



“Seems like everyone’s happy with SPONSOR”

*“SPONSOR... ‘must’
reading for all in
the broadcast and
advertising field”*

ADAM YOUNG

*“When we write Storz
ads for SPONSOR,
we know we’ll be seen
by a lot of somebodies”*

HARRY LONDON

Adam Young Inc.

RADIO STATION REPRESENTATIVE

3 EAST 54th STREET, NEW YORK 22, N. Y. • TELEPHONE PLAZA 1-4848

June 12, 1957

Mr. Norman Glenn
Sponsor
40 E. 49th Street
New York, N. Y.

Dear Norm:

I have always been a firm believer in the value of trade paper advertising. It is the obvious way to reach our prime prospects in selling broadcast facilities.

If I had needed any further convincing, the success of Todd Storz' campaign in *Sponsor* would have done it. Every Storz ad in *Sponsor* has attracted attention, comment, and - what is most important - interest. I believe that Todd's insertions in your magazine have been a definite aid in our spot sales efforts.

Obviously, the advertisements alone would have been of little value if the editorial content of *Sponsor* had not made the magazine "must" reading for all of us in the broadcast and advertising field. Every issue is vital and important, and this vitality and importance add impact to the advertising.

Congratulations on the fine job you are doing for the sponsors - and for your advertisers.

Cordially,
Adam
Adam Young

TELEPHONE DISTRICT 7-7400
T.W. 4483

HENRY J. KAUFMAN & ASSOCIATES

Advertising to Public Relations

1410 H STREET, N.W. - WASHINGTON 6, D.C.
AFFILIATED OFFICES IN MAJOR U.S. & CANADIAN MARKETS

June 3, 1957

H. J. Kaufman

Mr. Norman Glenn
SPONSOR Magazine
40 East 49th Street
New York, New York

Nearly three years ago, Norman . . .

. . . we were appointed as advertising agents for three Storz Stations, which having been acquired just a few months previously. Even at that juncture, Todd Storz was a major trade press advertiser, and SPONSOR was playing a significant role in Storz Station growth.

At this writing, there are five Storz Stations. It takes a word like "phenomenal" to describe what has happened, as you can see from the progressive billings figures supplied to you.

Those intervening years have been marked by a sharp increase in Storz trade promotion. The Storz Stations are now among the biggest users of the industry press. I don't have to tell you how greatly SPONSOR has shared in this increase.

The rapid growth of Todd's expenditure with you should be ample and gratifying evidence of the fine job SPONSOR has done.

All I have to add is this: Certainly no single advertisement or series of ads - however attractive or convincing - can hope to make a point unless there is somebody to see it. When we write Storz ads for SPONSOR, we know we'll be seen by a lot of somebodies.

Kindest personal regards.

Cordially,

Henry J. Kaufman & Associates

Henry
Harry London

HL:hd