWK.....72.6%

Next best station 5.3%

(Above figures averaged over program week. Source, Penn McLeod Research Toronto)

* * *

CHWK Chilliwack, delivers more homes per dollar than any Non-Metropolitan* station in British Columbia.

Ask All-Canada or Weed & Co.

*Excluding only Greater Vancouver & Victoria.

CHWK

"Voice of the Fraser Valley"

1000 Watts — Basic Dominion Network

A 60 million dollar share of B.C.'s billion dollar market



The West Kootenays (Census Division 2) are served by CJAT at Trail—home of the Consolidated Mining & Smelting Co. of Canada Ltd.

CJAT

610 KC
TRAIL, B.C.

CHLN, Trois Rivieres, Que.: Jimmy Lapointe, a French-Canadian retailer of furniture and appliances, spent \$125 campaigning for six days over CHLN. Lapointe told the station it resulted in \$10,000 in sales.

CJCA, Edmonton, Alta.: A local sewing machine store bought an adventure program on Monday nights. The cost per program was \$58. The first broadcast sold 55 machines, on sale at \$57.50 each.

CJAT, Trail, B.C.: Super-Valu super market plugged a special price on 100 half-crates of oranges. A doll was given away with each purchase. The sale was announced between 1:00 and 1:30 p.m. on a local giveaway show. By 5:30 p.m. all the oranges were sold.

CJVI, Victoria, B.C.: Pagoda Dry Goods Store used one announcement in a participating giveaway show to advertise clearance of dresses at \$5 each. In three days the store sold 60 dresses, including many higher priced numbers for total sales of \$425. Total cost of radio: \$8.

CJKL, Kirkland Lake, Ont.: Bryan Agencies, Frigidaire dealer in Englehart (pop. 1,500) sold 25 in one week in January using only radio. Schedule called for two announcements daily in addition to regular noontime announcements on Monday, Wednesday, and Friday. Another client, Central Cash Store, sold more than 40 cases of strawberries with one announcement and no other advertising. A third client, Galbraith Jewellers, attracted such a crowd to its auction (five spots a day for three days accounted for 80% of the advertising) that the floor caved in under the throng.

CKOC, Hamilton, Ont.: Jackson's Bakeries has been using CKOC for more than 10 years. Firm programs four hours of concert music a week, uses regular announcements daily plus special announcement campaigns. Jackson's had been baking a small-sized loaf for some time without pushing it. Production averaged 130 loaves daily. On 5 March, announcements began during its program and regular announcement periods. At the end of a week, daily production was over 1,000 loaves.

CKRC, Winnipeg, Man.: Safeway Stores have been advertising over CKRC, using both announcements and programs. A carload of canned cream corn in the midst of the corn-on-the-cob season was sold out with only two an-

nouncements before 9:00 a.m. Sponsor called the station to cancel the remaining spots.

CFBC, St. John, N.B.: City's largest department store—Manchester Robertson Allison, Ltd.—aired 35 announcements in one day, offering 300 women's suits at \$15. Fifty minutes after the sale began the next day every suit was gone, including those worn by window mannequins.

CKRD, Red Deer, Alta.: An auto dealer in the town of Innisfail sold 11 new cars and 40 used ones during a month's radio campaign.

CKOY, Ottawa, Ont.: Larocques department store sponsors 9:00 and 11:00 a.m. news, decided, in addition, to test an announcement campaign in February. CKOY developed fictitious character "Tom Jackson" out of Sales Manager Jack Thompson. It was decided to use a factual quiet, down-to-earth approach. With Thompson announcing, the new approach was tested on 15 spot announcements per day. Test campaign was successful and Larocques boosted its annual radio budget from \$10,000 to \$25,000 yearly.

CFQC, Saskatoon, Sask.: Retailer offered hand-woven skirts, stoles, and men's ties on three announcements. Sold \$105.75 worth of goods. Cost per announcement: \$6.

CHWK, Chilliwack, B.C.: Local farm machinery dealer had eight used units he wanted to clear. Bought four one-minute spots (total cost \$18) and sold equipment valued at \$3,200.

CFOS, Owen Sound, Ont.: An Owen Sound man advertised a 1941 car with one announcement on a program at 12:40 p.m. By 4:30 the same afternoon he had 58 calls about the car.

Q. What kind of merchandising is carried out for air clients by Canadian stations?

A. As is pointed out by J. E. Palmer of McCann-Erickson's Toronto office: "Canadian merchandising methods closely resemble our own, simplifying the coordination of campaigns planned for both countries."

Canadian stations are active in dealer mailings, checking stocks and pushing displays and good shelf positions, tying-in air personalities to branded products, and so forth. (CBC stations do no merchandising.) A popular form of continuous merchandising is small station booklets which are mailed regularly to retailers. CFOS, Owen Sound.

Ont., for example mails a monthly *Merchandising Memo*. CKWX, Vancouver, B. C., also mails a booklet.

The *Merchandising Memo* contains news items about the station, sales success stories, personality sketches, and program descriptions. On the back cover every month is a list of national advertisers. For a station in a community of about 16,000 the list is quite long—about 40 to 50.

At least one station has noticed a certain carelessness on the part of advertisers when it comes to merchandising in Canada. The station, CKOV, Kelowna, B.C., told SPONSOR: "It has been noted on numerous occasions that a spot or program campaign has been scheduled from the Eastern (Canadian) or U.S. agencies without the advertiser's district representative being notified of the campaign. Quite often the representative has to come to the station to find out what it is all about."

To what extent this sort of thing goes on among Canadian advertisers, SPONSOR was not able to learn. What was learned, however, was that Canadian stations can rival their U.S. brothers in the various facets of merchandising.

Here is a sample of what CKWX did for Robin Hood Flour (International Milling Co., Minneapolis), which sponsored *Raceaway*, a giveaway show, as culled from a program promotion report to the client:

- A generous sampling of promotion announcements.
- A display card in the station's showcase on a busy downtown street.
- A station tie-in with a lobby display in a local theatre during the showing of the film *Robin Hood*.
- The program was featured in two issues of the station's merchandising booklet, CKWX-TRA.
- Twenty-five weekly papers carried an ad publicizing the program.

Here, in the words of CHUM, Toronto, Ont., is a super market merchandising scheme involving the station, IDA stores and various national advertisers:

"1. 150 IDA stores of the Greater Toronto area set up counter or aisle displays for the various participating accounts, as directed by station CHUM.

"2. To further promote the products of CHUM's clients, the IDA chain is offering them the closing commercial on its 10:00 a.m. daily newscast, with these commercials to run in conjunction with the store displays.

"3. To completely tie in this plan,

IDA's weekly newspaper ad promotes their 10:00 a.m. newscast."

Another example of merchandising is provided by CFCN, Calgary, Alta. It revolved around one of the so-called Casino shows—giveaway type participation programs that have been taking Canada by storm. Below is a list of merchandising activities carried on for the show during the 1952-'53 season.

1. The season was started off 2 September with a gathering of clients or their local representatives at a local hotel at which CFCN played host. Promotion plans were outlined and point-of-sale material was exhibited.

2. The three major grocery wholesalers were contacted by the station's commercial department and arrangements made to have the *Casino Carnival* products prominently featured in their weekly sales bulletins to their staff and trade.

3. An on-the-air promotion cam-

paign was begun two weeks before the show began on 15 September.

4. Display advertisements were run in four dailies and 10 weeklies.

5. Since the program was one in which listeners answered riddles by mailing in their answers along with labels and box tops, listeners were urged to send in the name of the dealer at whose store the product was purchased. When a jackpot was won, the dealer who sold the product to the winner got a prize of \$25.

6. Jackpot winners were promoted by courtesy announcements and program appearances, as well.

Q. Do Canadians like the same kind of programing as U.S. listeners?

A. So far as English-language programing goes, Canadian listeners go (Please turn to page 100)

Situated in Kelowna, B.C., CKOV, "The Voice of the Okanagan" is smack in the CENTRE of an annual 25 million dollar agricultural business; 26½ million dollar payroll; estimated 5 million dollar tourist business!

BRITISH COLUMBIA

Centre of the OKANAGAN VALLEY

KELOWNA • B.C.

Pass the biscuits, Pappy...

or how Martha White makes dough in the milling business!

Since 1946, and using WSM and WSM's Grand Ole Opry almost to the exclusion of all other media, Martha White Mills, Inc. has shown the most phenomenal growth in Southern Milling Circles.

Martha White's family flour business has more than doubled. Martha White Self Rising Cornmeal has become a household word. And Martha White Coffee, Martha White Cake, Pancake and Waffle Mixes, and Martha White Jams, Jellies and Preserves have been successfully launched in one of America's most competitive food markets....

When you ask Cohen Williams, Jr., president of Martha White Mills, his secret he grins and says, "Early to bed, early to rise, work like hell, and advertise over WSM..." The Martha White Agency, Noble-Dury and Associates, agrees.

Tom Harrison or any Petry Man can fill in the Martha White details. It's American radio's biggest single success story!

WSM 650
Nashville



MONDAY

TUESDAY

WEDNESDAY

Table with columns for network (CBS, MBS, NBC, ABC) and rows for various radio programs and their schedules across Monday, Tuesday, and Wednesday.



THURSDAY

FRIDAY

SATURDAY

Table with 12 columns (CBS, MBS, NBC, ABC) and 12 rows of program listings for Thursday, Friday, and Saturday. Each cell contains program titles, times, and network information.

Radio, practically saturating the homes of the Greater Indianapolis Market, swings merrily along the outdoor circuit; add car radio to portable and regular coverage and you sum up WFBM's morning-evening share of audience leadership.



WFBM

INDIANAPOLIS

CBS NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Affiliated with WFBM-TV; WEOA Evansville, WFDF Flint; WOOD (AM & TV) Grand Rapids

ABOUT TV IN CANADA...

- Can your TV film commercials be "Canadianized"?
- How does government policy affect Canadian TV?
- What about private television?
- How do Canadian TV production costs compare?
- What are the import charges on U.S. film features?
- What are the rates for TV advertising?
- Present and future markets?
- How can U.S. film features best be distributed?
- Can live Canadian commercials be cut-in on U.S. network shows?

**THESE ARE SOME OF THE QUESTIONS—
FOR THE ANSWER:
CALL CALDWELL!**

Staffed and equipped at Canada's finest radio-TV location—providing the only *complete* commercial and programming service to Canadian Radio and Television. Presently producing Canadian commercials for WESTINGHOUSE STUDIO ONE and GOODYEAR TV PLAYHOUSE.

LET US BE YOUR RADIO-TV DEPT. IN CANADA.
WE'LL SAVE YOU COSTS, TIME, and HEADACHES

IT PAYS TO CALL CALDWELL NORTH OF THE BORDER!

S.W.

Caldwell
LTD.

447 Jarvis Street, Toronto 5, Ont.

Kingsdale 2103

CANADIAN RADIO

(Continued from page 91)

for the same kind of programing that's popular in the States. Locally, Canadians have a strong preference for local color and news, of course, but this is common to people the world over.

However, the CBC purposely gets variety into Canadian programing to satisfy minority as well as majority tastes and, hence, it does not regard a low rating as a reason for pushing a show off the air.

So far as ratings go, U.S. network shows piped into Canada live or re-broadcast at different times walk off with the popularity prizes. The top nighttime network shows in Canada, according to Elliott-Haynes ratings of May 1953, were the *Edgar Bergen Show* (25.1), *Amos 'n' Andy* (24.8), *Lux Radio Theatre* (23.0), *Our Miss Brooks* (21.7), *The Great Gildersleeve* (16.7), *Ford Theatre* (14.8) and *Share the Wealth* (14.6). The latter two are produced in Canada but they represent the kind of programing that goes over south of the border, too. (*Share the Wealth* is sponsored by Colgate.)

Soap operas carry the day in Canada. Most, but not all, originate in the U.S. The top nine daytime network programs are sponsored by the Big Three soap companies, with P&G having six, Lever two, and Colgate one.

You can't write about Canadian local programing without mentioning the rash of giveaway shows which have been sweeping Canada. Most of them are known under the name of "Fiesta" or "Casino" and some of the mail pull figures have been fantastic.

There is some difference of opinion about who started the trend, but one of the stations given the credit is CKAC, Montreal, Que., with its French program, *Le Casino de la Chanson*. The show has been on for the past three-and-a-half years and its mail pull has been rising steadily.

It is a 90-minute program, running daily from 10:30 a.m. to noon. Format is the disk jockey variety with a recorded word riddle. Listeners must mail in their answers with proof-of-purchase box tops and labels. Here's what they mailed in:

During 1950, the first year, more than 2,300,000 letters. The show gave away more than \$12,000 in jackpot money with \$11,000 in consolation prizes to runners-up.

CKCH

With a potential listening audience of over 400,000 French speaking people is celebrating its 20th anniversary

Join the hundreds of local and national advertisers who are reaping benefits from C K C H's quality programming and efficient operation

CKCH

HULL & OTTAWA

CKDA

BRITISH COLUMBIA

Locally owned in the Capital City—

ALWAYS....

VICTORIA'S
MOST
LISTENED-TO
STATION - - - - -

In 1951, mail jumped to 5,200,000 letters with prizes totaling \$42,000.

In 1952, close to 6,500,000 letters came in. Total prizes were a little under \$35,000 including what was said to be the biggest single cash award in the history of Canadian radio—\$5,050 given to a Montreal woman.

While the success of *Le Casino de la Chanson* is undoubtedly a commentary on the lure of money, it is also due to the magnetic power of radio over the French-Canadian. Not only is French listening greater than English listening in Canada—as has been pointed out previously—but French radio is growing fast. The Province of Quebec has five times as many stations as it had 10 years ago and these are predominantly French-speaking.

This rapid growth, says Andy McDermott of Radio and Television Sales, Inc., which represents many Quebec Province stations, has posed a problem to the Quebec station operation.

"How do you run a station for a French-speaking audience," says McDermott, "when there is practically no available transcribed material, such as the English station operator can call on?"

The answer: "It calls for a great deal of ingenuity, it means all kinds of live shows, it means the employment of local talent and the adaptation of program formats at minimum expense. It also means that in Quebec, as nowhere else in Canada, the operation of network broadcasting."

McDermott is talking about regional networks. There are two privately-operated regional networks (lines are leased from the CBC) for the French-speaking population in Quebec. One operates out of CKAC and the other from CKVL, Verdun-Montreal. Some of the shows presented have ratings in the 20s and often beat out CBC French programs. In U.S. terms, the production and talent costs are low, running from \$250 a half hour to \$800 for 55 minutes.

As for English-language transcribed shows, the beginnings of TV are making them more popular. Says Robert F. Tait, manager of the program division of All-Canada Radio Facilities, Ltd., independent AM operators and the largest distributors of transcribed programs in the Dominion:

"There is a growing acceptance of the selective method of radio advertising. More and more, Canadian advertisers are realizing the flexibility of the

Want to see your sales SKY HIGH?



anchor your advertising to **CKAC**

1. Huge coverage—2 out of 3 French radio homes in Quebec.

2. Hundreds of thousands of faithful listeners day and night as reported by B.B.M.

3. Selling power second to none—7,500,000 box tops last year

CBS Outlet in Montreal Key Station of the TRANS-QUEBEC radio group

CKAC

MONTREAL

730 on the dial • 10 kilowatts

Representatives

Adam J. Young Jr. New York, Chicago
Omer Renaud & Co. Toronto

CKOK

PENTICTON, B. C.

JOINS the **DOMINION NETWORK** this **FALL!**

(Supplementary "A")

ALREADY OFFERING BLANKET COVERAGE, ELLIOTT-HAYNES SHOWS CKOK FOR JUNE 1953 HAS OVER 90% OF THE AUDIENCE IN PENTICTON AND TRADING AREA.

Make Sure **YOUR** Show Reaches This **NEW** Market

CKOK, PENTICTON
CANADA — RADIO REPS.
U. S. A. — DON A. COOKE

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

open-end transcription method of programming. This way they can select their times, markets and adjacencies, without being bothered by time differences, poor availabilities and the necessity of using stations in markets they don't wish to reach."

Q. What should the advertiser know about Canadian networks?

A. There are three national networks in Canada, all controlled by the CBC. There is the Trans-Canada, which contains most of the CBC-owned stations and is filled out with private affiliates. It broadcasts 16 hours a day. The Dominion network contains all private stations, with the exception of its key station, which is a CBC station. It broadcasts mostly in the evening but presents a few daytime shows.

The French network had been centered in Eastern Canada (Quebec and New Brunswick Provinces) but was recently extended as far west as Edmonton, Alta. Also added was Gravelbourg, Sask.; St. Boniface, Man., and Sudbury and Timmins, Ont. The new markets are all considered supplementary so far as advertiser buys are concerned. The French populations are not large in these towns, but the CBC, supported by tax money, can think in terms of service, not cost.

Advertisers who buy the networks must purchase the basic lineup. Supplementary stations can be bought singly but if they are bought in regional groups there is a discount given.

The advertiser can (1) bring his U.S. network show into Canada and have it carried over the facilities of the Dominion or Trans-Canada networks if the CBC okays the program, or (2) he can produce a live network show in Canada using Canadian talent, or (3) he can use a French adaptation or an original French program over the French network.

As brought out before, only about 20% of the network shows are sponsored, with the average higher at night than during the day. As explained by a CBC spokesman:

"This 20% figure is not a matter of policy. It isn't the percentage that's important. We believe programming should include something for everybody. Theoretically, if sponsored programming could provide the variety we feel necessary, all shows could be sponsored. But that's quite unlikely."

CBC policy on sponsorship also

flows from the desire to nurture Canadian talent and from the fear of "commercial and excessive Americanization of Canadian programs."

The private broadcasters take the stand that the government should let the majority decide what should be heard, as in the U.S. They say it is unfair that a minority of listeners gets the programs it wants if the government supports such programming with taxes on everybody. While private broadcasters pay nothing for the sustaining programming they receive, neither do they get any income from such programs.

Does all this mean that the CBC networks are closed to new U.S. advertisers unless one of the current clients drops out? No, but it depends on what kind of show the new advertiser has in mind. If he plans on using Canadian talent, his chances are better than they would be if he were considering a U.S. show. If there is a choice between two similar shows, one with Canadian talent and one with U.S. talent, the former will get the nod from CBC.

A CBC source told SPONSOR that with the Canadian talent pool weak in comedians, an advertiser who could latch on to a promising Canadian comic

Rich, untapped market of **KAMLOOPS** awaits you!

Why Buy Kamloops, B. C.?

1 It's headquarters for the new \$100,000,000 pipeline.

2 A new \$10,000,000 oil refinery is being built. This alone will double Kamloops' population within a few years.

3 Kamloops is rich with other industries — cattle, lumber, railroads, agriculture, government seat, tourists.

How can you reach and sell this thriving, untapped market? Buy **CFJC!** 96.7% of the homes have radio. **CFJC** DOMINATES with 94.9% of the audience.

910KC * CFJC * 1000 watts

Kamloops, B. C.

would have an excellent chance of getting a network spot. CBC is also looking for good dramatic shows.

Q. Are Canadian stations well regarded in their communities?

A. Canadian stations are exceptionally well regarded in their communities. Here are some instances of how well they are regarded and what they do to merit this regard.

CKOK, Penticton, B.C., wanted to carry a play-by-play broadcast of the local hockey team's bid for the Western Canadian amateur championship last spring. The team was to play in Fort William, Ont., 1,600 miles away. But there was no local firm large enough to foot the bill for line charges.

CKOK appealed over the air for contributions to pay line charges. Within 48 hours, hockey fans had contributed the necessary money, which was \$3,000. Penticton won and went on to Kitchener, Ont., to compete for the Allan Cup, which goes to the senior amateur hockey champion in Canada. Again CKOK made an appeal for line charge funds and again the necessary money (\$3,600) was raised.

A similar job was done by CHEN, Peterborough, Ont. Last fall, Peterborough found itself with a championship football team, but the club found itself without money to make a western trip to round out its season. They needed \$1,500 to go to Winnipeg for the big game. CHEN ran a mammoth request program starting at 8:30 p.m. Saturday night and ending at 2:00 a.m. More than \$2,000 was raised from football fans.

CHWK, Chilliwack, B.C., participates in a forest conservation effort to protect the forest cover around Mission, a neighboring community. The station, starting in the summer of 1951, threw its weight behind the effort by airing interviews with leading citizens, flooding the air with spot announcements of dangerous conditions and warnings to motorists.

CKOM, Saskatoon, Sask., gives two scholarships every year to two local pupils to go to the University of Saskatchewan. The station also carries 55 minutes a week of news about campus activities at the university.

Q. What's available in the way of Canadian radio research?

A. The newest service available is

the Schwerin system of qualitative testing of programs and commercials. It is being offered to Canadian radio and TV advertisers on a quarterly basis by Canadian Facts, Ltd.

Canada has one coverage service, the Bureau of Broadcast Measurement, whose last study was made at the beginning of last year.

Other research services include:

Elliott-Haynes, Ltd., Toronto and Montreal, Canada's biggest. It offers network ratings, city-by-city day and night ratings, quarterly area reports, auto listening figures, out-of-home listening figures, other reports.

Penn McLeod and Associates, Ltd., Toronto and Vancouver. Does radio ratings, market research, consumer, readership, and public opinion studies.

International Surveys, Ltd., Montreal, uses diary technique to measure national ratings, puts out combined reports of radio and TV audiences in the Toronto and Montreal areas.

Gruneau Research, Ltd., Toronto. Operates a marketing and public opinion research service.

CORE (Communications Research), Toronto. CORE does consumer, trade and opinion surveys. * * *

CANADIAN TV

(Continued from page 67)

CBC's Monday evening *Big Review*, kiddie and puppet shows, quiz programs, panel discussions, films, as well as some leading U.S. network shows, like *Studio One*, *Goodyear Television Theatre*, *Campbell Playhouse*, and *The Jackie Gleason Show*.

Among the "firsts" scored by Canadian television was the TV production of George Bernard Shaw's *Candida*, first Shaw play to be telecast in North America.

Q. What research organizations are analyzing Canadian TV?

A. The four major ones are Elliott-Haynes, Ltd., Penn McLeod & Assoc., Ltd., Canadian Facts, International Surveys.

Q. What research studies are presently available to sponsors contemplating going into Canadian television?

A. Elliott-Haynes, Ltd., puts out its monthly *Televatings*, a compilation of latest sets-in-use figures, as well as program ratings. In March 1953, this

IF YOU HAVE
THE GOODS
CHRC
HAS THE BUYERS

TOP FRENCH RADIO VOICE IN QUEBEC AREA

CHRC

Coverage: 250,000
French radio homes.
For availabilities and rates,
write, phone or wire our
representatives:

CANADA: Jos. A. Hardy
& Co., Ltd. U.S.A.:
Adam J. Young Jr., Inc.

research organization also published its *Reports on Television Audiences in Canada*, including data on coverage area, audience composition, TV homes per area, U.S. TV stations which are regularly received on sets in various parts of Canada, radio listening trends in TV areas.

Penn McLeod puts out a quarterly *Television Audience Study*, with a wealth of qualitative research analysis on radio and TV audience composition, viewing habits, program preferences, and so forth.

International Surveys completed an audience measurement study in July 1953, devoting a portion of its analy-

sis to two major segments: U.S. and Canada TV viewing comparison in Toronto, showing degree of viewer loyalty to U.S.-originated programming versus programming from the Toronto station; a radio-TV comparison in Montreal area.

Q. What facts about Canadian TV have emerged from these studies?

A. Some of the facts brought out in International Surveys' two area studies show that trends in Canadian TV will parallel developments in the U.S. The research organization's purpose in setting up these studies was to "trace, evaluate, and measure the audience to Canadian TV competitively and simultaneously with the audience to radio and non-Canadian TV in 'good' Canadian TV reception areas."

The organization's radio-TV area reports are based on a panel-diary technique and consist of having a practically constant representative sample of families report on a continuous basis the programs to which they actually listen or which they view during every 15-minute period of the day. This system bypasses the difficulty of surveying families in non-telephone homes.

A fact that emerges from the organization's Toronto Area Report comparing ratings during various time periods between CBLT and WBEN-TV, Buffalo, is a deeply entrenched loyalty in Toronto to the U.S. station.

Another fact that becomes apparent from the study is the decrease in nighttime radio audience in the face of TV competition. This factor is brought out particularly clearly in the Montreal Area Report where there is no reception of U.S. TV stations.

Taking the same Monday evening slot, between 9 and 10 p.m., in Mont-

real, here's how the total audience is split between radio and television:

Time	Total radio share of audience	Total CBLT share of audience
9:00 p.m.	74	26
9:15 p.m.	73	27
9:30 p.m.	69	31
9:45 p.m.	68	32

The Penn McLeod studies, the first published in November 1952, the second in spring 1953, begin to indicate a trend in viewing habits. One of the questions that was asked during both surveys was: "Do you now listen to your radio more, about the same, or less than you did before you got your television set?"

November 1952 answers broke down as follows: More: 0%; About the same: 29.1%; Less: 70.9%.

The spring 1953 question was broken down into daytime (before 6 p.m.) and evening (after 6 p.m.) with the following results:

Daytime	Evening
More: 8.3%	More: 8.0%
Same: 34.7%	Same: 24.0%
Less: 57.0%	Less: 68.0%

These figures seem to indicate that the inevitable big chunk TV had taken out of radio audience initially is leveling off for the moment.

In the spring survey, respondents were asked: "Do you think the programming of CBLT is improving, about the same, or getting worse?" Toronto station viewers gave the following answer:

Improving:	58.2%
About the same:	27.4%
Getting worse:	1.6%
No opinion:	12.8%

Q. Where are the TV sets concentrated?

(Please turn to page 137)

Capital City
of
British
Columbia
VICTORIA

Canada's 12th largest English-speaking population—165,900.
Retail sales—\$123,432,000
Value of manufactured products—\$119,048,000.

**VICTORIA IS B. C.'s
SECOND MARKET . . .
EFFECTIVELY COVERED
ONLY BY . . .**

CJVI

900 kc

All-Canada Weed & Co.

Largest total weekly BBM of any station heard in this market.

**HORACE N. STOVIN
& COMPANY**

CANADIAN

RADIO STATION REPRESENTATIVES

At Your Service In

VANCOUVER • WINNIPEG • TORONTO • MONTREAL

12 FALLACIES

(Continued from page 31)

homes—a healthy increase.

In other words, during a period where many of TV's top nighttime vehicles were making audience gains, radio's top shows *also made a gain* in audience. In terms of homes reached, the average growth was 8.7%.

This comeback trail for nighttime radio's pace-setters is even more striking when you consider the number of "people" reached, rather than "homes." On the basis of American Research Bureau's estimate of 2.4 listeners per set during evening hours, the gain in the average number of *listeners-reached*—about 1,300,000 per program (9,900,000 total average per program for 1952 vs. 11,200,000 for 1953 for the same percentage of increase, 8.7%) is eye-opening.

Incidentally, the growth rate of the NRI "Top 10" in nighttime radio appears to be faster than daytime's "Top 10." During the same 1952-1953 period mentioned above, the daytime leaders increased their homes-reached audiences only by an average of 4,000 homes—or a gain of 0.13%.

2. "No big clients are buying nighttime spot or network radio this fall."

A SPONSOR checkup at all four of the major radio networks and among leading station reps indicates that the blue-chip advertisers haven't deserted the nighttime radio medium by any means, and that nighttime business in radio is enjoying good health.

Mutual, for example, reports a 150% increase in the number of nighttime commercial minutes of network time for fall 1953 as against fall 1952. ABC Radio which feels that "advertisers haven't done all their buying for fall," reports a gain of 5.7%. NBC and CBS Radio networks report that, so far, their nighttime fall business will be at "about the same" level as it was in 1952. Reps, too, indicated that spot radio business for fall is "very good," and that the level for nighttime would be "about 10 to 15% higher than it was last year."

Is radio drawing only on the ranks of medium-sized and small advertisers for its nighttime clientele? By no means. Here's a partial list of some of the advertisers who will be active (either with new business or sizable renewals) in nighttime network and spot radio in the fall season:

Liggett & Myers for Chesterfield (including an evening musical strip on Mutual, and evening newscasts and announcements on various stations); Bristol-Myers (a barn dance musical, Saturday nights on Columbia Pacific web); Sinclair Oil, Life, Bayer, Best Foods, General Foods, Monsanto Chemical, Bromo-Seltzer, Coca-Cola, Chevrolet, Coleman Stoves, Kool cigarettes (although some of the brand's *daytime radio* announcement slots are being dropped); Mazola, Shell Oil, and Morton Salt (story page 28).

3. "TV areas contribute almost zero to your nighttime radio campaign."

Many a client has this picture of nighttime radio: In video markets, nobody except a few recalcitrant non-TV homes listens to his show. Outside of the TV areas, there's still plenty of listening—but it's dropping fast as TV spreads.

The *real* picture of radio listening in TV areas, therefore, may come as a surprise. Nielsen Radio Index figures for December 1952 (a height-of-the-TV-season month) show that 51% of the listening to all commercial full-

NIX TO NETS AT NIGHT -- say Cincinnati radio listeners -- Hooper survey* shows WCPO with music-news-sports programs FIRST in listener preference

TV CHANGES LISTENING HABITS

In the television-saturated Cincinnati Area, where almost everybody can watch TV, there's a new pattern in nighttime radio listening.

Oh, yes — people *still* listen to radio at night in Cincinnati, as shown by the latest Hooper Survey. But they now say NIX to NETS at NIGHT . . . and turn to WCPO Radio first for the kind of programs that TV can't replace: music, news, sports . . . programs that can be enjoyed anywhere in the house, on the porch, in the back yard, or in the car.

Result: night after night, more Cincinnatians listen to WCPO than to any other radio station.

* Here's how Cincinnati radio stations rank in nighttime audience (8:00 to 11:00 PM), based on independent survey made in May, 1953 by C. E. Hooper, Inc.:

RANK	STATION	AVERAGE ¼-hr. RATING
1st	WCPO	3.8
2nd	network station "B"	3.6
3rd	network station "C"	2.4
4th	station "D"	0.8
5th	network station "E"	0.7

(And remember . . . for television it's WCPO-TV—Cincinnati's favorite TV station.)

WCPO



CINCINNATI'S FAVORITE RADIO STATION

Represented by the Branham Co.

network radio shows comes from *inside* TV areas, and that 49% comes from *outside*. And, the 10 largest TV markets can contribute anywhere from 30 to 45% of the total audience of evening network radio programs. (See "Is dropping your radio show in a TV market false economy?". SPONSOR, 1 June 1953).

This heavy contribution of radio audience on the part of TV areas isn't just a matter of the listening done in radio-only homes that are outside the metropolitan coverage areas of TV stations. TV-saturated metropolitan areas contribute a share from both TV and radio homes. Take a look at these Pulse and TelePulse figures, for instance.

In the New York metropolitan area, which has the country's largest concentration of video stations and receivers, Pulse calculates that during January-February 1953 in the evening (Sunday through Saturday, 6:00-11:00 p.m.), 20.3% of *all* homes were using radio.

What about the TV homes in 73.2%-saturated New York? Well, 17.0% of the TV homes were listening to nighttime radio. This is about 60% as good

as the figure for radio-only homes (29.5%).

Some similar Pulse figures: *Chicago*: All homes—18.0%, TV homes—15.3%, radio-only homes—24.8%; *Los Angeles*: All homes—21.8%, TV homes—17.1%, radio-only homes—34.3%; *Philadelphia*: All homes—16.5%, TV homes—16.0%, radio-only homes—17.9%.

"That's all very well," you may ask, "but aren't these figures on the downgrade?"

Again, the answer may be a surprise. In Cunningham & Walsh's "model" TV community, "Videotown," a sort of cross-section of U.S. television located in the New York area, viewers reported this spring that they had increased their nighttime radio listening 60% in 1952 over the nighttime level of 1951. And, late last winter Pulse reported that there had been a 112% increase in nighttime radio listening in radio-TV homes in the New York area, a mature TV market, as compared with winter 1949. Other 1949-1952 Pulse comparisons: In Chicago, the increase was 20.5% at night, and in Los Angeles 21.0%.

Two more important points for admen to remember on nighttime radio:

1. The figures above largely reflect the kind of listening levels found in radio-television homes. Today, by latest industry estimates, about 53%—or around one out of two—U. S. homes have television sets. But radio's saturation is nearly 100% of U.S. homes. That means that about one out of two U.S. radio homes does *not* have a television set. Even with TV's current expansion, it will be quite a while before that figure drops even as low as four out of 10 homes.

2. No matter how large TV grows, it doesn't seem likely to affect the amount of out-of-home radio listening that exists in TV areas. The Joint Radio Network Committee's figures for the number of U.S. auto radios, as of 1 January, was 26,200,000 and "sets in public places," amounted to 9,000,000. And, according to Pulse (see page 3, "Radio Basics," SPONSOR, 13 July 1953), nighttime out-of-home listening holds up much better in major TV areas than many people think. The ratio of out-of-home to in-home listening at 5:00 p.m. on a week night (the weekday peak) is around 17.5%. But at 9:00 p.m., the same ratio has slipped back only to around 12.5%. This is very significant since the Pulse check-up was made in the winter of 1952 in 18 large radio-TV markets. Summer figures would be higher.

4. "When the TV set is on at night in a video home, nobody's listening to radio."

Two facts seem to contradict this statement:

1. *TV homes are more likely to be multiple-set homes.* According to Nielsen Coverage Service, some 64% of the one-set radio homes in the U.S. are in the "radio-only" (no TV) class. But only 36% of the one-set radio homes are in the "radio-TV" category. Further up the line, half of the homes with three-or-more radio sets are "radio-only." But the other half is "radio-TV."

2. *In TV homes, radio listening is "diffused" into several locations.* In a 1952 study of listening and viewing habits in what is virtually the entire New England area, Dr. Forest L. Whan of the University of Wichita (Kansas) made an interesting discovery.

In checking the simultaneous use of radio and TV sets in TV homes—in an area that was 98.5% radio-saturated and 49.5% TV-saturated—Dr. Whan learned that only 1.1% of the TV

Spanish Language Passport . . .

PASSPORT

This Passport entitles the buyer of time on KCOR, San Antonio, Texas, to advertise his product, in Spanish, to the 45 County market of 691, 493 Spanish-Speaking people. This Passport is good only on KCOR, Texas first and most powerful Spanish-language station.

KCOR, INC.

Write for New Belden Survey
of San Antonio Market



KCOR BUILDING, 310 South Flores
San Antonio, Texas



or contact

RICHARD O'CONNELL
40 E. 49th St. PL 5-9140
New York, N. Y.

or
HARLAN J. OAKES & Associates
Los Angeles, San Francisco
and Chicago.

WPRO

PROVIDENCE, RHODE ISLAND

Announces

JOHN BLAIR & COMPANY

AS NATIONAL REPRESENTATIVE

Effective Sept. 1, 1953

Night and day, WPRO is your guarantee of blanket coverage of the nation's 14th market, comprised of Providence, Rhode Island; Fall River and New Bedford, Massachusetts.

A million and a half potential listeners live well within WPRO's MV/M contour and account for over one billion dollars in retail sales annually. With 98.7% of the population owning one or more radios, WPRO penetrates completely this unusually large and prosperous market.

A combination of top flight CBS and long established local programs assures not only large but *loyal* listening audiences... in other words, highest ratings for all WPRO advertisers.

To take advantage of this rich, pre-sold audience put WPRO on our next advertising schedule and watch your sales increase.

REPRESENTING LEADING
RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

**JOHN
BLAIR
& COMPANY**

WPRO 5,000 WATTS • 630 KC • BASIC CBS RADIO

MORE NEW ENGLANDERS LISTEN TO WPRO THAN ANY OTHER RHODE ISLAND STATION

homes used both radio (or radios) and TV in different rooms at eight o'clock on a weekday morning. But, at eight o'clock at night on weekdays, about 13.0% of the TV homes were using both radio and TV sets.

The general pattern, as shown in Dr. Whan's study, was this: During TV's "weakest" periods (morning, daytime) the simultaneous use of radio and TV was at its lowest. When TV was strongest (nighttime, 7:30-10:30 p.m.) the simultaneous use of radio and video was highest, averaging around 11%.

5. "The sole radio fare of TV families who do tune to radio, is music-and-news programing."

This popular advertising belief caused CBS Radio to order a Pulse study covering the type of listening done by radio-TV homes in the New York area during September 1952. CBS Radio considers this study very revealing, since New Yorkers had a choice of four network radio stations, 26 independent radio outlets, and seven TV channels. And, better than seven out of 10 New York homes were TV homes.

The key results:

A. The four network outlets in New

York got *more than half* (52.6%) of all nighttime radio listening in New York TV homes between the hours of 6:00 p.m. and midnight.

B. Over the course of a week, the radio programs which drew the biggest listening in TV homes were—according to the study—"the same program types that are most popular in *all* radio homes from coast to coast."

C. The "Top 10" radio programs in New York radio-TV homes during the period 1-7 March 1952 were:

1. Jack Benny
2. Amos 'n' Andy
3. Lux Radio Theatre
4. Theatre Guild
5. Bob Hawk
6. Mr. District Attorney
7. Ozzie & Harriet
8. Charlie McCarthy
9. Counterspy
10. Suspense

D. Concluded CBS Radio: "Contrary to general conjecture, music and news do *not* become the most popular radio programs when a family acquires a television set."

This does not mean, of course, that independent stations are making no progress in building larger audiences. They are, and the nation's independent

outlets often give network stations a real run for the money at night. But independent stations are picking up listeners in both radio-only *and* radio-TV homes—not just in video homes.

6. "With nighttime radio sliding downhill, the cost-per-1,000 of radio's circulation is rising."

Since TV has arrived as a major advertising force, clients have often felt that radio's power to produce large audiences at low costs was dwindling. Not so, as an examination of media circulation-vs.-cost figures shows.

As compiled by NBC Radio's researchers, here are the key figures:

A. *Magazines*: The average cost-per-1,000 circulation of nine leading magazines is up 16.4% since 1949; up 32.4% since 1946. These magazines include *Life*, *Satevepost*, *Look*, *Collier's*, *Ladies' Home Journal*, *Woman's Home Companion*, *McCall's*, *Good Housekeeping*, *Better Homes & Gardens*.

B. *Newspaper supplements*: The average cost-per-1,000 circulation of three leading newspaper supplements—Metro Group, *This Week*, *American Weekly*—is up 7.9% since 1949; 22.3% since 1946.

C. *Nighttime radio*: In terms of weekly home circulation, the cost-per-1,000 of four nighttime radio networks is down 12.5% since 1949; down 3.8% since 1946.

For spot buyers as well, here is a "grand total" figure you can paste in your time buying hat:

According to a study prepared by the Broadcast Advertising Bureau for SPONSOR's "Media Evaluation" series, the cost-per-1,000 homes of gross circulation in *all* radio dropped 23.3% between 1 January 1943 and 1 January 1953.

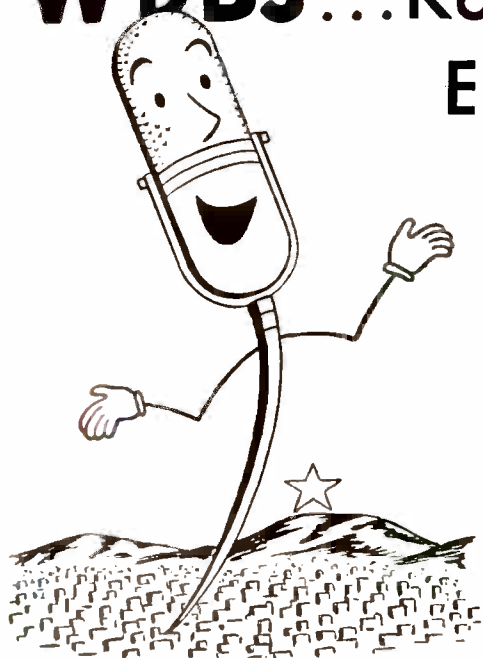
7. "Male listeners dial radio only in the morning and early evening."

This is a fairly popular belief among a number of clients who have products to sell to men. Packard, for example, signed recently for a radio spot campaign in 150 markets with announcements and chainbreaks scheduled primarily in the morning and evening to reach men. Other male-appeal clients, like Armstrong Tires, shave-product sponsors like Mennen, non-tipped cigarettes like Camel, follow similar patterns of buying.

It's quite true that the 7:00-8:00 a.m. period on the average weekday

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

WDBJ...Roanoke's LARGE ECONOMY SIZE



Whether YOU use NIELSEN or SAMS, you'll find WDBJ's daily audience **DOUBLE** the second station's—at **LESS** than 20% more cost!

WDBJ's Nielsen and SAMS reports are now available from your nearest Free & Peters Colonel, or from the station.

Compare—then call—Free & Peters!

WDBJ Established 1924 • CBS Since 1929
 AM • 5000 WATTS • 960 KC
 FM • 41,000 WATTS • 94.9 MC
 ROANOKE, VA.
 Owned and Operated by the **TIMES-WORLD CORPORATION**
FREE & PETERS, INC., National Representatives



See your Blair Man
for Fall Availabilities

A Clear Channel Station

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.



CHICAGO 7

NOW, as always, midwest farm homes offer tremendous sales opportunities . . . and now, as always, WLS offers an effective and economical means to reach and sell those homes.

For instance, in two July days nearly 550 orders were received from a campaign just starting . . . and this for an advertiser who had failed to get results for the same offer in other media—including certain good radio stations.

Throughout its long years of service to Midwest agriculture WLS has been accepted as undisputed leader in that field. The national advertiser needs WLS to round out complete coverage . . . to fill the gaps left by non-specializing radio stations and other media.

The same opportunities to sell this market are available to you . . . as to the advertiser mentioned above . . . in programs fitted to the audience—and to your advertising budget.

GOLD!

IN SOUTHERN CALIFORNIA

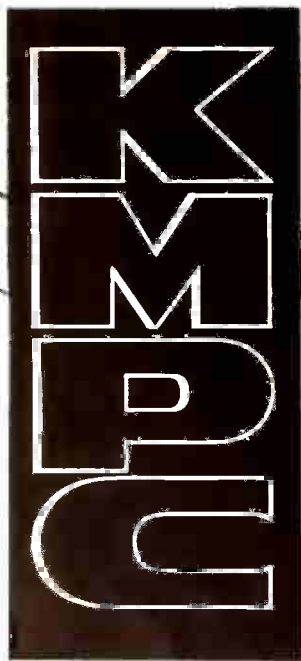
You don't have to dig for it. You don't have to pan it. It's rolling into the cash registers . . . as California *again* this month hits a new high for "settlers"!

MARKET FACT NO. 1:

More families are moving to California every month than ever moved to any part of the world in any time in history. It's a "gold rush" for advertisers.

MARKET FACT NO. 2:

KMPC gives you *primary* coverage of Southern California in 205 communities. Like to hear about the golden opportunities for you? Call, write or wire: H-R Representatives, Inc.



50,000 watts days • 10,000 watts nights

Gene Autry, *president*

Robert O. Reynolds, *vice president*
& *general manager*

RADIO

AMERICA'S GREATEST

ADVERTISING MEDIUM

has more male listeners-per-1,000 radio homes than any other *daytime* period, according to an 18-market Pulse study for the Katz Agency (station reps). (See page 4. "Radio Basics," SPONSOR, 13 July 1953). Early-evening figures run around the same level as this peak morning slot.

But the Pulse study cited shows two other little understood facts:

A. After 7:00 p.m. the number of male radio listeners-per-1,000 homes climbs sharply. At 8:00 p.m., on a weekday, there are about a third *more* than any daytime slot, including early-morning hours. At 9:00 p.m., there are 47% more.

B. On weekends the pattern of male listening shows a steady climb throughout the day. In fact the peak period for the entire week in male listening, according to the Pulse report, is Sunday night at 8:00 p.m. At that time, there are about 200 men tuned in for every 1,000 radio homes. (On a weekday morning at 7:00 a.m. there are about 135 men tuned in for every 1,000 radio homes.)

The point: In the rush to buy early-morning radio time, sponsors and agencies often overlook the fact that there are about 48% *more* men tuned in on a Sunday night at 8:00 p.m. than there are at the most-highly-regarded morning slot, 7:00 a.m. on weekdays. And, in general, nighttime radio always reaches more men on weekdays than does any particular daytime slot.

8. "*Women listen to radio only in the late morning and afternoon.*"

This is a concept no less popular than the feeling that male radio listeners can be reached only in pre-evening hours. And, the majority of food, drug, cosmetic, clothing, and other advertisers who use radio to reach women act accordingly when planning their air campaigns.

However, let's look at the facts, as shown in the same 18-market Pulse study mentioned above:

A. In every 1,000 radio homes, researchers learned that there are about 276 women tuned to radio on weekdays at 10:00 a.m. This is the peak of female listening for the entire week, and certainly justifies the popularity of mid-morning time slots with advertisers who have products to sell to women.

B. Afternoons, too, hold up strongly in terms of female listening, with

the average number of women tuned to radio in the noon-5:00 p.m. period averaging around 226 for every 1,000 radio homes.

C. The big surprise comes in an examination of female listening during evening hours. On weekdays, the number of women tuning to radio starts to pick up again around 6:00 p.m. By 8:00 p.m., there are some 243 female listeners-per-1,000 radio homes. This is higher than *any* afternoon slot—and is 88% as good as the peak mid-morning hour.

D. On weekends, the pattern of female listening closely follows that of male listening, and builds to *nighttime* peaks on Saturday and Sunday. In the 8:00-9:00 p.m. slot on Sundays, for instance, there are some 247 women radio dialers per 1,000 radio-equipped homes. This represents 89.5%—almost nine-tenths—of the amount of female listening at the 10:00-11:00 a.m. hour on weekdays.

The point: On the basis of these figures, it would seem that nighttime radio is almost as good in reaching women during the week as daytime radio. On weekends, it's better.

9. "*Daytime radio is now bigger than nighttime.*"

Most advertisers who come to this conclusion do so on the basis of a quick examination of program ratings, with little regard to the fact that there are more *listeners-per-set* at night than in the daytime.

However, even isolated ratings do not tell the full story.

During the October 1952-April 1953 season, A. C. Nielsen figures for CBS Radio show that the daytime (6:00 a.m.-6:00 p.m.) average rating for that network was a 4.4—good for an average of 1,969,000 homes. But at night (6:00 p.m.-midnight) during the same period, CBS Radio's average rating was a 6.7 and the homes-reached average 2,999,000. Thus, nighttime radio for CBS Radio last season was 152% larger than daytime radio in terms of *homes*. (CBS Radio Research Director Harper Carraine feels that this pattern is "roughly true" of all four major radio webs.)

In terms of *people*—using American Research Bureau's figures of 1.6 persons per set in the daytime and 2.4 at night—the figures show even greater strength for nighttime radio. Averages then become 3,150,000 during the daytime and 7,198,000 at night—with

KRNT

IS THE

ONLY DES MOINES

STATION THAT CAN

TALK

HOOPERS

● So you *know* you're right when you buy the Big-Time Buy . . . the station with the fabulous personalities and the astronomical Hoopers!

HOOPER LEADER . . .

MORNING — AFTERNOON — EVENING

51.1%

49.8%

36.9%

Audience Share

Audience Share

Audience Share

C. E. Hooper Audience Index, Des Moines — June, 1953



**DES MOINES
RADIO**

THE
REGISTER
AND
TRIBUNE
STATION

Represented by Katz

nighttime radio being 229% larger in terms of total audience size.

Showing that the CBS Radio figures are not atypical, a Pulse study prepared for John Blair & Co., station reps, gives an equally revealing picture of daytime versus nighttime spot radio. The checkup was made during March and April of this year in a dozen major markets, all within the top 50 metropolitan markets. All were also mature TV markets.

Using regular monthly Pulse ratings for Blair-represented stations and Pulse sets-in-use figures, the results showed:

A. Nighttime sets-in-use figures ranged from 5 to 125% higher than daytime.

B. Ratings of Blair stations were 9 to 155% higher than daytime levels.

C. Listeners-per-set ranged from 6 to 28% higher.

10. "Nighttime radio always costs you more than daytime."

In 1940—or even 1947—nobody would have questioned this fact. Today, the story is different.

Nighttime network time charges, it's true, are still generally higher than those in daytime slots, and are likely to continue that way for some time.

Program prices are something else again, and almost any advertiser can find a nighttime network package with a price tag that's far below the levels of a few years ago.

A check of SPONSOR's "Network Radio Comparagraph" of 29 June 1953, for example, shows that the average daytime quarter-hour network program today costs \$2,229 for talent and production with daytime half-hour shows costing an average of \$3,353. At night, the averages are: Quarter-hour—\$2,295; half-hour—\$5,152. Nighttime program prices are still higher—but not much higher.

In comparing these prices, you should remember that nighttime network rates for time may be higher than daytime (by perhaps 30%) and nighttime program prices the same or higher. But, since nighttime radio reaches more people than daytime radio, your ultimate cost-per-1,000 figure may be lower.

Another point: A growing number of stations have adjusted their spot radio rates so that daytime and nighttime are equal. Such single-rate stations are to be found in every major video market. On such an outlet, a nighttime buy can produce an audience for you

at a lower cost-per-1,000 (both in terms of homes and people) than a daytime slot with the identical rating.

These days, with daytime radio rates inching up and nighttime rates often being adjusted to daytime levels, it's not safe to make too-generalized statements about nighttime rates. Agencies and advertisers will have to check networks and reps for the latest prices. But those who feel nighttime price tags are always larger may be in for something of a surprise.

11. "At night, TV shows have higher ratings than radio shows, therefore reach bigger audiences."

Air advertisers in nighttime radio often develop a sort of inferiority complex over the fact that the top 10 nighttime TV shows, on a per-broadcast basis, often come up with Nielsen homes-reached figures of 10,000,000 or more while nighttime radio, at its best, produces comparable figures only half that size.

However, these figures—strange as it may seem—do not mean that nighttime radio over a period of a normal air contract cannot do a real job in reaching U.S. homes. There are two reasons for this:

A. Radio is about twice the "size" of television. Almost every home in the country has at least one radio, but only slightly better than half have video sets.

B. Radio, therefore, has a much better opportunity for audience turnover than does television. When *I Love Lucy*, for example, hits 15,000,000-odd TV homes each week, there's little room for turnover in a three-month period since three-out-of-four video homes regularly watch it.

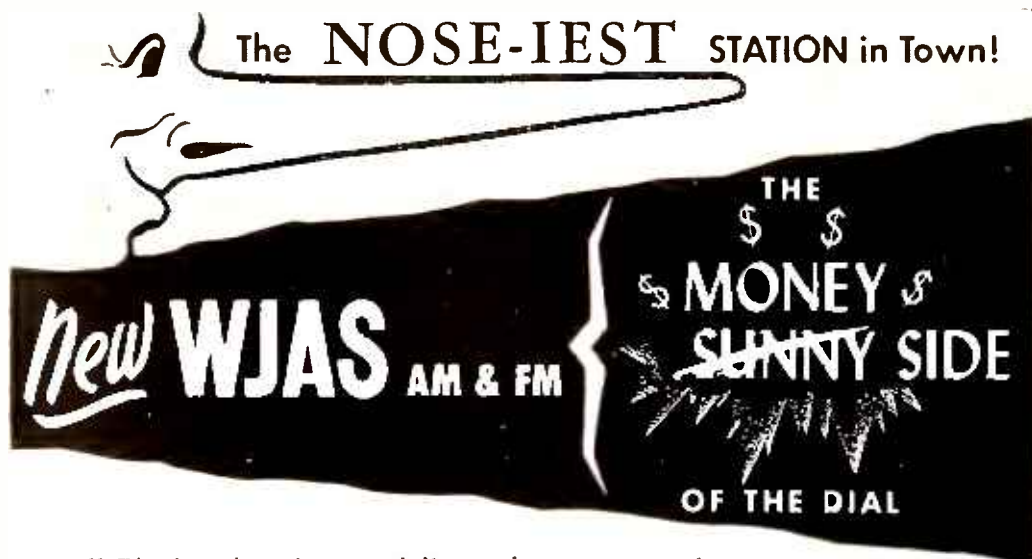
What does the radio turnover factor mean to an advertiser?

A recent report prepared by A. C. Nielsen for NBC Radio research gives some important clues:

Audience: During the October 1952-March 1953 period, the nighttime *News of the World* strip (sponsor: Miles Laboratories) reached about 2,600,000 homes during the average broadcast. A typical half-hour evening show, *Railroad Hour*, reached an average of some 3,220,000 homes. Neither show, it need hardly be said, looks exciting from an advertising standpoint as compared to *I Love Lucy* and other TV toppers.

Turnover: Here's where the mathematics begin to work in nighttime ra-

The NOSE-IEST STATION in Town!



New WJAS AM & FM

THE MONEY SLINNY SIDE OF THE DIAL

All Pittsburgh wakes up daily to the most complete news coverage in Pittsburgh radio. Herb Morrison's 7:15 AM newscast is a "must" for a news conscious audience . . . and ALL DAY, the WJAS news staff keeps pace with the news AS IT IS HAPPENING!

FIRST—with an on the spot report of the air disaster at Milton, Florida Naval Training Base, July 17th.

FIRST—with complete coverage of Pittsburgh's Soap Box Derby. Four solid hours charged with the excitement and color of this annual event.

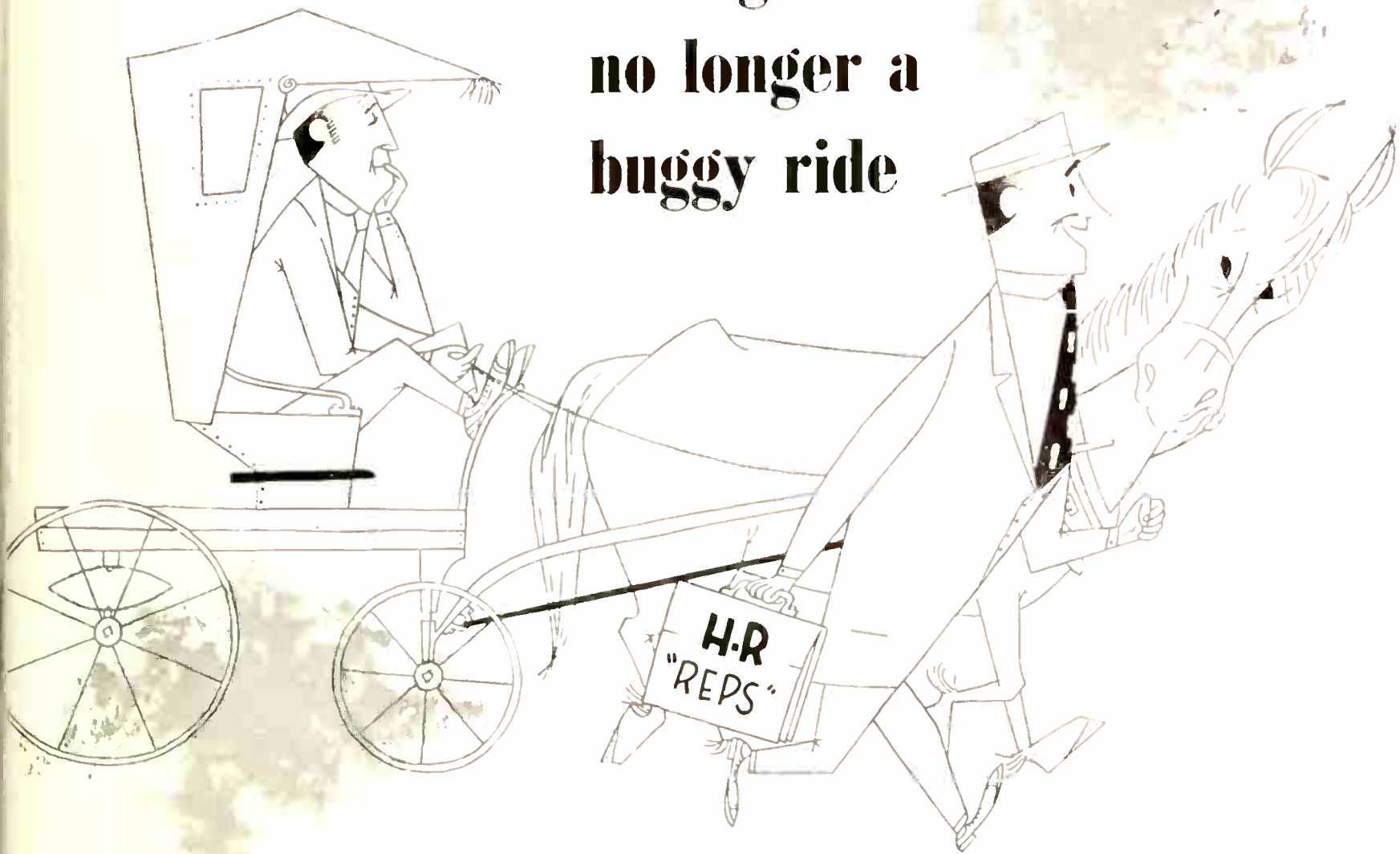
No wonder all Pittsburgh NATURALLY turns to WJAS ALL DAY for complete news coverage.

Serving the GREATER PITTSBURGH Metropolitan Area...

5000 Watts 1320 KC.

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

selling TV is no longer a buggy ride



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

Two short years ago, a rep could telephone an agency friend, quote most any kind of an avail and make a sale. TV stations were few, avails were scarce and buyers were waiting in line.

But today with a new TV station coming on the air every few hours, buyers of time are prone to sit back and do a lot of measuring with slide rules and sharp pencils.

SALESMANSHIP has returned to popularity . . . and of necessity. H-R is rather glad to see this trend because the H-R organization has never been geared to just take orders. The owner-partners learned their advertising selling trade back in the 30's. In those days, the sale of advertising required intelligence, ingenuity, aggressiveness plus long hard hours of digging.

The owners of H-R have never forgotten that basic sales training and they have surrounded themselves with a band of hard-hitting SALESmen who believe in the same sales principles. Every man on the H-R force, including the owner-partners, are on the street, selling, every day!

That's why H-R is always able to Send a Man to Do a Man's Work, whether it be for an old established AM station or for a TV station that is still in the blue-print stage.



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

And On the West Coast:

Harald Lindley, Vice President
 6253 Hollywood Blvd., Hollywood 28, Calif.
 Granite 1480

James Alspaugh, Manager
 110 Sutter Street, San Francisco, Calif.
 Exbraak 2-3407

dio's favor. Because of the frequency of broadcasts (five a week), *News of the World* had a 6.7 turnover during a 12-week period. *Railroad Hour* had a turnover figure of 3.3 about average for nighttime half hours during a period which approximates the usual 13-week cycle. (Comparable TV turnover is often 2.0 or less.)

Cumulative audience: Because of the turnover factor (part of the audience being "new" audience every night), *News of the World* reached 17,400,000 homes (unduplicated) during a 12-week period. The cumulative rating was therefore 38.9. And, since the number of episodes of the five-times-weekly show heard by the average home reached was nine episodes, the "home impressions" figure was a startling 156,600,000 for the Miles Laboratories newscast.

For *Railroad Hour*, the figures are also revealing. Since the show is aired on a once-a-week basis, the turnover (3.3) was lower than *News of the World*. But it was still high enough to give *Railroad Hour* a 12-week cumulative figure of 10,700,000 homes reached at least once. And, since the average number of episodes tuned to

by those homes was a 3.6, the final number of "home impressions" at the end of a 12-week stretch was 38,520,000. Cumulative rating was 23.9.

One of NBC's top researchers gave some interesting figures in pointing out the meaning of these cumulative audiences in radio-TV comparisons:

"Suppose you had a TV show with a general family appeal and a Nielsen TV rating of around 20.0. And, suppose it had a good station lineup on one of the two leading networks and that the network has a 95% circulation at night.

"With a normal TV turnover factor, in 12 weeks you might reach as much as 85% of all the TV homes at least once and thus have a cumulative rating of around the same thing. However, as compared to all U.S. radio homes, the 12-week cumulative TV rating might be worth around 40.0. This isn't much better than the 38.9 *News of the World* produced in 12 weeks.

"Don't forget, too, that the kind of money expended on a TV show that gets a 20.0 rating at night is usually several times the amount spent for a nightly news strip like *News of the World*. Thus, a radio show with an

average rating can build over a period of time to homes-reached figures that rival TV's."

Even on a short-term basis, radio's shows pile up plenty of audience. Take the case of *Lux Radio Theatre*, consistently one of nighttime radio's star attractions, but a show whose audience today often doesn't look as big as that of the leading TV shows.

Recently, during a two-month winter-season period, *Lux* on CBS Radio drew an average per-broadcast rating of 15.8. However, with a turnover factor of nearly 2.0, *Lux* piled up a cumulative audience rating in just four weeks of a 30.6% of all U.S. radio homes. In other words, *Lux* can easily reach—at least once during the course of a month—an unduplicated audience of radio homes that numbers 14,000,000 or more.

12. "There's nothing nighttime radio can do that night TV can't do better."

This paraphrase of Irving Berlin's *Anything You Can Do I Can Do Better* number has a surprisingly large acceptance in the offices of agencies and advertisers.

But it doesn't really stand up to close examination.

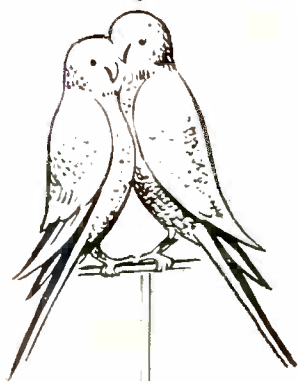
Here are just a few items for you to remember when you feel that nighttime video outshines nighttime radio in every way:

Item 1: Radio's saturation—98% in the U.S., as of 1 January of this year—means that almost every home in the nation is a potential advertising target with radio. TV's ultimate target is only half the size of radio's. And, radio still can count more auto radios—some 26,200,000 at last look—than there are TV homes. (Even though car radios aren't used as often as TV sets, the nighttime listening done to them is still largely unmeasured and still represents a TV-free bonus audience.)

Item 2: Broadcaster profit margins in TV aren't as lush as some people imagine. Also, many TV networks and stations are still in a seller's market at night. Therefore TV seldom offers the "extra" services that nighttime radio now includes as standard practice. Such services include merchandising, contest support, promotional gimmicks, special promotions for sales meetings, extra publicity and extra research.

These 12 points add up to strong evidence that a lot of the negative talk on nighttime radio won't stand up against facts. ★ ★ ★

Everybody loves KUDL



KC
Loves



... and they love KUDL's
"Mad Lad" too

That cool character who spins what folks
want each day from 1:00 till 3:00

**THE ONLY FEATURED COLORED DJ IN
THE GREAT KC MARKET**

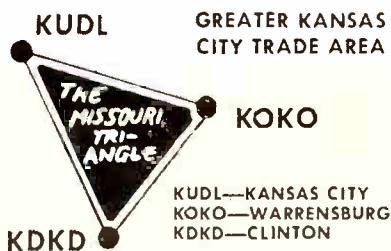
Buy "MAD LAD"—saturate the KC Market

Buy KUDL . . . programmed for all KC

"MAD LAD" participation
just \$10. Quarter hour \$30.

See nearest FORJOE office.

1000 WATTS . . . 250 WATT RATE



Covers The Greater Kansas City Market



L. O. FITZGIBBONS, Manager
WBEL, Beloit, Wisconsin

"After 13-week trial, furniture
company signed for 52 weeks."

"Ever since we started ~~AP~~ ~~news~~,
the biggest problem has been to
find time for new advertisers —
the old ones keep on renewing.

"Another sponsor, Wright &
Wagner Dairy Co., with 15 AP
newscasts a week, says he is
delighted with the results . . . in-
creased enthusiasm among drivers,
plus many new customers."

"AP news shows a good profit
month after month."

Sponsors **STAY** with **AP NEWS**

VICTOR C. DIEHM
President and General Manager
WAZL, Hazleton, Pennsylvania



"Sponsor of week-day AP news
so pleased he bought Sunday slot
on WAZL too."

"Robert Astleford, official of the
Farmers Cooperative Dairy, says
that since the inception of his AP
news programs, business has in-
creased — not only for milk but
for all his other dairy products.

"Much of WAZL's local weekly
billing is derived from steady
sponsors of AP news and
there's a waiting list of prospec-
tive sponsors."

For full information on how you can join The Associated Press,
contact your AP Field Representative or write

**RADIO DIVISION
THE ASSOCIATED PRESS**

50 Rockefeller Plaza, New York 20, N.Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."



MORTON SALT

(Continued from page 29)

Almost 50% of the budget for the Trace Mineralized Salt and meat curing products goes into *Visitin' Time*, with other portions of the budget divided between farm and consumer newspapers and farm magazines. The time and talent cost of the program is about \$300,000 annually. (The table salt division of the company pays one-third of this cost; table salt's other advertising includes billboards, magazines, and newspapers.)

The program is aimed primarily at a rural audience since two of the three products, Trace Mineralized Salt and the meat curing products, are used mainly in farm and rural homes. But it has attracted a large metropolitan audience as well which has proved advantageous for sales of table salt. Trace Mineralized Salt, by the way, is used as part of the diet of cattle. The curing products are of the type injected into meats as a preservative.

Results from the program are described this way by Radio-TV Director Bob Long:

- *Trace Mineralized Salt*: Each year

since the product was introduced in 1948 sales have materially increased and radio has been a major factor almost since that time.

- *Meat curing products and table salt*: District managers report that sales of table salt and meat curing products have risen in small towns and rural areas and this is attributed in large degree to radio.

Format of *Visitin' Time* consists of familiar songs of the Twenties and Thirties laced with a few currently popular numbers. An important feature is a five-minute informative salute on some subject of wide interest (flowers, for example). The show is produced in Nashville, Tenn., by C. C. Thomas of the Thomas Production Co. Supervision is divided between the two Morton Salt agencies and company executives, including W. K. Yates, manager of the agricultural products department of the Morton Salt Co., and G. W. Carrington, advertising manager. While the program is low in cost the cast includes a 15-piece band, an eight-voice chorus, an m.c., featured vocalists, and occasional guests.

One of the primary advantages of the program is its commercial flexibility. Bob Long told SPONSOR: "We are able to localize commercials to any degree that we wish to. For example, we can use one set of commercials on the West Coast, one set in the New England area, and still a third set in any other section of the country as we might see fit. We could carry this to further extremes if we so desired. In some cases we've actually used five and six sets of commercials on the same products in different localities. This was done without disturbing the over-all program and with the same announcer at little additional costs to us. In other words, the cost of localizing commercials was so nominal that it is hardly worth mentioning. This would certainly not be possible on TV and would require complete new plates in publication advertising."

The flexibility afforded by the combination of spot radio and transcription is valuable to Morton Salt in a number of ways. First, local weather and other conditions differ with the farming regions. The proper time to push the meat-curing products, for example, depends on the time of the year animals were slaughtered in various areas. Second, the competitive situation differs with each market. In some

regions Morton, whose farm salts are number one nationally, bucks strong competition from local brands. Here the commercial slant will tend to differ from the approach in other areas where Morton has mainly a product education job to do.

Commercials are always of a low-pressure "service" type, fitting in with the desire of farm and rural people to be given tangible facts rather than generalities. Morton farm products are important in feeding livestock, in preserving food for the family. They're sold therefore with information as to how to make the most of their usefulness so as to find sympathetic attention. In selling table salt, the historic "when it rains, it pours" slogan is stressed.

There are four commercials in each half-hour show, rotating between the three products. An offer of literature is made each week and whichever product is connected with the offer gets the fourth commercial. Over 50,000 pieces of literature were mailed out in the '52-'53 season as a direct result of the requests pulled in by the program.

As a check on the quality of the listeners, Morton made an offer of words to a song on several of its programs during the '51-'52 season. The company wanted to determine whether what it considers the "influence group" was listening. The response to this one offer ran upwards of 10,000—about half of which was on "letter head" stationery. In addition to this about 250,500 requests were received weekly for copies of the "salute." No offer was ever made on this item.

In the past season the program's ratings and mail pull have been up in every TV market where it is carried with the exception of one Midwestern city. Here, however, a big adjustment was made in nighttime rates which Bob Long felt compensated adequately for the decline.

In several markets the show was switched from daytime to nighttime this season. Ratings went up in each case. Here are the figures for one of these markets, Minneapolis. "We had been on WCCO daytime Sunday mornings," says Long. "We switched to Friday night, Class 'A.' Our ratings more than doubled, going from 3.0 to about 7. Our costs approximately doubled; our mail more than doubled. We feel that with more people listening per set in the evening, we undoubt-

A study of listening habits

at Camp Lejeune,
Marine Base

Since 1775 the U.S. Marine Corps has gained the respect and admiration of all as a top fighting force.

Since 1915 WJNC has programmed for the world's largest amphibious training base of the U.S.M.C. at Camp Lejeune, North Carolina.

WJNC will be happy to furnish you details regarding its influence on the thousands of men in service at Camp Lejeune—and WJNC's Study of Purchasing Habits in the Test campaign Area.

Write to Lester L. Gould, General Manager

WJNC Jacksonville,
N. C. or

ask John E. Pearson Co., national representative

WJNC is affiliated with MBS and the Tobacco Network

WPTZ

PHILADELPHIA

boosts power

By late summer, a rating point on WPTZ will mean more for advertisers than ever before on any Philadelphia station!

WPTZ's upcoming coverage increase will bring an area gain of 60%, and a population gain of more than 25%. Cities such as Allentown, Reading, Bethlehem, Trenton and Wilmington... already looking to WPTZ for the best TV... soon will be getting a signal as strong and clear as that received within a few miles of the WPTZ transmitter. WPTZ will continue to deliver the best signal to the largest number of people over the largest area.

Be sure to get this important *plus* in your Philadelphia market coverage! For availabilities, get in touch with WPTZ or NBC Spot Sales.

TO BRING

ITS STRONG, CLEAR PICTURE TO

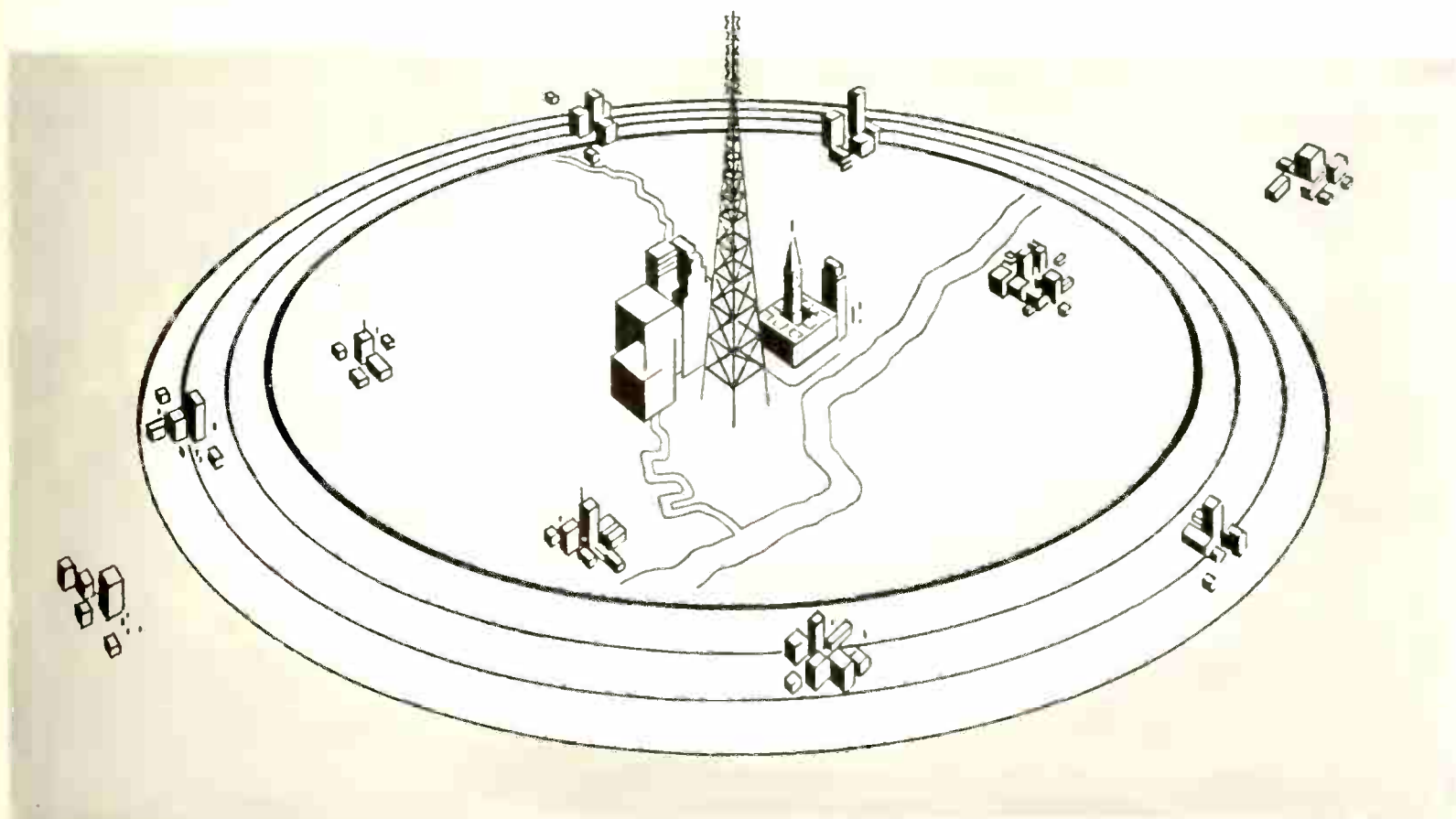
6 $\frac{1}{4}$ million people

IN AN AREA OF

OVER 15,000 SQUARE MILES

 **WESTINGHOUSE**
RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ



edly gained a good deal in terms of cost-per-1,000 people reached. It's important to us that we reach both the man and the wife in a household which we're more apt to do at night. The reason for this is that our products are bought by both."

Morton Salt likes nighttime radio for other reasons than the higher ratings and greater number of listeners-per-set delivered. It's also sensitive to the fact that its audience is more relaxed and receptive to commercials at night. During the day, says Bob Long, the farm listener is anxious to hear weather and crop news. At night he listens with his wife to be entertained and is more apt to absorb the commercial message if it is presented in an informative, low-key manner.

The show is aired on a spot basis despite the fact that it might be possible to save money on a network. The previously referred to factor of commercial flexibility is one of the plusses Morton feels justifies the higher cost. Another important plus is merchandising by each of the stations which it's felt would not be matched by a network.

Merchandising support for Morton

includes car cards, outdoor billboards, store displays, calls on dealers. In one area all the express trucks were lined up to carry signs. Bob Long says enthusiastically. "If you were to boil down this effort as compared to time cost, you could state that Morton was given merchandising and promotional effort in a very high dollar ratio to time purchased. Whether stations have done this type of job on other programs, I do not know, but as far as the Morton show is concerned, they certainly went all out."

Morton farm salt products started in radio back in 1949 with a test campaign on three stations. The show was called *Visitin' Time* but the format differed from today's variety slant, emphasis then being on hillbilly. When the program was changed to its present format, the table salt division of the company via Needham, Louis & Brorby became interested and joined in sponsorship. ★ ★ ★

MARKET DIFFERENCES

(Continued from page 37)

What causes variations between markets? Answer: a variety of factors, ranging from physical characteristics inherent to a particular region, to the circumstance of a time lag.

San Francisco: Bay Area residents, for example, arise when the cock crows not because they differ psychologically from the majority of this country's sleep-loving population, but because of the three-hour discrepancy between Eastern Standard and Pacific Standard times.

Approximately 1,600 U. S. branch offices (mainly of Eastern firms) are located in San Francisco. These offices employ over 25,000 people. Many of these firms open their doors between 7:00 and 7:30 a.m. to maintain close liaison with parent firms in East.

Non-Eastern affiliates, in chain reaction fashion, decree early hours to keep pace with the branch offices.

The KCBS report points out that almost two-thirds of Bay Area families live in the suburbs, work in San Francisco; that they average about 40 minutes traveling time to get to work. The typical Bay Area employee is up at about 6:00 a.m., is a potential radio listener from then on.

Detroit: On the other hand, Detroit is

a fully industrialized automotive and manufacturing center. Its unique work-day timetable is a direct outgrowth of the swing-shift setup.

According to WWJ, 179,000 workers are getting up and preparing for work between 12 noon and 2:30 p.m. each day. Some 50,000 swing-shift workers start their day at 9:30 p.m., report to the factory at 11:30 p.m. These two groups are available as radio listeners in the late mornings, early evenings, and in the post-midnight hours while they are on the job.

Philadelphia: Although this is a staid community dating back to colonial times, Philadelphia isn't standing still. Large industrial plants like U. S. Steel have recently moved in to the Delaware Valley, have brought workers with them and attracted new employees.

Between 1940 and 1950, population in the Philadelphia area increased 14.7% as against the average gain of 10.3% for 21 states in the Northeast. WCAU points out. Estimates for the 1950-'60 period are for a further increase of 20-25% in Delaware Valley population.

Cedar Rapids: Most residents of this Iowa farm community and others like it get agricultural education, community farm news via radio. The medium's hold on the population, therefore, is a strong one.

WMT, Cedar Rapids, like other farm area stations, slants its programming to the needs, interests of the farm population, has a total of 34 farm programs per week: weekday schedules include four early-morning shows, two noon-hour farm programs. On Saturdays, there's an additional show at 8:30 p.m., and there are three farm programs on Sundays.

Miami: Like other beach, lake, and mountain resort areas, Miami is inundated by hordes of vacationers each year. These tourists are generally free with their money, often spend more in few months than the area's residents do in a year. Many vacationers listen to portables out of doors, won't show up on area's ratings.

The above examples represent only five ways that markets can vary. Actually, each city in the United States has its own living patterns, physical characteristics, industrial patterns, and other important attributes that are distinctly its own. ★ ★ ★

are we happy ?
Si Señor!

SERVING 300,000
LATIN-AMERICANS!!

THE MIGHTY "MIKE" OF
SAN ANTONIO
250,000 Milliwatts
kiww
Spanish Language
National Time Sales

SPONSOR

HIGHLIGHTS OF LIFE'S 4-media study and what air experts say about it

WHAT LIFE STUDY REPORTS

1. The study found that 72% of the audience for the 1964-65 season was in the 18-34 age group, compared to 62% in the 1963-64 season.

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WHAT AIR EXPERTS SAY

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What sponsors should know about LIFE's new 4-media study

Air experts state LIFE stacked cards in its favor. Here's consensus of what 21 experts on all media told SPONSORS



4 1/2 x 11 1/2 inches, 100% recycled paper, 100% recycled ink. Total time on next page



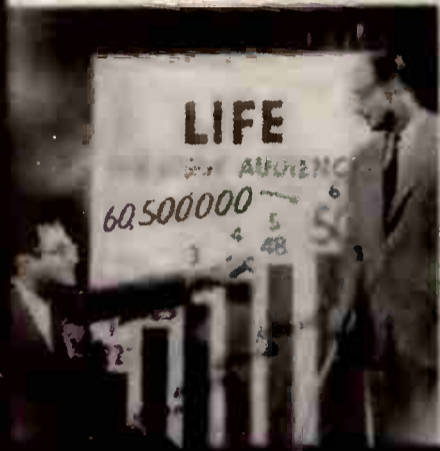
Postscripts to a
Controversy



Postscripts to a Controversy

What sponsors should know about LIFE's new 4-media study

Air experts state LIFE stacked cards in its favor. Here's consensus of what 21 experts on all media told SPONSOR



1 The New York Times wasn't enthusiastic...

2 but Walter Winchell was

THE NEW YORK TIMES, TUESDAY, JUNE 30, 1953

Advertising & Marketing News

Sponsor magazine, representative of television and radio interests, has engaged Life in combat. In its current issue Sponsor angrily seeks to debunk a recent study undertaken by the picture publication on the effectiveness of its advertising.

The Life study took one year. Its results seemed to show that the magazine reaches more people than five top television shows or four top radio shows. Sponsor comes up with exhaustive statistics to bolster its contention that the comparison is not valid. The broadcasters' protest is very loud. Although Life included a newspaper Sunday supplement in its study and the supplement fared badly, newspapers remain aloof from the battle.

Another Scotch

To Direct Advertising Of McGregor Concern



-June 30, 1953

ent, Daniel Construction Company Greenville, S. C. Ullman beat out 299 contenders.

Agency Affairs

Serta Associates, Inc., matter manufacturer; Kroll Brothers, Chicago juvenile furniture producer and Chicago Spring Prody Company to Bozell & Jacobson.

Al D. Reiwitz, the Bozell office.

Walter Winchell Of New York

For Juice and Gin. (Bang... The current issue of Sponsor (magazine for broadcasters) statistically annihilates claim by Life mag that it reaches more people than four top shows or five top teevy shows... Three local Judges are assassinated on material for his book about Mad-Dog Vincenzo...

July 6, 1953

SPONSOR

THE MAGAZINE RADIO

so was Bill Hunt's
"Inside Advertising"...

INSIDE ADVERTISING
VOL. IV NUMBER 26

-3-

July 1, 1953

SPONSOR, THE RADIO AND TV MAGAZINE, THIS WEEK QUOTED TWENTY-FOUR LEADING RESEARCHERS TO SHOW THAT LIFE MAGAZINE'S NEW FOUR-MEDIA STUDY, COSTING AT LEAST \$250,000 STACKED THE CARDS IN ITS FAVOR AGAINST RADIO AND TELEVISION. The air experts stated this was done as follows:

1. LIFE sought to compare the audience of the entire issue with the total listeners of one radio and tv program. "This," CBS-Radio's research director, HARPER CARRAINE, pointed out, "is like comparing a house with a room."
2. LIFE sought to leave the impression with the advertiser, through its charts, that he can reach all of LIFE's 60 million readers of six issues just as easily as he can reach all the listeners or viewers of one program.
3. LIFE added up its audiences for one to six issues but averaged those for the top four radio shows and the top five tv shows in promotion charts issued to the press to illustrate the study. This down-rated radio and tv and will be corrected in the official PIB report, to be published by the end of August.

5 and John Karol...

CBS RADIO

A Division of Columbia Broadcasting System Inc.

300 WEST 57TH STREET NEW YORK 19, N.Y. 10019

1000 3-1100
1-1000
- 1000 of 10000000

July 10, 1953

Mr. Norman R. Glenn
Sponsor Magazine
510 Madison Avenue
New York 22, New York

Dear Norm:

I greatly appreciate your note of July 7 and your comments regarding our letter on the LIFE study. Here again congratulations should go to George Bristol.

I am very much aware of the outstanding job which your publication is doing for our medium, and believe we greatly appreciate it.

Kindest personal regards,



and Bill Fineshriber...

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

WILLIAM H. FINESHRIBER, JR. CHIEF OF STAFF
PRESIDENT AND GENERAL MANAGER
RADIO AND TELEVISION DEPT.

July 2, 1953

Dear Norm:

That was quite a job Sponsor did on LIFE's new 4-media study. I think all of us in broadcasting owe you a vote of thanks for taking up the cudgels so tellingly and so effectively. It is this kind of awareness which we need so much in these days of strong competition.

My congratulations to Ray Lapica who did a thorough and comprehensive job. And by the way, his media evaluation series has been tops.

Sincerely, 

6 and, like Ray Weber
of Swift...

Swift & Company

UNION STOCK YARDS • CHICAGO 9, ILLINOIS

Advertising Department

July 14, 1953

Dear Mr. Glenn:

Hurray for Sponsor and Ray Lapica and your analysis of Life's hysterical "research."

Yours very truly,


Advertising Manager

...many many others!

ND TV ADVERTISERS USE



Right you are, Y & R!

And, gentle time-buyer, when you throw away the **old** book, be sure you have the **new** one on hand. It's the new Westinghouse Radio Stations manual. At a glance, it shows you time rates, frequency discounts and general information on all Westinghouse stations. And it gives full information on **Group Station Plans** . . . budget-stretching plans that now cover both programs and spots. If you haven't a copy of this new manual, see Free & Peters.



**WESTINGHOUSE
RADIO STATIONS**

**WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ**

National Representatives, Free & Peters,
except for TV; for WBZ-TV and WPTZ,
NBC Spot Sales

TV COMMERCIALS

(Continued from page 33)

When analyzing the "reasons why" respondents like their "favorite" commercials, it is found that 37.46% like them because they are "cute, clever, entertaining;" 20.12% "like announcer(s);" 11.15% "like musical approach;" 8.67% find them "unique, different;" 8.05% find them "informative;" 7.74% enjoy "humorous, cartoon-type (animated)" commercials; and 7.12% like the "integrated or incorporated form" of commercial presentation.

As might be expected, there is a tendency for respondents to name as their favorite commercials those appearing on their favorite programs. When respondents were asked their opinions of commercials appearing on their favorite programs, 70.24% said they "like" the commercials, 21.18% were "neutral," and only 8.58% expressed "dislike" for them.

These results are in sharp contrast to respondents' opinions of commercials appearing on their least-liked programs. Only 26.11% responded favorably to the commercials, 41.15% were neutral, and 32.74% reported a dislike for them.

Almost half (49.35%) of those who recalled spot announcements said they like the commercials, 29.44% were neutral, and 21.21% dislike them. These results give credence to the theory that "pleasant" advertisements are best remembered: 48.9% responded that they would definitely buy the brands advertised on the "favorite" program on television.

Why television commercials are disliked: Only one commercial stood out significantly as "least-liked;" 9.4% of those responding to the questionnaire named a beer commercial as the most disliked.

Sixty percent of those naming this beer commercial as their least-liked commercial said they "dislike announcer;" 15% find the commercial "too repetitious;" and 10% claimed it is in "bad taste."

Commercials are disliked for many reasons, chiefly: "dislike announcer(s)," 23.47%; "bad taste," 20.66%; "too lengthy," 16.43%; "too repetitious," 13.15%; "irritating," 11.27%; "foolish and/or false claims," 9.39%; and "uninteresting, boring," 7.98%.

Attitudes toward television commercials in general: When asked to select from a list of five the opinion(s) most nearly expressing their attitudes toward television commercials in general, nearly half (49.5%) responded, "Television advertising is O.K. as is; leave it alone." At the other extreme, only 3% said that "all advertising should be removed from television." These figures indicate a general acceptance of television advertising and suggest a general high level of advertising; this is not to imply that improvements are not desired—for 47.5% urged some renovation.

"The industry under its new code should control more closely what is said and shown over television commercials," said 23.25%; only 5.25% feel that "the government should control more closely what is said and shown over television commercials."

Fifty-three (13.25%) respondents urged the "removal of advertising of certain types of products" from television. Of this group 79.2% want all beer and wine advertising removed from television; 22.6% ask for the removal of cigarette advertising; and 7.5% oppose the advertising over television of medicinal products.

"Other" opinions expressed were that television commercials should be shortened in length; television advertisers should be prohibited from breaking into the middle of a telecast (especially dramatic plays) with a sales message; the amount of beer, wine, and cigarette advertising should be reduced significantly; television commercials should be limited to a brief statement of sponsorship appearing at the beginning and/or end of program.

It is interesting to note that upper income respondents (Income "A") tend to be more critical of television advertising than do those in other income groups. Only 36.9% of the Income "A" interviewees consider television advertising "O.K. as is. . ." whereas 52.8% of the other respondents were satisfied with television advertising "as is."

The more one views television per day, the more tolerant one becomes of television advertising in general. This conclusion is borne out by the results of this study in which it was found that 60.63% of those respondents who viewed television "more than four hours yesterday" consider television advertising in general "O.K. as is." This compares with but 44.32% of



sell 'em country style!



While Dallas may reign as the Southwest's center of culture, Saturday nights the "white-tie set" dons sports shirts and joins the masses to seek entertainment on another level, and finds it in the hilarity and simple honesty of the Shindig's country music.

WFAA's Saturday Nite Shindig is country music at its biggest and best. Fifty folk artists (many are recording stars), several comics, four bands, feature acts and guest stars congregate for a four-hour frolic. Folks flock from towns around to join in the foot-pattin' fun — a big, paid audience that threatens to outgrow the Shindig's summer location at the State Fair bandshell.

On the air it's the same story— multiplied by the bigness of the Southwest. Warming up on WFAA-570, the Shindig switches to big WFAA-820 (rated by SAM among the top most-listened-to stations in the nation) — gaining in tempo and audience as these country music makers with native showmanship take it away from one another without a curtain. It's fast-paced radio — from eight to midnight — and the ringing applause of the Shindig's unseen audience across four states frequently jams the wires with calls for favorites 'til the last song's sung.

The Shindiggers' way with a song or a commercial is catching as laughter. And if you'd infect the mass millions of this big, rich WFAA market with your story, the way to do it is sell 'em country style — they'll love it!

The Saturday Nite SHINDIG

SHOW AND BROADCAST OF...

820 WFAA 570
50,000 WATTS **WFAA** 5000 WATTS
DALLAS
NBC • ABC • TON

EDWARD PETRY & CO NATIONAL REPRESENTATIVES • ALEX KEESE Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS

those who viewed television "four hours or less yesterday" who opined that television advertising is satisfactory as it is.

A somewhat less significant trend was noted when comparing respondents of different age levels. The older the respondent, the more tolerant of television advertising he tends to become; 43.66% of those under 35 said television advertising is "O.K. as is," whereas 58.87% of those 45 and over responded similarly.

An hypothesis was presented before the results of this study had been tabu-

lated that respondents with children would more likely favor the "removal of advertising of certain products (beer, wine, cigarettes, and the like)" than would those respondents without children. This assumption was not substantiated by this study; in fact, it was found that 12.81% of those respondents with children favor the "removal of advertising of certain products," while 13.92% of those without children hold the same opinion. However, another survey indicated that teenagers didn't think too highly of the advertising of some of these products.

Misleading television commercials: When asked to recall "misleading or deceiving" television advertisements, 138 or 34.5% were able to respond with specific examples. Many others said they knew they had seen misleading commercials, but that they could recall none offhand. This percentage represents a relatively large segment of the televising audience—and its magnitude should serve as a warning to television advertisers. For sales messages that are unbelievable are relatively weak in effecting sales.

Over two-fifths of this group (41.3%) mentioned "cigarette advertising in general" as unbelievable. It is apparent that cigarette advertising is responsible for a great deal of "unbelievability" in television advertising.

This conclusion presents dangerous implications—for if a viewer becomes convinced that cigarette advertising is "misleading or deceiving," he likely will generalize and condemn all television advertising as "unbelievable."*

Attentiveness to television commercials: Obviously, if the viewer fails to give attention to commercials, he will likewise fail to absorb the sales message. A commercial is effective only in so far as it is viewed.

Somewhat comforting to advertisers might be the results of this study which show that only 6.25% said they "turn their attention away" from television commercials "always." It was further found that 19.5% "usually" fail to view commercials; 41.25% "sometimes;" 18% "seldom;" and 15% "never."

Even though 6.25% responded "always," many of this group were able to recall "favorite," "least-liked," and/or "spot" commercials. This inconsistency leads to a conclusion that the group of viewers who actually never watch nor listen to commercials is extremely small.

Of course, as advertisers improve the quality of presentation of their commercials and increase the believability of their sales messages, viewers tend to become more attentive.

Informative media: An important purpose of advertising is to present to potential customers information helpful in buying. It is therefore important to the advertiser to know how effec-

*"Is today's rash of cigarette claims harmful to all advertising?" SPONSOR, 17 December 1951, p.34.

4th of a series



IN MIAMI'S TV MARKET

This is only part of the picture

Now 26th among the nation's metropolitan retail areas.

The South's fastest-growing market includes 825,000 permanent year 'round residents spending \$56,000,000.

FOR HOME FURNISHINGS*

FOR THE ENTIRE AMAZING SOUTH FLORIDA TV SALES STORY CALL YOUR FREE & PETERS COLONEL TODAY

Channel 4
WTVJ MIAMI

* FIRST RESEARCH CORP. of Florida

Now Under Construction — 1000 FT. ANTENNA — 100,000 WATTS

ORDER YOUR

supply of the 16-page

RADIO BASICS

Featured in 1953
Fall Facts Issue

at these special low quantity rates:

- ★ **100 Copies or more 15c each**
- ★ **25 or more copies 20c each**
- ★ **Single copy 30c each**

Note: Agencies, advertisers and stations bought 30,000 reprints of 1952 Radio Basics.

Write to:

SPONSOR SERVICES Inc.

40 EAST 49TH STREET, NEW YORK 17, N. Y.

Landmarks in history . . . and . . .



**landslides
in sales**

*The Nation's Capital
is famous for both.*

The National Gallery of Art is the place to look for landmarks in art history . . . but if it's culinary art you're interested in, try some participations on WNBW's "Margaret's Kitchen." Every weekday morning Margaret Matthews puts women in the mood for buying food products and services . . . in a city which spends almost \$1200 per family in food stores annually.



NBC in Washington

CHANNEL 4

Represented by NBC Spot Sales

tively each of the various media is accomplishing this purpose. Television offers the advertiser probably the finest tool available with which to carve an informative commercial, chiefly because of its unique ability to demonstrate.

In this study 47.75% of the respondents named television as the medium "giving the most information helpful in buying nationally-advertised products. (This excludes advertising of local brands, stores, and services.)

This question was preceded in the questionnaire by numerous other interrogations concerning television exclusively. A bias in favor of television responses is apparent; however, the percentage differences between television and the various other media are great enough to be significant.

A smaller proportion of those in the upper income group (Income "A") consider television the most informative medium than do those respondents in other income groups. Whereas only 35.71% of Income "A" respondents

★ ★ ★ ★ ★ ★ ★ ★

"Where in the history of advertising is there a more important wedding of the art director and the writer than in television? In this medium certainly is the big payoff for the artist-writer breed. The whole future of television commercials lies in our ability to wash out early mistakes in believing a radio writer with a story board sketch man pinned to his lapel was the answer!"

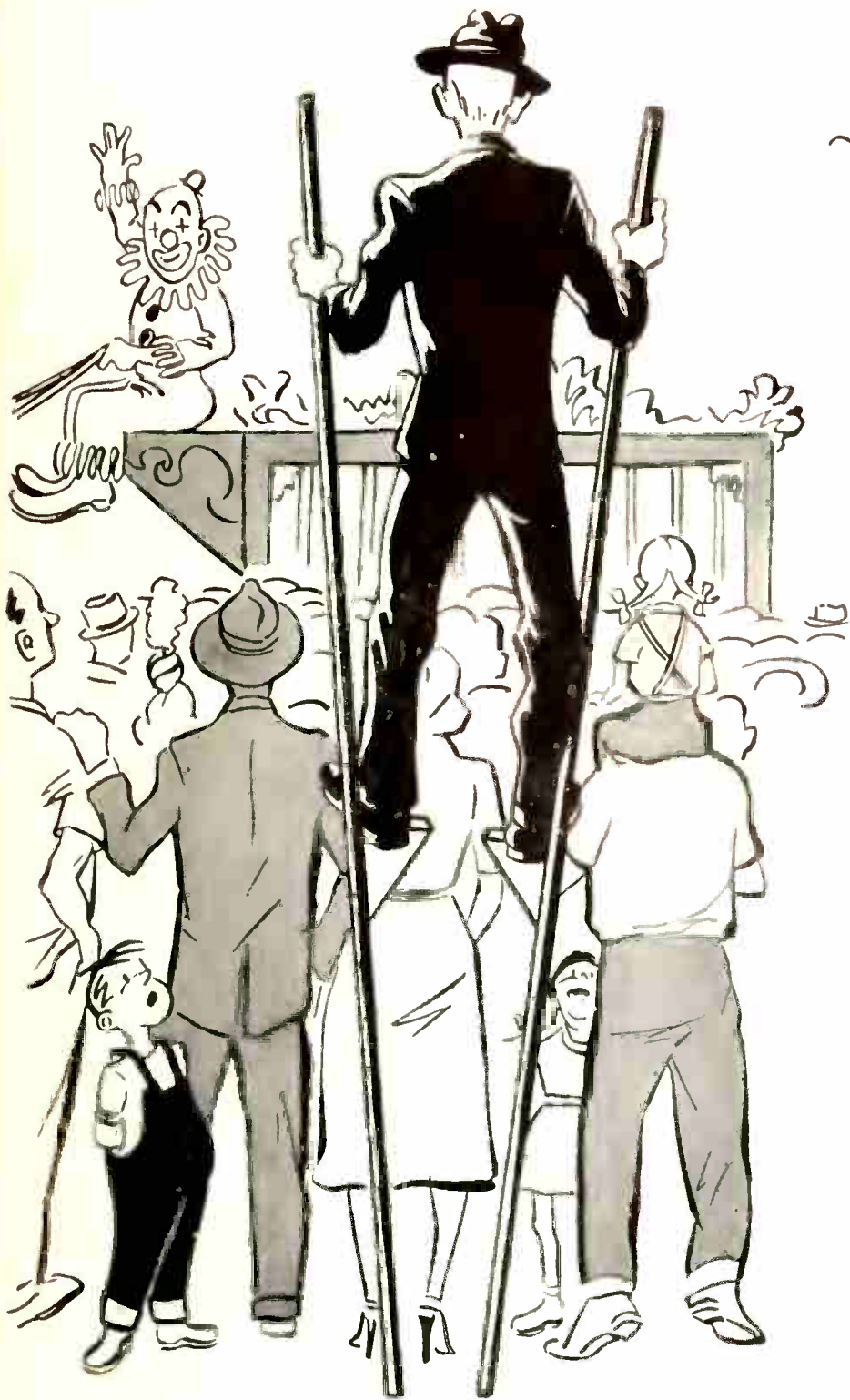
JOHN H. TINKER JR.
Creative Director
McCann-Erickson, Inc.

★ ★ ★ ★ ★ ★ ★ ★

named television as the most informative medium, 50.95% of the other interviewees consider television tops in this respect.

The more one views television per day, the more impressive television looms as an informative advertising medium. This conclusion is substantiated by the results of this study in which it was found that whereas only 31.07% of those who viewed television "one hour or less yesterday" consider television the most informative medium, 62.2% of those who viewed "more than four hours yesterday" named television "most informative."

Audience approval and acceptance are essential if the commercial is to sell. It is believed that this factor will become more important as television grows in importance as an advertising medium. Further research of a long-range character is needed. ★ ★ ★



HEIGHT COUNTS MOST!

**WAVE-TV's Far Higher Tower
Increases Area Coverage
By 85.5%!**

"Seeing Is Believing!"

In television, Tower Height is of course *far more important* than any other factor in "reaching out" to fringe TV areas. *Low Channel* is next most important, and *Power* is third.

WAVE-TV is now operating from a new 600-foot tower, located on top a 985-foot hill, giving an over-all height of 1585 feet above sea level. In addition, WAVE-TV is now telecasting on Channel 3 (instead of Channel 5), and with 100,000 watts of radiated power, instead of 24,000.

100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Check these engineering facts against actual coverage results. Ask your local distributors about WAVE-TV *coverage*, and about the great WAVE-TV *television* market. It's actually far greater than the Louisville Trading Area itself!

LOUISVILLE'S

WAVE-TV

Channel 3

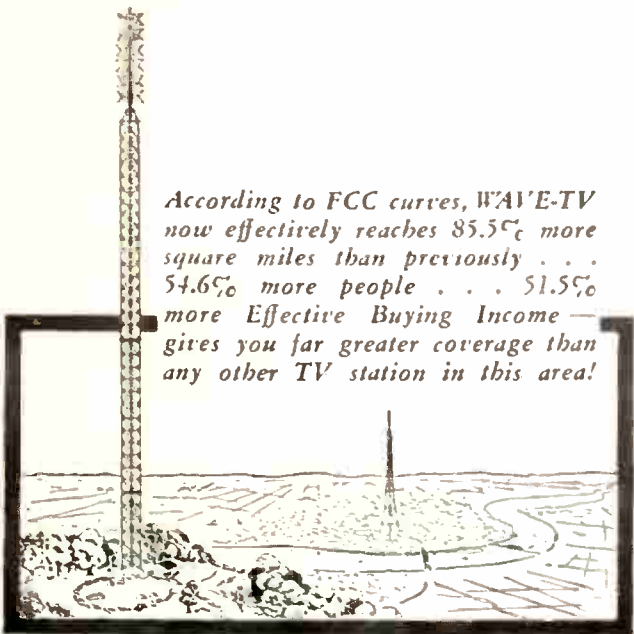
FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

Free & Peters, Inc., Exclusive National Representatives



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



CHRISTAL STUDY

(Continued from page 35)

York agencies as to the value of the study. The most enthusiastic of the three was the advertiser. Here are their opinions:

\$15 million advertiser known for his keen interest in research: "I think it's quite exciting. It got some very interesting things in it. These people are certainly to be congratulated for doing this kind of work. Several things in it will definitely help advertisers:

"1. What people are doing when

they are listening. For instance, in the morning, they're dressing, eating breakfast, or something like that. In such a case, you'd obviously want to write a different kind of commercial than in the evening when they are sitting around listening to radio. If you have a complicated selling story to tell, you won't choose a time when most of your listeners are doing something that may absorb all of their attention.

"2. How the audience composition changes according to the type of program. If the advertiser knows what

kind of audience he wants to reach, he now has some more information on when it's available according to program types—music, news, entertainment, and others.

"3. Most exciting thing is the thought of all the additional information that can be obtained if this sort of thing is continued. The more radio can tell advertisers about the kind of people it can reach, how often, and what these listeners are doing, the more intelligently we can use the medium and in the long run the more radio time will be sold."

This advertiser did not think total audience figures revealed in the study were useful to him for the reason that in buying he doesn't buy all of it—just a program or an announcement. He agreed, however, that total audience figures could be useful if done every year or so to show trends in different cities.

STATISTIC FROM SIOUXLAND:

A \$40 (1-time, Class A) minute buys 50,581 homes (RTMA, May 1) in 32 Iowa, South Dakota and Nebraska counties with \$655,999,000 in '52 retail sales.

Spots make sense in Sioux City. See the Katz Agency for the whole TV picture.

KVTV
Channel 9

SIOUX CITY, IOWA

A Cowles Television Station • CBS, NBC, ABC & DuMont

★ ★ ★ ★ ★ ★ ★ ★

"The American system of broadcasting is part and parcel of the American way of life, the essence of which is freedom tempered by a sense of responsibility. Broadcasting, like the rest of our industry, is financed by private capital that is put to work to earn a profit. If we are able to maintain and enlarge our capacity to serve the public, the various elements of our broadcasting structure must be kept in sound financial condition."

DAVID SARNOFF
Chairman of the Board,
RCA & NBC

★ ★ ★ ★ ★ ★ ★ ★

Agency research director: "I think it's very interesting. As Politz says in the preliminary report, the most significant finding is something we all know: that radio creeps into all the crevices; you're not even aware it's doing it; it follows you everywhere.

"Any medium to survive has to provide a service people want. The success of the advertising in it depends on the degree that the service the medium offers is made acceptable. Advertising hangs on the coattails of the service aspects, and this study shows that the coattails are long and broad and ubiquitous.

"I take issue with two statements made in the preliminary report: (1) That 'radio emerges in this study as an indispensable medium.' The study does not necessarily establish radio as indispensable—maybe something else could replace it. But it does establish

WSYR-TV

Now **100 KW**
on
Channel **3**

**...The Only Low-Band VHF Station
in Rich Central New York**

WSYR-TV channel **3**

Write, Wire, Phone or Ask Headley-Reed

NBC Affiliate in Central New York.

FOOTE, CONE & BELDING

American Chicle Co

GEYER ADVERTISING, INC.

"... one of the most promotion-minded stations in Texas."

Earl M. Richards, Foote, Cone & Belding

"...our sincere thanks for the wonderful cooperation ... R. L. Harris Advertising Manager, American Chicle Company.

"Once again I want to express our appreciation for the excellent manner in which you have followed through..." Wright Nodine, Geyer Advertising, Inc.

*Effective Promotion includes:

- 24 Sheet Posters • Texas Size Post Cards • Newspaper Publicity and Ads • P. O. P. Displays • Courtesy Announcements • Sales Meetings • Promotion Reports

effective promotion

KROD-TV

CHANNEL 4 • EL PASO, TEXAS

RODERICK BROADCASTING CORP.

Dorrance D. Roderick Val Lawrence Dick Watts
Chrm. of Board Pres. & Gen. Mgr. Sales Mgr.
THE BRANHAM CO. NAT'L REPRESENTATIVE

KVOS-TV CHANNEL 12

KVOS 1000 WATTS
790 K C

KPQ 5000 WATTS
560 K C

ABC Network



Here's 55.4% of
WASHINGTON STATE'S
CASH FARM INCOME

Represented by

Forjoe & Co.

radio as universal. (2) That 'it has unmatched ability to penetrate.' This is too sweeping. You can't say unmatched unless you've measured other media. This they didn't do.

"I also have three questions to ask:

"1. What is meant by listening?" (Politz' answer to SPONSOR: "Audible exposure to the medium. People were asked questions like, 'At anytime between waking and breakfast yesterday, did you listen to or hear radio?")

"2. Of the 35% who don't listen to radio on an average day and the 12% who don't listen during the average week, what percentage are in TV homes and what are in non-TV homes?

"3. Average listening is just under three hours a day. What is the breakdown between TV and non-TV homes? I don't mean to draw a causal relation from it—just curious." (Politz feels on both these questions that it would have been misleading and inconsistent with the survey objectives to compare radio's position among people with and without TV.)

The agency researcher's conclu-

For editorial on new Christal study covered in this article, see page 150.

sions: "I'd rather have competitive research. What do you learn when you have such a study? It's good reading, very interesting, constructive. But it's hard to evaluate a study when you can't compare it with something else. I think the *Life* type of study is more useful." (See "What you should know about *Life's* 4-media study," SPONSOR, 29 June 1953.)

Leading agency timebuyer: "I think it's valuable—just as all research is. But I think it's fairly obvious—tells me what I already know, that radio is big. What it doesn't tell me—what's primarily on my mind these days—is how the hell to use radio. Radio is no longer a mass medium in the sense it used to be. People coming in on the train in the morning don't ask, 'Did you hear Bob Hope last night?' They talk about *Lucy*. TV is more of a mass medium in the sense of one network properly reaching out and grabbing huge audiences. The radio audience isn't concentrated on the big network programs the way it used to be. The audience is still there, but it's

spread all over. In New York, for example, it's listening to music and news, the Yankee ball games, and some of it to the network shows.

"I like the precedent these stations are establishing in doing research to help radio instead of proving each other best. But I wish they had come up with something a little more definite, like how the advertiser can reach the radio audience better and more cheaply."

A Christal station spokesman said: "This study will raise as many questions as it offers answers. But for the first time it gives the advertiser an up-to-date perspective of radio under conditions of its toughest competition. If it demonstrates one thing, it is the vitality of radio. How will the advertiser use it? No two will do so alike. Esso may extract all the data on news programs. Cadillac may be interested chiefly in the economic material—when can it reach those who can afford big cars. General Foods may care mostly about the information on housewives. Basic as this study is, it should give all advertisers and agencies a new perspective on the indispensability of radio."

Here then is an elaboration of 10 basic findings of the study extracted by SPONSOR from the Christal stations' preliminary report entitled "Radio's Place in the Daily Life of the American People":

1. *Radio emerges in this study as an indispensable medium—important to advertisers because it is important to people.* This is shown by the great amount of listening going on, by the numerous reasons people give for liking radio, and by the fact that 55% or 33.8 million adults in TV areas would turn to radio to verify a rumor of war. In addition, a total of 49% or 30.3 million adults, look upon radio as a "necessity." (Five percent actually said they "couldn't be without it: everyone has one: part of living.")

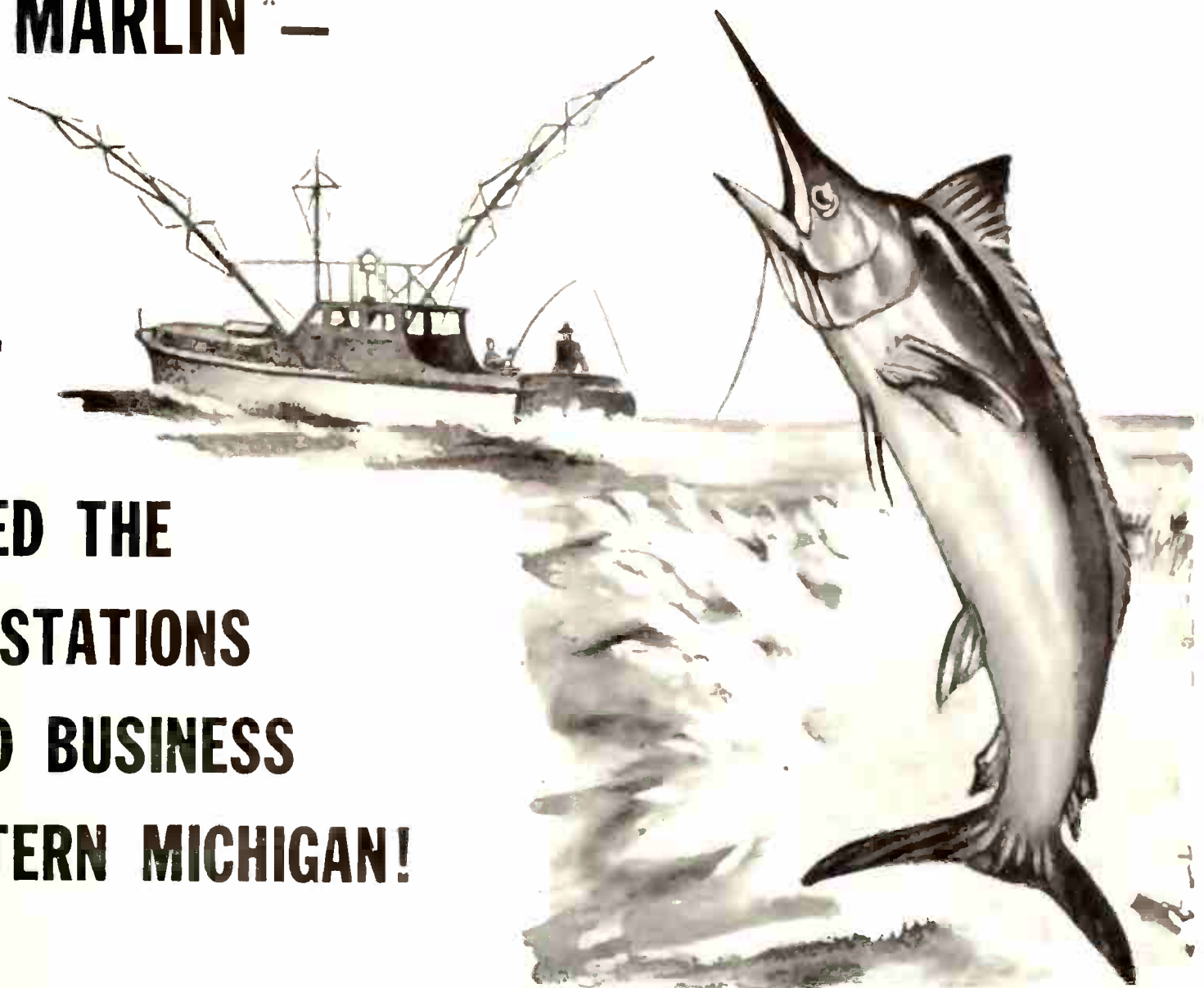
2. *In TV areas of the U. S. virtually all the people use radio.* On the average day, two out of three adults in these areas listen to radio. During the average week, almost nine out of 10 people in the adult population are included in radio's audience.

Of the adult population of 61.6 million in the TV survey area, 58.2 million or 95% have one or more radio sets in working order, 32% have two radios, and 23% have three to seven radios.

YOU MIGHT GET A 12' 8"
BLACK MARLIN* —

BUT ...

**YOU NEED THE
 FETZER STATIONS
 TO LAND BUSINESS
 IN WESTERN MICHIGAN!**



WKZO-WJEF RADIO

WKZO, Kalamazoo and WJEF, Grand Rapids, rank high among America's most attractive radio buys. According to March, 1953 Nielsen figures, WKZO-WJEF have a 12-county radio audience of 151,050 daytime homes, 130,530 nighttime homes. February, 1953 Pulse figures for Kalamazoo-Grand Rapids credit WKZO-WJEF with more than 40% of the radio audience, *morning, afternoon and night!* The next-best two-station combination in these two cities gets only 24%, 20% and 29%—*yet costs about 14% more!*

WKZO-TV (80,000 WATTS VIDEO—40,000 AUDIO)

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—the nation's 23rd television market. Latest Nielsen and Pulse figures prove that WKZO-TV is the overwhelming favorite in more than 300,000 Western Michigan and Northern Indiana television homes. The April, 1953 Videodex Report, for example, credits WKZO-TV with 107.3% more afternoon viewers than the next station—188.4% more evening viewers!

Get all the Fetzer facts, and be convinced!

**In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

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

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

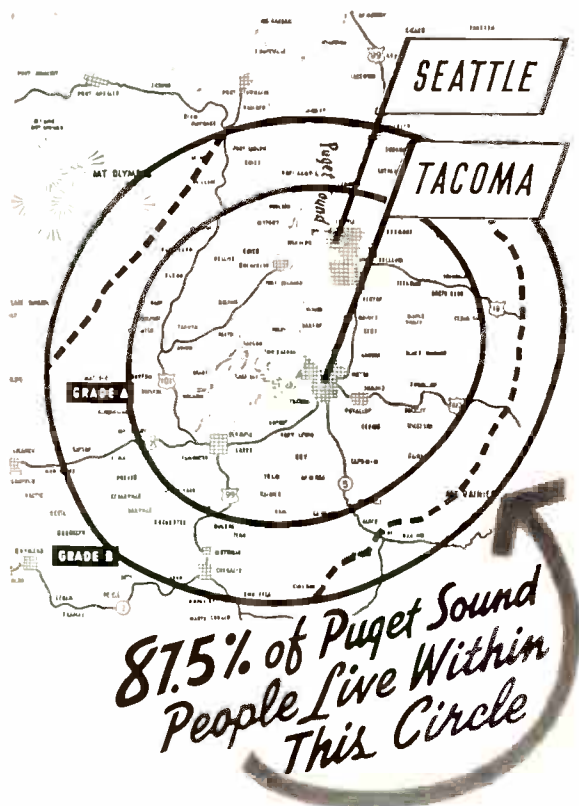
3. *Radio is a universal medium.* Its appeal cuts across all economic, educational levels. It has unmatched ability to penetrate—to reach people wherever they are. Set ownership is highest in the upper economic level (99%). But even in the lowest economic groups, nine out of 10 homes have at least one radio in working order. Among people who did not complete grade school, 85% have radio in their homes. Almost all (98%) of the people with college education have radio. One out of three home radio sets is

usually kept in the living room; 31% in the bedroom; 23% in the kitchen, and the rest in other places. Three out of four home sets are either table models (64%) or portables (12%), either of which can readily be moved from place to place. Fewer than one out of four sets is a floor model.

4. *Radio operates indoors and outdoors, as a constant companion to the people.* Fifty-two percent of all adults in TV areas (31.8 million) have one or more cars equipped with radio; 12% of all non-car sets are portables;

54% of all people (33.5 million) had a portable or a car radio with them on their last pleasure trip; 26% (7.7 million) of those without a radio-equipped car took a radio with them. Radio's out-of-home audience alone is large enough to constitute a major advertising medium. In the single time segment between breakfast and lunch, for example, 26% of the listeners or almost four million people are in radio's generally uncounted audience outside the home.

5. *Radio operates continuously for a changing, dynamic audience.* The 40.9 million people in radio's daily audience in TV areas listen for approximately 115 million hours a day. The average individual listens for just under three hours: about 172 minutes. Of the 61.6 million adults in TV areas, radio reaches about 13 million before



Northwest's Newest Channel 13 GETS 'EM WHERE THEY LIVE

- ERP—95,000 watts
- ANTENNA—951 feet above sea level—highest tower in the Pacific Northwest—and HEIGHT is the most important factor in TV Coverage!
- Trained, experienced TV personnel serving 1,463,000 people 267,000 TV Sets 11 Counties of 16,101 Square Miles

All this, including Seattle at low Tacoma rates!

● \$1,639,492,000 in retail sales

Buy **KMO-TV**

TACOMA, Washington

Lucky CHANNEL



Represented Nationally by The Branham Company

★ ★ ★ ★ ★ ★ ★ ★

“Our medical men and scientists have been studying up on their ‘business’ for several centuries. But, I have yet to hear of a preventative or cure for the common cold. How can we be expected to solve the problems of opinion research in less than 20 years? It’s much harder to study the behavior and measure the reactions of people than of simple organisms like germs. So give us a chance. We’ll probably even learn to predict elections accurately long before medical men find the cure for common colds.”

DR. VERGIL D. REED
Vice President, assoc. research dir.
J. Walter Thompson
New York

★ ★ ★ ★ ★ ★ ★ ★

breakfast while they are doing other things (principally dressing, bathing, shaving, cooking and preparing a meal). This is in addition to the people radio reaches at the same time who are doing nothing but listening. During breakfast radio reaches 17.2 million people in TV areas. Between breakfast and lunch, the figure is 12.6 million people reached who are doing other things besides listening (principally housework and driving). During lunch radio reaches 9 million. Between lunch and supper 10.2 million listen while doing principally housework and driving. Radio reaches 10.5 million people while they are eating supper. Between supper and going to bed, the number of listeners-while-doing-other-things falls off to 6.5 million. At this time 11.1 million other listeners are doing nothing else but listening. In addition radio is always available—

SPONSOR



IS MOVING!

*We're growing—so we've moved. The new place is twice as big.
We're now in the new offices. Hope you'll drop in
and see how you like them. The address is **49th & MADISON**
40 E. 49th, New York 17. The phone remains Murray Hill 8-2772.
Other offices are in Chicago and Los Angeles.*

ADVERTISERS PLEASE NOTE:

*Change your records and
ship plates, copy, and
instructions to 40 E. 49th St.,
New York 17.*



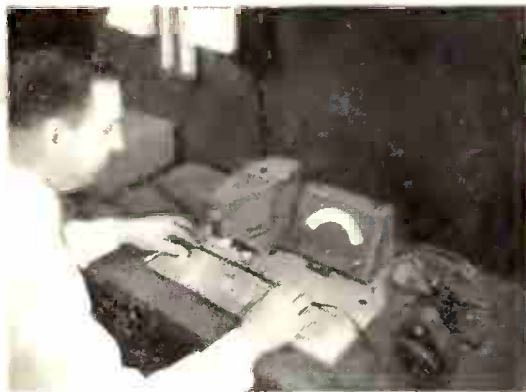
Precision

Presents

YOUR PRODUCTION AT ITS BEST

CLOSE CHECK ON PROCESSING

Constant analyses and sampling of every processing operation is the function of this department. Sensitometric operations test the responses of raw stock emulsions; densitometry is employed to check on developing and printing results.



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 enable us to offer service unequalled anywhere!

Newest Facilities in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry — including exclusive Maurer-designed equipment — your guarantee that only the *best* is yours at Precision!

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

PRECISION

FILM LABORATORIES, INC.

21 West 46th St.,
New York 36, N. Y.
JU 2-3970

able to reach people wherever they are. Thus it reaches a total of 65% of the adult population in a single, average day. The kitchen seems to be the most popular spot for listening to radio—57% of all people who listen between waking and breakfast listen there, 81% during breakfast, 61% during lunch, 65% during supper. Evenings most of the listening—56%—is still done in the living room in TV areas, contrary to popular belief. Outside the home 16% of all people who listen on an average day do so while driving in their car in the morning, 15% while doing the same in the afternoon— a big audience generally overlooked by advertiser and rating service alike. (See tables on where people listen page 34.)

6. Radio commands a universal audience—by size, geography, income, education, age, sex—which devotes a huge

★ ★ ★ ★ ★ ★ ★ ★

“In our business, as in any consumer business, every product must compete with many other products for the consumer's selection. The consumer is perfectly free to do what he wishes with his money. He can buy any food products he wishes, or he can buy less food and more shelter. We are not competing just with the other companies in the same line of business we are in; we are competing for the consumer's dollar, competing with all of the other appeals that are made to him and all of his other wants and aspirations.”

ROBERT J. KEITH
Vice President
Pillsbury Mills, Inc.

★ ★ ★ ★ ★ ★ ★ ★

amount of its time to listening to the radio. For example, a table from the study shows how much listening goes on during each of seven logical segments of the day (though unequal in length):

Period	All people*	Minutes listening†
Between waking & breakfast	29%	36
During breakfast	28%	27
Between breakfast & lunch	27%	97
During lunch	15%	32
Between lunch & supper	25%	107
During supper	17%	37
Between supper & going bed	29%	104

*Adults in TV areas †Average number minutes per listener; listening time self-appraised by listener and so is liable to subjective error

The study reports: “It isn't necessary, for radio to acquire its huge audiences, for any particular radio set to be in use at any particular time. Radio works because it is available and convenient wherever people are and whenever they want to listen.”

The detailed survey findings also show considerable differences in the kinds of people reached at different times of the day, in terms of sex, age, education, and economic status.

7. *The people accept radio. More than that, they insist on having it.* Most adults in TV areas (95%) have home radios and more than half (52%) have car radios. An estimated 3.5 million people, according to the study, plan to buy a home set in the next few months. Two out of three of these new radios will be additional sets. Of those planning to buy a car, 80% are in favor of having it equipped with radio. In the past four and one-half years of TV's growth, people in TV areas bought 21 million home radios (against 18.6 million TV sets). The survey shows they will continue buying heavily, as follows:

WHY PEOPLE WANT NEW HOME RADIOS

Why do you plan to buy a radio?	Total answers
One for kitchen, bedroom (other room)	36%
To replace an old set	30%
(I)ust need another, want one	10%
Want a block radio	10%
Want FM radio	5%
Want a portable radio	4%
Starting a new home	2%
For a gift	1%
Other reasons	4%

As a result of recent purchases, a large proportion of the radios in TV areas are new or almost new, as follows:

AGE OF HOME RADIOS

How long ago purchased?	All home radios
8½ months or less	6%
8½ months to 1½ years	8%
1½ to 2½ years	11%
2½ to 3½ years	10%
3½ to 4½ years	8%
4½ to 6 years	16%
6 years to 9 years	9%
9 to 11 years	10%
Over 11 years	22%
	100%

8. *The majority of people depend on radio as a source of contact with the outside world.* In time of emergency they turn to it for information. People rely on radio, in the broadest terms, for two things: entertainment and information (see 9 below). But they also have come to depend on it beyond these bounds; 33.8 million (55%), for example, would turn to radio to verify a rumor of war. As stated previously, 49% regard radio as a "necessity."

9. *People primarily are favorable toward radio: they rely on it for entertainment, relaxation, and information.* When asked what they considered the advantages and disadvantages of radio, more than 70% did not or could not name any disadvantage. Most (70%) could and did name one or several advantages they felt radio has. As an

wbns-tv launches all-out promotion campaign for Central Ohio's only 1st RUN FILM THEATRE...

Full station and media support back up the hard-hitting promotion on WBNS-TV's now bigger and better *Armchair Theatre*.

This is your opportunity to reach a new and larger audience of potential buyers with spots on *Armchair Theatre* where commercials are integrated within 1st run TV film showings, Monday through Friday at 11:10 and Sunday at 10:30. These top-feature films with stars galore guarantee *Armchair Theatre* continued top ratings.

1ST RUN FEATURES SUPPORTED BY FULL PROMOTION AND WBNS-TV SERVICE FACILITIES INCLUDING:

Procurement of library of over 300 1st run features from the country's outstanding film companies.



Carefully screened by WBNS-TV experts.

Backed up by complete station and media support.

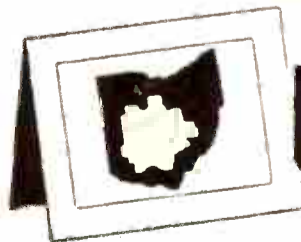


Introduced by tailor-made film opening made at WBNS-TV. The same production facilities are at your disposal for your Spot commercials.

and hosted by Bill Nuzum who integrates your commercial message within these 1st run films.



Central Ohio's Most Honored Station
Nation's No. 1 Test Market



wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

answer to why they have radio. 70% gave reasons referring to the medium's entertainment features (entertainment itself, programs, music, and sports as examples); 66% listed reasons referring to information features (news, education, weather, time, among others).

The higher the income group the more often people referred to the information features of radio in explaining why they have one (75% vs. 60%). Those at the low end of the economic scale tend slightly more than those at the upper end to answer in terms of radio's entertainment features (74% vs. 65%). But the groups were quite similar in referring to radio's news content as a reason for having it (48% of upper income answers, 42% of lower income answers).

Men and women differed significantly as to what they "like most" about radio. Men tended to favor radio's information content; women, its entertainment features. Music is what 45% of the women, 38% of the men "like most" about radio, the study shows. More men than women "like most" radio's sports content (13% vs. 2%), but more women than men

tion radio's stories, plays, and similar shows (9% vs. 16%). Radio's overall function of providing relaxation and enjoyment is liked about equally (10% vs. 11%).

10. *People like radio because they can use it while they are doing other things.* Some 15.8 million (26%) consider it radio's greatest advantage. To 2.2 million (4%) it is principally the reason why they have radio. To a larger number—4.4 million (7%)—the thing they like most about radio is that they can listen while doing other things. As explained in point 5, above, people listen while they dress, undress, bathe, cook, prepare meals, do housework, drive, work at jobs outside the home—in fact, only time of day when they are not doing anything else but listening in large numbers is evening. At this time 63% of all listeners are concentrating entirely on their listening.

As the preliminary report declares: "These statistics expose and describe radio's impressive ability to inform and entertain at times and places when people *must* be busy in other activities. Radio is a medium for leisure and also a medium for work. The almost universal set ownership and listening

to radio is partly the result of this unobtrusive yet penetrating power of the medium.

"Eating and housework, driving and working, and many other activities are things people must do. It may or may not be a strength of radio that many of its listeners are also doing other things, but it is a great strength of the medium that people are *necessarily* doing other things are still able to listen to radio and do listen in very large numbers." ★ ★ ★

SPONSOR's All-Media Study

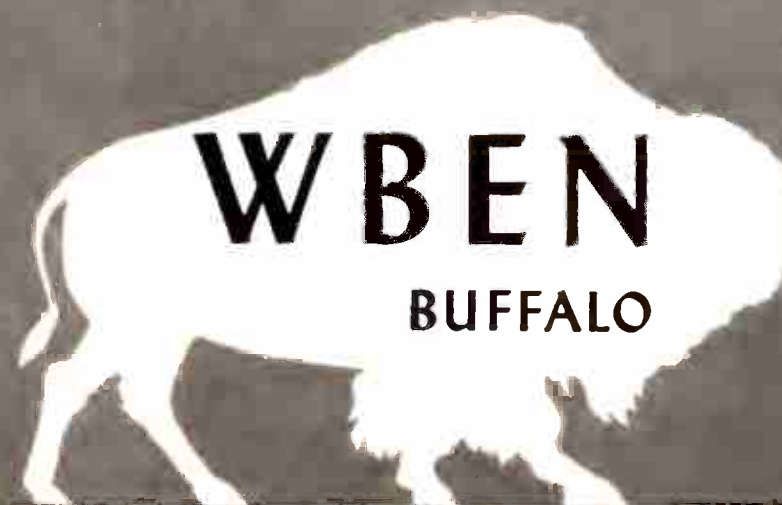
Published to date:

(Introductory article, "Why SPONSOR spent 8 months evaluating media" published 6 April 1953.)

1. *Why evaluate media?* (20 April 1953).
2. *Media Basics I—newspapers, direct mail, radio, magazines* (1 May 1953).
3. *Media Basics II—TV, business papers, outdoor, transit* (18 May 1953).
4. *How to choose media, part I* (1 June 1953).
5. *How to choose media, part II* (15 June 1953).
6. *What you should know about Life's 4-media study* (29 June 1953). *Supplementary article on same topic: "Is Life's media study fair to radio and TV? (a debate).* 13 July 1953.
7. *Beware of these media research pitfalls, part I* (27 July 1953).

To be published:

8. *Beware of these media research pitfalls, part II.*
9. *How 50 leading advertisers evaluate media.*
10. *How 50 agencies evaluate media.*
11. *How a leading agency evaluates media.*
12. *The client who bet \$1 million on its media test.*
13. *How a small agency tests media.*
14. *How to set up a "fool-proof" media sales test.*
15. *Psychological aspects of media.*
16. *Sales impact of radio and TV.*
17. *Why these corporations don't use air media.*
18. *New media evaluation and research developments.*
19. *SPONSOR's conclusions.*



WBEN
BUFFALO

1

THE NO. 1 STATION

IN RICH NEW YORK STATE'S
SECOND LARGEST MARKET

NBC RADIO AFFILIATE IN BUFFALO

Get the full story from HENRY I. CHESSEB CO.
New York - Chicago - Detroit - San Francisco - Boston

BUFFALO EVENING NEWS STATION

CANADIAN TELEVISION

(Continued from page 101)

A. SPONSOR'S estimate for total set ownership by August 1953 is 400,000. However, latest figures available on TV set sales in June 1953 break down as follows by provinces: Maritime 11; Quebec 5,369; Toronto 5,500; Hamilton-Niagara 1,913; Windsor 1,281; Ottawa and East Ontario 3,079; remainder of Ontario 603; Prairies 191; British Columbia 2,139.

Elliott-Haynes' *Teletatings* amplifies upon Canadian Manufacturers' reports with the following figures on TV home distribution as of April 1953:

Windsor-Chatham-Sarnia: 65,500; London-Woodstock-St. Thomas: 9,200; Toronto-Hamilton-Niagara: 169,600; Belleville-Kingston-Brockville: 5,400; Montreal-Ottawa: 62,600; Vancouver-Victoria: 6,300; other areas: 5,600.

CANADIAN SPONSORS

(Continued from page 69)

uses two versions of its English shows, *Les Joyeux Troubadours*, French counterpart of *The Happy Gang*, and *La Mine d'Or*, French version of *Share the Wealth*. (Quaker Oats Co. is co-sponsor of both *Les Joyeux Troubadours* and *The Happy Gang*.)

• Regional and local shows: *Mr. and Mrs. North*, taken live from CBS Tuesday over CJAD, Montreal, and delayed to Wednesday over CFRB, Toronto. (2) *The More the Merrier*, a quiz show used only in the Maritimes. (3) *Colgate Newscast*, over CHAT, Medicine Hat, Alta. (4) *Colgate Mailbag*, half-hour disk jockey program over CHAB, Moose Jaw, Sask. (5) *Estelle Caron Show*, French vocalist over CKAC, Montreal; CKVL, Verdun, and CHRC, Quebec. (6) *Uncle Paul*, French music, chatter.

Colgate also sponsors a half-hour daily of *Le Casino de la Chanson*, CKAC's fabulous giveaway show (see Canadian radio story). Products plugged are Super Suds, Cashmere Bouquet, Ajax, Vel, Colgate Dental Cream, and Palmolive Soap.

Gillette: Spitzer & Mills handles the following shows for Gillette of Canada's two home-permanent brands:

• **Foni:** *The Tyler Touch*, a half-hour situation comedy 7:00 p.m., Sunday over 33 Dominion network sta-

tions. Also disk jockey shows in 11 English and five French markets.

• **Prom:** *Fun for All*, a variety show with Arlene Francis and Bill Cullen, taken from CBS and rebroadcast a week later over 32 Dominion network stations. Also a French news shows, *Et la Vie Continue*, four markets.

Shell Oil: Like many U.S.-origin advertisers, Shell Oil Co. of Canada patterns its radio advertising on its U.S. experience. In the case of Shell Oil, it's local newscasts. Shell has been using them in Canada since 1919, via J. Walter Thompson's Toronto office.

Here's how Shell works its newscasts and commercials. The words are those of Victor Brooker of J. Walter Thompson Co., Ltd.: "Great care is taken to encourage stations to use local news items and personalized commercials for dealers in each city. Farm dealer copy is provided for the smaller markets in agricultural areas. Dealers' names are rotated. In some cases an individual dealer is called the 'sponsor of today's edition of the news,' in other cases three dealers' names and addresses are broadcast on the program as 'cosponsors.'

"The flexibility of these newscasts makes them the most valuable advertising tool for our client—viz., quick copy changes for local weather changes and sales promotion plans. Special promotions at Christmas and during the Coronation period have been most successful, resulting in real dealer enthusiasm."

This year's major campaign is based on a new product development—TCP. Because of this, spots (one-minute announcements) and flashes (15-second announcements) have been added to the schedule, as well as new stations. Many of the announcement schedules call for three to five spots and flashes a day, five times a week for six weeks.

TV flashes have also been added because of the TCP campaign. The commercials consist of slides with voice-over. In Montreal, a bilingual market, Shell leaves it to the station to decide whether English or French should be used by the announcer, who reads the commercial live.

Regarding the effect of TV on radio, Brooker says: "As the TV audience across Eastern Canada grows, evening newscasts are being reviewed with the likelihood of a change to morning and supertime hours in order that major audiences may be reached."

Miles Laboratories: Another user of news in Canada, Miles, which sponsors such broadcasts for Alka-Seltzer, goes about it in a somewhat different way. Miles and its agency, Robert Otto & Co. of Toronto, look for well-known commentators. Here's whom they've picked:

1. Campbell McDonald over CFRB, Ottawa, who once characterized Mayor Charlotte Whitten as "running around City Hall henhouse like a chicken with her head cut off."

2. Elnore Philpott over CKNW, West Westminster, B.C., of whom it has been said: "(He) talks red, writes pink, but votes Green!" This is reference to the fact that Philpott, usually left-of-center politically, publicly supported Howard Green, a conservative, for Parliament.

3. Gordon Sinclair over CFRB, Toronto. World traveler and author, Sinclair has covered many of the world's major news beats and events as a reporter for the *Toronto Star*.

4. Lorne Greene over CKEY, Toronto. An actor and nationally known Canadian radio figure, Greene has invented a stop-watch for the radio-TV industry. Known as the RTV Timer, it tells the wearer how much time is left during a broadcast.

Rouson: Placing its business through Grey Advertising in New York, Rouson has two network shows for its Canadian-made lighters. One is *It Happened Here*, a 15-minute dramatic sketch on Wednesday nights over 33 Dominion Network stations.

The show, produced in Canada, uses Canadian freelance scripts. The stories are about little-known Canadian events with a human interest angle. One for example was about Enrico Caruso, who once joined two Salvation Army members in singing before fashionable guests at a Lake Ontario resort. The program is produced by the well-known Esse Lyungh (pronounced "young").

The other program, a French offering, is entitled *Le Journal de Claude-Henri Grignon*. M. Grignon is a popular, as well as volatile personality in French Canada. He has been described as a combination of Walter Winchell, Bennett Cerf, and Louella Parsons. His program features commentaries on current events and artistic pursuits. It is heard weekly for 15 minutes. Both shows are taking a summer hiatus.

E. J. Watley, general manager

Try going **SOUTH** to Canada!

IT's a fact! You can go south to Canada from no less than 18 States of the Union. That's how close the States are to its best customer . . . a customer that buys 20% of U.S. exports and pays cash for them. Canada's a booming, spending, expanding country . . . larger than the States by one quarter . . . a country that it really *pays* to sell to.

But—and here's where you need to go carefully: Canada has a population of only 15,000,000. So people are kind of spread out. And the Number One problem for any manufacturer who wants to talk to those people is just how?

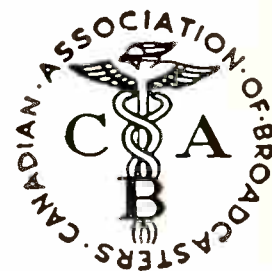
Well, all over Canada, in the cities and the towns and the villages even in the remote parts where the press rarely penetrates, they listen to the radio. Proof? 95% of all Canadian homes own at least one radio receiver. Last year, there were 631,866 sets sold; and since the war Canadians have spent \$400,000,000 in buying over 5,100,000 radio sets. And in the first five months of this year set sales were *higher* than for the same period last year by 40%.

That represents an awful lot of listening. To serve these listeners there are 155 radio stations and one FM station and only 3 TV stations. This in comparison with 2,500 radio stations, 620 FM stations, and about 180 TV stations in the States—16 times as many radio stations to reach less than 11 times the people.

Yet Canadian radio rate structures are lower than in the U.S. have increased less since the end of the war than any other medium. Result—radio is used by 800 national advertisers (including some 140 U.S. firms or their affiliates) and 10,000 local advertisers. Yes, radio in Canada is a proven medium. It reaches all of the people all of the time. So remember, when you're planning budgets—

“In Canada, you sell 'em when you tell 'em”

• *A message from the 117 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.*



CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa
37 Bloor Street West, Toronto

of Ronson Art Metal Works (Canada), says regarding these two shows: "In presenting these two Canadian live programs, Ronson is aiming at encouraging Canadian talent and at fostering further interest in Canadiana. It is the opinion of this company that the interests of Canadian sponsors are best served by investing in Canadian talent and production for radio and television. Live programs of wide interest produced by and for Canadians are gaining more and more of an edge in this country over transcribed, recorded, or delayed shows originating outside its borders. In short, our advice is, 'Sell Canada to Canadians and you will also sell your products'."

Ronson awards prizes to stations for promotional efforts for the *It Happened Here* show. Its last award was given to CHNS, Halifax, N. S.

Campbell Soup: With the exception of adding radio outlets in Ontario and Quebec Provinces, Campbell plans no changes in its radio schedule. Here is what it used last season:

- Bert Parks' *Double or Nothing* over 31 stations of the Dominion Network. It is broadcast a half hour in the afternoon Monday through Friday.
- Over the French Network, a noon-time radio drama, *Jeunesse Doree*, also Monday through Friday. In May the program led all French daytime shows with an Elliott-Haynes rating of 29.4. It also rates highest, according to Elliott-Haynes, in sponsor identification, with 92.5% of the listeners correctly identifying Campbell as sponsor of the program.
- In addition to the network shows, Campbell uses a Friday night half hour on TV over CBLT, Toronto, and a five-minute newscast in Newfoundland.

Philadelphia & Reading Coal & Iron Co.: Producers of Reading Anthracite Coal. Philadelphia & Reading is a 52-week spot advertiser in four important Canadian markets. They are Ottawa, Montreal, Quebec, and Toronto. Announcements are used Monday through Friday.

McKee & Albright, a Philadelphia agency which handles Philadelphia & Reading's advertising, says as regards Canadian radio: "The Canadian market for anthracite is a highly important one, and both client and ourselves feel that the most effective and economical method of reaching this market is

through the consistent day-after-day use of Canadian radio."

Hallmark Cards: Handled in Canada through William E. Coult's Co., Ltd., Hallmark cards uses the U.S.-produced *Hallmark Hall of Fame* with host Lionel Barrymore telling tales of little-known people. The program is taken from CBS Sunday night and rebroadcast over CFRB, Toronto, and CJAD, Montreal, Tuesdays at 8:30 p.m. The business is placed through Spitzer & Mills.

RCA: Another Spitzer & Mills account. RCA Victor Co., Ltd., forms a half-hour program over CFRB, Toronto, out of two shows—*News & Sports* and *Melody Mardi-Gras*, the latter being recorded music. The shows are heard early Sunday evenings.

RCA also uses two shows back-to-back over CJAD, Montreal. They are a 15-minute program of recorded music, *Prelude to Midnight*, followed by a five-minute newscast. A five-minute newscast is also by this firm on CKVL, Verdun.

Bromo-Seltzer: An intensive spot announcement campaign on three or more stations in each of six major markets during June and December is handled for Bromo-Seltzer by F. H. Hayhurst Co., the only Canadian agency used by P&G. The announcements run at the rate of 25 to 30 a week with a vacation theme in June and a holiday pitch in December.

Willys: Another spot user of U.S. network shows is Willys Motors of Canada. Willys' New York Philharmonic Symphony concerts during the winter, as well as its taped concerts from European music capitals during the summer are taken off CBS and heard over CFRB and CJAD.

IGA: This U.S.-affiliated wholesale grocery firm has a 10-minute program five days a week on CKEY, Toronto, at 11:50 a.m. The firm uses the trade character, "Clara Jefferson," played by a home economist on IGA's Toronto staff. The program consists of every-day shopping aids, simple recipes of a type that the average-income housewife can make without having to get all kinds of fancy ingredients. Also included in the program is background information on foods and food developments as well as interviews with people in the food trade. The agency is Associated Broadcasting Co., Ltd.

Bell: A spot advertiser. Bell Telephone Co. of Canada is heard in five Ontario markets. The commercials promote the use of yellow pages in the telephone book. Spitzer & Mills is the agency.

Canadian firms, who should know something about Canada, are primarily users of spot radio when they advertise on the air. One of the biggest Canadian air advertisers is Templeton's, Ltd., a patent medicine house. The firm buys more than 100 stations through one agency alone—F. H. Hayhurst Co. Another agency handling account is Associated Broadcasting.

The Hayhurst Co. told sponsor that many air advertisers, both Canadian and U.S., are foregoing a summer hiatus to hold time on the casino-type giveaway programs.

The agency also said: "American advertisers should keep in mind the advantage of creating Canadian shows for use here. Tape is being used more and more and all stations are equipped to handle and give good reproduction on this type of operation which lends itself to fast, economical, national coverage on a selective list of stations."

The increasing experience of U.S. advertisers in Canada has had a good effect on Canadian radio. Explains Adam J. Young Jr., who heads the station rep firm of the same name: "All of the personnel that go to make the decisions in the U.S. so far as the buying of Canadian time is concerned are more and more familiar with all of the problems involved. Whereas formerly the Canadian accounts had to rely on expert timebuyers in this country who had made a particular study of the Canadian picture and who had been doing a very intelligent job of buying radio in the past, today the account itself in most instances and all levels of personnel in the U.S. advertising agencies understand the Canadian picture and its multiple problems. This is resulting in more and more business for Canadian radio."

Looking to next season, Joseph Bloom, head of Forjoe & Co., says: "For the 1953-54 season Canadian radio is bound to show further increases. This is due to the increase in the Canadian population, purchasing power, expansion of industries and further development of natural resources. The investment in Canadian business by U.S. firms and individuals has provided most of the stimulation." ★ ★ ★

**HERE WE GO ROUND
THE MULBERRY BUSH**
the mulberry bush—the mulberry bush
Here we go round the mulberry bush
SO EARLY IN THE MORNING!

The KMBC-KFRM Team is looking under every "Mulberry bush" in the great Kansas City Primary Trade Area in behalf of its advertisers!

If your product or service needs to be brought out from under the bushes where people can buy it, call KMBC-KFRM, Kansas City, or your nearest Free & Peters office, for availabilities on The KMBC-KFRM Team.

The folks in the Heart of America won't bother to beat the bushes for your product. Today they are buying the things they hear about on the radio station they listen to most . . .

the KMBC KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

1931 **1953**

**Twenty-two years
of
Successful
Selling**

The Art Mosby Stations

KGVO-KANA

5000 Watts Night & Day MISSOULA
250 Watts Night & Day ANACONDA BUTTE

Know

MONTANA
THE TREASURE STATE OF THE 48

Representatives:
Gill-Perna, Inc.
N. Y., Chi., L.A., and S.F.

MEN, MONEY
(Continued from page 3)

Trouble with New York is that it's so "glamorous." Every person of artistic or aesthetic aspiration dreams the great dream of conquering hard-to-make Gotham. Of course it can be done but, as in all undertakings in life, common sense should be taken into account. Mere good looks, for a girl, is a drug on the market. Mere mental alertness and willingness, for a boy, is a so-what. Why spend a year in Times Square jerking sodas and reading theatrical journals vainly hoping for a "call" when the same year might be profitably invested in a smaller city actually on a television payroll?

* * *

Television is glutted, and radio is glutted, and magazine editing and writing, too, precisely because we are uniquely a land in which the young dream of careers of self-expression free of prosaic drudgery. What hopefuls never quite see for themselves until

★ ★ ★ ★ ★ ★ ★ ★

"Many factors are contributing to the current downgrading of radio. Among these, of course, is the impact of radio's new competition—television. I would not be guilty of underestimating it. But neither am I willing to regard it as the big villain, for many of radio's ailments were festering long before TV. I'd like to repeat my belief that the appearance of a new advertising medium doesn't create weaknesses in any other medium. Television has merely exposed the poor practices that radio has long tolerated."

VICTOR A. SHOLIS
V.P. and radio-TV director
WHAS, Louisville, Ky.

★ ★ ★ ★ ★ ★ ★ ★

years of disenchantment have taught them some perspective is that run-of-mill "talent" is common as Coca-Cola signs in the United States. An educated guess places the number of writers in the country at 125,000. There are perhaps 30,000 directors and producers and 150,000 actors of various kinds. As for "Girl Fridays," they are more ubiquitous than "models," and often as good looking.

* * *

So, we repeat, stay away from the big city unless you really have something special, some contacts, some capital. Or, in the classic phrase of the talent-casting offices, "Don't call us—we'll call you!"

★★★

SPONSOR ASKS
(Continued from page 55)

didn't take to big a budget for the advertiser to do the job, but it's certainly indicative of what the proper vehicle can do. This advertiser had a problem and radio solved it.

Radio moves goods and it moves people, because wherever you go, there's radio. Radio has certainly replaced the boy on the street yelling "Extra! Extra! Read all about it!"

The current election in Canada will depend a great deal on the power of radio as the candidates for public office know it to be the most powerful and persuasive medium they can use.

The very geography of Canada has almost dictated to advertisers that radio has been the No. 1 medium if properly used.

In my experience in the last eight or 10 years with Canadian radio, advertisers' budgets have increased year after year, and they still admit that Canadian radio is a very inexpensive buy even though rates have increased. In the early years, however, Canadian stations proceeded cautiously in their rate structure but in the last few years have come into line.

THOMAS F. MALONE
Canadian Sales Manager
Adam J. Young Jr., Inc.
New York

Any questions?

SPONSOR welcomes questions from readers for use in this feature. Suggested questions will be evaluated for their interest to other readers and, if found suitable, will be submitted to the most appropriate authorities for answering. Topic in the 24 August issue will be: "Are there any characteristics of Negro-aimed radio that advertisers ought to be aware of?" Answerers of the question will include advertisers, agency personnel, station reps, and specialized consultants. Frequently readers submitting questions have found the answers are helpful guides in the solution of industry problems. Questions can either be of general interest, or related to some specific air advertising problem.

NETWORK TELEVISION

By the Bell System

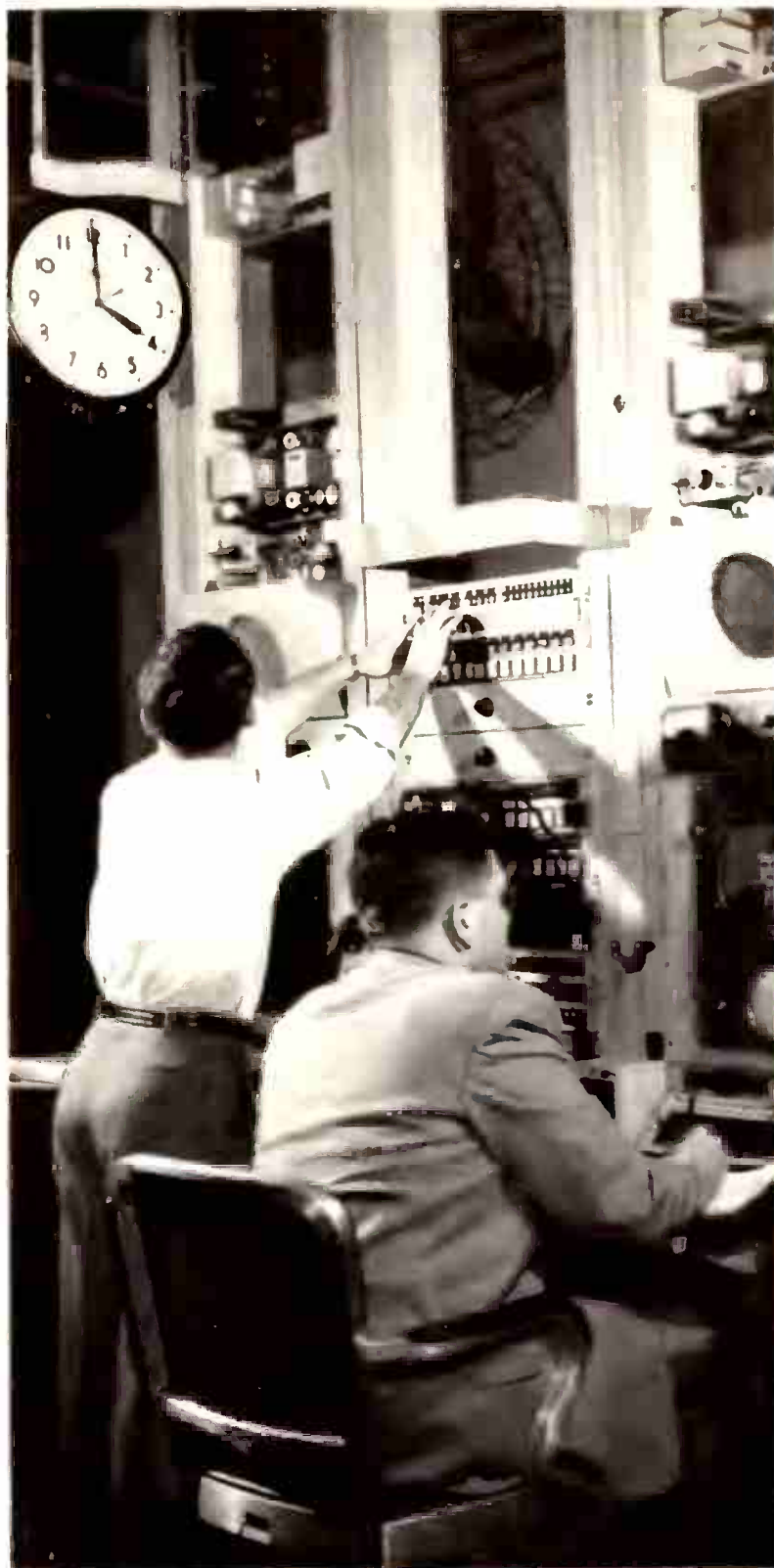
Bell System coaxial cable and radio relay routes provide the television industry with nationwide facilities making live network programs available to more than half the people in the United States. This is another of the Bell System's public service achievements.

The job, which began years before the first commercial network service in 1948, is a long and costly one. It requires huge investments of money, intricate equipment and personnel trained in special skills. Above all, it takes planning years ahead . . . channels must be engineered long before orders are received from network companies.

In addition, television plans are always integrated with future requirements for long distance telephone service . . . for private line networks for government and industry. All can use the same routes as television. Thus, the public interest and the requirements of the television industry are both factors in this development.

Equipment is complex, yet it must be highly dependable and long-lasting. The value of coaxial cable, radio relay systems and associated equipment already in use by the Bell System for television is nearly \$100,000,000. About 34,000 miles of television channels are now available and 13,000 more will be ready by the end of the year.

Charges for these facilities average about 10 cents a mile for a half hour of program time.



Technician in Bell System television control room makes a split-second switch by remote control of network facilities at radio relay station over 200 miles away.



BELL TELEPHONE SYSTEM

Providing transmission channels for the
radio and television industries today and tomorrow

Use WMBD To SELL the Heart of Illinois

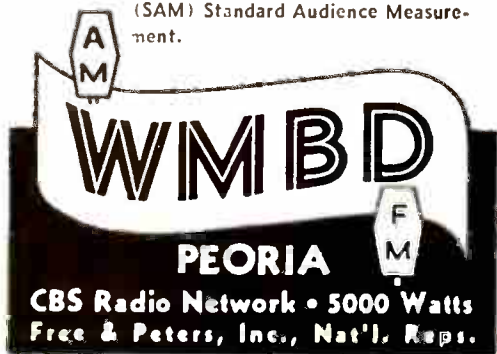
Obviously OUTSTANDING

Population (SM)	584,300
Radio Homes (SAM)	127,870
Food Sales (SM)	\$152,571,000
Drug Sales (SM)	\$24,259,000
General Mdse. Sales (SM)	\$65,386,000
Effective Buying Income (Net) (SM)	\$940,168,000
Per Family Income** (SM)	\$6,157
Per Capita Income** (SM)	\$1,886

**Peoria County only.

(SM) 1953 Sales Management Survey
of Buying Power. Further reproduc-
tion not licensed.

(SAM) Standard Audience Measure-
ment.



National Advertisers

Select KWJJ

for intensive coverage
of the Oregon country

The following partial list is typical of
the national advertisers who use KWJJ
regularly.

Canada Dry Water Inc.
Dennison Foods
Ford Motor Co.
Pabst Brewing Co.
Tide Water Ass't Oil Co.
Western Air Lines
Dulane Fryryte
Nash Motor Co.
Maxwell House Coffee
General Motors
Lucky Strike
Paper Mate Pens
Revelon

KWJJ
1011 S.W. 6th Ave.
**PORTLAND 5,
OREGON**

Nat'l Reps.: BURN-SMITH CO.

49TH & MADISON

(Continued from page 21)

Our protest has to do with "Status of TV Stations in 225 Metropolitan Markets" by Dick Dunne beginning on page 205—not, we hasten to add, with the intent or with the information he has presented but with the fact that in the process it purports to rank television markets. The information about allocations, stations on the air, FCC priority numbers, etc., is most valuable and we would have no complaint at all if the information had been listed alphabetically or regionally. But such is not the case. It is listed on an alleged "market importance" basis and it is this basis with which we quarrel.

Dick has used *Sales Management* designations of markets which, in turn, go back to U.S. Census designations. On this basis, Charlotte is listed as the one hundred and second U.S. market because the U. S. Census, and all market studies based on [it] define the Charlotte market area as the home (Mecklenburg) county. We contend that this designation is obsolete and blind to the facts pertaining to Charlotte and many other markets. For example, Hearst Advertising Research made a national on-the-spot survey last year, involving thousands of personal interviews, asking people where they shopped. Through this research they established trading areas for hundreds of cities through the U.S. published under the title, "The 88 Leading Markets of the U.S." The Charlotte market area was listed as twenty-second in population in the nation.

The current and widespread disagreement about "markets" is graphically illustrated by tabulation which immediately followed the SSC&B tabulation in your same issue on page 220. Here you listed the "Dimensions of the Television Audience." A quick check showed us that on the basis of total families, the Charlotte television market ranks twenty-third in the nation.

So Charlotte is one hundred and second on one page—twenty-third on the next. Surely this illustrates most pointedly the necessity of clarification of the market concept.

What is a market, anyway?

Somebody, whose hand I would like to shake sometime, said "Markets are people with money to spend." I would like to endorse this definition and suggest a few other qualifications. These people should have several unifying

characteristics. They should in general, speak the same language, have easy transportation to and communications with each other and, from a seller's point of view, should be susceptible to advertising through common media. The stores where they trade should be located that they can be sold and serviced at reasonable cost by a centrally located salesman or sales force.

Given these basic unities, the market becomes more distinct with each additional unifying factor. Suppose, for example, that these people are unified by a predominant industry and a common agriculture, by a common racial and cultural background, by a distinctive history and—at the center—an easily accessible and *dominant city* . . . really dominant—a city that is the center of a unified area in every sense—in banking, retailing, culture, entertainment, medicine, education—every facility beyond the resources of the satellite cities. Then, we contend, you have a market in fact.

This is a very different thing from market marriages-of-convenience where a smaller city claims a larger one as part of its market or where several relatively equal cities pitch in together as one market to improve their national ranking. The *unified area-dominant city* market is a bona fide, honest-to-goodness, effectively exploitable market. As a unit for marketing operations it has every advantage of logic and economics for the manufacturer's selling effort as contrasted with the illogical, pin-point home-county market concept.

Naturally, we're going all out to put across our market concept with specific reference to Charlotte and its market area. Just when we think we are making progress we run into this beautiful tabulation in an outstanding publication which reverts to the Census Bureau concept and, incidentally but effectively, shoves us out of the first twenty-five and into the second hundred. The thing that hurts most is that we feel it unnecessary. I don't think it was any important part of Dick's intention to rank American TV markets but the article definitely had that effect for the casual reader, which we all are at times.

This is not a problem for Charlotte alone. There are many other markets which are definitely sold short by the home-county market concept. What is needed is a definitive study on the

question "What is a market?" And we think SPONSOR is just the institution to do it.

Think it over, while I pick up my toppled blocks and prepare a three-page memo to all our salesmen, clients and prospects. It will point out that, in America, county lines are not iron curtains; that advertising, salesmen and products cross them daily; and that pending a more general agreement on what constitutes a market, a manufacturer must know each market intimately in order to get best value for his advertising and selling dollar.

J. ROBERT COVINGTON
Vice President
WBT and WBTW
Charlotte

• SPONSOR hopes that no buyer will ever use the ranking in the status report on TV as an index of the market's importance without first considering the many criteria other than market size as defined by the home county population. In an editorial in the 27 July issue, SPONSOR pointed to the dangers of using single ranking as a determinant in buying stations.

BIG JUMP

It's a big jump from Hollywood, Cal., to Greensboro, N. C.—but SPONSOR accomplished it in a recent issue—when it had an ad for KBIG on one side of the page, and one for WBIG on the other (29 June 1953).

In the middle of the two ads was a column entitled "Timebuyers"—and that is understandable, as timebuyers are usually in the middle!

Another coincidence was the fact that in the KBIG ad there was a mention of "John Poole," and in WBIG's space, of course, Bob Poole was prominent.

ALLEN WANNAMAKER
General Manager
WBIG, Greensboro

STAMPS ON TV

It was with greatest interest that I found, in your June 29 issue, an article entitled "The Stamp of enthusiasm" in "Men, Money & Motives" (page 10) and devoted to the possibilities of a television-postage stamp tie-up.

We have been thinking the same thoughts for some time and have developed an adventure show based on the stories behind stamps. . .

All of the points outlined in the article hit the nail on the head. However, going even further, a program based on the many exciting stories about stamps can be attractive not only to the

collector but to practically anyone because the stamp can be used simply as a medium for telling the story.

In addition the production of such a show can be very inexpensive and can incorporate audience participation in even the smallest local station, thus building up tremendous local popularity.

Especially now, with the growing sentiment against crime in children's shows, such a program should appeal to any sponsor sensitive to public feeling. It provides all the thunder and action that juveniles ask, yet because

of the historical and civic aspects of stamps, can be billed as an educational feature.

HERBERT ROSEN
TV-1 unlimited, Inc.
New York

• "Adventures In Stamps," a 15-minute live TV show for children, is described in a 20-page presentation available on request to TV-1 unlimited.

15% COMMISSIONS

We're in this thing together: If every advertiser and his agency would repeat the above phrase at the start of

**WREN GOES
ALL
THE WAY!**



WREN dives right into your merchandising problem — with a full time merchandising department. If you're looking for prize-winning merchandising, combined with low, low cost-per-thousand ratings — check on WREN, in Topeka, Kansas.

*** MORE LISTENERS . . . MORE HOURS . . . THAN
ANY OTHER STATION IN TOPEKA!**



ABC • WEED & CO. • 5000 WATTS

every client-agency meeting and then act according to all its implications, there would be few advertisers who could truthfully say that the agency isn't worth its 15% (see "Do agencies earn their 15% on air accounts?" 29 June 1953, page 32).

An advertiser who doesn't take advantage of the cumulative thinking and experience of, not only his account group at the agency, but of agency management as well, isn't getting his money's worth. In order to do just that the advertiser must accept the thesis that "We're in this thing together," and offer to the agency every opportunity to know the client's business and problems as well as the client does himself. Once this basis is established, then the advertiser should accept the guidance and counsel that his agency offers. Generally speaking, agencies hire more high-priced talent in the creative and research fields than most advertisers simply because advertising agencies have no products to sell—only human talent. And they

must offer the best.

In today's competitive market the "one-man survey," the "everybody's a TV programming expert" approaches are dead—more than that, they're deadly. Give the agency an opportunity to put its creative talents to work, armed with all the facts, informed concerning all the problems, and entrusted with the confidence it should enjoy in its role as counsel and advisor, and any advertiser will receive more than his 15% worth.

SECRETARY-TREASURER
Midwest Agency
(Name withheld on request)

AIR MEDIA ABROAD

Your forum, "How can the American advertiser make the best use of air media in other countries?" (29 June 1953, page 62) made for very interesting reading. I'd like to add these observations.

Radio is a powerful advertising medium yet it is so economical and flexible it permits the advertiser to reach whatever class of people he desires, at a low cost. Before spending his money, however, he should acquaint himself with the rating of each station. Since ratings are either unavailable or unreliable the advertiser or his agency should survey the medium thoroughly.

Whatever networks are available, their use is advisable to give the advertiser more effective and better controlled advertising.

In some countries, like the Philippines or Mexico, time on principal stations is hard to get. The advertiser then may take a group of smaller stations and discover that with a smaller budget he is still reaching a considerable segment of the audience.

Many advertisers use ordinary run-of-the-mill programs, yet with a little effort they could arrange for a successful quiz program, say, in Australia, where they are popular. A baseball program in Cuba or Venezuela will prove more popular than a bullfight!

Develop a good jingle and keep on using it if you know it sells. The Pepsi-Cola and Black Flag jingles (the latter based on the Cucaracha melody which gives it a natural tie-up) are good examples.

TV has made great strides in some countries and certainly should be considered. However, rates continue high and sets costly—as in Belgium—where each part that goes into the set pays a

"taxe de transmission," which hampers development and keeps cost-per-1,000 high.

RICHARD F. COUSINS
Vice President
Dillon-Cousins & Assoc., Inc.
New York

NEGRO SURVEY

I believe you will be interested in this news.

With the cooperation of the Houston-Tillotson College for Negroes we have just completed a pantry and medicine cabinet survey in 400 Negro homes. This establishes for the first time, at least in this region, the percentage of usage of basic foods and proprietary medicine usage and brand preferences.

We believe many national advertisers and sales managers will want to know the relative position of their products in the Negro market of Central Texas.

Inquiries concerning specific brand names or product classification will be answered promptly.

The report is far too large to be published and distributed in its entirety.

FRANK STEWART
Manager
KTXN, Austin

COST-PER-M BUYING

I have read and reread your article on cost-per-1,000 buying with a great deal of interest ("Why 'cost-per-1,000 buying' hurts spot radio sponsors," 15 June 1953, page 27).

I thought you would like to know that we have secured over 100 additional copies of SPONSOR for circulation to all of our staff and stations to make doubly sure that they digest the material you have so ably presented.

We have been using cost-per-1,000 for several years as a "sales tool," but strictly as a sales tool and *not* as the sole criterion for selling radio or television time.

I think you would find it very interesting if you pursued your study of cost-per-1,000 buying and selling in the field of television where, you will find, a great many facets in television that make the proper application of cost-per-1,000 even more complicated.

RALPH E. MCKENNIE
Paul H. Raymer Co.
New York

In Rochester the radio picture is clear, WWVET known for its "TERRIFIC VALUES" offers 50,000 watt coverage at 5,000 watt rates . . . The result—proudly we serve more local accounts than any other three Rochester stations put together.

A Real LEADER

WWVET
MUTUAL 1280 KC

IN ROCHESTER, N. Y.
Represented Nationally by
THE BOLLING COMPANY

ROUND-UP

(Continued from page 53)

service, provided critical emergency communications and broadcast vital information during two of the worst disasters in Michigan history," the pamphlet shows what a radio station can do for the community it serves.

WNBC-WNBT's new "Drug Store Network" merchandising plan has greatly helped Alka-Seltzer improve its point-of-sale support in New York State, according to Max Buck, merchandising and promotion director of the New York stations. This "Network" involves a tie-in with the New York State Pharmaceutical Association and its 5,000 members among retail druggists. Along with a heavy ad schedule on the stations, bulletins were sent to the 5,000 druggists telling them of display material available on request. Henry Schmidt, Alka-Seltzer sales manager, reported that "1,000 requests for display material were mailed to us by druggists in 14 counties. This is a showing without precedent as far as my memory is concerned." Alka-Seltzer was the first product to be launched by the "Network."

When WIBG-FM, Philadelphia, decided to discontinue its broadcast of night baseball games, it didn't think anyone would mind. (By day, the station broadcasts Storecast music to customers in Philadelphia's Acme Super Markets.) But before cutting off the games, the station wanted some audience reaction, broadcast hourly requests three times a night for two

nights. Within three days, almost 1,400 letters and telegrams had inundated the station, coming from 171 towns and from as far as 103 miles away. The station yielded gracefully, begged listeners to stop sending mail. WIBG-FM and the Storecast Corp. are very happy with the newly discovered importance of the home audience.

In line with the increasing need for trained TV personnel the University of Houston has instituted a special training program for "professional" students—people already employed at a TV station. Using the facilities of KUHF, the university station, the program consists of a two-week intensive training course (10 hours a day) covering every phase of TV production and station management. First participants in the KUHF program were five members of the staff of KNOE, a new station scheduled to open this month in Monroe, La. They are Mrs. Nell Grigsby, Irving Zeidman, Jack Ansell Jr., Jack Ratliff, and Ed Love. Commercial stations interested in the program can contact KUHF.

An ultra-modern building, featuring an art gallery, a zoo, a greenhouse and street-level entrances on each of its eight floors, will be the new home of Hallmark greeting cards as of about January 1955. Located near the heart of the Kansas City, Mo., business district, the site of the new building is a rocky area once thought to be unsuitable for construction. The new project, however, has been designed to take fullest advantage of the huge mass of rock and earth by incorporating the

rugged terrain in the plans according to Hallmark president, Joyce Hall. Construction is already underway. Hallmark sponsors the *Hall of Fame* on CBS Radio, Sunday 9:00-9:30 p.m.; also the *Hallmark Theatre*, NBC TV, Sunday 5:00-5:30 p.m. Foote, Cone & Belding is the agency.

WCPO, Cincinnati, realizing way back in October 1951 that nighttime radio as it was programed before TV could not survive in competition to video in a TV-saturated area, then and there made a sweeping change in its evening programing. It switched to a basic program structure of popular music, interlaced with news and sports, to capture temporary non-TV viewers. That this programing policy has paid off would seem to be borne out, according to v.p. and general manager M. C. Watters, by the May 1953 Hooper report for Cincinnati which shows 250-watt WCPO in first place at night with the highest average quarter-hour rating from 8:00-11:00 p.m.

WFMY, Greensboro, N. C., is distributing copies of a market analysis of six leading Southern cities that has been prepared by the firm of Peat, Marwick, Mitchell & Co., certified public accountants. The report covers estimated population, retail sales, and effective buying income of market area within a 55-mile radius of Atlanta, Greensboro, Charlotte, Birmingham, Norfolk, and Richmond. It can be used as a basis for comparison of the market area covered by the TV stations located in these cities. Copies can be obtained from Peat, Marwick, Mitchell,

WBEL 5000 WATTS AT 1380
NEWS AND MUSIC
BASIC INDEPENDENT

THE ONLY STATION SERVING
All 3 HIGH INCOME Markets!

- ROCKFORD, ILLINOIS
- BELOIT, WISCONSIN
- JANESVILLE, WISCONSIN

WRITE FOR DETAILED COVERAGE MAP

The lighting of TV studio sets generally presents a big headache to station directors because it entails the complicated and tedious work of switching each light individually. Also lights can not be set up for a show while another show is being televised. KOTV, Tulsa, has installed a "simplified lighting" unit that eliminates these difficulties. It is an electrical panel that gives directors "finger-tip control" of all studio lights, plus a mike for communication to all parts of the building. The switches enable the director to set the lights for a given set, and flip a lever to the position which darkens the set until ready for use. Then, when the time comes, he throws the lever to the opposite position and the set is illuminated as planned—all in one operation.

* * *

WBAP-TV, Fort Worth, Tex., now boasts a completely equipped weather station right in its own studios. With weather such a vitally important thing to Texas farmers, ranchers, pilots, builders. WBAP-TV has been presenting a *Weather Telefacts* program since



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

October 1949. One of the originators of this program was Bob Denny, American Airlines meteorologist. With the idea that weather instruments for a TV station would be very practical, Denny designed and built the weather station at WBAP-TV. It is complete with dials indicating barometric pressure, temperature, wind velocity, and direction; these dials are linked to outside weather instruments, enabling viewers to get up-to-the-minute weather data around the clock. The nightly *Telefacts* program (10:30 p.m.) now employs the new facilities.

* * *

KYA, San Francisco, captured the National Safety Council's Public Interest Award for 1952 with its Monday-Friday 4:00-6:00 p.m. program, *Car-Tunes*. Broadcast since September 1952 and aimed at homeward-bound commuters, the program originates in part from the dispatcher's office at the San Francisco-Oakland Bay Bridge where KYA announcer Bert Winn is stationed to give first-hand bridge, weather, and safety information. Music, news, and commercials come from the KYA studios. Official statistics show that in the first six months after the inception of the program (September 1952 to February 1953) the accident rate on the bridge has decreased 19%.

* * *

Long known for its high-fidelity recording and transcription work, United Broadcasting Co. in Chicago finds itself sufficiently deep in film work to warrant changing its name to United Film and Recording Studios. Firm has been undergoing a \$250,000 expansion program during past three years and has experienced a tremendous demand for TV features and commercials as well as industrial films, according to William L. Klein, president of the company.

* * *

After a 13-week test run with rental applicable against purchase, Phil Davis Musical Enterprises, Inc. signed a contract giving all radio and TV broadcast rights for its musical commercials to Kal. Ehrlich & Merrick. The commercials are for Old Georgetown Beer.

* * *

The College of Arts and Sciences of Indiana University has established a new department in the radio-television

fields. Although the university has conducted courses in radio for 16 years, and in TV for the past two years, the subjects had not been given academic rank. Centralizing the supervision for these subjects was necessary to meet the growing demand of commercial stations for college trained personnel, say college officials. Existing courses provide for a B.S. degree in radio, but the curriculum may be rearranged in the future to tie in with other University schools and departments, and to permit the student majoring in radio to receive an A.B. degree.

* * *

"The Story of Selling in Baltimore Through Television" is being circulated among advertisers and agencies by WBAL-TV. The presentation departs from the routine in detailing the character of the station itself. It was compiled by WBAL-TV Sales Manager Bud Friert and the Edward Petry & Co., station's national reps.

* * *

More than 3,000 women from Minnesota, the Dakotas, Nebraska, and Iowa attended a series of four Neighbor Lady Picnics celebrating Wynn Speece's 12 years of broadcasting as *Your Neighbor Lady* over WNAX-570, Yankton, South Dakota. The gallivanting gals brought their own lunches and coffee and cake was served by WNAX. Station musicians furnished the entertainment.

* * *

A new book, *The Television Manual*, by William Hodapp has just been published by Farrar, Straus and Young. A guide to TV production and programming, the book was written by the executive director of Teleprograms, Inc., and producer of *American Inventory*, NBC's weekly experimental venture into adult education by TV.

* * *

When a fire caused a lot of smoke damage to Kay's Department Store in New Haven, the owner scheduled newspaper ads saying he'd be closed "all day Thursday." Wednesday night he changed his mind, but it was too late to change the print ads. So he peppered New Havenites with announcements over WAVZ that he was running a "smoke sale" on Thursday. The store was jammed when the doors opened, stayed that way all day.

Nielsen figures show that the Ford Motor Co. Fiftieth Anniversary Show, telecast via 110 NBC and CBS TV network stations on 15 June reached 16,494,000—the largest audience for any show put on by a single sponsor or an estimated 70.7 of all TV homes.

A new type of radio sponsor was picked up by WCMB, Harrisburg, Pa. A 52-week contract for five announcements daily was signed between the station and the Pennsylvania Turnpike Commission. Drive is designed to promote safe driving, educate the driving public concerning Turnpike rules and regulations, and prepare for winter weather and road condition bulletins.

In keeping with industry's tendency to kick off a new line of products with a blast of bugles, Crosley Division of Avco tossed up a star-studded production as a means of introducing the 1954 TV line to its distributors. At the Cincinnati showing, Dorothy Collins, Snooky Lanson, and other featured performers on the *Hit Parade* joined Victor Borge, Patsy Kelly, Phil Foster in demonstrating new features of the line. Crosley will cosponsor *Your Hit Parade* with the American Tobacco Co. next season.

The Radio Executives Club of New England celebrated its healthy financial status by bestowing gifts upon past presidents who served during a period when the treasury was sadly depleted. Now in its fifth year, and with close to 175 members, the club presented suitable gifts to William B. McGrath, general manager of WHDH and REC-NE's first president; also to Rudy Bruce, ad manager of New England Coke Co. Presentations were made by C. Herbert Masse, sales manager, WBZ-TV, newly elected president of REC-NE.

KTLX-TV, San Angelo, Tex., recently placed ads in local newspapers as well as announcements on its own programs encouraging San Angelites to come to the studios for TV auditions. Station, interested in building up local programming, plans a number of shows built around local talent.

Working on the theory that it's more important for listeners to know where you are than who you are, CJOR, Vancouver, B.C., has registered the name

"Station 600." The station plays down its call letters on the air, even answers the phone as "Station 600." There being only one station 600 in Canada, the station is able to use this in all its national promotion.

Alert listeners to WNBC, New York flagship station of NBC Radio, can get a clue to weather conditions even before hearing the official report. Program Manager Steve White has scheduled forecasts 60 times a day, during station breaks, and the wisecracks can

tell the meteorological outlook by the positioning of the announcements. If the weather forecast is read before the call letters it's a sign of good weather, but if the forecast comes after well, get out the old umbrella.

The Muscular Dystrophy Fund is \$70,000 richer today as the result of a marathon telecast staged by WLW-A, Crosley TV outlet in Atlanta. Local personalities were joined by Captain Video and Hona Massey in the 18-hour telethon for the charity. ★ ★ ★

DON'T BE FOOLED



ABOUT ROCHESTER

IN ROCHESTER Pulse surveys and rates the 422 weekly quarter-hour periods that WHEC is on the air. Here's the latest score:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	267	103	12	7	0	0
TIES.....	32	30	1	3	0	0

Station on 'til sunset only

WHEC carries ALL of the "top ten" daytime shows!

WHEC carries SIX of the "top ten" evening shows!

LATEST PULSE REPORT BEFORE CLOSING TIME

BUY WHERE THEY'RE LISTENING:—



WHEC



of Rochester

NEW YORK
5,000 WATTS

Representatives: EVERETT-MCKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco



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

Newsmakers in advertising



Robert L. Foreman, radio-TV v.p., BBDO, recently took on new duties as chairman of the TV plans board of the agency. Foreman, who headed the radio-TV commercial department, will concern himself with program development, dissemination of TV information throughout the agency, and maintenance of relations among advertisers, agency, and broadcasters. Associated with BBDO since 1939, Foreman has contributed a regular column of commercial critiques and comments to SPONSOR for over three years, will continue to do so.



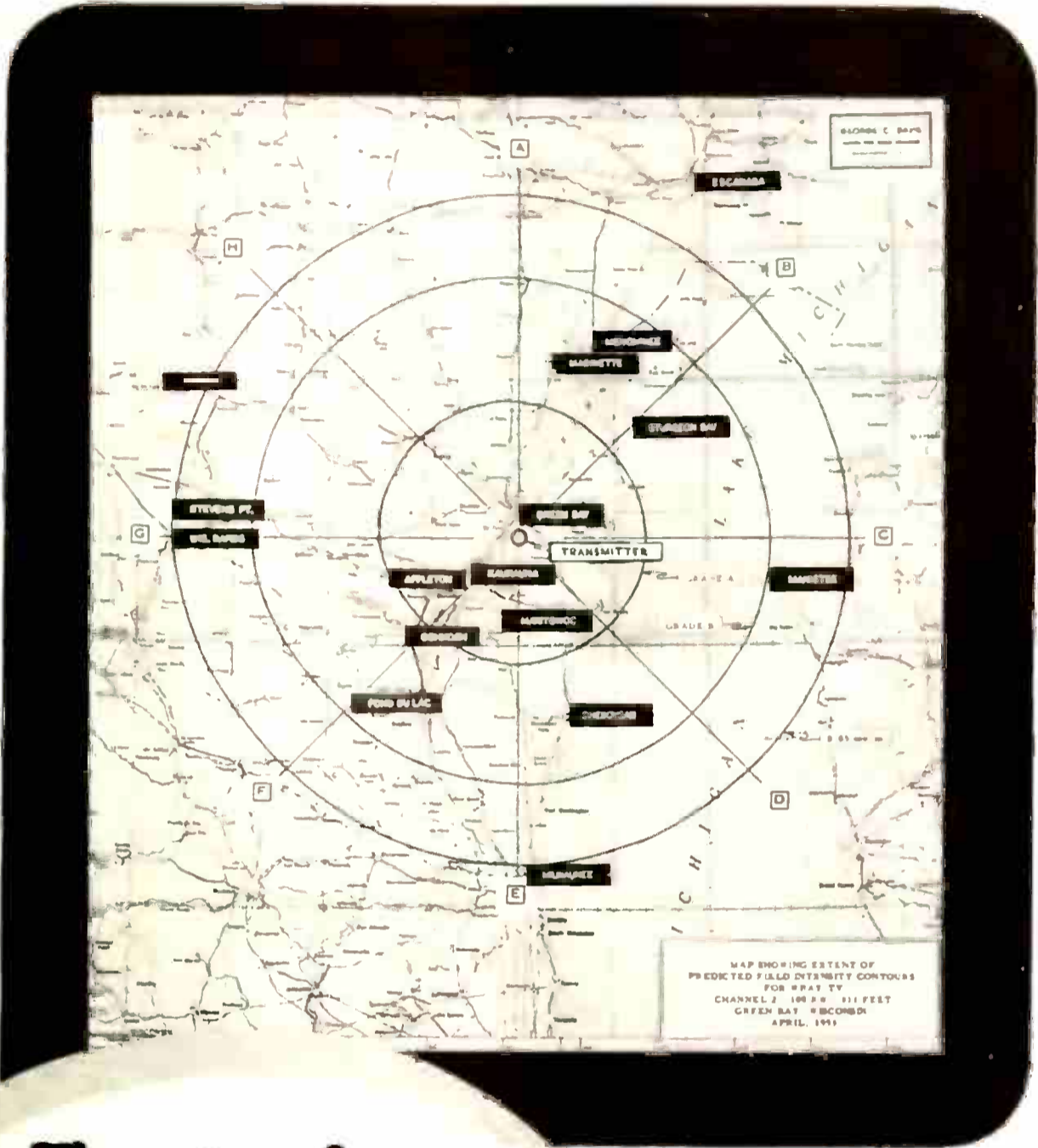
Henry R. Flynn, formerly Eastern sales manager for CBS Radio Spot Sales, has been promoted to general sales manager for CBS Radio Spot Sales. His new post includes operations in New York, Chicago, Detroit, Atlanta, San Francisco, and Los Angeles. Flynn started working for CBS in 1935 while still a student at USC. After tackling various selling jobs for the net, and time out for five years in the Navy, he transferred to New York in 1949, became asst. sales mgr. in 1951, Eastern sales mgr. in '52. He's married, has four children.



Theodore C. Streibert, former chairman of the board of Mutual Broadcasting System, was nominated by President Eisenhower as director of the new United States Information Agency. New agency embraces the Voice of America, the overseas library program and other overseas information activities. Streibert became associated with radio station WOR in 1933, was among the founders of MBS the following year, became board chairman in 1949. Said he of his new government post: "It's a tough job."

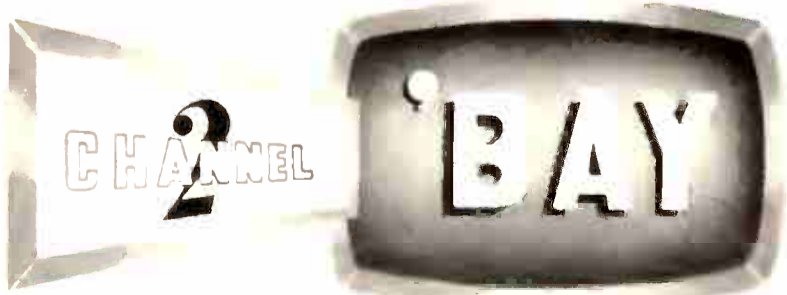


Tom McDermott, director of TV department of Benton & Bowles, was named vice president in charge of production of all Benton & Bowles radio and television shows. McDermott has been with the agency since 1912 and, in his new job, will take on many of the duties formerly supervised by Walter Craig who resigned in May. Craig becomes vice president and director of Pharmaceuticals, Inc., Newark, makers of Serutan and Geritol, on 1 September. Among big B&B air spenders are: GE, Best Foods, Crosley, General Foods.



This is the
Land of... ..*Milk and Honey*

WISCONSIN'S MOST *Show-e* Full STATION IN GREEN BAY



HAYDN R EVANS, Gen Mgr Rep: WEED TELEVISION



Welcome back, King Arthur

Nobody who witnessed Arthur Godfrey's return to the TV network picture on a recent Monday night could have failed to be deeply affected.

He ran the show from a chair on a Virginia farm, his crutches on the grass beside him, his chuckle filling the air, as though he hadn't just spent long weeks in a hospital after an operation that might have paralyzed him for life.

You needed to see him only now to understand why he has become radio and TV's leading star as well as top salesman.

Is it because of the fine core of humbleness beneath his jolliness, his ease and dignity, and his flair for the dramatic that America loves him so? Maybe this Godfreydian quality will not escape other advertisers (and performers) seeking the key to successful selling.

It made us glad to read the next morning that, according to Trendex, 91.1% of all viewers who had their sets on in 10 cities were tuned to King Godfrey's program.

Applause

The Christal study

Radio owes a debt of thanks to the 11 Christal stations for sponsoring something revolutionary in radio research: a non-competitive study designed to help all radio and not just a few individuals or stations.

This study uncovers one astounding

Nighttime radio coming back?

From potentate to pariah in five years.

That's the story of nighttime radio—but the last chapter hasn't been written yet. SPONSOR predicts, in fact, that the pendulum of advertiser interest will swing again. It's dubious, of course, that advertisers will ever flock to nighttime radio as they did before TV. But we think there'll be a definite turning from low interest to high attentiveness.

Nighttime radio has been plagued by two factors:

1. Buyers aren't prone to measure it against other media in terms of cost-per-impression or sales results. Instead they measure nighttime radio against itself, against what it could deliver in its top audience years.

2. The reports of nighttime radio's audience decline were exaggerated.

A lot of the trouble boils down to loose talk. Once the tongues start wagging, negative factors become distorted and blown up larger than life. In this issue, for example, SPONSOR takes 12 loose statements about nighttime radio you might hear in any conversation among admen nowadays and rebuts them with the research facts. Among the statements we've labeled as fallacies are these:

- "When a TV set is on, nobody listens to radio."

- "Nighttime radio's circulation costs are rising."

You'll find this article on page 30. If you're got some rebuttal to our rebuttal or another point of view to advance, here's an invitation: Write us a letter so that we can give the issues the fullest airing. Address: 40 E. 49 St.

Another article in this issue (on page 28) gives you a case history of the nighttime radio advertising of Morton Salt Co. Morton's experience is that

fact about radio, among many others interesting but not quite so remarkable: that 55% of all adult Americans (some 33.8 million in TV areas) have so much confidence in radio that they would turn to it to verify a rumor of war.

Full credit should be given by agen-

cy and advertiser alike to the Christal stations and the Henry I. Christal Co., as well as Alfred Politz Research, for statistically proving the universality of radio and its importance in the daily life of the American people. (SPONSOR's story on this remarkable precedent-shattering survey begins page 36.)

* * *

Why you should sell in Canada

With the help of magazines like SPONSOR the American air advertiser is becoming more and more aware of the basic facts about Canada and Canadian radio and television.

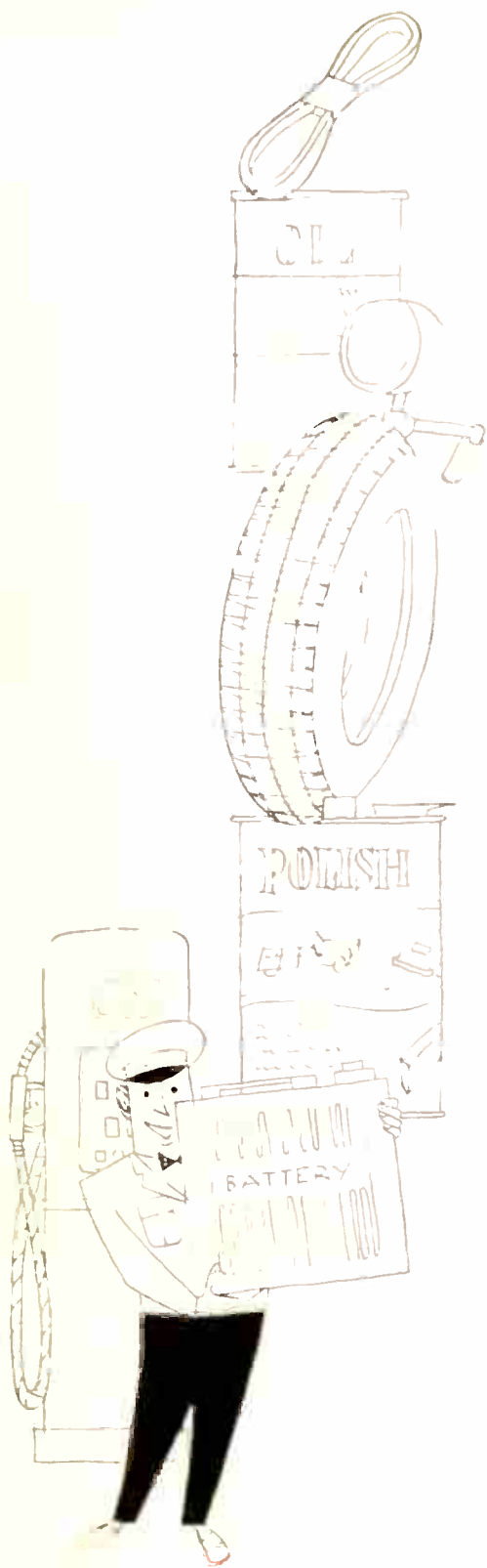
As a market, Canada is America's biggest customer and also sells the most to us of any foreign country. Its 14.6 million people enjoy an annual income of over \$18 billion and spend \$11.3 billion of it on retail goods.

There are 183 U.S. companies advertising today on Canadian radio; 75 U.S. agencies are using Canadian radio. Both numbers are growing. More TV sponsors are also coming in.

Especially interesting is the evidence of the tremendous vitality of Canadian radio. Example culled from SPONSOR's third annual Canadian section (starts page 59):

- *Le Casino de la Chanson*, a giveaway program on CKAC, Montreal, pulled close to 6.5 million letters last year alone. (There are only 4.5 million French-speaking Canadians.)

Canadian radio is perhaps even more indispensable to the advertiser in Canada than radio is in the U.S. because of greater size, distances, and farm population, and fewer magazines, newspapers, and TV sets. Americans have been quick to realize this. You'll find most of the network program sponsors in Canada to be of U.S. origin as a result. This most penetrating of SPONSOR's annual Canadian sections should help you get into the race.



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

Throughout the year this area accounts for an important part of all filling station sales. And because this rich market area is the Midwest's *number one vacationland*, your sales potential here almost doubles in the summertime. Sell your filling station items forcefully and economically this summer with the single sales voice that effectively covers the Great Lakes area. 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, Inc. Goodwill Station
ESS Radio Network
30,000 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

WHD in Kansas City

Swings to

CBS-TV

Sharing Time with KMBC on CHANNEL 9

WITH a jointly-owned transmitter . . . using maximum allowable power, 158 kw aural . . . with a thousand-foot tower to transmit from a height above average terrain of 1079 feet . . . with the full schedule of Columbia Network TV programming . . . plus WHD's and KMBC's outstanding AM Radio personalities, in bright, new, smartly-produced local TV shows

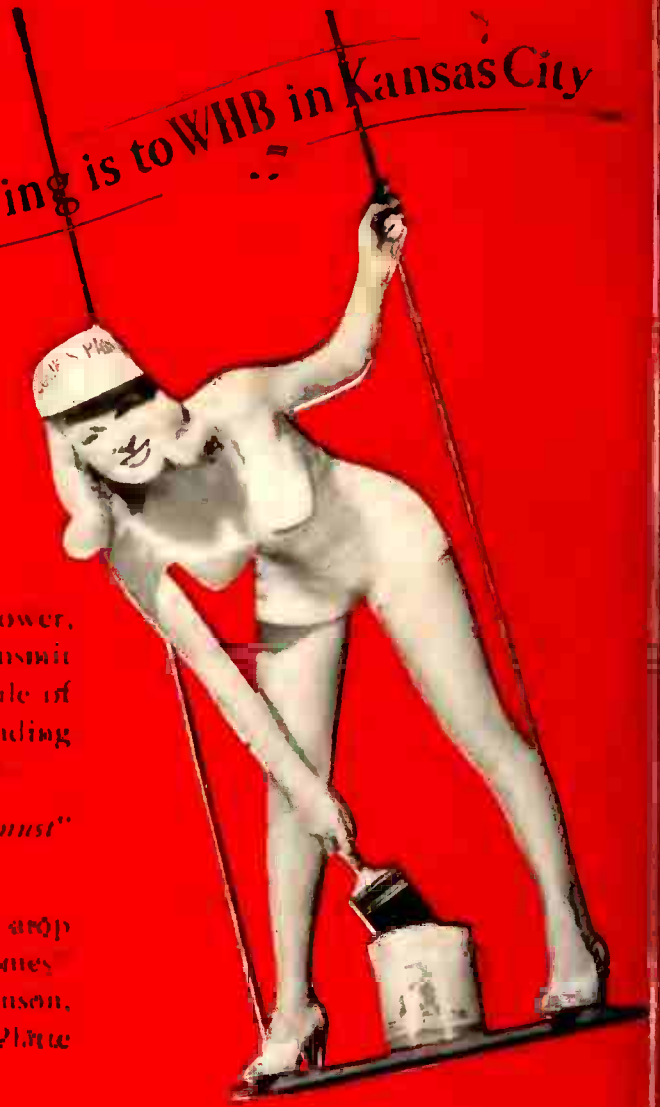
Channel 9 in Kansas City is really something to see and hear! It is a "must" on every Television advertiser's national spot schedule!

Interim operation beginning in August is from a transmitter and mast atop Missouri's tallest office building, reaching most of the 298,633 television homes in the Kansas City market—including the metropolitan trading area of Johnson, Leavenworth and Wyandotte counties in Kansas; and Jackson, Clay and Platte counties in Missouri.

In Kansas City, plan to use Channel 9 for your future TV schedules!
WHD-TV NATIONALLY REPRESENTED BY BLAIR-TV, INC.

*May 1953 Statistics of the Kansas City Electric Association

The Swing is to WHD in Kansas City



And as always

WHD

- ★ Kansas City's Mutual Network Outlet since 1936—17 years.
- ★ Exclusive play-by-play broadcasts, at home and away, by Larry Ray, of the Kansas City Blues baseball games (New York Yankee's No. 1 farm team), since 1950—4 years.
- ★ "Night Club of the Air" since 1951—3 years.
- ★ "Club 710" (mid-afternoon DJ show featuring the "Top Twenty" records) since 1952—2 years.
- ★ Sandra Lea (women's program) since 1943—10 years.
- ★ WHD Newsbureau and Associated Press newscasts since 1936 (John Cameron Swayze was our first newscaster)—17 years.
- ★ "WHD Musical Clock" since 1931—22 years.
- ★ "WHD Neighborin' Time" (formerly the "Farmers' Hour") since 1922—31 years.
- ★ Represented nationally for Spot Radio by John Blair & Company since 1948—4 years.

WHD Radio—the AM station with Kansas City's oldest call letters—continues to reach the most listeners per dollar via Radio in the Kansas City WHD Market through the 1,362,929 sets in the area.

**WHD • KANSAS CITY'S
OLDEST CALL LETTERS**



1922-1953

FREE!

to advertisers and agency executives



DO YOU READ IT? You're the 100 per cent pocket size magazine published by WHD every 4 weeks. Get the best market news, advertising and research reports from John Blair's Radio and Television Column. Put it in your pocket, take it with you, and read it! Sent free to time buyers, advertising agencies, and other executives. Ask for a copy of your copy!

10,000 WATTS IN KANSAS CITY
DON DAVIS
JOHN T. SCHILLING
Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT