

SPONSOR

NEW YORK
2 CENTS

use magazine for Radio and TV advertisers

23 FEBRUARY 1953

50c per copy • \$8 per year

NEW YORK
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

Who got the Orchid in Atlanta?

(WE DON'T KNOW)

but we do know who got . . .



260 quarter hours
on "ROLL JORDAN"
2:15-2:30 P.M. Mon.-Fri.
thru Erwin, Wasey & Co.



WGOV Valdosta, Ga. 5000 WATTS	KWEM West Memphis Ark. Memphis, Tenn. 1000 WATTS	WJIV Savannah, Ga. 1000 WATTS	WEAS Atlanta - Decatur, Ga. 10,000 WATTS
--	--	--	---

Call your nearest FORJOE office or STARS, Inc., Candler Building, Atlanta, Georgia

**MORE STATIONS
TV SHOW KILLER**

page 30

What timebuyers
want to know
about UHF television

page 32

How a top Sears
store uses radio

page 35

Air media help spur
U.S. boom in
sewing machines

page 36

Why you should
reexamine nighttime
spot radio

page 38

ARBI shows retailers
miss customers
unless they use radio

page 40

How TV raised
Masland Rugs
to top five

page 42



BENRUS

WATCH COMPANY DOES A COMPLETE JOB...

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

**WMBG
WCOD
WTVR**

Tick! Tick! Tick! The precise movement of a Benrus is the result of years of painstaking care and skill, devoted to turning out a "watch of guaranteed accuracy." Benrus represents well the complete and careful job done by the First Stations of Virginia!

Havens & Martin, Inc. Stations are the result, too, of years of determined effort to build a broadcasting institution replete with entertainment and public service. Advertisers long ago realized the selling power of this type of station. Are these pioneer outlets in Richmond selling your products?



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

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
23 FEBRUARY 1953**

**Esty cooking
up 2 shows
for Gen. Mills**

William Esty agency has moved into the General Mills fold. Official announcement of product will be made around 1 March. Meantime Esty is working on 2 house-built TV shows for General Mills account, one adult, other children's show.

-SR-

**What's on
mind
of agency
directors**

SPONSOR asked radio-TV directors of 6 major ad agencies what 3 problems concerned them most today. Consensus embraced: (1) where were they going to get money for all desirable TV markets to be available this fall; (2) what was going to happen to big NBC packages, like "Your Show of Shows," "All-Star Revue," "Comedy Theatre"; (3) whether networks would use hiatus periods this summer to experiment with new formats, or just fill open time as cheaply as possible.

-SR-

**Lucky Strike
on \$1.3 million
film nut**

American Tobacco Co. probably ranks among advertisers as second heaviest investor in TV film properties; No. 1 is Procter & Gamble. American underwrote full production cost plus overhead on 26 episodes each of both "Biff Baker, U.S.A." and "Private Secretary" (Ann Sothern). "Baker" has been canceled as of 26 April. ATC will use remaining episodes of this series, with some reruns, as summer fillers for "Hit Parade." Sponsor's guaranteed investment on 52 films exceeds \$1,300,000, it is reported.

-SR-

**CBS swoops
down on
WBKB**

CBS TV took no chances on being enjoined from occupying WBKB, Chicago, following FCC's approval of ABC-UPT merger. Within hour after merger became formal (9 February), CBS TV turned over required check for \$6 million to merged company and half hour later new bosses were not only running station but selling time on it. While FCC was considering merger, Zenith applied for WBKB's channel, which gave rise to the possibility that Zenith might resort to the courts. Another source of CBS trepidation was DuMont which opposed the merger before the FCC.

-SR-

**Big ABC
moves await
get-acquainted
period**

No major decisions are expected to come out of ABC-United Paramount Theatres merger until mid-March. Interim is being devoted to getting acquainted. Series of regional meetings will probably be held at which Robert E. Kintner, ABC president, will introduce incoming executive v.p. Robert H. O'Brien to affiliates. Policies involving adoption of single rate for network radio, revived compensation formula for TV affiliates, enhancement of ABC TV's programing structure will be explored. Key TV objective is to build up guaranteed clearances. AB-PT President Leonard Goldenson's trip to Coast shortly will be purely to look over ABC real estate.

-SR-

**Duncan Hines
pyramids spot**

Duncan Hines cake mixes has spent in neighborhood of \$1,000,000 for saturation radio announcements supplemented with spot TV during past 19 months. Gardner of St. Louis is agency, and Nebraska Consolidated Mills Co., manufacturer of the cake mixes.

REPORT TO SPONSORS for 23 February 1953

- Tastedit buying local shows** Flotill Products Corp. (Tastedit) will step up its radio and TV spot campaign considerably through its new agency, Geyer. Agency's radio-TV director, Norman Blackburn, will spend next several weeks in field looking at local programs for participation buys. Account will probably spend around \$750,000 in 1953. Henry Trumbull is a/e.
- SR-
- Has tape hurt performer?** Impression is gaining among key executives in network producing circles that taping of programs operates to disadvantage of personality performers. These programming officials argue taping not only reduces feeling of spontaneity to minimum but performer can't give best performance when knows he can do it over again. They warn increasing tendency among such network performers to tape their shows can lead to serious drop in quality of radio programming.
- SR-
- NBC count indicates 46% TV set saturation** NBC's count for number of TV sets in U.S. as of 1 January was 21,234,000. This represents jump of about 800,000 sets over total for 1 December 1952. On basis 21,234,100 sets, over 46% of all homes in country are now TV-equipped. Gain in sets over 1951 totaled 5,500,000, NBC figures indicate.
- SR-
- Tartan concentrating on radio spots** Tartan Suntan Lotion (McKesson & Robbins) will include saturation spot radio in its 1953 spring and summer campaign. Buying for the product will be through Ellington & Co. Budget will be in excess of what it was last year for radio.
- SR-
- SAG deal stalled over jingle vocalists** Producers of film commercials fear negotiations with Screen Actors Guild may drag through March because of contract recommendations from ANA's radio and TV committee. Advertiser group advised industry negotiators to resist SAG's demand that off-camera jingle vocalists be accorded same reuse payment arrangement as any other performer. SAG decided to hold tight to this principle after meeting with AFTRA officials, who pointed out that in transcribed radio commercials jingle singers are entitled to reuse money. SAG board is not disposed to submit any proposition to its membership until it is certain compromised agreement has approval top TV advertisers.
- SR-
- SAG strike stymies Rinso** Strike on film commercials is holding up some of media planning for Lever Bros.' detergent-version of Rinso. Account can't determine what it wants to do exactly with TV spot until it knows how TV commercials will have to be handled. In launching test campaign in Kansas City on new product Lever confined media to radio and newspapers.
- SR-
- Unions widen anti-foreign film tack** Hollywood's A.F.L. Film Council, composed of studio unions, is increasing its pressure on advertisers to refrain from using TV films made outside U.S. Particular target of the group has been Ballantine Beer, which sponsors and distributes European-produced "Foreign Intrigue." Council's argument: TV films made for American viewing and advertising American products should be American made.

Here is
 Youngstown's
FIRST
 Television Picture

as it appeared from

Youngstown's FIRST TV station



WKBN-TV Test Pattern went on the air January 6, 1953, inaugurated live studio programs January 11, transmitted network programs January 20.

Within the first three weeks of operation, these national advertisers had already scheduled their programs on WKBN-TV.

Admiral Corporation
 American Cigar & Cigarette Co.
 American Machine & Foundry Co.
 The American Tobacco Co.
 Blatz Brewing Co.
 Block Drug Co.
 Bristol-Myers Co.
 Carnation Company
 Carter Products Inc.
 Cats Paw Rubber Co.
 Electric Companies of America

Erie Brewing Co.
 General Cigar Co.
 General Foods Corp.
 Greyhound Corp.
 Liggett and Myers Tobacco Co.
 P. Lorillard Co.
 Oldsmobile Div., General Motors
 Pabst Sales Co.
 Remington Rand Co.
 R. J. Reynolds Tobacco Co.

Schick, Inc.
 Joseph Schlitz Brewing Co.
 Scott Paper Co.
 Singer Sewing Machine Co.
 Standard Oil Co. of Ohio
 Sweets Co. of America
 Sylvania Electric Products Co.
 The Toni Company
 Westinghouse Electric Corp.
 Willys Overland Motors

W K B N
 Pioneers in Youngstown
FIRST in Radio
FIRST in Television

W K B N - TV
 Affiliated with
 CBS • ABC • DUMONT NETWORKS
 Represented by Raymer

ARTICLES

SPONSOR evaluates 2 key post-freeze problems

1. Post-freeze audience competition

Era of one-station market is ending. That means net shows will soon face competition from two or more other networks in each market. This report tells how you can estimate a show's ability to stand up on basis of its track record

30

2. UHF television: what timebuyers want to know about it

Answers questions like these: How do UHF and VHF differ in coverage? What are the "bugs" in UHF? How are they being licked?

32

How a top Sears store uses radio

Sears, Roebuck has never encouraged extensive use of radio by its stores. But manager of its Tucson store who won six prizes in firm's recent sales competition used radio to help make his sales record

35

Pfaff: from zero to \$20 million in 5 years

Air-minded German company is one of foreign firms which have stirred hot competition in post-war U. S. sewing-machine sales. Network radio, spot radio and TV have helped point its sales curve toward the ceiling

36

Why you should reexamine nighttime spot radio

Stations and reps are marshaling some impressive arguments for reevaluation of nighttime spot radio by advertisers. One of most important is fact that many night availabilities are going begging while delivering audience at a lower cost-per-1,000 than day slots clients stand in line for

38

You need both

ARBI media tests at the point-of-sale have demonstrated an important marketing fact for retailers, namely that they miss out on influencing a major body of consumers unless they use both radio and newspaper advertising

40

TV put Masland carpet in top 5

Consumers had difficulty remembering the Masland name, firm found. TV upped identification of the product, helped boost Masland into top carpet ranks

42

COMING

Retailer's guide to radio

President of ARBI, Joseph B. Ward, has traveled U. S. speaking to retailers. Out of his experience he has written an article for SPONSOR in which he lists questions retailers ask him most frequently about the air media and his replies

9 March

TV program costs

An evaluation of where program costs are headed and what various program types will probably cost at the start of the next fall season

9 March

DEPARTMENTS

TIMEBUYERS AT WORK	6
MEN, MONEY & MOTIVES	10
510 MADISON	12
NEW AND RENEW	19
MR. SPONSOR, C. Gifford	22
P. S.	24
NEW TV STATIONS	46
COMMERCIAL REVIEWS	50
FILM TOP 20	56
FILM NOTES	58
TV RESULTS	62
MR. SPONSOR ASKS	64
AGENCY PROFILE, A. Duram	66
ROUND-UP	68
NEWSMAKERS IN ADVERTISING	100
INTERNATIONAL REPORT	103
SPONSOR SPEAKS	104

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KLRA

FURTHER EXPANDS
ITS SERVICE TO

182,429 ARKANSAS
FARMERS

WHEN, in March of 1951, KLRA added John R. Holmes to its staff as Farm Service Director, it took a long step forward in service to the farm folks of Arkansas. Johnnie became the first and only full-time Farm Reporter operating in Arkansas. Now, to further expand KLRA service, and to cover Arkansas farm news more completely, KLRA is pleased to make this announcement:

JIM MOFFET, a January, 1953, graduate of the University of Arkansas College of Agriculture, has joined our staff as Johnnie's assistant. John and Jim will cover all important farm meetings, sales, demonstrations, fairs, and will visit important farm improvement programs all over the state. A new concept of Farm Service is being instituted by KLRA in the early morning period.



JOHN R. HOLMES
KLRA Farm Service Director

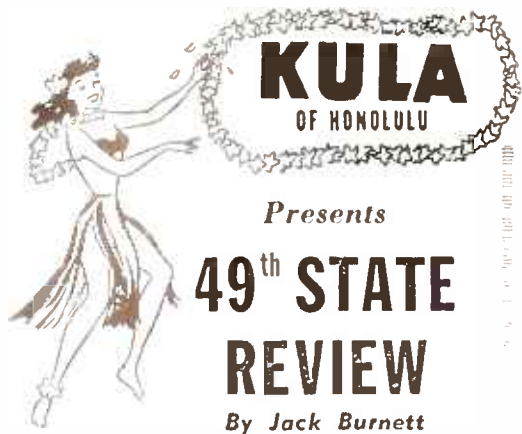


JIM MOFFET
KLRA Assistant Farm Service Director

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"

KLRA
LITTLE ROCK

YOUR O. L. TAYLOR COMPANY
MAN WILL GIVE YOU
COMPLETE DETAILS!



It is to be hoped that statistics and articles regularly published in Sponsor are more authentic than their article on radio in Hawaii in the January 12th issue. While the purpose was to point the strength of radio in general, it certainly would leave any timebuyer in nothing but a complete state of confusion. We take exception to practically all of it, except the specific racial descendant percentages and a few other statistics. Here are some of the outstanding misprints:

1. "In any case, you can't cover Hilo from Honolulu, and the sponsor who depends on one station to blanket the Hawaiian Islands is going to lose out." Fact is that signal strength measurements by W. D'Orr Cozzens, FCC approved consulting engineer, measured .77 m/v at Hilo, 1.06 m/v at Waimea and 2.24 m/v on the Kona Coast, the three "Big Island" populated areas, plus the fact that 21 local advertisers in Hilo regularly use Kula. This statement distorts the picture and damages Hawaii's most powerful and highest rated station.

2. "But at year-end only 6,900 Honolulu homes had TV." By the distributors' organization's own statement, 5,125 television sets had been sold by January 15th, not all delivered, and admittedly at least 30% in homes that could get little, if any, picture from current low-powered, single bay TV operations. There will have to be some terrific activity to have 20,000 television homes by March 1, 1953.

3. Under the picture of KULA's "Nisei Home and Food Exhibit" the statement, "Hawaiian stations merchandise heavily" might imply that all stations merchandise as does KULA. Ridiculous! True, KULA considers, next to 94% national renewals for 1953, its greatest compliment to be consistent copying of its operation by competition, but Sponsor's statement is far from the truth.

4. On Page 54 of this issue, Sponsor volunteers the reason a few brands of certain categories corner 80% to 90% of the total market: "The reason for one-sided domination by certain products: Plantation stores used to limit their stocks to a single brand primarily to conserve space."

What percentage of this generation ever traded at Plantation stores? 15% would be stretching it tremendously. If Sponsor's reason for this domination were correct, why is not the same true in every field, rather than just three or four? The real answer is that this is a very brand conscious market, the products that dominate have studied the pattern, advertise merchandise, and all use KULA heavily.

5. The term "polyglot" describes such places as Singapore, Hongkong or Shanghai. The percentage of American citizenship runs much higher in the islands than in many mainland markets: New York, San Francisco, etc.

Honolulu is a big, busy metropolis; in a market of more than half a million people when you include the military and thousands of attached civil service families. Inherited racial characteristics require a different approach sometimes, an approach best achieved through radio, but Hawaii is in actuality a healthy, growing 100% American Community!

Timebuyers at work



Walter Bowe, Hewitt, Ogilvy, Benson & Mather, maintains "Four- and eight-second announcements work on TV. We feel they can be just as effective on radio." For Rinso's five-week spring radio campaign Walter is buying a minimum of 100 "quickies" weekly in each of 100 markets east of the Mississippi. "We're paying each station's evaluation of what four and eight seconds are worth," says he. His precedent: a highly successful announcement campaign for another account he buys for—Good Luck Margarine—in New York State last summer.



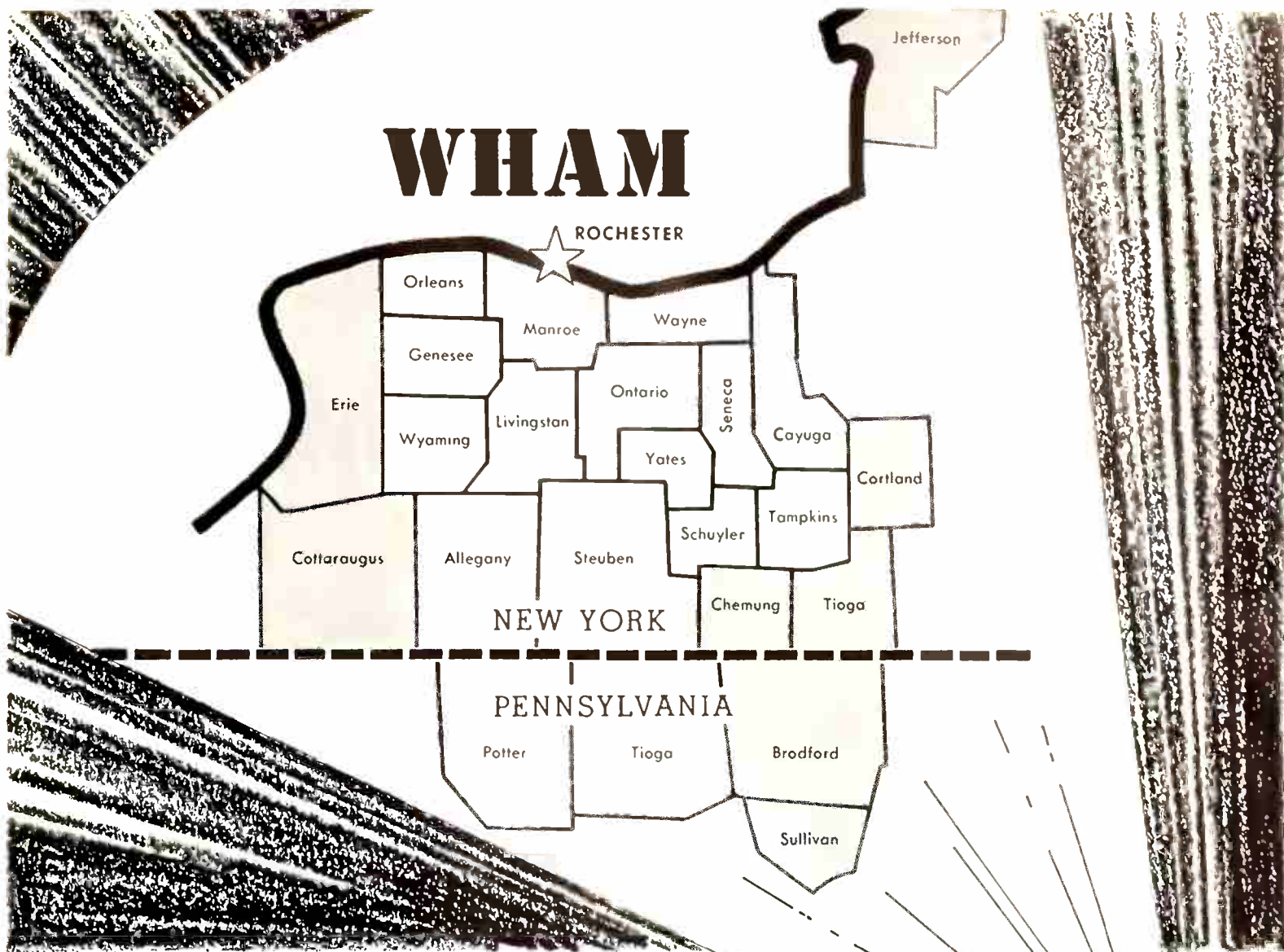
Sherwood Heath, Ruthrauff & Ryan, is poring over reps' lists of women's radio and TV shows for Glamorene's national spring spot campaign. "We're looking for a woman personality in each TV market to sell the product," he explains. And, with more than half of Glamorene's \$1 million 1953 ad budget devoted to the spring push, Sherwood can afford to be choosy. Scheduled to start 9 March, Glamorene's 15-minute participations and announcements will run in 79 markets for eight- to 13-week periods. Glamorene also will participate in Garroway's Today.



George Neumann, David J. Mahoney Advertising, has had great expectations since Virginia Dare's 10-week national spot radio-TV campaign got underway 9 February: "Garrett Wine Co. used to aim for a strictly male audience with late-evening announcements. But we've found that women influence the buying of table wines, so we're switching our buying pattern." In line with this thinking, George has placed Virginia Dare's one-minute e.t.'s on early-morning d.j. and news adjacencies in 95 radio markets, with evening announcements in 20 TV markets.



Evelyn Jones, Donahue & Coe, says the New York Herald Tribune is one of the heaviest spot TV users among newspapers today. Newspapers outside large metropolitan centers have not yet plunged into TV advertising to a significant degree. "Since we promote the Sunday magazine section," Evelyn explains, "we get on the air mainly from 6:00 p.m. to midnight Saturdays—as close to buying time as possible." Her most recent purchase: 6 O'Clock News on WCBS-TV, "not because it's news, but because the time's right for our particular purposes."



OUTSHINES THEM ALL

99.8% Domination of 16-County Area
MORE Listeners **ALL** the Time★

For over 25 years, time buyers have found that whatever their sales goal in Western New York, WHAM consistently outshines the competition. And for good reason! WHAM dominates 16 Western New York-Northern Pennsylvania Counties. The latest area PULSE proves again that WHAM alone with 99.8% listener preference can do your selling job to more people than any of the 24 radio stations in the area.

Call the HOLLINGBERY Representative for Complete Details



★ PULSE (Oct.-Nov. '52) interviewed 6200 homes in WHAM-land. Out of 552 measured quarter-hour broadcast periods, WHAM was FIRST in 551. Truly overwhelming coverage and listener preference!



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

American Broadcasting
And United

Merge

ABC AMERICAN BROADCASTING COMPANY

Company

Paramount Theatres

The BIG Radio-TV news story...and what it means to you

The most important news in the television and radio industry in years has been announced. The long-planned union of ABC and United Paramount Theatres has been approved by the Federal Communications Commission, and the two organizations are now one company.

The event is of far more significance than any statistics of the corporate merger. The new company will be impressively stronger and more flexible, and possess a greater potential for growth.

The combination is a "natural" if ever there was one. United Paramount's great history of showmanship and superb experience discovering and developing new talent

will now be available to the American Broadcasting Company.

But the really great thing about the news is the tremendous promise the merger holds for the radio and television audience.

New programs will be developed. New stars will be attracted. New techniques will be introduced. New facilities will be developed. Not tomorrow, of course. Not next week, or next month. But ABC intends to be a leader in radio and television, and it intends to grow like an oak, not a mushroom.

The future began yesterday. So keep your eyes and ears on the *new* ABC.



A DIVISION OF AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC.

LOADED?

NATCH... we're

NUMBER ONE

in San Diego*



*Hooper

"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
 Daren McGavren San Francisco
 John E. Pearson, Co. New York

Men, Money and Motives

by
Robert J. Landry

The rep's progress

In 1943, then 10 years in business, the national sales representative firm of Paul H. Raymer arranged a sentimental party for the advertising agency timebuyers and account executives with whom Raymer originally had done business in the misty beginnings of 1934. Recently, on 5 February, to be exact, Paul Raymer, Fred Brokaw, and Madeleine Vose, now 20 years in business, presided at a second decade party. The ritual of nostalgia was repeated for those who attended the original party at this time.

* * *

This not being a society gossip column, we shall leave unreported who attended the Raymer party, what the ladies wore, what the men drank, or how much, and whether or not a good time was had by all, which we shall assume. Suffice that the Raymer commemoration serves to point up the many changes, the undoubted status of importance, and the colorful history of station repping, as such.

* * *

Pater familias of the field is, of course, Edward Petry. He it was who recognized the inevitability of setting up a system of time brokerage which would have businesslike stability. Before Petry there had been general, or nonexclusive, station representation. This was partly due to the early reluctance of advertising agencies to make up their minds that radio was here to stay. In consequence it was standard practice for the old nonexclusive reps, of whom the late Scott Howe Bowen was the dean, to go over the heads of the agencies and sell programs, campaigns, merchandising gimmicks, or whatever, to the advertisers direct. Many and various were the heartburns and exasperations between client and agency induced by the aggressions of the general time brokers. The latter represented everybody, and yet represented nobody. Petry foresightedly planned a relationship which harmonized rather than antagonized the agencies and which introduced the principle that a time broker should have a list of stations, his and his alone, from which he could work.

* * *

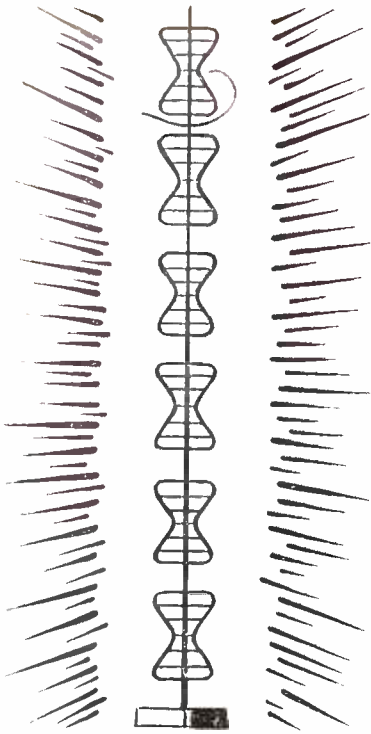
Two decades have now passed. Petry is still top kick in the rep field. The other largest-volume houses, among them Katz, Free & Peters, Blair, Raymer, Weed, Hollingbery, Avery-Knodel, are mostly the oldtimers. Interestingly, there has been no sharp segregation of television from radio. It is pretty generally taken for granted that any radio operator who secures a TV license will have his regular station rep handle that, too. This is especially true since the combined total of radio and TV billings will earn for the station a reduced percentage rate of commissions to the rep. Only one new and exclusively television-selling station rep firm has flourished. Harrington, Righter & Parsons, and the trade does not expect emulation.

(Please turn to page 96)

we gambled....



IT'S GOING UP!



KMTV's huge antenna is now being adapted for maximum power—100,000 watts. As this issue of *Sponsor* reaches your desk, KMTV's new 6 bay antenna (RCA's latest model) is going up.

KMTV's new 25,000 watt amplifiers have already been installed and the scheduled date for KMTV's boost to 100,000 watts is March 15.

This power boost is still another reason why advertisers should choose KMTV—Omaha's most looked at — listened to Television station.*

*According to Omaha's most recent *Pulse Survey* (Jan. 2-8, 1953) KMTV has 8 of the top 10 shows.

KMTV CBS
DUMONT
ABC
OMAHA 2, NEBRASKA
CHANNEL 3

Now Represented By
EDWARD PETRY & CO., INC.

510 Madison

COOPERATIVE ADVERTISING

We are interested in getting articles on dealer cooperative advertising in radio and television. We would like this information to cover various markets, such as the appliance, automotive, and farm equipment markets. Our problem can probably best be summed up by listing the four questions we are trying to answer:

1. In general, what way is cooperative advertising handled? Is it through regional distributors or directly through the dealers?
2. What value is placed on radio and TV cooperative advertising? By this we mean, what percent of the budget is used for AM and TV cooperative advertising?
3. What media do the dealers like best for advertising their products (cooperative)?
4. What does the dealer spend for non-cooperative advertising and what media are used?

Any information you can give us on this subject would be greatly appreciated.

If you are unable to help us, do you know of any study on cooperative advertising that is available to the public or some other source where we might obtain this information?

PATRICIA MCNIVEN
Research Analyst
The Buchen Co.
Chicago

• Articles dealing with dealer coop advertising appeared in *SPONSOR* 16 January 1950, page 34; 14 January 1952, page 40; 16 June 1952, page 36.

NBC ESTIMATES

Your lead article in the 26 January issue, "Coming: better Nielsen ratings?" states that the Nielsen study of TV circulation corroborates the NBC estimates.

We think this statement requires a little amplification.

In the first place, it should be said that even though Nielsen corroborates NBC on an over-all, *national* basis, it does not necessarily confirm NBC's *distribution of total sets between stations*. As a matter of fact, there is convincing evidence that NBC's estimate for WBTV (Charlotte, N. C.) was low by at least 25-30,000 sets. I understand

that in other cases, NBC's estimates proved to be high.

All parties interested in TV circulation should also bear constantly in mind that NBC's estimates, as NBC plainly states, are made on a *network, unduplicated* basis and therefore are not even intended to reflect total station circulation.

BOB COVINGTON
Assistant Vice President
Jefferson Standard Bdcstg. Co.
Charlotte, N. C.

ADV. RESEARCH FOUNDATION

Many thanks for the story about ARF in the 12 January issue. From the favorable comments we've heard about it so far, would judge that the article is getting widespread readership.

E. F. HERRICK
Advertising Research Foundation
New York

FOREIGN-LANGUAGE RADIO

I am sure many others will be writing you about the excellent treatment given foreign-language radio in the article of the same name in the 26 January issue of *SPONSOR*. . . . While we feel that perhaps more prominence should have been given to the pioneering and continuing work of Harlan G. Oakes, of the Harlan G. Oakes & Associates Co. in Los Angeles, for whom we act as New York office on many Spanish-language stations, and perhaps more attention could have been paid to the growing awareness on the part of many Spanish-language stations of the increasing need for proper merchandising and promotion, we cannot help but admire the article.

With these thorough and periodic articles on foreign-language radio, *SPONSOR* is indeed rendering a fine service to advertisers. . . .

ARTHUR GORDON
Sales Manager
National Time Sales
New York

NEW TV STATIONS

Your article in the January 12 issue about television station growth fascinated me, but I notice that we are conspicuously omitted from your list of markets to be added in 1953. Our initial test pattern went on January 25

...and won!



KCBQ was the **first** station in the nation to switch to the **new ABC-UPT**. With its vast resources in capital and talent, the **new ABC** is now the "Royal Flush" of the entertainment business.

in San Diego it's **KCBQ**

CHARLES E. SALIK, President

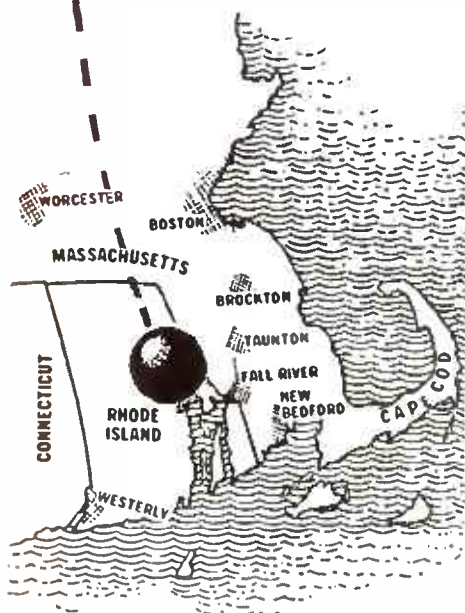
see your Avery-Knodel representative



**GET A
STRIKE
EVERYTIME
WITH
YOUR
PERSISTENT
SALESMAN**

**UNDUPLICATED
COVERAGE IN
280,000 HOMES
WITH PERSISTENT
SELLING TO MORE
THAN 840,000
PEOPLE . . .
IN PROSPEROUS
SOUTHERN
NEW ENGLAND**

**WJAR-TV
PROVIDENCE**



**Represented Nationally by
Weed Television**

and our programing started January 31. Is this early enough to "qualify for your list?"

I notice your list includes New England outlets of which I believe not one will be on the air as soon as WABI-TV.

Our antenna is in place and ready to go; our building is ready for installation of equipment all of which is in our possession and was installed beginning Wednesday, January 21.

We are affiliated with CBS, ABC, and Du Mont, and hope to be affiliated with NBC by the time you get this letter.

Orders are pouring in from national advertisers to start January 31. So I guess we'll start.

What on earth is the source of McCann-Erickson's data about starting dates? No wonder we didn't have any orders from McCann-Erickson — at least none that I can think of.

MURRAY CARPENTER
WABI-TV
Bangor, Me.

● Reader Carpenter will be glad to hear that WABI-TV is included in the new SPONSOR department, "Directory of new and upcoming TV stations," effective 9 February issue. SPONSOR's list was compiled for the 12 January article on future TV growth during December 1952 with the aid of NBC TV's research department. The big map of U.S. TV's future was from McCann-Erickson; the list wasn't. NBC TV was somewhat reluctant to release its list. Changes in starting dates occur so often among upcoming TV stations that station lists change almost daily. WABI-TV may well have been lost in the shuffle, for which SPONSOR apologizes.

RADIO-TV CLINICS

Jack Jackson's letter of appreciation for the wonderful RFD article in SPONSOR (29 December 1952) jolted my memory to the point that I am going to have to take time off from organizational duties of NARFD to express deep appreciation for a job well done.

We have already had several letters from readers of SPONSOR inquiring about the organization and work of NARFD and asking about membership possibilities.

You will be interested to know that about 30 radio people gathered in Omaha recently to talk about the possibility of organizing farm radio-TV clinics across the U.S. for the purpose of telling the farm radio story to folks who aren't well acquainted with what radio and TV farm directors can do in selling the sponsors' products.

MAL HANSEN
President
National Association of
Radio Farm Directors

HAWAII STATUS REPORT

I think your Hawaiian story (12 January) is terrific! To my knowledge this is the first and, without any question, the finest, most complete rundown of island radio ever done! SPONSOR leads the pack again!

G. P. FITZPATRICK
Promotion Manager
Free & Peters, Inc., New York

● Besides Mr. Fitzpatrick, SPONSOR also wishes to thank the leading experts among the top Hawaiian station reps in New York who checked the Hawaiian story before it went to press. For another viewpoint on SPONSOR's article, see KULA's ad on page 6.

Your status report on the Hawaiian Islands in the 12 January 1953 issue of your fine magazine was much appreciated. Although some of the conclusions drawn were faulty because of the necessity for generalization and simplification, it was, on the whole, a very accurate picture. . . .

A little more emphasis on the fact that this is an intensely American community, with American buying and thinking habits might have been brought out.

We would like to correct one misstatement of fact and to point to one statement that might be misconstrued.

In the box rate on page 36 you listed, in error, KAHU's one-hour, one-time rate, as \$22. That is the rate for one quarter hour, one-time. Class A. Our one-hour, Class A, one-time rate, local and national, is \$55. We would appreciate a correction.

Then on page 58, you concluded the paragraph on KAHU with the statement that "sponsors are local." A less-than-meticulous reader might infer that our sponsors are drawn from the community of Waipahu. Not so. Our sponsors are local in the sense that they are located mostly on the island of Oahu, where more than 70% of the population lives—some 325,000 of them. Our primary audience is a rural audience, it is true. But the figures show nearly 100,000 rural residents—no small local market. KAHU ranks first in this area in listening, and has a high listening rating in the city of Honolulu. We maintain that our 1,000 watts puts us in the regional market here, instead of being a purely local station.

CURTIS BUTLER
Station Manager
KAHU
Hawaii

(Please turn to page 98)

28.1% more \$\$\$

National advertisers spent 28.1% more dollars to sponsor local programs on KSD in 1952 than in all of 1951.

KSD's programs are valuable advertising properties!

For information concerning currently available shows and time segments, call or write

KSD

**THE ST. LOUIS POST-DISPATCH RADIO STATION
5000 WATTS ON 550 KC DAY AND NIGHT**

National Advertising Representative: FREE & PETERS, INC.

RCA

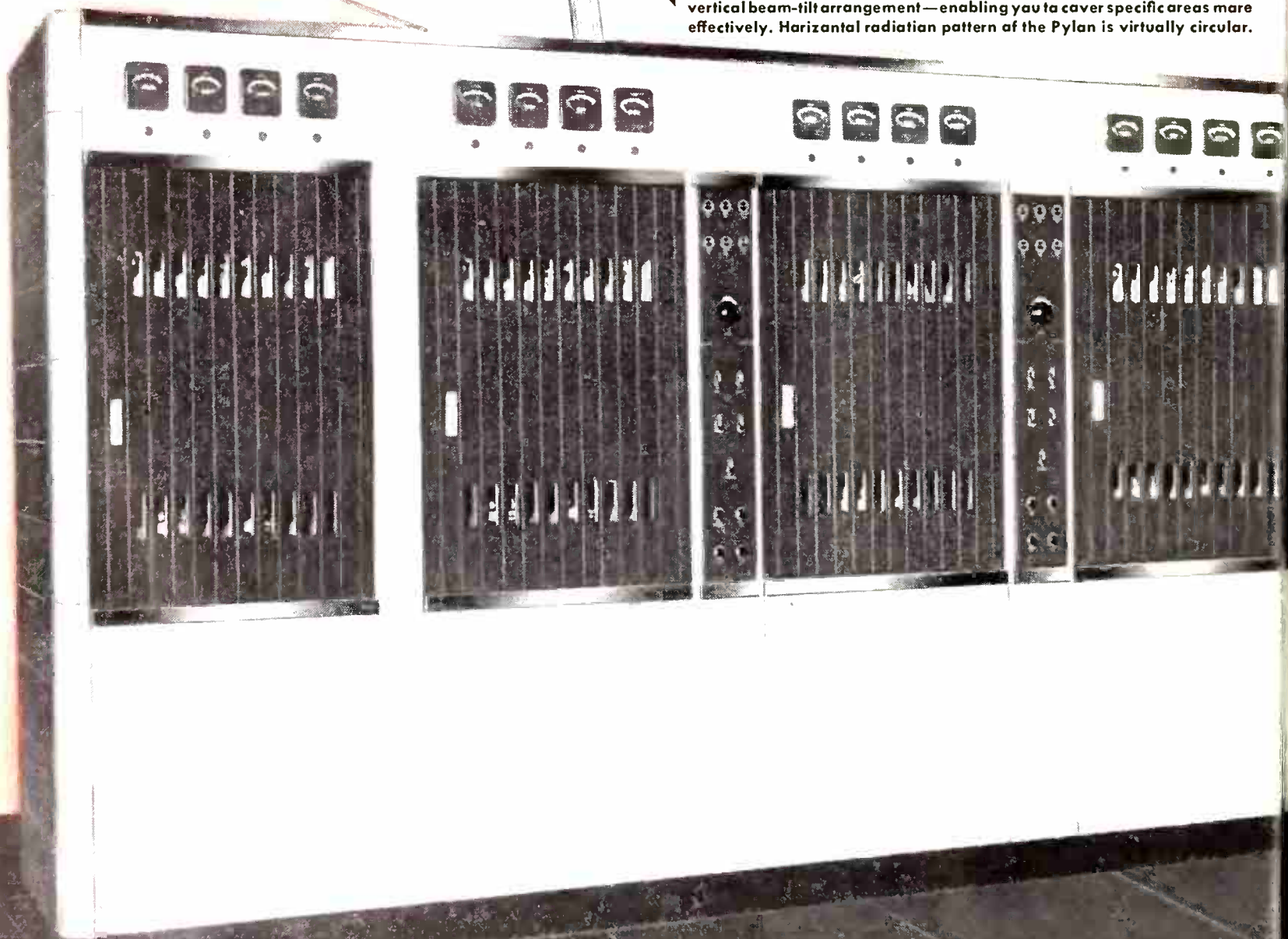
UHF



AGAIN, RCA sets a record in UHF technical leadership—by delivering to KPTV the entire UHF transmitter plant that put the FIRST commercial UHF signals on the air.

Out of the experimental field into the practical, *RCA transmitter-antenna combinations* like those shown here make UHF planning a practical reality. They enable you to obtain the most coverage at minimum investment.

◀ **RCA UHF PYLON ANTENNA.** The high-gain TV antenna that includes a vertical beam-tilt arrangement—enabling you to cover specific areas more effectively. Horizontal radiation pattern of the Pylon is virtually circular.



10-KW TYPE TTU-10A (FOR ERP* TO 270 KW). This UHF transmitter, and a UHF Pylon Antenna, will produce from 240 to 270 kw ERP on channels 14 to 83. The combination is capable of serving almost any metropolitan area with strong signals. Type TTU-10A is designed for straight-line or block "U" arrangements.

*Effective Radiated Power

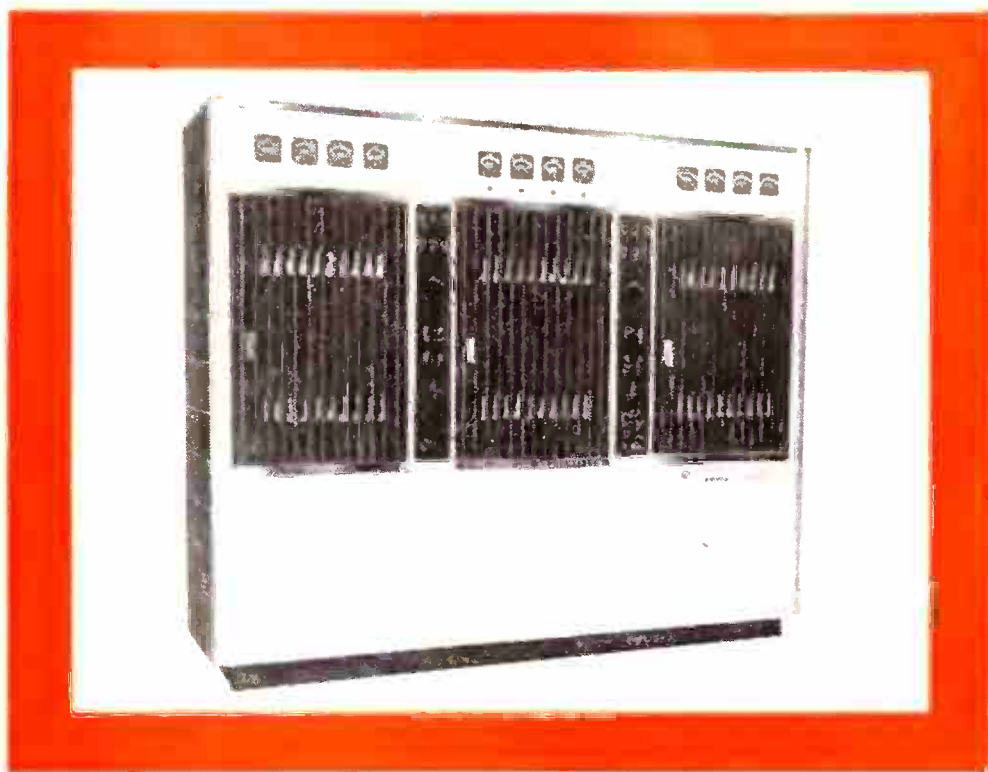
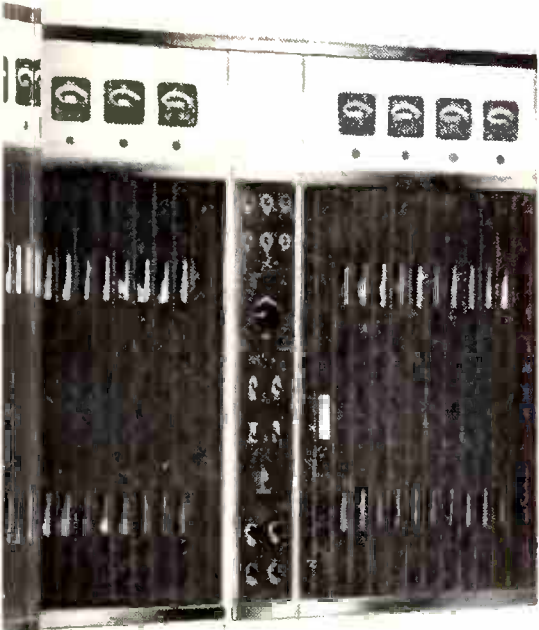
Proved in Portland!

For example, in low-power operation, RCA's lowest 1-kw UHF transmitter and a high-gain Pylon antenna combination is the most economical choice. Or, if you require higher power, RCA's 10-kw UHF and a high-gain Pylon combination approaches the ultimate in useful coverage.

In addition to transmitter-antenna combinations, RCA also has the UHF accessories you need to go on air; transmitter monitoring equipment, trans-

mission line fittings, towers, consoles, UHF loads and wattmeters, Filterplexers, etc. Everything is "systems matched" to work together for maximum performance. All equipment is available from ONE responsible transmitter manufacturer—RCA.

Make sure YOU get your UHF equipment when you need it. Your RCA Broadcast Sales Representative is ready to take your order—and show you what you need to go UHF at lowest cost.



1-KW TYPE TTU-1B (FOR ERP* TO 27 KW). This transmitter and a UHF Pylon Antenna, can develop from 24 to 27 kw ERP on any channel, 14 to 83. TTU-1B is self-contained and oil air-cooled. It is well suited as a driver for a high-power amplifier.



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



Top Programming! Top Salesmen!



DAY and NIGHT



MORNING

NORMAN ROSS

The dean and leader of Chicago disc jockeys, on the air daily from 6:00-7:55 a.m. and 11:30-11:55 a.m.

MARY MERRYFIELD

And her "Radio Journal for Women" in a top-rated women's commentary heard daily from 12:00-12:25 p.m.

NOON



ARBOGAST

The zany comedian and his sidekick, Pete Robinson, broadcasting nightly from 10:15-10:45 p.m. in what has been voted "the best new Chicago radio program."



NIGHT

Here are only three of the **Quality** programs on the **Quality** radio station in Chicago, selling the Middle West every day for scores of happy advertisers.

Yes, Some Spots are Better than Others

and in Chicago those spots are on



REPRESENTED BY NBC SPOT SALES



New and renew

1. New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Admiral Corp	Erwin Wasey	Du Mont 34	Golden Gloves Finals; F 9 pm to concl; 6 Mar only
Admiral Corp	Erwin Wasey	Du Mont 92	Intercity Boxing Bouts; Th 9:30 pm to concl; 26 Mar only
American Tobacco	BBDO	CBS TV 65	Private Secretary; Sun 7:30-8 pm; 1 Feb; 52 wks
Anson Inc	Grey Adv	NBC TV 38	Today; M-F 8:18-8:25 am seg; 9 Feb; 2 wks
Charles Antell	Television Adv Assoc	ABC TV 64	What's Your Bid?; Sat 7:30-8 pm; 14 Feb; 52 wks
Bymart Inc	Ruthrauff & Ryan	NBC TV 25	There's One in Every Family; W 11:25-11:30 am; 4 Feb; 13 wks
Ford Motor Co	Kenyon & Eckhardt	NBC TV 30	Ford 5th Anniv Prog; M 9-11 pm; 6 June only
General Mills	Tatham Laird	NBC TV 32	Ding Dong School; F telecast of M-F 10-10:30 am show; 6 Mar; 13 wks
Int'l Silver Co	Young & Rubicam	NBC TV	Today; M-F 7-9 am; partic various days; 30 Apr; 9 progs
Knomark Mfg Co	Emil Mogul	NBC TV 62	Kate Smith Show; alt T 4:45-5 pm seg; 10 Feb; no. wks not available
Procter & Gamble	Compton	CBS TV 60	Garry Moore Show; T, W, F 1:30-1:45 segs of daily 1:30-2 pm show; 10 Feb; 10 wks
River Brand Rice Mills	Donahue & Coe	Du Mont	Paul Dixon Show; W 3:30-3:40 pm seg; 11 Feb; 13 wks
Scott Paper Co	J. Walter Thompson	NBC TV 37	Ding Dong School; Th telecast of M-F 10-10:30 am show; 5 Feb; 13 wks
Sunbeam Corp	Perrin-Paus	NBC TV 13	Window on Washington; Sun 5:45-6 pm; 18 Jan; 52 wks
Wine Corp of America	Weiss & Geller	CBS TV 50	Bill Cullen Show; Th 11:15-11:30 pm; 12 Feb; 13 wks
Wine Corp of America	Weiss & Geller	ABC TV 190	News of Tomorrow; M-Th 10-10:15 am; 9 Feb; 52 wks



2. Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Firestone Tire & Rubber Co	Sweeney & James	NBC TV 66	Voice of Firestone; M 8:30-9 pm; 18 Apr; 52 wks

3. New National Spot Television Business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
American Maize Prods	Amazo instant desserts	Kenyon & Eckhardt, NY	Scattered mkts	Partic home ec shows, movies
B. B. Pen Co	BB-Rol-Rite	Roy S. Durstine, LA	11 stns in 8 Midwest mkts: Chi, Detroit, Cleve, Cinci, Indianapolis, Milw, Mpls, St. Louis	One-min film anncts; st 15 Feb; 14 wks
John Irving Shoe Co	Women's shoes	Product Services, NY	4 cities, Detroit, Washington, Chi, Phila; 10 more mkts to be added soon	Partic live progs; st Feb; 13 wks or longer
Lewal Industries	Instant-Dip silver cleaner	Lawrence C. Gumbiner, NY	9 stns in 3 mkts: NY, Chi, Phila	5 partic wkly, daytime shows; st Jan; 13 wks or longer
Mennen Co	Men's toiletries	Kenyon & Eckhardt, NY	TV stns in NY, Phila, Washington, DC (in addition to mkts already used)	Newscasts; prog segs; st Feb; to run indefinitely



4. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Roy Alderman	McCann-Erickson, NY, vp	Same, mgr Cinci office
Frank W. Berrien	Ruthrauff & Ryan, NY, acct exec	Picard Adv, NY, acct exec
Don Blauhaut	Peck Adv, NY, radio-TV dir	Raymond Spector, NY, dir radio-TV
Robert Bowerman	KPRC-TV, Houston, exec	Boone & Cummings, Houston, hd radio-TV dept

Numbers after names refer to New and Renew category

- Robert Debnam (4)
- Lester Friedman (4)
- Winslow H. Case (4)
- H. G. Stender (4)
- Wm. H. Lewis Jr. (4)

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

4. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Charles Bowes Harvey L. Cary Winslow H. Case	Ruthrauff & Ryan, LA, branch mgr Ralph H. Jones, Cincinnati, acct exec Campbell Ewald, NY, sr vp, creative dir	Charles Bowes Adv, LA, owner (new agency) Allen & Reynolds, Omaha, acct exec Cunningham & Walsh, NY, vp chg radio & TV on Liggett & Myers acct
Frank L. Chipperfield Betty Conway Robert G. Debnam Lloyd Durant James P. Ellis Roderick W. Fletcher	Hewitt, Ogilvy, Benson & Mathcr, NY, media exec Kenyon & Eckhardt, NY, space estimator Brisacher, Wheeler & Staff, SF, acct exec Compton, NY, TV comml prodn mgr Kudner, NY, radio-TV dept Ayres & Assoc, Lincoln, Neb, acct exec	Joseph Katz Co, Baltimore, dir of media Smith, Hagel & Snyder, NY, media buyer Same, vp Biow Co, NY, TV creative superv Same, hd new film prodn dept Same, but in Ayres' new St. Joseph, Mo, branch office
Henry Frankel Lester A. Friedman Henry Gerstenkorn Edwin J. Heaney Jack Herrick David P. Hornaday	Jerry Fairbanks, NY, acct exec Brisacher, Wheeler & Staff, SF, copy dir Raymond R. Morgan, Hywd, sls mgr Socony-Vacuum Oil Co, NY, mktg dept Hoffman Radio Corp, LA, publicity dir Dannen Mills, St. Joseph, Mo, adv mgr	Ruthrauff & Ryan, NY, dir new prog, talent devel Same, vp Own agency, 668 S. Coronado St, LA Morey, Humm & Johnstone, NY, mdsg dept Robert J. Black, LA, acct exec Ayres & Assoc, new St. Joseph, Mo, branch office, acct exec
Arnold Johnson Milton H. Klein William H. Lewis Jr.	NBC, Chi, net radio & TV sls serv mgr KLAC-TV, Hywd, opers mgr Benton & Bowles, NY, acct exec, Instant Maxwell House	Needham, Louis & Brorby, Chi, radio-TV facils dir Fennell Adv, Hywd, dir prodns Same, vp
Bernard Lubar	Ruthrauff & Ryan, NY, asst dir radio & TV continuity	Same, dir radio & TV continuity dept
Cal J. McCarthy Maric Meighan Jim Meltzer William Mullane Arthur Napoleon George O'Leary Florence Page Lawson Paynter Frederick N. Polangin Alfred J. Roby Jr. Jon Ross Wells W. Spence William G. Stannard H. Gilbert Stender Herbert J. Stiefel Sylvan Taplinger John A. Thomas	Ruthrauff & Ryan, NY, vp Joseph Katz Co, Balt, media consultant Antrim Short, Hywd, TV dept Mullane Adv, Detroit, owner Biow, NY, hd TV comml prodn dept Simmonds & Simmonds, Chi, vp Benton & Bowles, NY, space buyer Erwin Wasey, NY, chg TV copy Hutchins Adv Co, Phila, acct exec McCann-Erickson, NY, acct exec KALI, Pasadena, acct exec McCann-Erickson, NY, acct exec J. Walter Thompson, Canada, exec Benton & Bowles, NY, acct exec, Crosley Peck Adv, NY, vp & acct exec Kenyon & Eckhardt, NY, talent & prog buyer BBDO, NY, acct exec, memb plans bd	Ellington, NY, vp & acct exec Byrde, Richard & Pound, NY, space & time buyer Irvin Rose, Hywd, radio-TV dir Ruse & Urban, Detroit, vp (agency merger) Same, Hywd office, superv TV comml prodn Frank E. Duggan, Chi, excc vp, acct exec Ross Roy, NY, dir of media Ewell & Thurber, NY, mgr radio & TV prodn Fuller & Smith & Ross, NY, sr acct exec Same, vp Fennell Adv, Hywd, acct exec Same, vp Harold F. Stanfield, Montreal, dir mktg Same, vp Blaine-Thompson, NY, sr acct superv Hirshon-Garfield, NY, dir radio-TV dept Ewell & Thurber, NY, dir radio & TV



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

CHUB, Nanaimo, B.C., Canada, new Toronto rep Stephens & Towndrow	WDEF, Chattanooga, NBC Radio affil eff 7 Apr
CJAV, Port Alberni, B.C., new Toronto rep Stephens & Towndrow	WENR-TV, Chicago, call letters changed to WBKB eff 12 Feb
KLBS, Houston, new natl rep Everett-McKinney	WFMY-TV, Greensboro, N. C., power incr from 16.72 kw to 100 kw
KRON-TV, S.F., power incr from 14.5 kw to 100 kw, eff 14 Feb	WGN, Chicago, power incr from 29 kw to 316 kw eff 1 Oct
KSJO, San Jose, Cal, new natl rep Wm. G. Rambeau	WGRD, Grand Rapids, Mich, new natl rep Gill-Perna
KSJV, Sanger, Cal, call letters changed to KBIF	WHAS-TV, Louisville, power incr from 50 kw to 316 kw; change from channel 9 to 11; eff 7 Feb
KSLO, Opelousas, La, new ABC Radio affil eff 15 Feb	WHBF, Rock Island, Ill, CBS Radio affil eff 1 July (replaces WQUA, Moline in area)
KTHS, Little Rock, Ark, prev located Hot Springs, Ark, st opers with new 50 kw power 1 Apr; CBS Radio affil eff 15 June (replacing KLRA, Little Rock); Henry B. Clay, exec vp & gen mgr (photo at left)	WJZ, N.Y., (AM, FM, TV), call letters changed to WABC
KTIP, Porterville, Cal, new ABC Radio affil eff 15 Feb	WTAC, Flint, Mich, new ABC Radio affil eff 15 Mar
	WTTG(TV), Washington, D. C., new natl rep Blair-TV
	WVVW, Fairmont, W. Va., new ABC Radio affil eff 15 Mar

Numbers after names refer to New and Renew category

John A. Thomas (4)
Lawson Paynter (4)
Cal J. McCarthy (1)
H. J. Stiefel (1)
Henry Clay (5)

Florence Page (1)
Bernard Lubar (1)
Lloyd Durant (1)
Sylvan Taplinger (1)
Henry Frankel (1)



RADIO—10.4 HOURS

Radio — 10.4 hrs. per day



Television — 2.6 hrs. per day



Daily Newspapers — 1.2 hrs. per day



Magazines — 0.79 hrs. per day



Weekly Newspapers — 0.17 hrs. per day

Iowa's 806,000 families spend more than **TWICE** as much time with **RADIO** as with all other media **COMBINED!**

and **WHO** continues to be Iowa's **BEST ADVERTISING BUY!**

Send for the **FACTS TODAY!**

These facts are taken from the 1952 Iowa Radio-Television Audience Survey conducted by Dr. F. L. Whan of Wichita University, and his staff. The new Survey again proves that radio is by all odds Iowa's best advertising value . . . and that *WHO* continues to be Iowa's best advertising buy!

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

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

Chester G. Gifford

President
Schick, Inc.

The president of Schick, Inc., Chester G. Gifford, has come up with a couple of fresh reasons for an advertiser to use TV. He told SPONSOR last week: "Everyone is aware of the value of TV as a means of demonstrating your product to potential users. In selling electric shavers this is a must. But what only a few manufacturers seem to realize is that with the high rate of turnover in the nation's retail sales force, television can be very handy in training salesmen. As a result of their having watched our commercials on TV, we feel confident that when a prospect walks into a store to look at a Schick shaver he will get a good demonstration from the sales clerk."

Another Gifford observation regarding his firm's two CBS TV programs (*Crime Syndicated* on alternate weeks, and one-third of the *Jackie Gleason Show*) should interest advertisers whose problems include winning retail outlets.

"When one of our salesmen used to hit a city such as Kalamazoo with proofs of our big ads in, say, *Life*, he would have to explain the magazine's circulation in Kalamazoo, readers per copy, amount of time people spent with the book, etc. Now we find that the salesman's job is cut out for him, because, although both our TV programs are network, the local dealer in Kalamazoo considers it to be a local effort to back him up because he views the program on his local station WKZO-TV. Thus we get top network production plus local impact." For this combination Schick earmarks \$1,700,000 of a \$2,500,000 ad budget to TV.

Having a solid sales background, Gifford is very much aware of the value of local impact. He sold a wide variety of products during depression years, joined Schick as Midwest regional sales manager in 1940, and became overseer of all Schick service station operations in the Midwest and West in 1942. He was in the armed services from 1943 to 1945, and was designated Eastern regional manager for Schick upon his return to multi.

In 1948 he became general sales manager of Swank, Inc. (men's jewelry), advanced to vice president of the firm before returning to Schick as executive v.p. in November 1950. He was named president of Schick in April 1952 when his brother, Kenneth C. Gifford, became chairman of the board.

★★★

The NEW **WJBK** Guarantees You
RATE PROTECTION!

YOU PAY FOR ONLY 250 WATTS
on continuing contracts placed now

YOU'LL GET 10,000
WATT COVERAGE
when we boost our power

Now . . . more than ever . . . you get more than your money's worth on WJBK! Buy at the 250 watt rate now . . . pay no more when our new 10,000 watt rates go into effect. This rate protection alone is reason enough why the new WJBK is a radio buy you can't pass by!

The NEW **WJBK** *Detroit*

A STORER STATION

Tops in MUSIC, NEWS and SPORTS

National Sales, Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY



It's the
**Shape of
Things**

that counts

Look at
prosperous,
progressive
Mobile

Metropolitan Population	Bank Deposits
1940 114,906	1940 \$ 65,593,663
1951 231,105	1951 \$201,663,957
% Increase 101%	% Increase 207%

... and don't overlook

WKRG

CALL

Adam Young, Jr.
National Representative

or F. E. Busby
General Manager



Mobile, Alabama

New developments on SPONSOR stories



See: "TV and psychiatry boom Mogen David"
Issue: 26 January 1953, p. 28
Subject: Wine Corp. steps up air media advertising

Dipping into its 1953 advertising budget of \$1.4 million—about \$100,000 up from 1952—Mogen David this month added two more network shows to its 1953 radio-TV line-up. On ABC Radio the company began sponsorship of *News of Tomorrow* over 198 stations starting 9 February (10:00 to 10:15 p.m., Monday through Thursday); program was bought for 52 weeks. Format includes comments by Gordon Frazer, New York newsman, and by ABC correspondents throughout the world. Mogen David's most recent TV buy: *The Bill Cullen Show*, 11:15 to 11:30 a.m. Thursdays on CBS TV, for 52 weeks, beginning 12 February.

The spring 1953 air campaign—radio and TV combined—will cost Mogen David more than \$550,000. Of the annual ad budget, the biggest chunk, \$500,000, is allotted to TV; radio comes in a close second with \$350,000. Marvin Mann, v.p. of Weiss & Geller, agency for Mogen David, sums up client reasoning for the new TV buy as follows: "There was an immediate sales response to TV that hadn't been felt in other media. We knew then we were going to concentrate the ad budget on TV as long as it brought such results."



See: "Movies on the Air"
Issue: 8 September 1952, p. 38
Subject: MGM reverses its policy on TV appearances by its stars

Until winter 1952 MGM maintained a policy of thumbs down whenever its contract talent asked permission to appear on TV. Then, last December, it tried showing teaser scenes from "Jeopardy" on New England TV stations just before its release. Results were so good the long-standing policy was changed. Sy Seadler, MGM advertising manager, told SPONSOR: "We now permit our stars to appear on TV—though for promotional reasons only."

Never one for half-way measures, MGM (through its agency, Donahue & Coe) jumped in with both feet to launch its current new release, "Above and Beyond." Biggest indication of the changed philosophy was showing of teasers from the picture on *Ed Sullivan's Toast of the Town*, CBS TV, on 11 January. And Robert Taylor, star of the picture, was a guest on the show.

Since exhibitors share cost of advertising MGM films, the company doesn't formulate an over-all national policy. Sy Seadler feels, however, that increased use of air media is likely.

Coinciding with the film's premiere on 29 January in New York City, MGM bought a half-hour WJZ-TV movie promotion package. It included 50 announcements of varying lengths (10-, 20-, and 60-second), and coverage of the premiere, at which co-star Eleanor Parker appeared. The combined radio-TV campaign was masterminded by MGM's v.p. in charge of advertising, publicity, and exploitation, Howard Deitz, and Donahue & Coe's Carl Rigrod, director of radio and TV for the agency's motion-picture division.

Largest movie promotion package on WJZ-TV to date is the 125 10-second announcement series advertising the mid-February premiere of United Artists' "Moulin Rouge." WJZ-TV's package promotions to the Hollywood companies, which include as many as 20 station announcements plugging the forthcoming premiere telecasts, cost from \$4,000 to \$10,000 depending upon frequency of the announcements for which the individual company contracts. ★★★

SPONSOR

TV Time Buyers!

You can keep good company on

CHANNEL 73

In Youngstown, Ohio

PRESENT LIST
OF SPONSORS

NBC SHOWS

"Kukla, Fran & Ollie"
RCA

"Hallmark Theater"
Hall Bros.

"Bill Henry"
Sunbeam Corp.

"Roy Rogers"
General Foods

"Red Skelton"
P & G

"Mr. Peepers"
Reynolds Metals

"TV Playhouse"
Philco

"TV Playhouse"
Goodyear

"The Doctor"
P & G

"Howdy Doody"
Luden's

"Those Two"
P & G

"What's My Name"
Speidel

"What's My Name"
Crosley

"Voice of Firestone"
Firestone

"Robert Montgomery"
American Tobacco

"Robert Montgomery"
S. C. Johnson Co.

"Welcome Travelers"
Ekco

"Welcome Travelers"
P & G

"Short Short Dramas"
Pepsi Cola

"Circus Hour"
Buick

"Milton Berle"
Texaco

"Fire de Theater"
P & G

"Circle Theater"
Armstrong

"Two for the Money"
P. Lorillard

"Embassy Club"
P. Lorillard

"Bob Considine"
Mutual of Omaha

"I Married Joan"
General Electric

"Scott Music Hall"
Scott Co.

"Kraft TV Theater"
Kraft

"Short Short Dramas"
Pepsi Cola

"You Bet Your Life"
DeSoto-Plymouth

"Martin Kane"
U. S. Tobacco

"Welcome Travelers"
Nash Kelvinator

"RCA Victor Show"
RCA Victor

"Life of Riley"
Gulf

"Big Story"
American Cig. & Cig.

"Big Story"
Simonize

"Cavalcade of Sports"
Gillette

"Greatest Fights"
Cheesebrough Mfg.

"Show of Shows"
R. J. Reynolds

"Show of Shows"
Griffin, SOS, Benrus

"Show of Shows"
Prudential

"Show of Shows"
Fink & Lehn

"Hit Parade"
American Tobacco

"Camel News Caravan"
R. J. Reynolds

"Kate Smith"
P & G

"Kate Smith"
James Lee

"Kate Smith"
Block Drug

"Kate Smith"
Nestle's

"Kate Smith"
Minute Maid

"Kate Smith"
Simonize

"Kate Smith"
Gerber

"Dragnet"
Chesterfield

"Dinah Shore"
Chevrolet

"All Star Revue"
Pet Milk & Johnson & Johnson

"Vacationland America"
Fram Corp.

"Cavalcade of America"
DuPont

"Aldrich Family"
Campbell Soups

"Kate Smith"
Glidden Paint

"Ford Theater"
Ford Motor Co.

NATIONAL SPOTS

Galen Laboratories
Bulova Watch Company
Rival Dog Food
Kool Cigarettes
Sun Oil Company
Pio Wines
Serta Mattresses
Gilbert's Furniture Co.
Pilsner Brewing Company
Salada Tea
Crosley
Alliance Mfg. Co.

LOCAL Spots

Stambaugh-Thompson Company (Hardware)
Hartzell's—Men's Store
Giant Bargain Center
Isaly Dairy Company
Powers Jewelers
Wilkins-Leonard Hardware Co.
Bargain Port
Record Shop
Al Wagner Motor Sales
Printz Company—Men's Store
DuPont Paint Company
Record Rendezvous
Brody Shoe Store
King's Jewelry Store
Sackett Card Co.
James A. Henderson (Chevrolet Co.)
Lyon Gas Disposal Co.

Programs

"Kit Carson"—Coca Cola Bottling Co.
"Laurel & Hardy"—Golden Age Bev. Co.
"Boston Blackie"—Golden Age Bev. Co.
"Telesports Digest"—Renner Brewing Co.
"Feature Theater"—King's Jewelry Co.
"Western Serial"—Golden Age Bev. Co.
"Madison Square Garden"—Burkhardt Beer
30" Film—Schwebel Banking Co.

Call **HEADLEY-REED COMPANY**
for Availabilities

WFMJ-TV

101 West Boardman St., Youngstown, Ohio

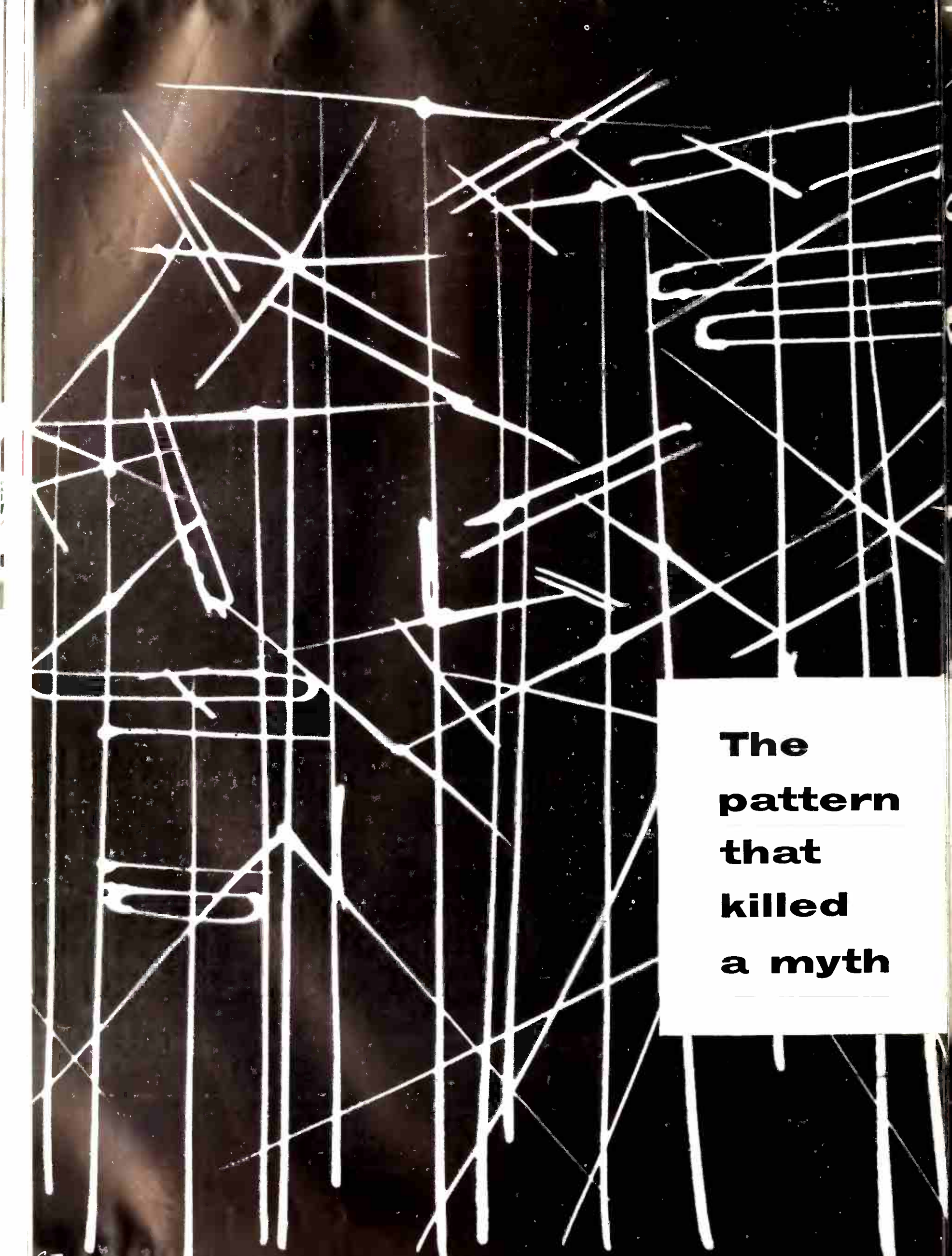
Phone 3-4121

**SERVING AMERICA'S 30th
MOST POPULOUS AREA**

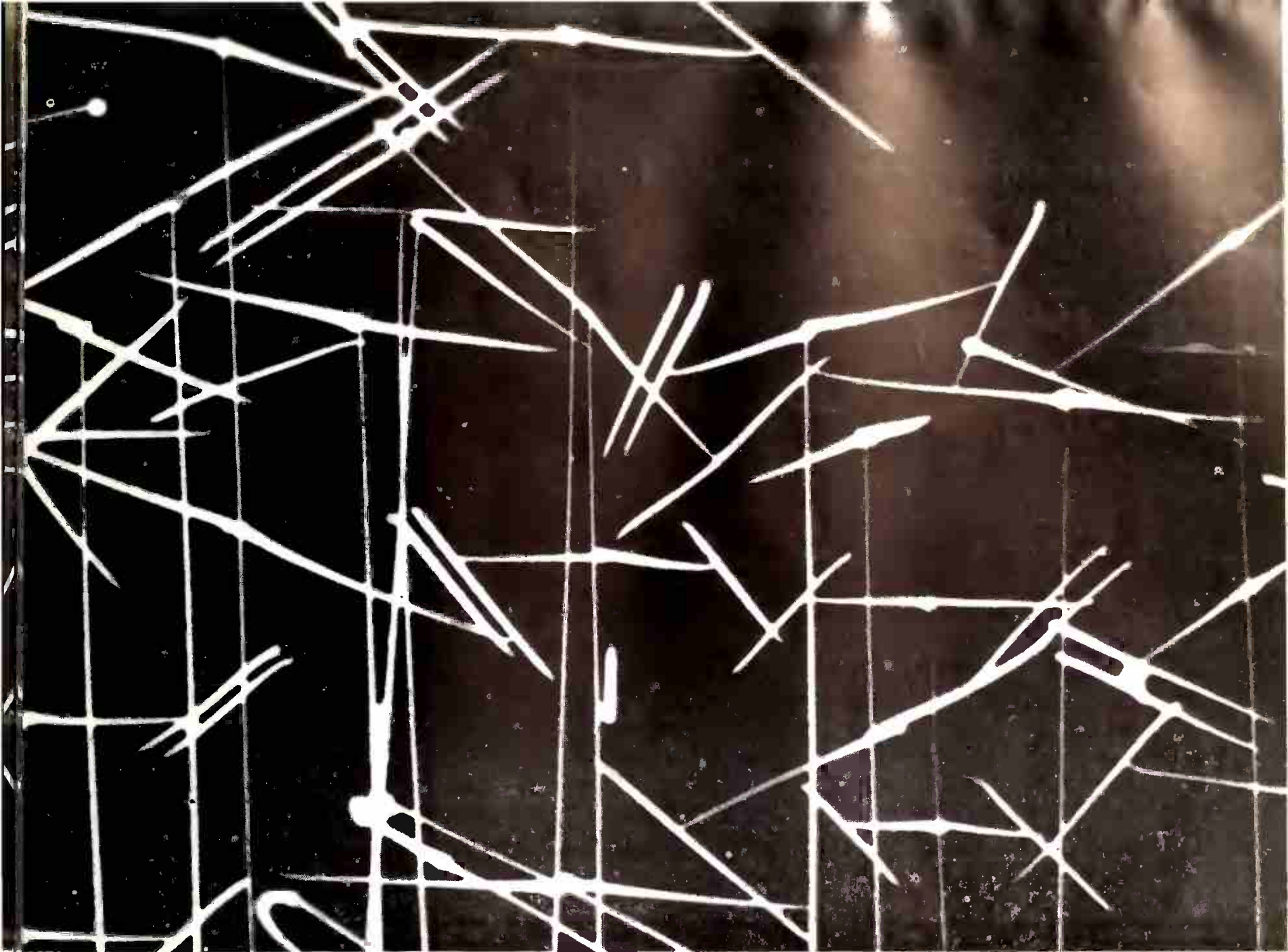
★ ★ ★ ★

NBC AFFILIATE

1000 FOOT TOWER ULTIMATELY

The background of the entire page is a complex, abstract pattern of white lines on a black field. The lines are of varying lengths and orientations, creating a dense, chaotic web of intersections. Some lines are straight and parallel, while others are curved or diagonal, forming irregular shapes and patterns that resemble a stylized grid or a network of connections. The overall effect is one of intricate, organic complexity.

**The
pattern
that
killed
a myth**



The pundits who solemnly explained that television's popularity was largely based on its "novelty" may now go to the rear of the class.

Today some five years after the novelty has worn off. Americans continue to find television as irresistible as easy money, as compelling as a thunderstorm. And the pattern of their devotion is as plain as the forest on the rooftops.

Families with sets devote more time to television than ever before—an average

last year of four hours and forty-nine minutes a day. This is more time than the American family has ever given to *any* spare-time pursuit.

Though not all areas yet have access to television, *one television program wins, week after week, the largest audience ever garnered by any medium in advertising history—40,000,000 people!*

That program, of course, is carried over CBS Television, as are most of the most popular nighttime television programs.

Indeed, in the nation's leading markets, where audiences have a choice of what to look at, CBS Television keeps winning the highest average audience of any network.

Add to a pattern of leadership the fact that CBS Television delivers these great audiences at the lowest cost per thousand...and it becomes clear why advertisers use more time on CBS Television than on any other network.

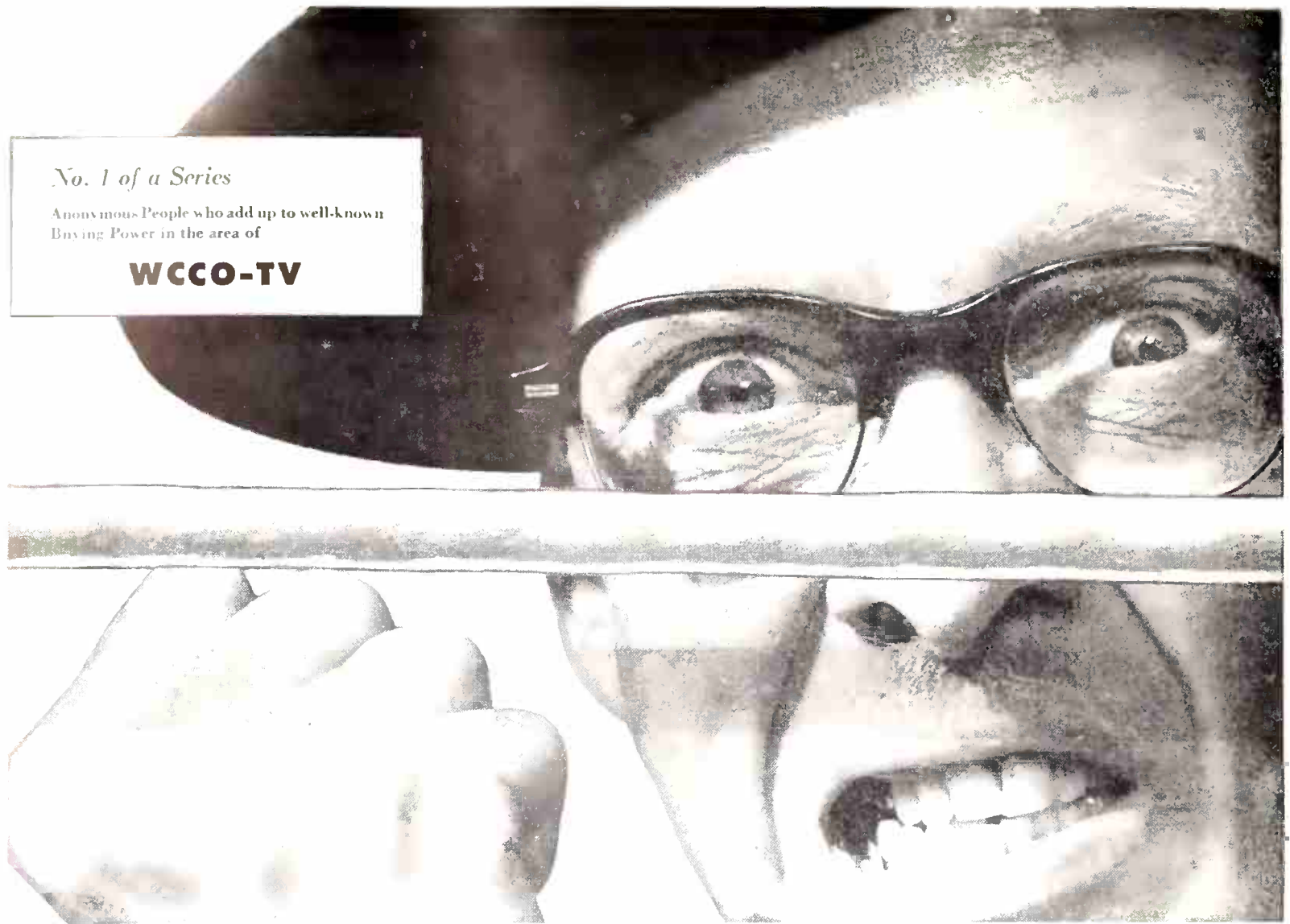
CBS TELEVISION



No. 1 of a Series

Anonymous People who add up to well-known
Buying Power in the area of

WCCO-TV



Why Do 200,000 of them like Wrestling?



● The 6,000 people who jam the Minneapolis Auditorium Tuesday nights are just a corporal's guard compared to the more than 200,000 at ringside in their homes—via WCCO-TV.

Why do they like wrestling? A big part of the answer is in the skill of WCCO-TV sports announcers who (a) know the sport (b) know the viewers needs and tastes and (c) talk just enough—authoritatively, on what is going on in the ring.

It takes skill and experi-

ence to do good sports reporting . . . like the skill and 15 years experience of Rollie Johnson, Sports Director, in covering Northwest sports. And his staff know their jobs . . . from ringside to camera to transmitter to Northwest homes . . . the job is done *right* . . . on WCCO-TV.

WCCO
CBS



MINNEAPOLIS • ST. PAUL
Nationally represented by FREE and PETERS

RADIO...830 kc...50 kw and **TELEVISION**...ch 4...100 kw
For dominant coverage of the Northwest Market

SPONSOR evaluation of two key post-freeze problems

Of paramount concern to advertisers and agencies today is how to plan ahead for stations now coming on the air in ever-increasing numbers. To help in your planning SPONSOR has gathered facts on two post-freeze problems: (1) the inevitable increase in audience competition and (2) UHF

1. Even a well-rated TV program may be a poor bet for future

Big-time sponsors in TV are facing a new problem: How will their present shows stack up when one-station TV markets fill up with new outlets and all-out rivalry starts? Latest TV research, notably the Nielsen studies in the nine fully competitive TV markets in the U.S., offers many new clues. SPONSOR's analytical study of the problem of future competition reveals that TV network ratings will drop as competitive pace steps up. How big a drop depends on your show.

Story starts page 30

2. UHF: What it is and how it differs from VHF television

SPONSOR went to timebuyers, asked them what they wanted to know about UHF, then got answers from stations, engineers, and scientific and market sources. To sum it up: UHF works well but still has some kinks which have to be ironed out. Picture quality is the same as VHF, however. Besides watching new set sales, agencies must check conversion rate in UHF markets which get fringe VHF signal. One big question: Will better transmitters reduce dead spots in reception?

Story starts page 32

APPARENT STRENGTH: Gulf's "We the People"

Typical National NTI rating	24.5
Comparative NTI 9-City rating**	11.0
Percent drop between National, 9-City	47%

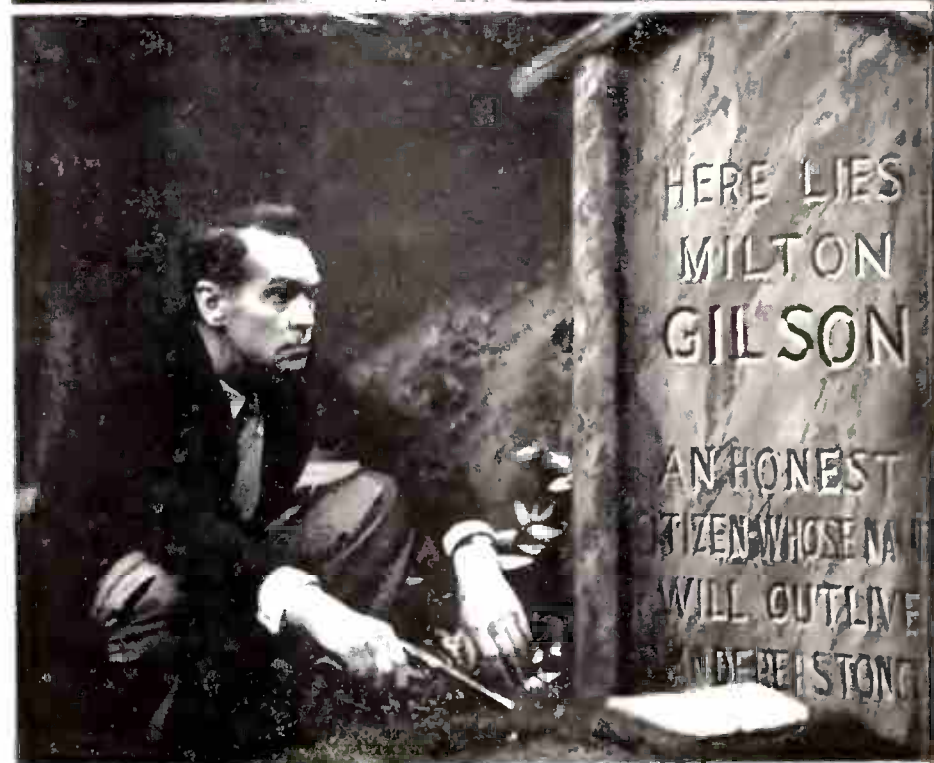
Conclusion: "We The People" failed to attract sizable audiences when it faced tough competition in nine U.S. cities where multi-station rivalry now exists. Y&R, Gulf's agency, recommended that show be dropped, since its potential for future, when multi-station markets will be commonplace, was weak. Show did fairly well in one-station markets, which boosted national rating to point where it disguised this long-range fault. Show was given the axe.

GENUINE STRENGTH: Block Drug's "Danger"

Typical National NTI rating	23.5
Comparative NTI 9-City rating**	20.9
Percent drop between National, 9-City	11%

Conclusion: Unlike "We The People," the NTI 9-City ratings on Block's TV thriller are almost as good in competitive areas as they are in the entire U.S. Drop-off of 11% is better than all-show average drop of 14% which occurs when multi-station ratings are checked against national picture. Block considers "Danger" to be a good bet for long-range rivalry in big-time TV, even though U.S. rating was lower than Gulf's 24.5 national Nielsen rating level.

**Nielsen 9-City TV ratings are specially computed for the nine multi-station TV markets: N.Y., Wash., Phila., Det., Cleve., Balto., Cincl., Columbus. Each has at least three TV outlets and many have at least four TV stations on the air.



1. Will competition kill your show?

Radio-style rivalry will come to TV as one-station markets disappear.

These new standards are now being used to judge long-range values

As fast as the old problems of TV's cramped size are being solved by the lifting of the FCC freeze, new problems are being created. One of the most formidable:

In the predictable future, big one-station markets will rapidly become multi-station markets. Networks will be in an era of radio-like program competition. What's going to happen to network TV program ratings and audience sizes when this inter-network competition really gets going?

A few farsighted advertisers like P&G, Lipton, Colgate, Lever Bros., and General Foods, to name a few—have put this question to their agencies. In turn, a growing number of ad agencies—like Young & Rubicam, Benton & Bowles, McCann-Erickson, and Foote Cone & Belding—have made careful slide-rule journeys into the competitive future of TV.

Already, there are definite clues as to what will happen when network TV rivalries approach those of radio webs.

The big fact: TV ratings will drop.

Proof of this can be found in a now-standard addition to A. C. Nielsen's regular national TV ratings. This is the Nielsen Popularity Rating, based on what happens in a sort of "Inside USA-TV." Ratings are figured separately—within the total U. S. data—for the nine cities in which there are now at least three competing TV outlets. These nine cities are: New York, Chicago, Philadelphia, Washington, Detroit, Cleveland, Baltimore, Cin-

nati, and Columbus, Ohio. They represent about 50% of the total TV homes in the U. S.

Since 1950, when they first appeared, the Nielsen Popularity Ratings have shown rating levels which are enough to jar the complacency of any adman who thinks his TV show will probably do as well in the future as it does today.

When a nine-city Nielsen TV rating is compared with the rating of the same show in the national NTI lists, the nine-city figure is almost invariably lower. The drop is sizable; it averages about 14% for all network TV shows, day and night combined. Individually, some shows plunge as much as 50% below national levels when they're operating in the competitive environment of multi-station cities.

There's no great secret behind this rating drop. Half the TV homes in the U. S. receive TV programs which have little or no simultaneous TV competition. This is due to the fact that single-station cities, even today, account for about every third TV market.

More than 40 U. S. cities have just one TV station. Of these 40 one-station cities, 35 contain over 100,000 families; 14 contain over 300,000 families; three contain over 500,000 families. Viewers in these cities have a simple choice of TV programs: Take what's on the single channel, or turn the set off and listen to radio.

Concern for TV's future: TV is still being hampered by the one-sta-

status report

tion market situation today. But, well-informed TV network and station rep sources told SPONSOR that the major TV single-station market—like Pittsburgh, St. Louis, New Orleans, Johnstown, Charlotte, Memphis, Seattle, San Diego, and others—should be multi-station markets, radio-style, by the middle of 1954. A year later, they'll just be a memory. Simultaneous telecasting in all major markets will be a reality by the end of 1955.

Of course, network time clearances will be easier. Kinescope schedules in which time slots on perhaps half of a show's station line-up never matched those in the cable-linked, competitive markets—will disappear without lamentation. But with the disappearance of the kine headaches will come the new problems of genuine program competition all over the country.

Even pioneer TV advertisers, who often have jealously guarded their good time slots in one-station markets, may be in for a surprise. Such pioneer shows as Westinghouse's *Studio One* and *Kraft Theatre* may suddenly find themselves up against stiff competition from a new TV channel that's just opened in the market.

Single-station markets exert a considerable boost to the average TV program's rating. In the SPONSOR-Tele-Pulse spot film ratings chart in the 26

January 1953 issue, for example, *Foreign Intrigue* got a whopping Tele-Pulse rating of 50.5% in New Orleans, a large one-station market. In New York, a seven-station TV market with full network representation, *Foreign Intrigue* still as good as it was in New Orleans got a rating of only 13.9%. The comparative drop: 62.5%. This is an extreme case. But the pattern is similar when true multi-station competition is weighed against the total U.S., as pointed out above.

Here are some typical examples of nine-city-versus-national TV ratings from Nielsen:

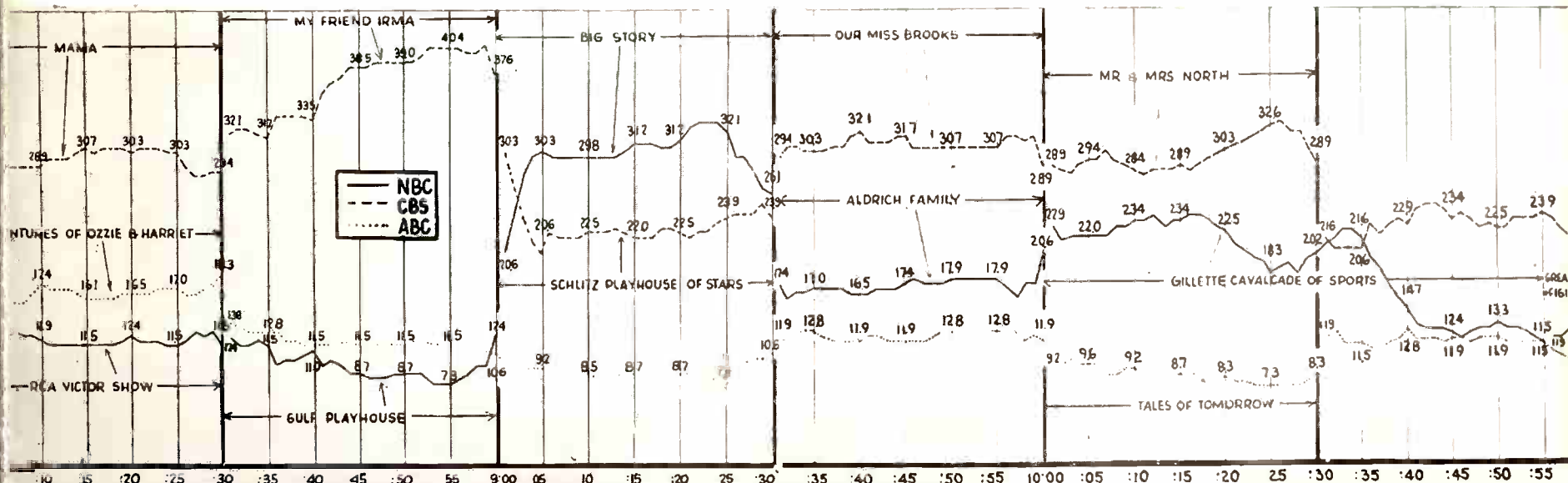
SHOW	National NTI	9-City	% Drop
<i>Lone Ranger</i>	37.8%	27.0%	-28.5
<i>Kraft Theatre</i>	35.6	27.3	-23.4
<i>Voice of Firestone</i>	14.0	8.2	-41.5
<i>Studio One</i>	28.3	22.0	-22.2
<i>Danger</i>	23.5	20.9	-11.1
<i>Flainclothesman</i>	23.8	18.3	-23.2

It's obvious from these, and similar figures, that multi-station competition almost invariably means lower ratings. However, the percentage drop isn't consistent with every show. For instance, *Studio One* in the chart above shows a drop of about 22%, somewhat higher than the usual all-show average drop of 14%. But the recent *We The People* series showed a drop of 47% in the competitive nine cities as opposed to its national rating (24.5 vs. (Please turn to page 39)

Effect of true competition on TV viewing is revealed in 9-city Nielsen data

TV audiences are highly selective when there's plenty to choose from. Nielsen chart of multi-station TV areas shows. CBS TV audience grew, for instance, during "Mama" on 12 Dec. 1952, soared during

"Irma," fell off sharply during Schlitz show, rose later. NBC TV and ABC TV ran in a reverse pattern, with NBC TV hitting a big peak during "Big Story." Such Nielsen charts reveal competitive strengths





What is UHF? As shown in diagram below, UHF refers to one portion of broadcasting spectrum. UHF waves differ from VHF only in that more UHF waves are generated each second, that is,

the frequency is higher. Picture quality is the same. UHF band is wider than VHF; therefore, many more TV channels can be used. Picture above shows types of UHF home antennae developed by RCA

2. What timebuyers want to know

For agencies seeking details on TV's hottest topic here are some

The eyes of everybody connected with broadcasting are on UHF these days but no one is taking a closer look than the timebuyer.

With a new broadcast band open, he must not only watch figures on TV set growth like a hawk, but he must also weigh the extra complication of how many VHF sets have been converted to UHF reception. And, while he doesn't have a deep interest in the technicalities of UHF, he finds himself bombarded with such terms as "ERP," "Klystron tube," and "yagi antennae." He hears conflicting reports about what UHF has done and what it can do in the future with better equipment and more know-how.

To help timebuyers cut through the

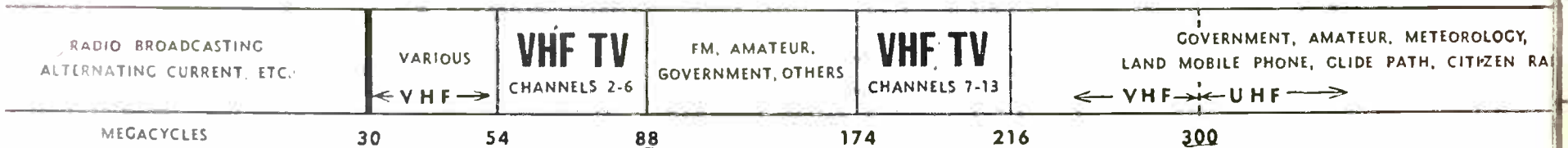
jungle of assorted facts SPONSOR first went to the timebuyers themselves to find out exactly what they wanted to know. SPONSOR discovered that, in addition to the obvious fact that timebuyers are interested in detailed market data, they also want to know (1) what the differences between UHF and VHF mean in terms of coverage; (2) whether they can roughly predict the rate at which VHF set owners will convert to UHF; (3) what UHF is, in layman's language.

In gathering answers to timebuyers' questions, SPONSOR consulted engineers, spoke to new UHF station managers, examined scientific reports and checked figures on conversions and purchases of new UHF sets. The answers will be

summarized below in question-and-answer style, but, first, here's a thumbnail sketch of the highlights:

- There's no question but that UHF works. Nor can the consumer detect any difference between a UHF and VHF picture.

- Like any electronic advance, UHF has kinks which must be ironed out. Generally speaking, UHF requires higher transmitter power than VHF, and engineers are working on ways of getting this higher power economically. One recent development in this field is the Klystron tube. Broadcasters and engineers are especially interested in finding out whether the Klystron tube as well as other higher-power transmitters can cut down "dead spots"





Can UHF signal go as far as VHF? As photo shows WKBN-TV UHF signal is clear at 50 miles. UHF signals normally will not go as far as VHF but this can be offset in many ways

Are converters available? Yes, and production is increasing. Crosley tuner, above, enables VHF set to receive all 83 UHF channels. One- and two-channel converters also are being made

About UHF

Easy-to-read explanations

within a UHF station's primary coverage or "A" area.

- UHF fringe antenna installation is more critical than VHF. Dealers must become familiar with the particular problems of UHF reception. However, in its early days VHF also was a headache for servicemen and, today, most VHF installations are no problem to skilled servicemen.

- As for UHF market growth, it's safe to say this: Where a UHF station is the only video outlet in a particular market and no outside VHF signals come in, consumer enthusiasm is high and TV set salesmen don't even have to open their mouths. Where the UHF market receives outside VHF signals, the situation is a bit more complex.

status report

The answer depends to a great extent on how satisfied each individual consumer is with his present VHF signal and how good the UHF signal is. (For some straight-from-the-horse's-mouth information on what UHF stations are doing to build audiences, see "Mr. Sponsor Asks," page 64.)

Here's the full story on UHF in layman's terms and language:

Q. What is UHF?

A. As you can see in the diagram at the bottom of these two pages, ultra high frequency is a name for a certain portion of the broadcasting spectrum. It runs from 300 to 3,000 megacycles (the number of waves broadcast each second). A megacycle is a million waves. The higher the frequency, the more waves per second. The TV band in UHF, the diagram shows, begins at 470 megacycles and ends at 890 megacycles.

As the diagram indicates, UHF waves are just one of many kinds of waves. At the left hand side, you can see that the lower frequency waves are used for home electric current, radio broadcasting, and other services. As the number of waves increase per second (and become smaller), we reach the very high frequency or VHF portion of the spectrum, part of which has been used for some years now for commercial television channels.

Q. Why is the UHF band in particular being used for TV?

A. It is obvious from the diagram that there is room for many channels in the UHF band. TV needs this room. A single TV channel takes up a lot of space in the broadcasting spectrum, much more than a radio station. For example, even assuming the radio frequencies were available for TV, it wouldn't be practical to use them. One TV channel alone would take up a band equivalent to the entire radio broadcasting band plus a lot more.

It also is obvious from the diagram that the spectrum is quite crowded.

UHF TV CHANNELS 14-83



RADAR, LIGHT HEAT, X-RAYS, ETC.



As crowds in front of Portland store show, new UHF station KPTV excites sales. UHF sales have been better than in VHF's early days

When it became apparent to the FCC and broadcasting industry that the VHF band didn't provide enough space for a truly national TV industry, it also became apparent that the most room for new TV channels was up in the ultra high frequencies. They would have liked to open up the section of the band that follows 216 megacycles (Channel 13). But, as the diagram shows, that part of the spectrum is tied up by the U. S. Government and miscellaneous services.

The UHF TV band has space for 70 channels. Over the country as a whole, the band provides for 1,445 stations. Together with nearly 500 new VHF stations that can be put into operation, that makes a grand total of 2,053 stations which can be accommodated by both VHF and UHF bands. This total includes more than 200 educational channels. Whether the band will be filled up is another question, but, at least, the room is there.

Q. Are there any important differences between UHF and VHF broadcasting?

A. As we travel up the spectrum to higher frequencies and smaller waves, we find more of a tendency for the waves to travel in a straight line. This is a gradual thing. It doesn't begin suddenly at Channel 14, the lowest frequency UHF channel. The higher frequency waves will not "bend and fill" around obstructions, such as buildings and hills, as well as the lower frequency waves. When you get up to the frequency of light, the wave really travels in a straight line.

This difference can be explained in another way. Suppose we use an umbrella as an example of an obstruction. Now, if we generate a radio wave such as Marconi used to transmit across the Atlantic, the umbrella won't get in the way since Marconi's wave was more than half a mile in length. But when we get down to UHF-size waves we are dealing with wave lengths of a couple of feet or less. Obviously, something the size of an umbrella will be an obstruction to transmission.

The fact that smaller waves are likely to hit more obstructions than longer waves is just as true for stations in the VHF band. Channel 13 waves, for example, are affected more by foliage in the spring and summer than Channel 2 waves are affected.

When it comes to bigger obstructions like hills and tall buildings, we find that small, high-frequency waves cause "shadows," much like light causes shadows. This is just as true of VHF as it is of UHF, so apparently it's not something that can't be licked. However, as frequencies increase, the shadows or dead spots become longer and "deeper," making the signal strength weaker.

John P. Taylor of RCA's engineering products department reported that during his study of TV reception in

Portland shortly after KPTV went on the air (this was the first commercial test of UHF), he could almost predict the dead spots by standing on the hill where the transmitter antenna was located and picking out obstructions by sight. Taylor did not recommend this as standard engineering practice, of course, but he said it was a convenient way of narrowing down possible areas of bad reception. It also suggests a rough way of picking out a good spot for a transmitting antenna.

Q. Does all this mean that UHF coverage will not be as good as VHF?

A. Not necessarily. In the first place, if the home antenna is in a direct line of sight with the transmitting antenna, there is no problem of obstructions at all. Taylor reported that the Portland transmitting antennae, which are placed on a hill overlooking the city, practically look down the chimneys of most Portland homes. From a spot check, he estimated that KPTV will furnish good service to 88% of the Portland trading area. Comparing this with a theoretical VHF station, he figured out that a VHF signal would cover about 94%. The 94% figure was arrived at by assuming that VHF waves would fill in about half

(Please turn to page 70)

Here's a TV set sales trend in UHF market

South Bend's new UHF station, WSBT-TV, competes with fringe signals from Chicago and Kalamazoo. Figures gathered by station show that, in early days at least, converter sales top those of UHF-equipped sets

Date	No. of stores	Converters sold during week	UHF-equipped sets	Total UHF sets (cumulative)
11/22/52	13	582	513	1,095
11/29/52	16	243	227	1,565
12/6/52	16	908	318	2,791
12/13/52	16	1,463	422	4,676
12/20/52	16	935	328	5,939
12/27/52*		1,481	372	7,792
1/3/53	15	1,737	217	9,746
1/10/53	14	1,141	406	11,193
1/15/53	2	1,020	71	12,384
Total		9,510	2,874	12,384**

*Station went on air 22 December

**Totals as of 31 January are 20,500



ED CARMACK (R.), SEARS-TUCSON MANAGER, COPPED EVERY SALES PRIZE GIVEN BY CHAIN LAST YEAR



How a top Sears store uses radio

It sells men in morning, women in afternoon.

Smart programing, station's interest in store problems help boost sales

The myth that radio can't do a good, consistent job of selling for department stores has been exploded many times but never with a louder bang than in Tucson, Ariz.

The Sears, Roebuck store in that city has been doing an effective job with radio selling for nearly seven years. This undoubtedly has been a factor in giving Edward B. Carmack, store boss for 20 years, a record as one of Sears' hottest local managers. Last year, Carmack ran off with every prize given by the mail-order firm for top performance in its 66th Anniversary Sale.

Carmack's success cannot be broken down into any copy-book formula

|||||

case history

|||||

which lists five or 10 points on "How to sell department store goods on the radio." The Sears manager seems to have an inborn sense of what constitutes good air programs for selling his goods. But a hint may lie in his statement that:

"Radio is becoming more and more important as an advertising medium. Its effectiveness, though, depends largely on programing and presentation. Radio stations should look in the mirror to see why they are not selling more time to department stores."

The Sears-Tucson story suggests that Sears' success can be explained partly by the deep interest stations have taken in the store's sales problems. This has resulted in occasional special air promotions, but, better than that, it has resulted in the steady movement of goods to the consumer.

Sears over-all air strategy:

1. An early-morning (8:15 to 9:00) show called *45 Minutes from Broadway* on KTUC. Consisting of music from Broadway shows, it runs seven days a week.

2. A late-afternoon (4:30 to 5:00) *(Please turn to page 89)*

Sears policy on radio

Sears, Roebuck ad policy does not encourage the use of radio by its chain stores. (See "Are Sears and Ward anti-radio?", SPONSOR, 5 May 1952.) While Sears managers have certain amount of ad autonomy, over-all strategy limits air budget to small share of total. The Tucson story shows what can be done by a smart manager with a "feel" for radio programing, selling, tactics

case history

Pfaff: from zero to \$20

German-made machine is air-minded pace-setter among foreign sewing machines

The home sewing machine has become a Cinderella appliance. Just a few short years ago, the average American woman scorned sewing machines as being a relic from Grandma's attic. Today:

- Some 81% of the women in this country own a sewing machine, according to a 1952 survey by *Family Circle*. Manufacturers now estimate that some 38% of American women—about 30,000,000—make most of their own family's clothing on a home sewing machine.

- Sales are booming. Last year, the sales of sewing machines for home use in the U.S. represented some 2,000,000 units, a January 1953 market survey by *Electrical Merchandising* estimated. Prices ranged from about \$140 for portables (or less) on up to \$350 or so for fancy console models.

- 1953 looks like a banner year. One industry source told SPONSOR that the sale of home sewing machines should run "about \$225,000,000 at retail." That's about \$55,000,000 higher than they were back in 1950.

What back of these spiraling sales, and the boom in home sewing?

The simplest answer: When a housewife turns out everything from slip covers to dinner gowns with the aid of her sewing machine, she saves money. One survey quoted women recently as saying they saved anywhere from one-half to two-thirds of the cost of ready-made articles by making them at home.

Saving money, however, is only part of the answer. The big spurt in sewing machine sales was caused by something else: all-out competition between the domestic brands (Singer, White, Free-Westinghouse, Kenmore, Sew-Gem, etc.) and a post-war influx of foreign models (Pfaff, Necchi, Elna, etc.) which can do everything from sewing on buttons to darning socks.

The dent in the sales of U.S.-made brands caused by this foreign influx is hard to determine. Singer, still the world's largest sewing machine maker, guards sales figures as if they were family jewels. Meanwhile, sales of foreign-made models are jumping so rapidly (see Pfaff sales chart

at right) and the total market is expanding so quickly that sales perspective has been virtually lost in the industry.

(An unofficial-but-interesting review of the present market situation was given to SPONSOR by the agency supervisor of a leading sewing machine account. According to the agencyman's calculations, Singer accounted for 90% of the U.S. market in 1948. In 1952, the adman estimated, Singer's sales were still pretty good—but Singer's share of the total U.S. market dropped to 46%.)

Foreign models arrive: Necchi, an Italian-made machine, and the Elna, a smaller Swiss-made model, arrived on the American scene around 1947. In 1948, the products of the G. M. Pfaff Company started arriving from the French Zone of Western Germany. Later, other sewing machines manufactured in Holland, Japan, and Sweden began to appear, but the first three—Necchi, Elna, and Pfaff—have cornered over 80% of the foreign-made market, trade sources estimate.

Although Pfaff was a late starter, industry experts now consider it to be the pace-setter among foreign models. From its standing start in 1948, Pfaff's U.S. sales last year passed the \$20,000,000 mark, and are presently growing at a rate faster than the Necchi-Elna combination.

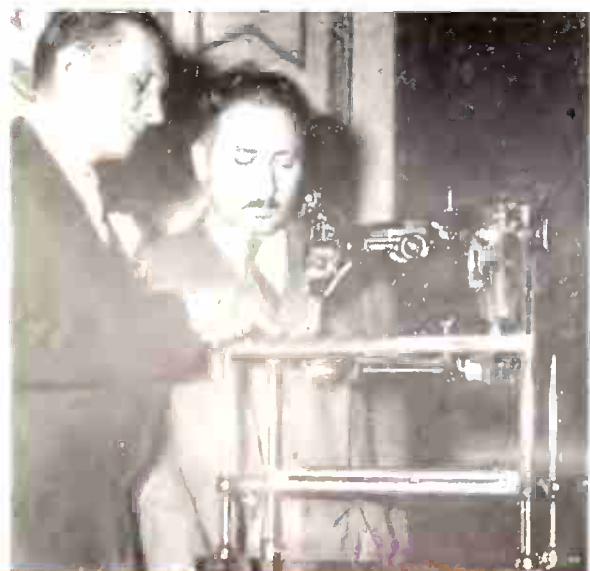
"This year Pfaff expects to go to \$26,000,000—a 30% increase," Martin K. Speckter, v.p. of Bozell & Jacobs ad agency, national ad counsel for Pfaff Sewing Machine Sales Company, told SPONSOR.

Necchi-Elna (the two firms combined into one late last year) has worked hard to maintain what it claims is its slight lead over Pfaff. Currently, about \$1,000,000 is being spent via the Doyle Dane Bernbach agency for Necchi-Elna advertising, part of it on the air. No Necchi-Elna airselling is being done at a national network level, the DDB agency told SPONSOR. However, about two-thirds of the total budget is being allocated to dealer co-operative advertising, and dealers are being encouraged to use local-level TV and radio spot. Plans are also being drafted to have a Necchi-Elna network TV show in the fall. Singer, incidentally, is top dog presently among sewing machine man-

Strategy: Henry Genthe, of Pfaff Sewing Machine Sales Co., shows off fine points of latest model to Martin Speckter of Bozell & Jacobs, Pfaff's ad agency

In East: Local TV and radio spot campaigns are used extensively at dealer level in 24 Eastern states. Typical dealer show is "Lucille Rivers" on N. Y.'s WPIX

In West: Network radio show spearheads Western drive of A. C. Weber, distributor (r.), looking at MBS map of Pfaff-sponsored "Queen for a Day"



See
Lucille Rivers
on the PFAFF SEWING CENTER
TV PROGRAM
... every Wednesday
from 4:00 to 4:30 over WPIX—
Channel 11

Learn
to sew on the fabulous
Pfaff zig-zag sewing
machine ... at the new
PFAFF SEWING CENTER
35th Street and Fifth Ave.
Come in and enroll in one
of Pfaff's famous fashion
sewing courses.
PFAFF
Fifth Avenue at 35th St., New York City



million in 5 years

now selling at fast clip in U.S. market

Manufacturers in big-time TV with its *Four Star Playhouse* on CBS TV aired alternately with *Amos 'n' Andy*.

Pfaff, which now expects to be the biggest rival to Singer in the U.S. in a couple of years, has set a budget of about \$1,500,000 for 1953, with a large portion (about 30%) earmarked for air advertising. Pfaff puts the largest single slice of its budget (almost 60%) into magazine advertising, but considers air media as its number-two promotional weapon in a long list of media items.

Like Necchi-Elna, Pfaff has no national-level air advertising at the moment. But its dealer air operations amount to virtually national advertising in size and scope. Here's how Pfaff's present radio-TV policy works out:

1. Pfaff's U.S. sales are divided into two "Senior Distributor" territories, East and West, with Chicago as the dividing point. The Eastern distributor, Pfaff Sewing Machine Sales Corporation, handles 24 U.S. states; Chicago's A. C. Weber Company handles the other 24.

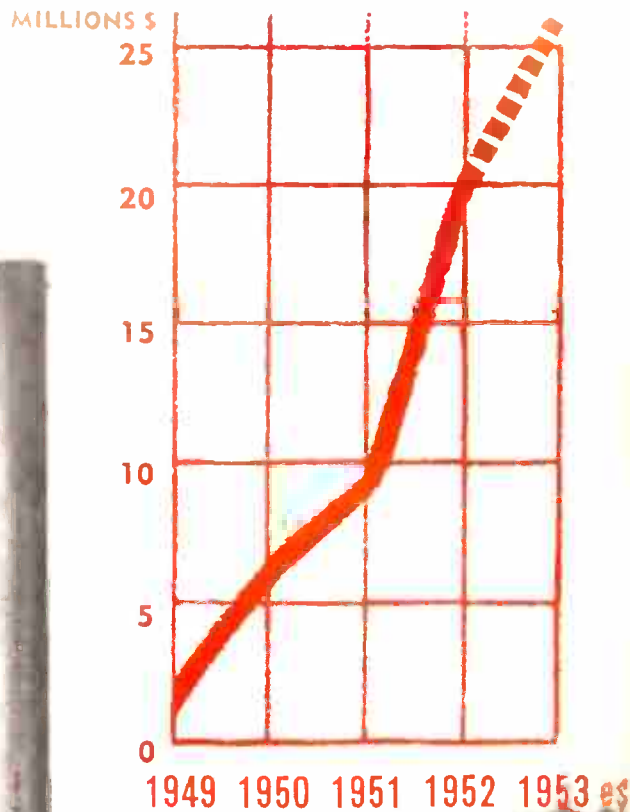
2. Both senior distributor accounts are handled by the Bozell & Jacobs agency, out of its Chicago and New York offices. B&J also handles the national account, which is principally magazine advertising.

3. The two distributors work on a near-autonomous basis. Each plans its own distributor and/or dealer-distributor advertising. This is passed down the line to the larger regional distributors, and finally down to local dealers who work largely on a co-op basis.

4. In the East, spot TV and radio are used in a series of dealer co-op arrangements. TV films and radio announcements prepared by Bozell & Jacobs are made available to dealers, who are also given advice on what is and what isn't a good local spot radio or TV buy. In turn, dealers buy local time slots, participations and programs in spot radio-TV, and insert their local identifications into the agency-created commercials. A typical example of these extensive dealer air efforts is the weekly *Lucille Rivers* show on New York independent TV station WPIX.

5. In the Western Pfaff area, where metropolitan areas
(Please turn to page 94)

From starting start in '48, Pfaff sales in U.S. have zoomed, should hit new high in '53



les: Pay-off in all areas is increased business, helped smart appearance of new Pfaff "Sewing Center" res in which customers learn to use new Pfaff models



Why you should reexamine nighttime

Many sponsors automatically reject night buys even though cost-per-1,000 is oft

The theory among many national advertisers that nighttime spot radio in TV cities is less efficient than daytime is being disproved by stations who are coming up with factual evidence that, on a cost-per-1,000 basis, after-dark radio spots can be just as good a buy—or even better.

In taking the offensive against the anti-nighttime attitude, stations and reps are saying that this bias has been impregnated in advertisers' minds by force of habit; that it is very often an unrealistic hangover from TV's early days when new set owners were glued to their screens at night. What is needed, it is felt, is a hard-headed but flexible evaluation by advertisers of night-vs.-day costs-per-1,000. Reps are now energetically moving into the buying field with data and arguments to prove their point. Here are some recent examples:

1. CBS Radio Spot Sales recently started showing a presentation giving

detailed figures to prove that many of its TV-area stations have nighttime programs and announcements that are as good as—or better than—buys during comparable periods in the daytime.

2. In connection with a survey of the entire spot radio field, which will be issued next month, NBC Spot Sales will play up low cost-per-1,000 availabilities from 10:00 p.m. on.

3. Free and Peters, Inc., has mailed out 3,400 copies of a BAB study showing that the cumulative audience for nighttime radio news programs in TV markets can reach one-third of all families in such markets in three months' time.

The CBS Radio Spot Sales study has been circulated only among a small group of advertisers and agencies so far, but it will continue to make the rounds of important air customers. Here is what Eugene J. Cogan, director of media at Marschalk & Pratt (which has the Esso account) said about it:

"The presentation made a good impression here and I think it will do a lot to clear up some misconceptions among advertisers in general about the cost-per-1,000 of nighttime radio. The presentation seemed to indicate that the drop in nighttime radio listening is not as bad in old TV markets as in the newer ones, where the novelty of TV has not yet worn off. A lot of people have been selling nighttime radio short but that hasn't been true here. One of our clients who has questioned the value of nighttime radio is re-examining his ideas about it as a result of the presentation."

Tucker Scott, time buying coordinator at BBDO, commented: "The presentation is a welcome addition to the body of facts about nighttime radio and we are always glad to see constructive analysis of such an important medium. We have been studying it with a great deal of interest."

The study is the work of the rep's

GEORGE CASTLEMAN (L.) SHOWS CBS RADIO SPOT SALES STUDY ON NIGHT-VS.-DAY COSTS TO TUCKER SCOTT OF BBDO



Spot radio

More than daytime

sales development department, which was set up in 1950 to sell the CBS stations to advertisers themselves—new ones as well as old. As a presentation, it was the brain-child of George Castleman, former vice president and radio director of Birmingham, Castleman & Picree. Herbert Carlborg, also a former agency man (N. W. Ayer), is manager of the department.

The study starts off by pointing up a cycle in the buying of daytime radio, which is apparently repeating itself at night. Advertisers are reminded that at one time morning radio was taboo among national advertisers.

"For many years," the study goes on, "the now-prized early-morning franchises were bought by local advertisers, who had the temerity to buy without benefit of research. Their success encouraged national advertisers to test these unresearched opportunities. And a new 'formula' of national spot buying resulted."

The same thing seems to be happening to purchases of radio after 6:00 p.m., the presentation continues. It is pointed out that local advertisers are buying more and more nighttime radio, that their purchases of evening radio time on CBS owned-and-operated stations have shown a steady increase from 1950 to 1952.

This trend is considered doubly significant since (1) the biggest gain in local advertising buys has been in the purchase of program time, which costs more per unit than either announcements or participations and (2) the local advertiser knows his sales results pretty accurately (he doesn't need research to find it out) and he will buy air time only when he gets a direct benefit from it.

What explains this interest by local advertisers in nighttime radio? As CBS puts it, there are, for one thing, vast changes going on in the "working market" and, consequently, in buying habits. These changes are linked to an in-

(Please turn to page 95)

Night radio cost per-listener often lower than day

CBS Radio Spot Sales study, below, compares cost-per-1,000 adult listeners in 11 markets for programs during the day and night. Ratings are based on September-October 1952 Pulse averages and compare listenership only in metropolitan areas surveyed by Pulse. Thus number of listeners per program below doesn't reflect total listeners in station area.

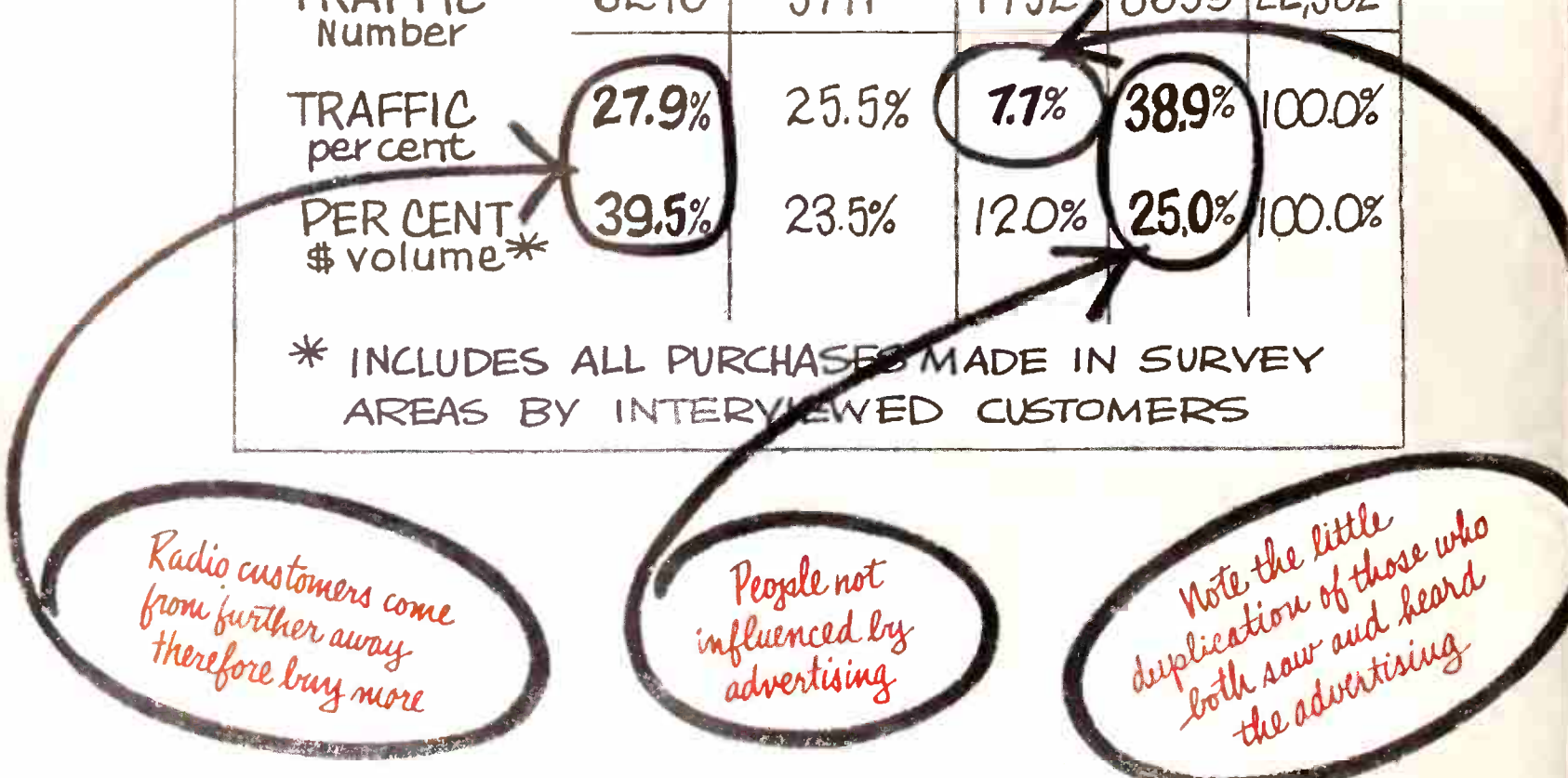
STATION A					
DAY AND NIGHTTIME PROGRAM	COST OF 3 PER-WEEK	AVERAGE RATING	LIST. 100 HOMES†	LIST. PER PROGRAM†	COST-PER-ADULT LIST.
DAY News 12:06-12:14 p.m.	\$188.25	8.1	113	7,897	\$7.94
NIGHT News 6:06-6:14 p.m.	\$188.25	7.9	143	9,747	\$6.43
DAY News 7:00-7:05 a.m.	\$107.34	5.1	161	7,080	\$5.05
NIGHT News 11:00-11:10 p.m.	\$ 88.87	4.1	166	5,871	\$5.05
*COST: Time and talent for 3-per-week, 26-week basis †Adult listeners only					
STATION B					
DAY Music 8:30-9:00 a.m.	\$ 51.84	4.5	127	8,180	\$2.11
DAY Music 4:30-6:00 p.m.	\$ 43.20	4.4	120	7,560	\$1.90
NIGHT Music 6:30-6:45 p.m.	\$ 56.70	8.6	137	16,970	\$1.11
NIGHT Mystery 10:30-11:00 p.m.	\$ 37.80	4.2	168	10,100	\$1.25
*COST: 3-per-week, 13-week basis; all shows above are participations					
STATION C					
DAY Talk show 7:15-7:30 a.m.	\$121.50	2.5	147	27,460	\$1.47
DAY Music 1:45-2:15 p.m.	\$148.50	3.9	110	32,050	\$1.54
NIGHT Sports 10:15-10:30 p.m.	\$121.50	3.7	170	46,990	\$.86
NIGHT Music 10:30-11:30 p.m.	\$ 98.55	2.6	167	32,450	\$1.01
*COST: 3-per-week, 13-week basis; all shows above are participations					
STATION D					
DAY News 8:00-8:15 a.m.	\$795.00	5.1	127	106,760	\$2.48
DAY News 7:00-7:15 a.m.	\$750.00	5.1	155	130,290	\$1.92
NIGHT News 10:30-10:45 p.m.	\$720.17	4.6	170	128,890	\$1.86
NIGHT News, Spts., Weath. 11:00-11:15 p.m.	\$563.58	3.8	161	100,850	\$1.86
*COST: Time and talent for 3 per week, 26-week basis					

Box-score on 201 ARBI studies (22,382 interviews)

Table as of 15 Dec. 1952 from beginning of ARBI (except studies for (BAB)

	Radio	Newspaper	Both	Other	Total
TRAFFIC Number	6240	5711	1732	8699	22,382
TRAFFIC per cent	27.9%	25.5%	7.7%	38.9%	100.0%
PER CENT \$ volume*	39.5%	23.5%	12.0%	25.0%	100.0%

* INCLUDES ALL PURCHASES MADE IN SURVEY AREAS BY INTERVIEWED CUSTOMERS



Radio customers come from further away therefore buy more

People not influenced by advertising

Note the little duplication of those who both saw and heard the advertising

You need both

Moral of ARBI point-of-sale media tests: retailers need radio and print

The charts on these pages constitute the most complete report to date on the results of ARBI point-of-sale research. They are based on 201 studies of retail advertising effectiveness in markets across the country. This covers the period from ARBI's inception in May 1950 through 15 December 1952.

ARBI (Advertising Research Bureau Inc.) is unique among media research firms because it bases its studies on results at the cash register not on circulation figures. Its technique is simply to find out how many customers are influenced by two competing media in entering a store to buy a test item—when an equal amount of money is spent by the store in each medium. (For fuller explanation see illustrations below page at right.)

Usually ARBI has compared newspapers with radio stations in single-market, single-store, and multiple-store tests. The technique has, however, been applied to TV vs. radio tests and may

conceivably be used in the future for national-level tests.

In the 201 radio vs. newspaper tests here summarized, customers who said they came to the counter through radio advertising accounted for 39.5% of the dollar volume of test merchandise. Newspapers accounted for 23.5% of the dollar volume.

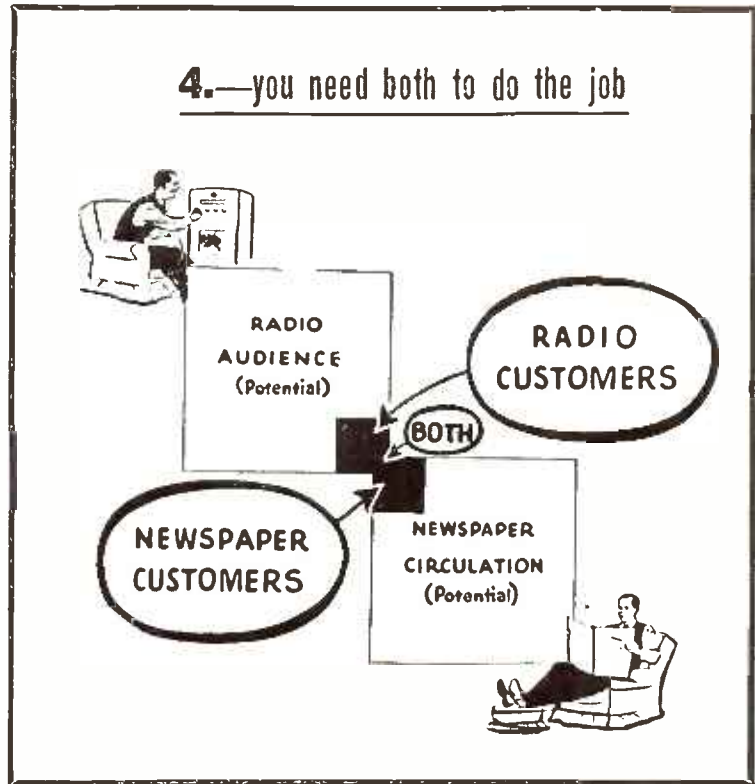
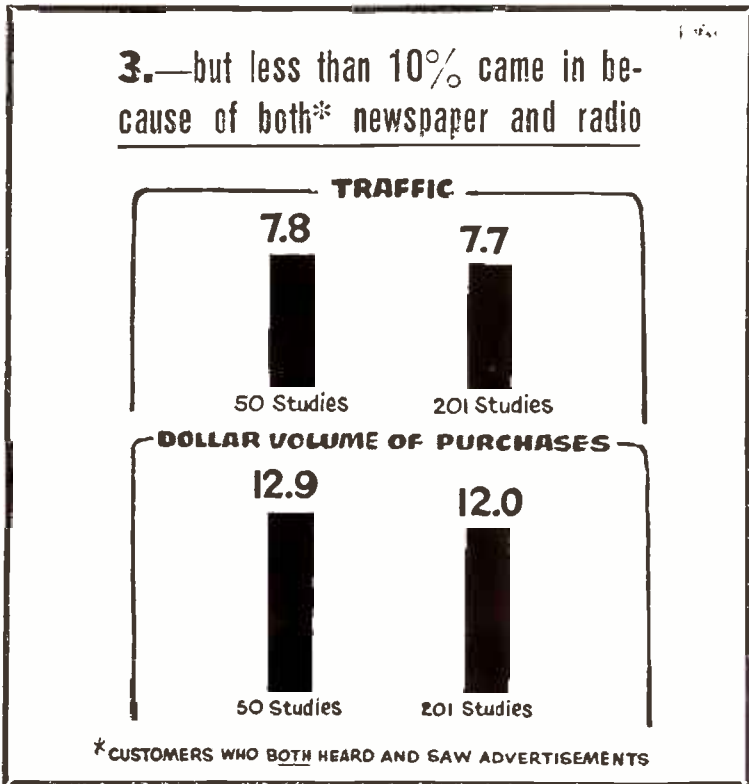
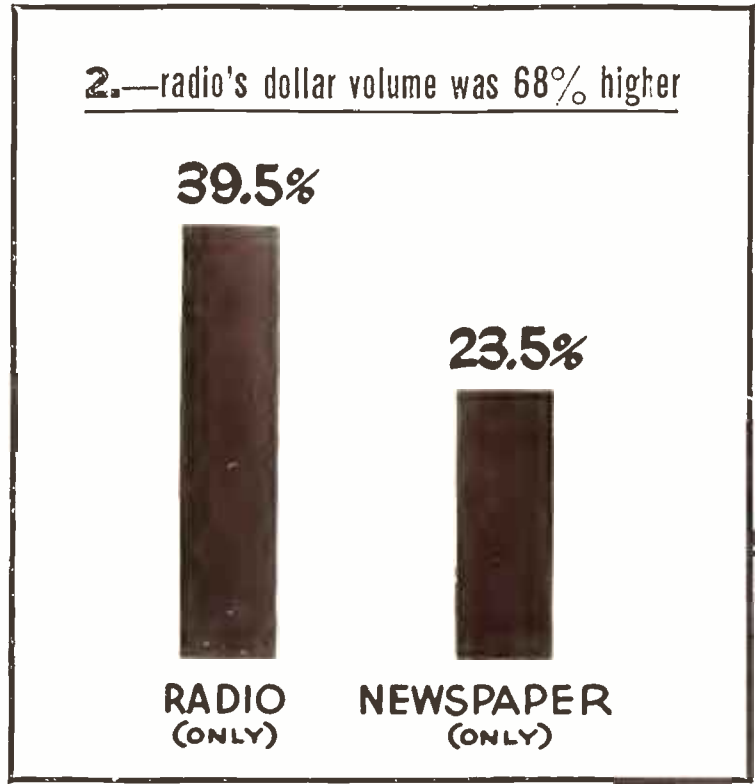
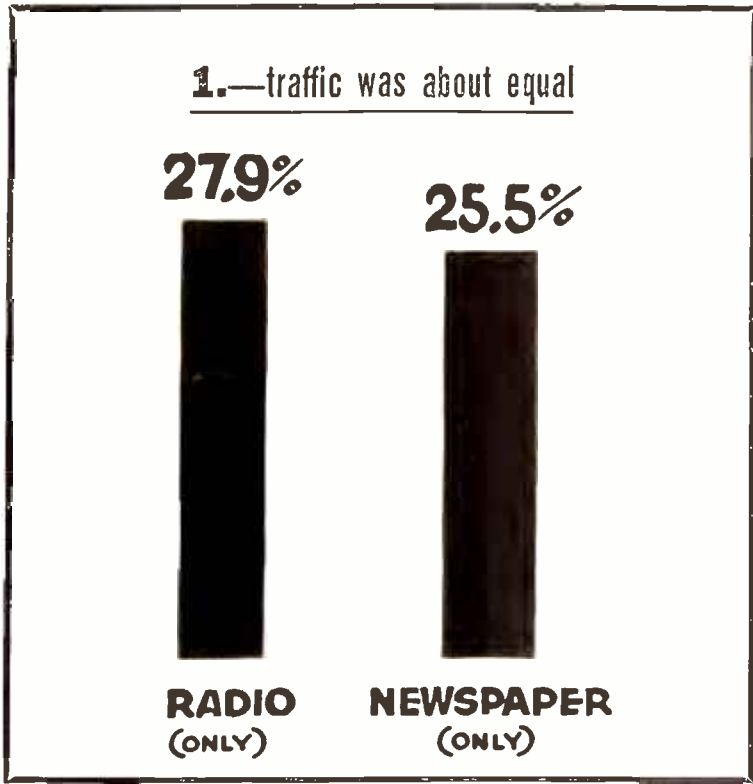
The remaining percentage of dollar volume in the tests was from customers who came to the counter without any advertising influence (25%) and customers who said they'd learned about the test merchandise from both radio and newspapers (12%).

To Joseph B. Ward, president of ARBI, this 12% figure is the most significant to come out of the 201 studies. "It shows," he told SPONSOR, "that

research

there are really two markets a retailer has to reach—those customers who can only be pre-sold by radio and those who can only be reached by newspapers. The moral is that the retailer who uses only newspaper, for example, is failing to reach a substantial portion of his potential market."

Ward is a Seattle management consultant who has had wide experience in applying analytical methods to business problems. He founded ARBI because he felt usual media research methods had failed in providing cash-register guidance to the advertiser. Because he now travels the nation widely to explain his ARBI technique before ad club and retailer meetings, he has gained a first-hand knowledge of retailer advertising and marketing problems. The next issue of SPONSOR (9 March) will carry an article by Ward listing questions retailers ask him most frequently about air advertising and giving his answers. ***



ARBI objective is to scientifically match media: advertiser puts equal sums into radio, newspapers to advertise same item. Then trained

interviewers go to counter where item is sold. Questionnaire avoids influencing customers, doesn't mention media. Record of sales is exact

ARBI FUNDAMENTALS

- EQUAL DOLLARS**: Represented by two stacks of coins.
- IDENTICAL MERCHANDISE**: Represented by two identical boxes.
- SIMULTANEOUS ADVERTISING**: Represented by two newspapers, one with 'MON' on the cover.

INTERVIEWING AT POINT OF SALE

The illustration shows a man in a suit (the interviewer) standing behind a counter with a 'SALE' sign. A customer is standing in front of the counter, looking at the merchandise. This represents the point of sale where the interview takes place.

THE QUESTIONNAIRE

- NO MENTION OF ADVERTISING OR MEDIA
- TO COUNT IT THERE MUST BE VERIFICATION OF VITAL INTEREST
- AGAIN, ONLY THE CUSTOMERS KNOW

How TV raised Masland to top 5

Carpet firm had identity problem till TV made brand household word

The many self-appointed authorities on the subject of women will probably be surprised to learn that a period of about two years usually elapses between the time the "little woman" starts staring critically at the living room rug and the time she gets around to buying a replacement. When it comes to a major household expenditure, housewives make a number of trial expeditions, and change their minds a few times before taking the plunge.

Possibly to accelerate this process, and certainly to solidly imprint its brand name and the qualities of its line of carpeting on shoppers' minds, C. H. Masland & Sons of Carlisle, Pa., turned to TV advertising in 1949 after a long history of only printed media.

Commencing in September with a once-a-week, quarter-hour musical show in 18 markets, the family-owned carpet company now earmarks well over 50% of its total advertising budget to promoting Masland Beautiblend Broadlooms on *Today* (NBC TV, 38 markets) and the *Garry Moore Show* (CBS TV, 45 markets). The company will spend an estimated \$300,000 on TV this year. The rest of the budget

goes into full-color magazine ads, trade papers, newspapers and the new spot radio effort.

Masland, which has occasionally used spot radio in the past to bolster special campaigns is planning a spot saturation schedule in 60 markets this spring. This campaign will concentrate on a new 100% Saran carpet called Saranette.

Through Anderson & Cairns, Inc.,

case history

Masland has, with the exception of short vacations, followed the shifts and turns of TV progress with a gradually increasing budget. Now making its fifth shift within the video framework, Masland has been consistent in its objectives, alert to trends and opportunities.

Testament to the company's astuteness is the estimate of carpet trade insiders that Masland is now in the industry's top five, a position the firm never enjoyed previously. Masland, which never discloses sales or yardage

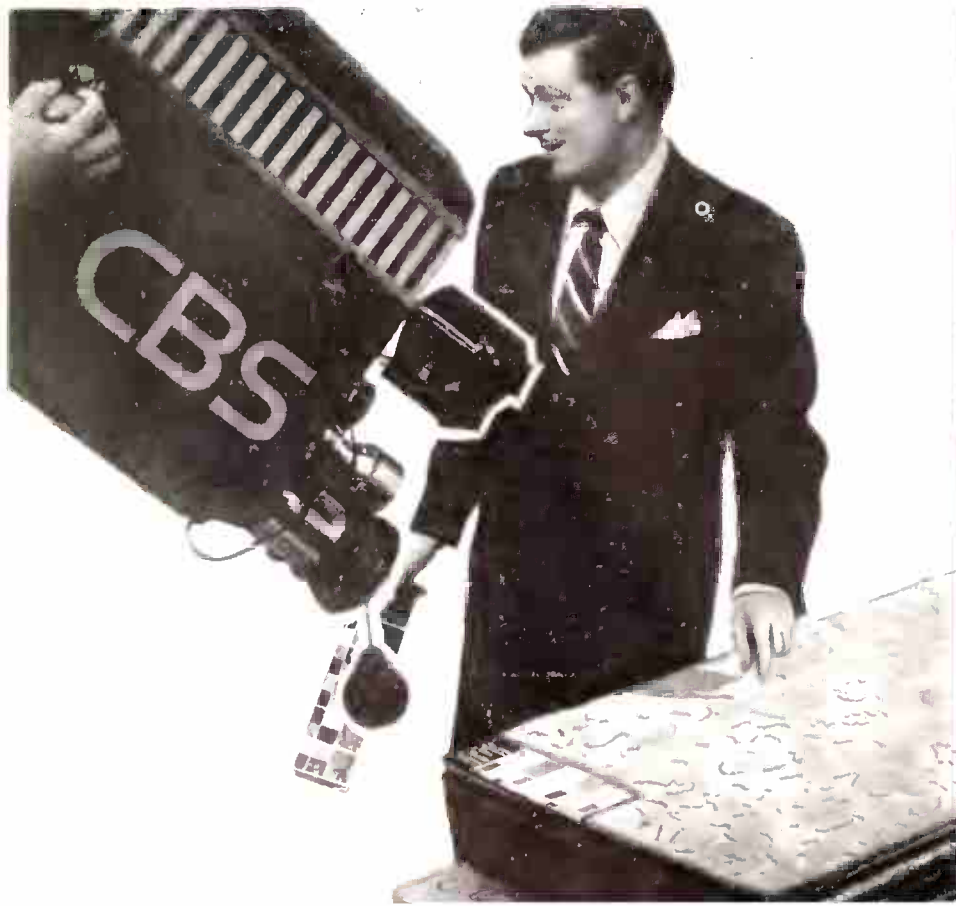
figures, is content to keep its own counsel and pour on just a little more of the same technique it has used for the past three years.

For reasons no one seems sure of, the company always has found it difficult to get people to remember the name "Masland." But, according to an Anderson & Cairns spokesman, "We have found the audio-visual combination has really worked. A research survey made in May 1950 on the impact of Masland television advertising showed that TV had increased Masland identification by six times in television homes."

This report came only eight months after Masland had started sponsorship of Earl Wrightson's *At Home Show* in the Wednesday evening 7:45-8:00 slot in 18 CBS TV markets. By June, when the firm decided to take a summer hiatus, the show was being seen in 21 markets and had a growing audience thanks, in part, to the fact that it was getting a "feed-in" audience to Arthur Godfrey's program.

In the fall, CBS TV put forward the argument that a 15-minute once-a-week slot was obsolete in terms of TV sales

First Earl Wrightson's "At Home Show" was Masland's TV debut, but single nighttime quarter-hour weekly couldn't compete against longer shows



Second "Tales of Tomorrow" was on over a year. Account exec Earl Knipe, agency chairman T. H. Anderson, Jr., "Mike" Masland confer



except on a strip basis during prime evening hours. Instead, the company was persuaded to accept the 11:00 to 11:15 p.m. segment on Mondays. The saving on time costs (with a few bucks thrown in) permitted Masland to use 32 markets (CBS TV) from September 1950 to June 1951 for Earl Wrightson's *At Home Show*.

Immediate sales response: Promoted heavily to Masland dealers by direct mail and trade advertising, the program quickly got enthusiastic sales response. At one salesman's meeting the lid almost came off the hall when, after a showing of a kine of the Wrightson show, Earl Wrightson stepped out on the stage and delivered a song in person. Dealers soon began bounding the advertising agency for help in local TV efforts. To this end, Anderson & Cairns now supplies scripts, timebuying savvy, and film clips for local use.

After the 1951 summer hiatus, Masland shifted the *At Home Show* to ABC TV, using 16 markets, but getting the more desirable 10:30 to 10:45 p.m. time period on Wednesdays. During the next three months it became increasingly obvious that a single Class A quarter-hour segment per week was not strong enough to compete with half-hour and longer shows which were programed against it. In December, consequently, the *At Home Show* was canceled and the agency set out in search of a program which not only

What Masland learned in 30 months on TV

1. Combination of audio and video is highly effective in increasing brand identification and recognition. In eight months Masland identification was increased six-fold in the TV markets used
2. Dealer enthusiasm is whipped up when TV personalities make personal appearances at sales meetings, conventions; also by booklet on interior decoration which was used as a traffic-builder
3. Single, quarter-hour weekly program doesn't have sufficient continuity to hold audience against longer, more frequent shows. Buy-in strip program accomplishes objective to greater extent
4. Black-and-white factor of TV needn't be a limitation. To the contrary, it permits the housewife to take the pattern shown and add her own color ideas, fit the item into her own home setting
5. Special promotions and the addition of new lines may be gotten off to a flying start by bolstering TV with spot radio saturation campaign thus greatly increasing the impact in selected markets

would fit the company's budget but which would have sufficient continuity to insure brand identification and recall.

Looking around, the agency discovered a rapidly-growing interest in science fiction (see "Mars dead ahead, sir!" SPONSOR 10 September 1951). ABC TV offered *Tales of Tomorrow* on an alternate-week basis, swapping off with Jacques Kreisler, maker of watchbands and jewelry. This program was carried over an ABC TV network of

17 stations on Fridays from 9:30-10:00 p.m. from 25 January 1952 until the end of the year.

As the year drew to a close, Masland and its agency reexamined its thinking, subjecting both programing and costs to further study. While it was agreed that *Tales of Tomorrow* had done an excellent job in terms of sales, dealer response, and ratings, Masland decided to switch its approach.

The new strategy called for pinpoint-
(Please turn to page 80)

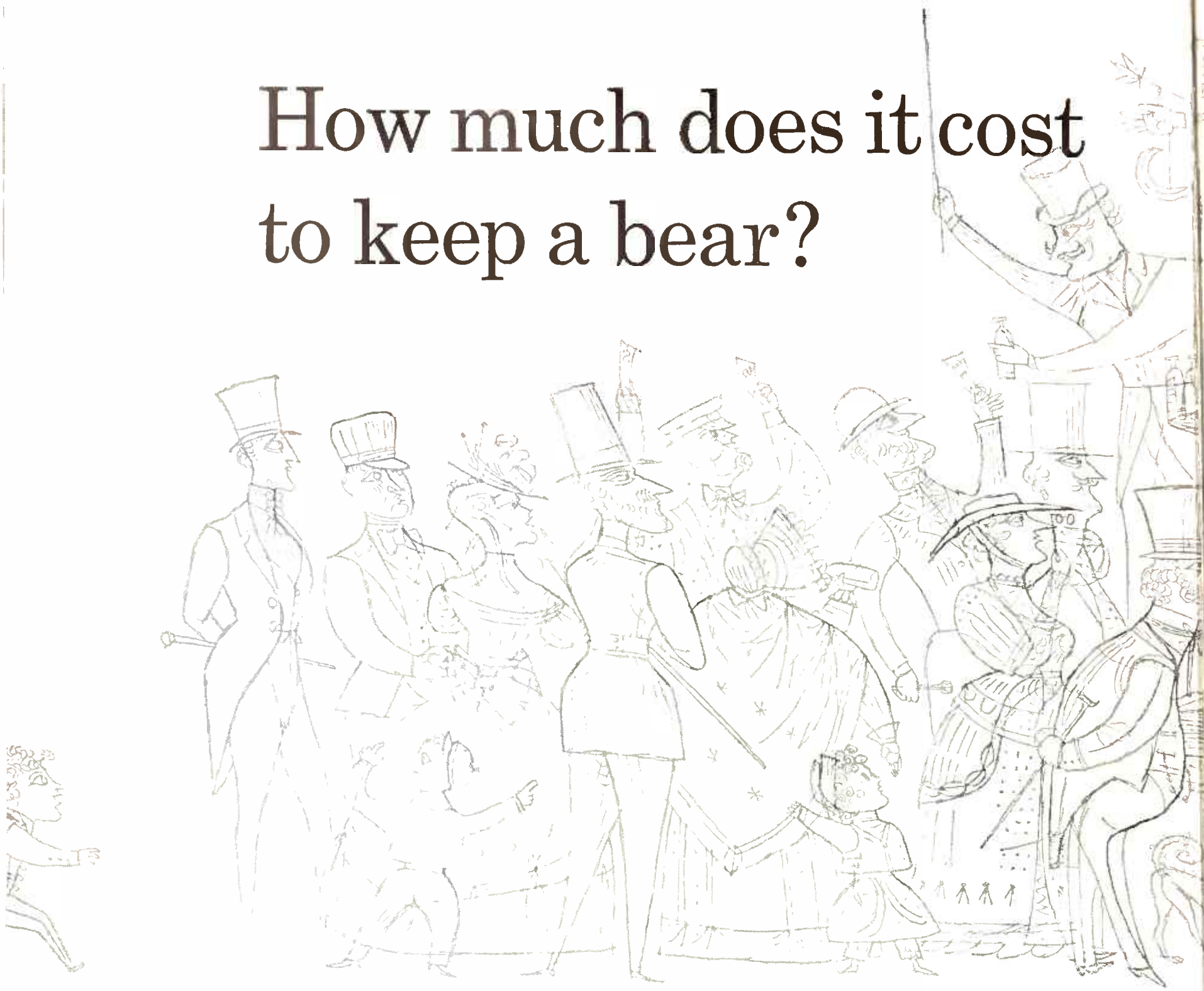
urrent

Garroway's "Today" is now used by Masland to reach 38 markets during morning period; also used to hypo dealers at sales meetings

Garry Moore is counted upon to "soft sell" afternoon housewives' audience using low-key, highly personalized approach, which is preferred by Masland



How much does it cost to keep a bear?



IF he draws a big enough crowd, a bear can earn every last berry you feed him. And the trick with a bear—or with any kind of entertainment, in person, in print, or on the air—is always the same: *to find a balance between how much an attraction costs and how much it attracts.* A way that is gaining new conviction among America's leading advertisers is network radio. For it continues to draw more people at less cost, prospect for prospect, than any other medium. It permits a rounded advertising program, with

DOCTOR BARNEY'S
BLOSSOM BALSAM



frequency that keeps impressions fresh. And it leaves ample funds for merchandising and dealer promotion. In radio, the costs of attractions, for the numbers they attract, are lowest on CBS Radio. It has more of the traffic-building top shows than all other networks combined...and its sponsors invest 24 to 178 per cent more than on the other networks. So draw the crowds on CBS Radio—where entertainment is like a bear that performs on a birdlike appetite.

CBS RADIO NETWORK

Where America Listens Most

New and upcoming television stations

I. New construction permits*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR TARGET DATE	POWER (KW)**		NET AFFILIATION	STATIONS ON NOW	SETS IN MARKET NOW†	LICENSEE-OWNER	MANAGER	REPRESENTATIVE
				VISUAL	AURAL						
Ashtabula, Ohio	WICA-TV	15	Unknown	19	10		0	Unknown	WICA, Inc. (Ashtabula Star-Brace)		
Reno, Nev.	WGEZ-TV	57	Unknown	20.8	12.5		0	Unknown	Belmont Bdestg. Co. (WGEZ)		
Billings, Mont.	KOOK-TV	2	Dec. '53	5.0	2.5		0	300	Montana Network (KOOK)	Bud Clark	
Bridgeport, Conn.	Unknown‡	71	Unknown	218	109		0	5,055 UHF	Conn. State Bd. of Educ.		
Charlottesville, Va.	WCHV-TV	64	1 Oct. '53	118	66.3		0	5,000	Parham & Parham (WCHV)	Bob Walker	
Clayton, Mo.	KFUO-TV‡	30	Unknown	175	91		0	Unknown	Lutheran Church-Missouri Synod (KFUO)		
Eugene, Ore.	Unknown	20	Unknown	19.5	11		0	Unknown	W. Gordon Allen		
Eureka, Cal.	KIEM-TV	3	Unknown	17.3	9.3		0	Unknown	Reynolds Bdestg. Co. (KIEM)		
Fort Dodge, Iowa	KQTV	21	1 Oct. '53	22.4	12		0	10,000	Northwest TV Co. (KQTV, KFMY)	Ed Breen	Pearson
Gulfport, Miss.	WCGM-TV	56	Unknown	21.5	11.6		0	Unknown	WCGM Television Corp.		
Hampton-Norfolk, Va.	WVEC-TV	15	Unknown	220	110		1	152,000	Penninsula Bdestg. Corp. (WVEC)		
Hartford, Conn.	Unknown‡	24	Unknown	235	118		1	Unknown	Conn. State Bd. of Educ.		
Johnson City, Tenn.	WJHL-TV	11	1 Aug. '53	54	27		0	4,000	WJHL, Inc.	W. H. Lancaster Jr.	Pearson
Lansing, Mich.	WILS-TV	54	15 Sep. '53	25.6	13		1	108,000	Lansing Bdestg. Co. (WILS)	W. A. Pemroy	
Longview, Tex.	Unknown	32	Unknown	20	11		0	Unknown	East Texas TV Co.		
Memphis, Tenn.	WHBQ-TV	13	1 Aug. '53	316	158		1	180,000	Harding College (WHBQ)	John H. Cleghorn	
Midland, Tex.	Unknown	2	Unknown	51	26		0	Unknown	Permian Basin TV Co.		
Milwaukee, Wis.	WCAN-TV	25	June '53	105	56		1	400,000	Midwest Bdestg. Co. (WCAN)	Alex Rosenman	
Minot, N. D.	KCJB-TV	13	Unknown	28.6	14.3		0	Unknown	North Dakota Bdestg. Co. (KCJB)		
Minot, N. D.	Unknown	10	Unknown	57.3	31		0	Unknown	Rudman TV Co.		
Newport News, Va.	WHYU-TV	33	Early summer	21	11		0	Unknown	Eastern Bdestg. Corp. (WHYU)	Frederic F. Clair	
Norwich, Conn.	Unknown‡	63	Mar. '54	215	108		0	Unknown	Conn. State Bd. of Educ.		
Oklahoma City, Okla.	Unknown	25	Unknown	17.3	8.6		1	141,000	Okl. Co. TV & Bdestg. Co. (w/o KWCO)		
Oklahoma City, Okla.	KLPR-TV	19	Unknown	90.2	48.7		0	141,000	KLPR Television Co.		
Parkersburg, W. Va.	Unknown	15	Unknown	18.9	9.45		0	Unknown	West. Va. Enterprises, Inc.		
Portland, Me.	WLAM-TV	53	Unknown	22.2	13.3		0	Unknown	Portland Telecasting Corp. (WLAM Lewiston)		
Rome, Ga.	WROM-TV	9	Unknown	2.9	1.45		0	Unknown	Cons. Valley Radio Co. (WROM)		
Roswell, N. M.	KSWs-TV	8	Unknown	110	55		0	Unknown	John A. Barnett (KSWs)		
Salem, Ore.	Unknown	24	Unknown	104.7	56.5		0	Unknown	Laurence A. Harvey		
Temple, Tex.	KTEM-TV	6	Unknown	12.9	6.5		0	Unknown	Bell Publishing Co. (KTEM)		
Texarkana, Tex.	KCMC-TV	6	June '53	18.5	9.4		0	Unknown	KCMC, Inc. (Texarkana Gazette & News)	F. O. Myers	O. L. Taylor
Tyler, Tex.	Unknown	19	Unknown	2.4	1.3		0	Unknown	Joseph A. Newborn Jr.		
Wheeling, W. Va.	Unknown	51	Unknown	23.2	13.9		0	Unknown	Po'an Industries		
Winston-Salem, N. C.	WTOB-TV	26	Unknown	200	100		0	Unknown	Winston-Salem Bdestg. Co. (WTOB)		

II. New stations on air*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	POWER (KW)**		NET AFFILIATION	STATIONS ON NOW	SETS IN MARKET NOW†	LICENSEE-OWNER	MANAGER	REPRESENTATIVE
				VISUAL	AURAL						
Lincoln, Neb.	KOLN-TV	12	12 Feb.	21.5	11	DuM	1	28,000	Cornhusker Radio-TV Corp. (KOLN)	Harold E. Anderson	Weed TV
Lynchburg, Va.	WLVA-TV	13	8 Feb.	28	14	CBS, DuM	1	35,000	Lynchburg Bdestg. Corp. (WLVA)	Philip Allen	Hollinger
New Britain, Conn.	WKNB-TV	30	11 Feb.	205	105	CBS	1	300,000	New Britain Bdestg. Co. (WKNB)	Peter B. Kenney	Bolling
Reading, Pa.	WHUM-TV	61	9 Feb.	260	135	CBS	1	68,304	Eastern Radio Corp. (WHUM)	Hymholdt J. Greig (pres.)	H-R Reed
Roanoke, Va.	WROV-TV	27	14 Feb.	105	62	ABC	2	39,800	Radio Roanoke (WROV)	Frank E. Koehler	Burn-Smyth
Youngstown, Ohio	WFMJ-TV	73	6 Feb.	175	89	NBC	2	90,200	Vindicator Printing Co.	Wm. F. Maag Jr.	Headley-Reed

*Both new C.P.'s and stations going on the air listed here are those which occurred between 3 and 16 February or in which information could be obtained in that period.
**Power of C.P.'s that recorded in FCC applications of individual grantees. In just a few instances on this list the information was supplied by station managers.

†Information on the number of sets in markets not covered by NBC Research data is for the most part obtained direct from station managers and must be deemed approximate. So far as SPONSORS are advised, the figures pertain to total sets in market, unless otherwise specified.
‡Educational grant.

For commercials
with impact...it's

TV Film Spots

A LA KLING



Kling studios

* CHICAGO

601 North Fairbanks Court

HOLLYWOOD

(Ray Patin Productions) 6650 Sunset Boulevard

NEW YORK

affiliated with Thompson Associates • 40 E. 51st St.

DETROIT

1928 Guardian Building

*



Pacing, integration, movement, photographic excellence, art direction—these are the elements that make for maximum impact and TV selling power. Kling blends these and other ingredients from creative storyboards to finished commercials with dramatic effect.

In both animated and live spots, Kling's consistent leadership stems from long experience, superior facilities, and top creative talent. *Only Kling offers all three.*

Put this three-way key to the test and you see the result: Award of excellence from the New York Art Director's for the Godchaux Sugar commercial produced by Kling's Hollywood animation division headed by Ray Patin.

For Ideal Dog Food, this three-way key resulted in a Kling-produced commercial that was chosen among the top ten of the best remembered TV spots by the Advertest Research Bureau.

Our modern, fully equipped studios in Chicago and Hollywood are at your service. Let us give you the top quality results you want—commercials that sell. Kling gives you Advertising Knowmanship plus Hollywood Showmanship!

These Kling TV spot syndications are now available:

1. Bank spots—cartoon animation
2. Beer spots—series one (testimonials)
3. Beer spots—series two (beer with food)
4. Bread spots—stop action photography
5. Ice Cream spots

Now on the presses! Our new booklet of inside information about Kling services. Write for your free copy.

your only single source for:

ADVERTISING AND EDITORIAL ART

DISPLAYS

PHOTOGRAPHY

TELEVISION FILMS

SLIDE FILMS

MOTION PICTURES

SALES TRAINING

AND MAINTENANCE MANUALS

Walter Winchell Of New York

...Ad Alley (and b'cast biggies) is still trying to figure out how Sponsor Magazine (the trade journal) was on the stands with a complete interpretation of the ABC-Paramount-United wedding 5 hours before the FCC decision was announced. The topper is that the mag went to press ten days before...

*New York Daily Mirror (and approximately
400 other newspapers), Sunday
15 February 1953*

To Walter Winchell, *Business Week*, *The New York Times*, *Space & Time*
and many others that commented on SPONSOR'S AB-PT "scoop" we offer this
explanation. We're not psychic; nor are we much on "scoops." But we do
specialize in digging, probing, studying, analyzing, interpreting—and
while so doing occasionally hit our smack on the nose. As one result,
SPONSOR is frequently quoted. We followed AB-PT much as we do
countless other stories, with zeal and purpose in the interests of advertiser
and agency understanding. We're glad it worked out so well.

SPONSOR

The magazine radio and TV advertisers use

Radio

...and now a message from our sponsor

TV

by Bob Foreman

Maybe it's because I just won't try but I've never been able to understand people who would rather rely on a doubtful bar graph than on plain common sense, a well-founded opinion, or a deep-seated conviction. Remember I said a "doubtful bar graph." If your research methods are sound, your results should be valid so by all means make use of this kind of numerology to question your common sense when it is at odds with the charts.

But make sure your research really is foolproof. Don't be satisfied with such criteria as "playback" (recall) when your advertising is aimed solely at garnering cash. Don't settle for "like and dislike" charts unless you are absolutely certain that these qualities have a direct bearing upon the sales of your product (I've never

seen anyone actually prove this).

And, for goodness sake, don't warp your advertising to fit the pattern of your research! In other words, don't delude yourself or lower your esteem by setting out to prepare advertising whose main function is to come out nicely when you re-search it. It's very easy to do this, you know.

In fact, here's how. If your number experts have built up such qualities as recall, you eliminate ideas from your copy in order to increase your recall quotient. Then your bar graph is bound to go higher at the next reading. But let's see what that can mean—perhaps you are even *farther* from the desired result of your advertising than ever. A case in point: You are trying to sell an involved idea to the public or to give an over-all impression about a costly and complicated product such as an automobile. To get a higher recall, you concentrate on only one feature of the car—let's say its brakes. By constant reiteration of your brake story *alone* backed by relevant sound and video gimmicks on these brakes, you come up with a resounding playback for your commercials. On the other hand, it may well be that the most effective commercials you could prepare would merely use brakes as a lead in and then go to seven other features, ending up with a mention of style and economy. Your playback is sure to be lower in this copy. But the over-all impression about your automobile may be far more favorable.

Reliance on shaky criteria in preference to horse sense plays many other tricks on us too. Take program ratings. They have led us up many a dark and blind al-

ley. Sometimes lower-rating shows that obviously (and even by research) reach the right type of audience are scrapped for higher-rating epics which obviously (and by research) appeal to huge segments of people who will never be in the market for the sponsor's product. Yet often we go to great lengths to attain the higher number. Why? Because it looks better to the advertising manager.

What about common sense? Despite television's leanings toward (and on) that nebulous entity known as show business, direct brain waves are the best tools we have. We sharpen these tools with our experience. We use them more skillfully when we back them up with some factual data if we have it. But comments such as "I don't think the product looks well in this set" and "that announcer seems to be insincere" and "my wife says no woman would ever peel a potato that way" and "I think the close-up of the gal is very unflattering"—remarks like this *made by people who have savvy* are certainly worth noting and acting upon.

Convictions are wonderful things in our business. I refer, of course, to *good* convictions, *sound* opinions, based upon experience and straight thinking. What this business needs is more people who have such convictions and opinions and who are willing to subscribe to them *very much out loud!*

Conti personalized pitch features close ups of glamorous Lilli Palmer (see Foreman review)



commercial reviews

TELEVISION

SPONSOR: Conti Castile Shampoo
AGENCY: Birmingham, Castleman & Pierce, N.Y.C.
PROGRAM: "Lilli Palmer Show"
PRODUCER: Oasis Telecasts, Inc.

Absolutely no effort has been made by the Conti people to gild the Lilli, and when it's the genius of Palmer, it's just as well. For this lovely lady scarcely needs any adornment. Hence the commercial approach employed by Miss Palmer is straight and lovely.

Actually, it does take as beautiful a creature as Lilli Palmer to conjure up in-

KEYSTONE STEEL & WIRE COMPANY

PEORIA 7 ILLINOIS

January 10, 1953

REUBEN E. SOMMER
PRESIDENT & GENERAL MANAGER

Mr. James E. Edwards, President
WLS, Prairie Farmer Station
1230 Washington Blvd.
Chicago 7, Illinois

Dear Mr. Edwards:

You and your fine staff of entertainers, announcers and technicians have done an outstanding job. Not only for us at Keystone but, perhaps more important, you have done a wonderful job of providing a source of good, clean, truly American entertainment for your vast audience in WLS - Land.

Twenty years is a long time. On January 14, 1933, when the first Keystone Barn Dance Party went on the air, many of today's regular listeners were small children. To maintain the standards which were set, during the years of war and worry, of peace and promise, is an achievement which few, if any, in your field can match. You can be justly proud of this achievement.

Sincerely yours,



President and General Manager.

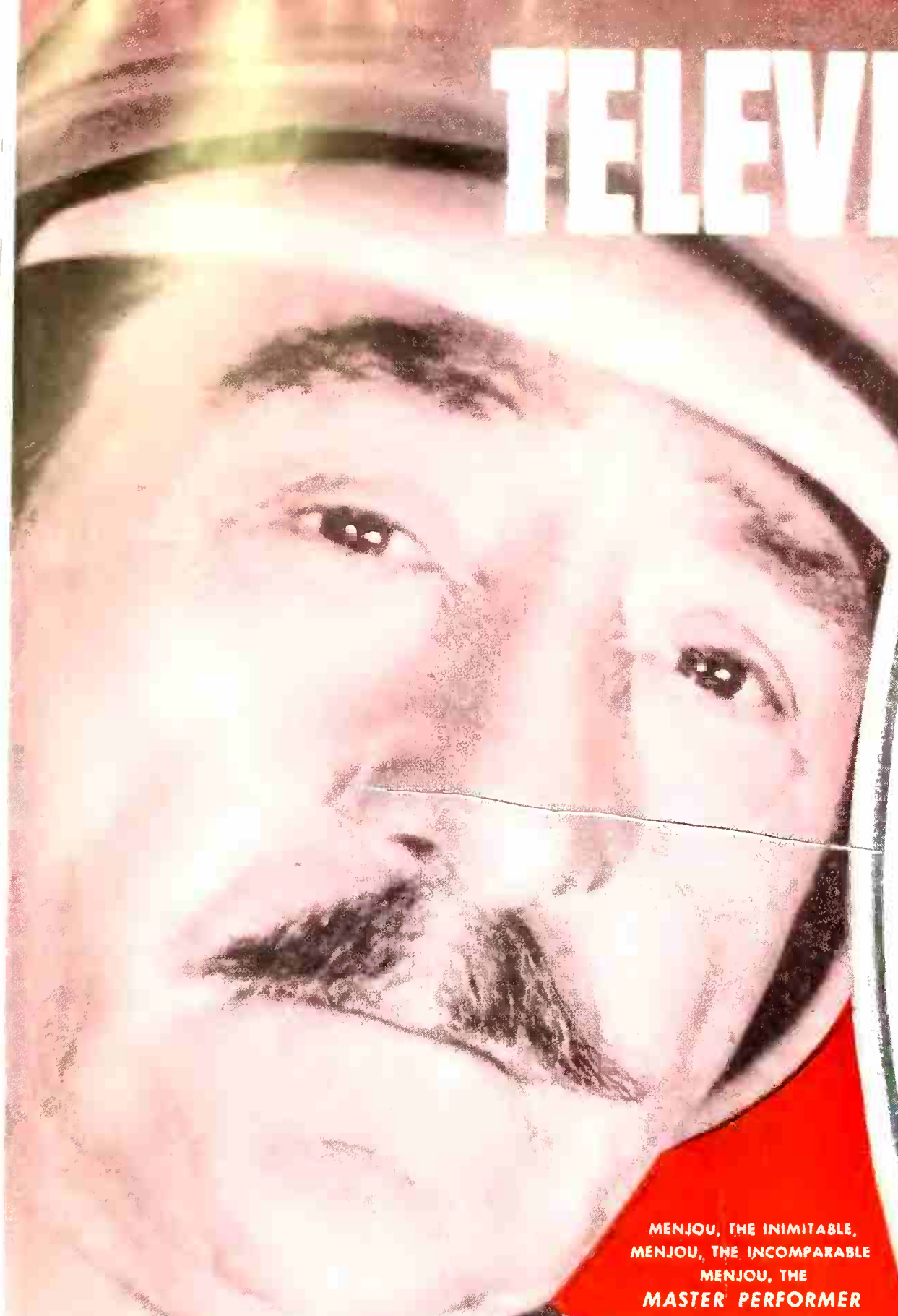
RES:FW

The Keystone Steel & Wire Co. has been a regular user of WLS time since March 1929. For the past 20 years they have Sponsored a half hour of the National Barn Dance every Saturday night. The opportunity to serve Midwest farm families during that period is one we are glad to have shared with this fine company and its equally fine products.

50,000 WATTS • ABC AFFILIATE
REPRESENTED BY JOHN BLAIR & CO.



TELEVISION'S



MENJOU, THE INIMITABLE,
MENJOU, THE INCOMPARABLE
MENJOU, THE
MASTER PERFORMER
AT HIS ELEGANT BEST!

Never before such
exciting portrayals...
such a galaxy of
dramatic talent!

West
**ALL
ME**

**EACH
S**

television

EACH MAGN S
H



SMASH HIT!

... week, brilliant beyond belief...

DOLPHIE ENJOU

... HOST AND STAR IN

... OR THE ... RY ...

... test dramatic achievement...

... STORY A COMPLETE AND CAPTIVATING
... HALF-HOUR DRAMA!

Planned for 3 Full-Length
Commercials Plus Opening
and Closing Sponsor
Identifications!

SOLD . . .

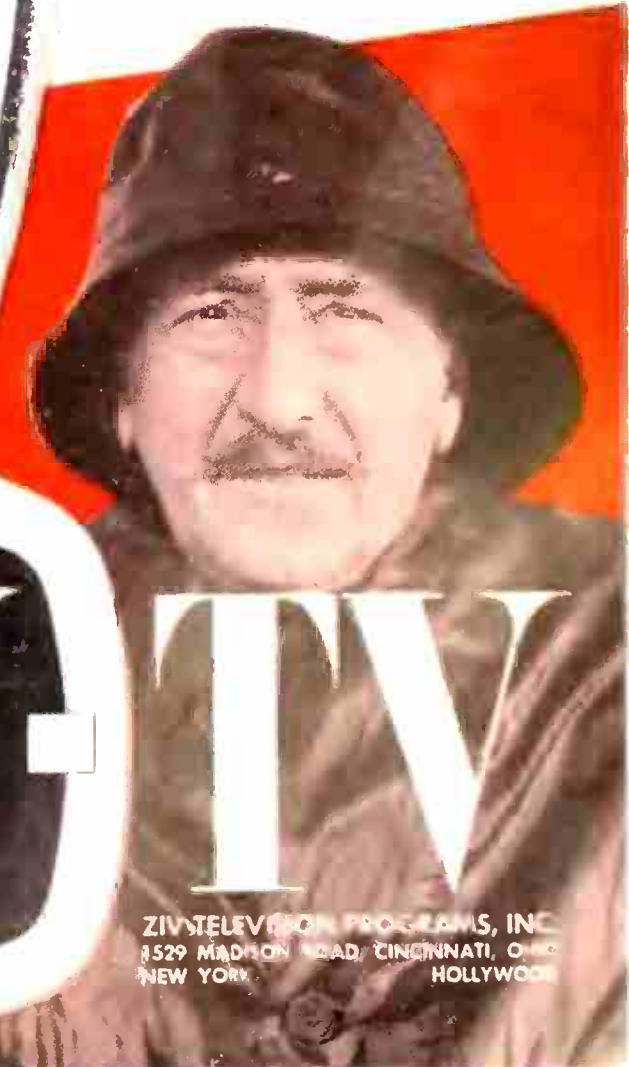
- To SCHAEFER BEER
for NEW YORK!
- To TUMS for CHICAGO
and ST. LOUIS!
- To BLATZ BEER
for MILWAUKEE!

SOLD . . .

- To DREWRY'S BEER
for 6 MARKETS!
- To OLYMPIA BREWING CO.
for 6 MARKETS!
- To GENESEE BREWING CO.
for 5 MARKETS!

SOLD . . .

- To SMITHFIELD PACKING CO.
for NORFOLK!
- To ZINSMASER BAKERY CO.
for MINNEAPOLIS!
- To SUN DRUG COMPANY
for PITTSBURGH!



ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD



WMCT

MEMPHIS,
has
**stepped
up**

as of Nov. 23, 1952

formerly 15,000 watts

**Now
60,000 watts**

formerly operating
on Channel 4

**Now on
Channel 5**

which means

bigger audience

. . . a wider coverage area which naturally embraces a wider listening audience (now estimated at more than 185,000 TV homes).

better reception

. . . as actually attested by signed letters from listeners in the fringe area of WMCT's coverage.

to sell Memphis, you need

Network Representative: The American Co.

Channel 5 • Memphis
Affiliated with NBC

Owned and operated by
THE COMMERCIAL APPEAL

Not affiliated with CBS, ABC and DUMONT

WMCT
Memphis ONLY
TV Station

WMC WMCF WMCT

terest in the rather feeble historical lead-in that this copy burdens her with before she is permitted to get down to the business of selling shampoo. I refer to the allegory contrived about the story of Lady Godiva and her tresses. "But joking aside," says Lilli, and then launches into good straight copy. The video consists of naught but close-ups of Miss Palmer — but that's more than enough, in this instance.

SPONSOR: | **Arthur Murray Party**
AGENCY: | **Ruthrauff & Ryan, N.Y.C.**
PROGRAM: | **"Arthur Murray Show"**

Like anyone who's had a TV set for six years—in fact, like anyone in the business—I've seen a lot of commercial copy televised, live and film. The advertising content and abilities of this gamut is as varied as the method of presentation. But I think if I had to give an Oscar to the soundest ad copy I've seen—copy flawlessly produced yet without its production obscuring the message, well-written yet without the writing giving it a veneer that one can see through and hence mistrusts—if I had to pick such a piece of copy, I think it might be the live middle commercial on the Arthur Murray show I saw of a recent Sunday night on WABD.

The particular sales epic to which I refer began with an oldish sort of guy, thin on top, at a party rubbing his hands because of the nice-looking young gals present. But when Mr. Almost Bald asks a couple of chicks to dance, each turns him down. The gals then compare notes agreeing our pal is kind of square when it comes to dancing (all this, by the way, is live copy, done in dialogue and is as natural as ordinary conversation, not stilted or phony in any respect).

We then get a voice-over pitch about the Arthur Murray lessons and this starts with a still of the canopy at the studio, progresses to live shots of the couples in action with an appropriate super of the 50% price deal.

Then we come back to Harry (Mr. Thin On Top) dancing happily with one of the damsels who previously gave him the brush while the announcer says only one lesson got the gent started. Evidently, he got off to a flying start, too!

Every tried and true ad approach was involved here and done superbly. I'd suggest the younger element on our copy staff take a gander at Mr. Murray's copy each week. I know I intend to.

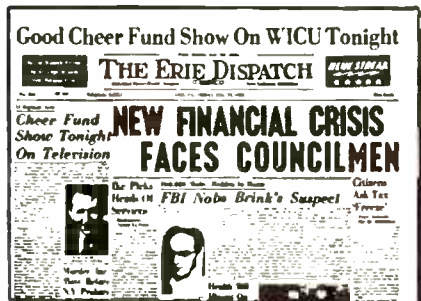
WE SELL *Erie* ★



Yes, WICU has all 4 networks, plus outstanding local programs.

ALL UNDER COMMON OWNERSHIP...

Outstanding success stories have been written by advertisers who use these three great advertising media, The Erie Dispatch, TV Station WICU and Radio Station WIKK—a merchandising assistance program without equal is available to you.



The Erie Dispatch—133 year old aggressive daily and Sunday newspaper showing healthy lineage and circulation gains. For Home Product advertisers, Tele-Kitchen show is a terrific help. Write today for details.

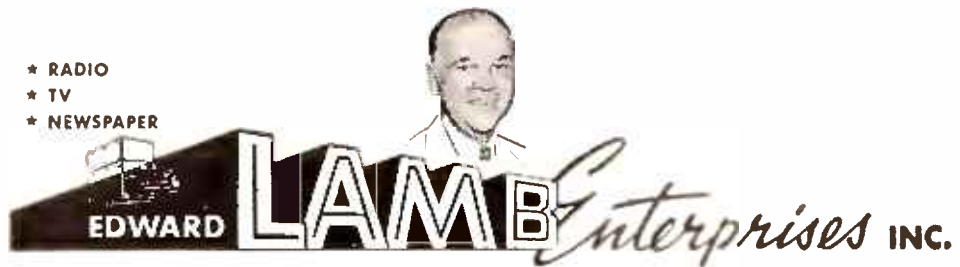


WIKK has top Hooper and Pulse ratings. The outstanding "1330 Review" television program assures you of complete assistance and coverage.

Notional Representatives

- WICU-TV—Erie, Po.—Headley-Reed Co.
- WTVN-TV—Columbus, O.—Headley-Reed Co.
- WTOD—Toledo, O.—Headley-Reed Co.
- WHOO—Orlando, Flo.—Avery-Knodel, Inc.
- WIKK—Erie, Po.—H-R Co.
- ERIE DISPATCH, Erie, Po.—Reynolds-Fitzgerald, Inc.

- ★ RADIO
- ★ TV
- ★ NEWSPAPER



New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

SPONSOR-TELEPULSE ratings of top spo

Rank new	Past rank	Period: 2-8 January 1953		Average weighted rating†	7-STATION MARKETS		4-STATION MARKETS		3-STATION MARKETS							
		TITLE. SYNDICATOR. PRODUCER. SHOW TYPE			N.Y.	L.A.	Chl.	Wash.	Atlanta	Balt.	Cinc.	Cleve.	Columbus	Det.		
1	16	Death Valley Days , McCann-Erickson (W)		21.7			wenr-tv 7.4 8:00pm		wrar-tv 11.8 10:00pm							
2	2	Superman , MPTV, R. Maxwell (K)		21.3			wenr-tv 17.4 7:30pm		wsb-tv 14.8 7:00pm				wxyz-tv 11.3 6:30pm			
3		Doug. Fairbanks Presents , NBC Film (D)		20.7	wnbt 20.4 10:30pm		wgn-tv 9.8 9:30pm						wwj-tv 14.0 10:30pm			
4	7	Foreign Intrigue , JWT, Shel. Reynolds (A)		20.1	wnbt 20.7 10:30pm	knbh 10.6 10:30pm	wenr-tv 12.8 10:00pm	wnbw 19.6 10:30pm	waga-tv 19.5 10:30pm	wkrc-tv 23.0 9:30pm	wews 16.3 10:00pm		wjck-tv 16.0 10:30pm			
5	4	Cisco Kid , Ziv (W)		19.8	wnbt 9.2 7:00pm	keca-tv 11.9 7:00pm	wenr-tv 20.8 2:00pm	wnbw 10.4 6:30pm	waga-tv 21.8 7:00pm	wbal-tv 18.8 7:00pm	wepo-tv 26.3 6:00pm	wmbk 21.8 6:00pm	wbns-tv 15.3 7:00pm	wxyz-tv 21.5 7:00pm		
6	9	The Unexpected , Ziv (D)		18.9		keca-tv 3.9 8:00pm	whkh 15.4 9:30pm		waga-tv 8.0 7:00pm	whal-tv 8.8 10:30pm			wbns-tv 29.5 9:30pm	wjck-tv 16.0 10:30pm		
7	6	Hopalong Cassidy , NBC Film (W)		18.8	wnbt 13.7 6:30pm	knbh 11.4 5:30pm	wenr-tv 17.8 3:00pm	wnbw 17.0 1:30pm	wsb-tv 18.0 5:30pm	whal-tv 19.8 5:30pm	wlv-t 15.8 5:30pm	wmbk 15.0 6:00pm	wbns-tv 17.0 1:00pm	wwj-tv 15.3 5:30pm		
8	5	Jeffrey Jones , CBS Film, L. Parsons (M)		18.5			wbkb 13.2 10:00pm				wepo-tv 14.3 8:30pm			wjck-tv 11.3 6:00pm		
9	3	Boston Blackie , Ziv (M)		18.4	wabd 6.5 9:30pm	knbh 9.0 7:00pm	wbkb 26.4 9:30pm				wlv-t 29.8 8:30pm		wbns-tv 23.8 9:00pm	wwj-tv 12.5 6:30pm		
10	8	Kit Carson , MCA, Revue Prod. (W)		17.9		keca-tv 13.0 7:30pm	wenr-tv 19.0 2:30pm	wtop-tv 8.2 6:30pm	wltv 19.0 6:00pm	wmar-tv 13.3 6:00pm		wmbk 11.5 6:00pm	wbns-tv 12.3 7:30pm			
11	1	Range Riders , CBS Film, Flying "A" (W)		17.1	wjz-tv 3.9 4:30pm	knbh 10.7 7:00pm						wews 23.5 6:00pm				
12	13	China Smith , PSI-TV, Tableau (A)		16.5		keca-tv 11.5 8:30pm	wmbq 9.2 9:30pm	wttg 4.6 9:30pm	waga-tv 18.3 10:30pm	waam 6.3 11:00pm				wxyz-tv 8.8 8:00pm		
13	10	Abbott & Costello , MCA, TCA (C)		16.4	wabs-tv 16.7 10:30pm	kttv 14.7 8:00pm				wbal-tv 14.8 10:30pm	wlv-t 20.8 9:30pm	wxel 12.0 10:00pm	wlv-c 20.8 9:30pm	wxyz-tv 12.3 9:30pm		
14	14	Wild Bill Hickok , W. Broidy (W)		16.2	wabd 6.9 7:00pm	klla 13.2 6:00pm	wenr-tv 17.0 1:30pm	wtop-tv 14.8 1:00pm	wsb-tv 24.5 5:30pm	wbal-tv 17.5 7:00pm	wkrc-tv 19.8 6:30pm	wmbk 11.8 6:00pm	wbns-tv 26.8 6:00pm	wxyz-tv 10.8 6:30pm		
15	11	Dangerous Assign. , NBC Film, Donlevy (A)		15.6	wnbt 12.7 10:30pm	knbh 15.7 10:30pm	wenr-tv 14.6 10:00pm	wmal-tv 8.6 7:30pm	wbal-tv 13.8 10:30pm			wmbk 19.0 10:30pm	wbns-tv 17.8 9:30pm			
16	15	Laurel & Hardy , Unity TV (C)		12.5		knbh 7.9 4:30pm				wbal-tv 12.3 6:30pm			wbns-tv 20.5 6:30pm	wxyz-tv 9.0 6:00pm		
17	19	Terry & the Pirates , Official, Dougfair (K)		11.8	wabd 5.9 7:30pm	kttv 13.5 8:30pm	wgn-tv 4.2 11:00am	wttg 11.6 7:30pm				wmbk 17.8 6:30pm	wbns-tv 14.3 5:30pm	wxyz-tv 14.8 4:30pm		
18	18	March of Time , March of Time (Doc.)		11.0	wnbt 3.2 7:00pm	kttv 3.9 7:30pm	wenr-tv 7.4 10:00pm	wtop-tv 10.4 10:30pm	waga-tv 11.8 7:00pm	wbal-tv 7.8 7:00pm	wepo-tv 12.3 9:30pm	wews 8.5 7:30pm	wbns-tv 14.8 7:00pm	wjck-tv 12.3 7:00pm		
19		Ramar of the Jungle , Arrow (A)		10.0		kttv 10.4 7:00pm	wenr-tv 9.0 7:00pm							wxyz-tv 14.0 6:30pm		
20	20	Dick Tracy , Snader (M)		8.5	wabd 3.7 6:30pm	knbh 6.5 10:30pm	wgn-tv 7.8 6:00pm	wttg 9.8 5:30pm	wsb-tv 11.3 6:00pm					wxyz-tv 16.3 7:00pm		

Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc.) documentary; (K) kid show; (M) mystery; (W) western. Films listed are half-hour length, broadcast in four or more of above markets. Average weighted rating arrived at as follows: Individual market ratings

are weighted in proportion to number of TV homes in each market. For instance, in January 1953, TelePulse gave a weight of 18 to New York, as compared to a weight of 1 for Cincinnati. Blank space indicates film not broadcast in this market as of 2-8 January 1953. While netw

m shows

**YOUR PRODUCTION DEMANDS
THE EXCELLENCE OF**

Precision Prints

**STEP PRINTING
ELIMINATES
CONTACT SHIFTS**

The sharpness of a print depends on close contact between original and print stock. In step printing at Precision, the two films are absolutely stationary during exposure. Timing and effects are produced without notching original.



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.

2-STATION MARKETS				1-STATION MARKETS			
Birm.	Bost.	Dayton	Mpls.	Buffalo	New O.	Seattle	St. Louis
wafm-tv 20.5 9:30pm			wcco-tv 20.8 10:00pm			king-tv 52.0 9:30pm	
wafm-tv 25.0 6:00pm			wcco-tv 17.8 6:30pm	wben-tv 41.5 7:00pm	wdsu-tv 25.5 5:00pm		ksd-tv 31.5 5:30pm
			kstp-tv 26.5 9:30pm				ksd-tv 47.5 10:30pm
	wnac-tv 19.3 10:30pm		kstp-tv 23.8 9:30pm		wdsu-tv 52.5 9:30pm		ksd-tv 26.0 11:00pm
wbrt-tv 31.3 5:30pm	wnac-tv 19.8 5:30pm		kstp-tv 21.8 4:30pm	wben-tv 35.0 5:00pm	wdsu-tv 28.5 5:00pm	king-tv 44.0 7:00pm	ksd-tv 36.5 4:30pm
	wnac-tv 11.0 6:15pm	whio-tv 18.8 10:00pm	wcco-tv 24.3 9:30pm		wdsu-tv 56.0 9:30pm		ksd-tv 50.5 10:00pm
	wbz-tv 9.8 1:00pm	wlw-d 9.8 6:00pm	wcco-tv 23.8 6:00pm	wben-tv 36.0 3:00pm	wdsu-tv 40.0 1:30pm	king-tv 37.5 6:00pm	ksd-tv 25.5 9:30am
	wbz-tv 23.5 10:30pm						
	wnac-tv 26.5 7:00pm	whio-tv 24.8 9:00pm	wcco-tv 27.5 9:30pm	wben-tv 23.5 11:30pm	wdsu-tv 48.0 10:00pm		ksd-tv 35.0 11:30pm
wafm-tv 23.8 6:00pm	wnac-tv 12.3 5:30pm	wlw-d 24.5 6:00pm			wdsu-tv 37.5 2:00pm		ksd-tv 34.0 2:30pm
	wbz-tv 26.5 7:00pm		wcco-tv 24.5 5:00pm		wdsu-tv 52.5 6:00pm	king-tv 44.5 7:00pm	
wafm-tv 27.8 9:30pm					wdsu-tv 45.5 10:00pm		ksd-tv 55.5 9:45pm
		wlw-d 23.0 9:30pm	kstp-tv 20.8 5:00pm		wdsu-tv 55.0 9:30pm		
wafm-tv 21.8 6:00pm	wnac-tv 8.8 5:30pm	wlw-d 11.5 6:00pm	wcco-tv 13.3 5:00pm	wben-tv 26.5 1:00pm	wdsu-tv 44.0 3:30pm	king-tv 28.5 1:30pm	ksd-tv 32.0 12noon
		wlw-d 15.3 10:30pm	wcco-tv 26.3 9:00pm	wben-tv 52.5 10:30pm	wdsu-tv 56.0 7:30pm		
wbrt-tv 19.0 4:30pm	wbz-tv 10.8 5:00pm	wlw-d 9.8 8:00pm		wben-tv 42.5 7:00pm		king-tv 26.0 1:00pm	
wafm-tv 16.5 6:30pm	wnac-tv 9.3 6:00pm	whio-tv 8.5 6:30pm	kstp-tv 20.8 5:30pm		wdsu-tv 33.5 11:00pm	king-tv 51.5 9:30pm	ksd-tv 53.0 9:30pm
	wbz-tv 21.0 6:00pm		kstp-tv 21.5 9:30pm				

are fairly stable from month to month, in number of markets in they are run, this is true to much lesser extent with syndicated This should be borne in mind when analyzing rating trends

See next page for film notes and trends



Pity the
poor film
that is
UNTREATED!

Our new folder, "Peerless Painters," tells you tersely and factually about preventable damages that frequently happen to film . . . and how Peerless Treatment guards against such damage at a cost measured in pennies.

Write for your copy now

PEERLESS
FILM PROCESSING CORPORATION
105 WEST 46th STREET, NEW YORK 36, NEW YORK
859 SEWARD STREET, HOLLYWOOD 38, CALIF.

Protective and preservative treatments . . .
Rejuvenation Treatments

" . . . We investigated 22 re-
search organizations . . .
Western Union was selected
because of . . . extensive cov-
erage . . . speed . . . and the
least cost."

**You, too, can
profit from
Western Union
MARKET SURVEYS**



Fast, efficient way to check consumer attitudes and brand preferences. Call on Western Union for local, sectional, or nation-wide surveys—conducted by over 2,000 experienced, on-the-ground offices throughout the country.

Other Western Union Services

- **DISTRIBUTION**—Fast distribution by messenger service.
- **CIRCULATION VERIFICATION**—Checks titles, buying influence and addresses.
- **PUBLIC OPINION POLLS**—Spot checks on media coverage and consumer preferences.
- **"OPERATOR 25"**—Enables advertisers to give prospects the names of local dealers by telephone...provides missing link between advertiser and consumer.

For further information on any or all these special services, call your local office of

**WESTERN
UNION**

Film notes and trends *

Horse opera leads again: A consistent trend revealed in SPONSOR-TelePulse ratings on spot TV films to date is that leadership has been held by the same type of show—the Western. An outdoor drama has topped this monthly rating report for three successive months. *Death Valley Days*, coming up all the way from No. 16 place, replaced *Range Riders* at the head of list (see chart on pages 56-57). Another interesting angle about the spot film ratings for latest period covered by TelePulse is the emergence of *Douglas Fairbanks Presents* from nowhere suddenly into the No. 3 spot across the country.

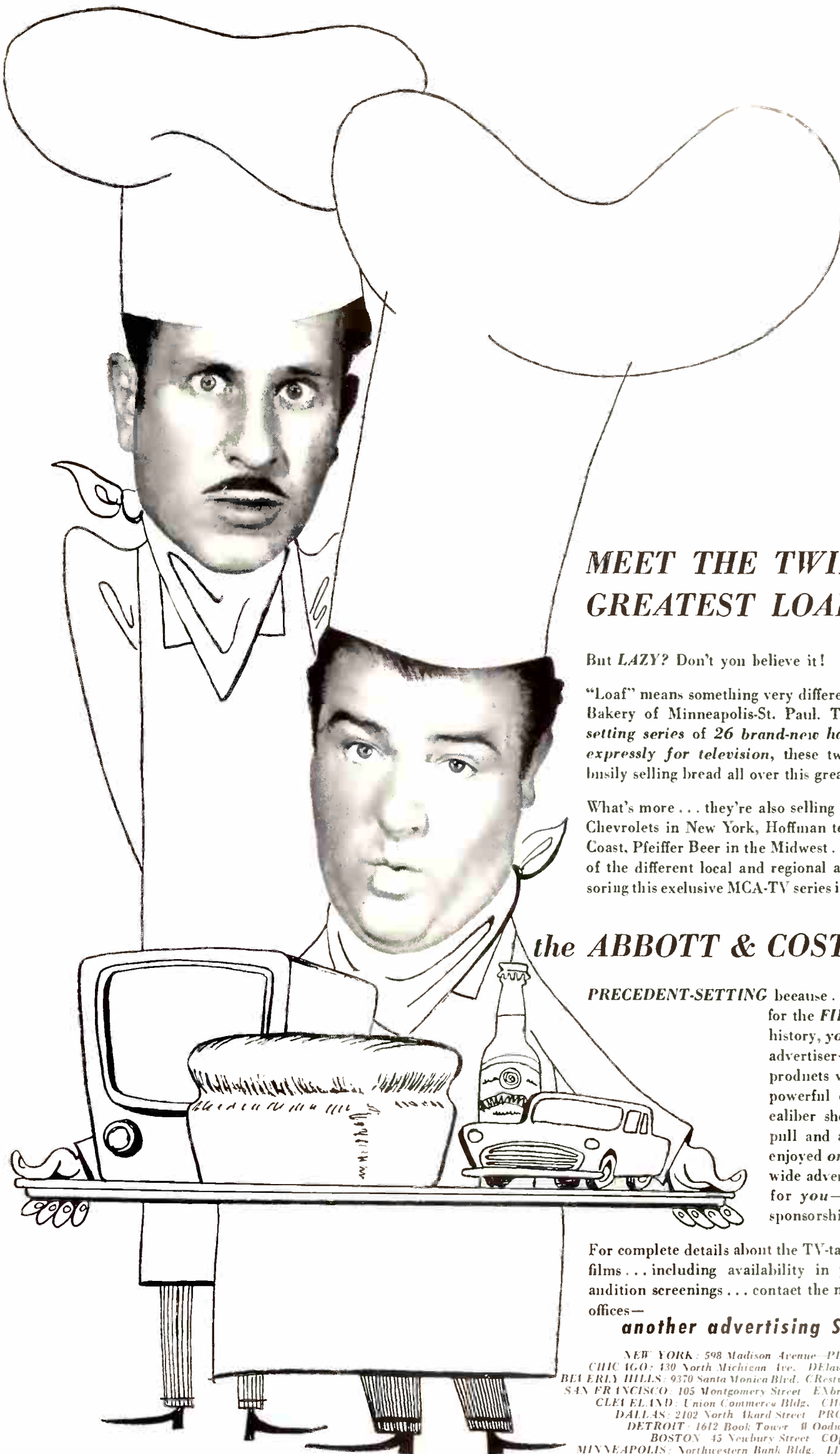
▼ ▼ ▼
Ballantine's re-runs: Encouraged by last year's results, Ballantine Beer will again this summer restrict telecasting to re-runs of its *Foreign Intrigue* series. What happened last summer was this: The highest ratings obtained by the show in Ballantine's four key markets—New York, Philadelphia, Boston and Washington—up to that time was from the re-runs. In other words, the re-runs carried through June, July, and August exceeded the ratings that *Intrigue* first showings got between 1 January and 1 June. The results were quite gratifying to the sponsor especially in view of the fact that summer advertising is so important to his product. Here's how the re-runs fared in each of the four markets. In New York re-runs started with a 12 rating and built up to a 15; in Boston ratings went from 9 in June to 12 in August; in Washington the jump was from 5 to 17, while in Philadelphia, the June rating was 12 and the August rating, 16. The Ballantine playing arrangement for 1953 calls for 39 new shows and 13 re-runs.

▼ ▼ ▼
Bait for sponsor prospects: Ad agencies in Denver are reported to have taken options on important syndicated series with a view to offering them as bait to accounts they want to lure away from a competitive agency. Syndicate sales managers expect this to become quite a practice in the more important newly-opened TV markets.

▼ ▼ ▼
How about comedy? A frequent complaint heard among agency buyers of film is that there aren't enough situation-comedy films available in the syndicate field. They say their clients show a preference for this type of fare not so much because a situation-comedy show, *I Love Lucy*, is top rated, as the fact it's better to lead from laughs into a commercial than from a somber dramatic situation or any low key mood.

▼ ▼ ▼
How perishable is TV film? A topic which is frequently speculated on among agency film buyers and syndicators is: How many years will it take on the average for a TV film using civilian backgrounds to become obsolete? SPONSOR surveyed a number of New York buyers and syndicators on this question and the average prediction was: four years. Two reasons for perishability which were cited most: (1) changing styles in women's clothes and coiffures; (2) rapid change in autos.

*(See syndicated film ratings chart on previous page.)



MEET THE TWIN CITIES' GREATEST LOAFERS!

But *LAZY*? Don't you believe it!

"Loaf" means something very different to the Holsum Bread Bakery of Minneapolis-St. Paul. Thanks to a *precedent-setting series of 26 brand-new half-hour films, created expressly for television*, these two hilarious fellows are busily selling bread all over this great Northwest market.

What's more . . . they're also selling Fords in San Francisco, Chevrolets in New York, Hoffman television sets out on the Coast, Pfeiffer Beer in the Midwest . . . to mention only a few of the different local and regional advertisers already sponsoring this exclusive MCA-TV series in key television markets.

the **ABBOTT & COSTELLO** show

PRECEDENT-SETTING because . . .

for the **FIRST TIME** in television history, *you*—as a local or regional advertiser—can now display your products within the framework of powerful entertainment. Here's a caliber show with super audience pull and an effectiveness hitherto enjoyed *only* by the largest nationwide advertisers. **NOW** it can work for *you*—under *your* exclusive sponsorship in your *own* market!

For complete details about the TV-tailored Abbott & Costello films . . . including availability in your market, cost, and audition screenings . . . contact the nearest of these MCA-TV offices—

another advertising SHOWCASE by

NEW YORK: 598 Madison Avenue—PLaza 9-7500
 CHICAGO: 430 North Michigan Ave. DElaware 7-1100
 BEVERLY HILLS: 9370 Santa Monica Blvd. CRestview 6-2001
 SAN FRANCISCO: 105 Montgomery Street EXbrook 2-8922
 CLEVELAND: Union Commerce Bldg. CHerry 1-6010
 DALLAS: 2102 North Akard Street PROspect 7536
 DETROIT: 1612 Book Tower WOODward 2-2601
 BOSTON: 45 Newbury Street COpley 7-5830
 MINNEAPOLIS: Northwestern Bank Bldg. LINcoln 7863





AN EYE FOR AN EYE



That's the verdict for Jeffrey Jones, TV's fastest-moving private eye. And it's unanimous with viewers and sponsors, *the country over*.

In less than eight months on the air, "Files of Jeffrey Jones" has soared into Telepulse's Top Five syndicated film shows. Current ratings: Chicago, 20.4, Boston, 16.6, San Francisco, 17.8, Pittsburgh, 50.5 (December, 1952).

And sponsors in more than 25 TV markets concur. Jeff has successfully sold biscuits, bread, pharmaceuticals, radios, automobiles, gasoline, beer, milk, laundry service, many other products.

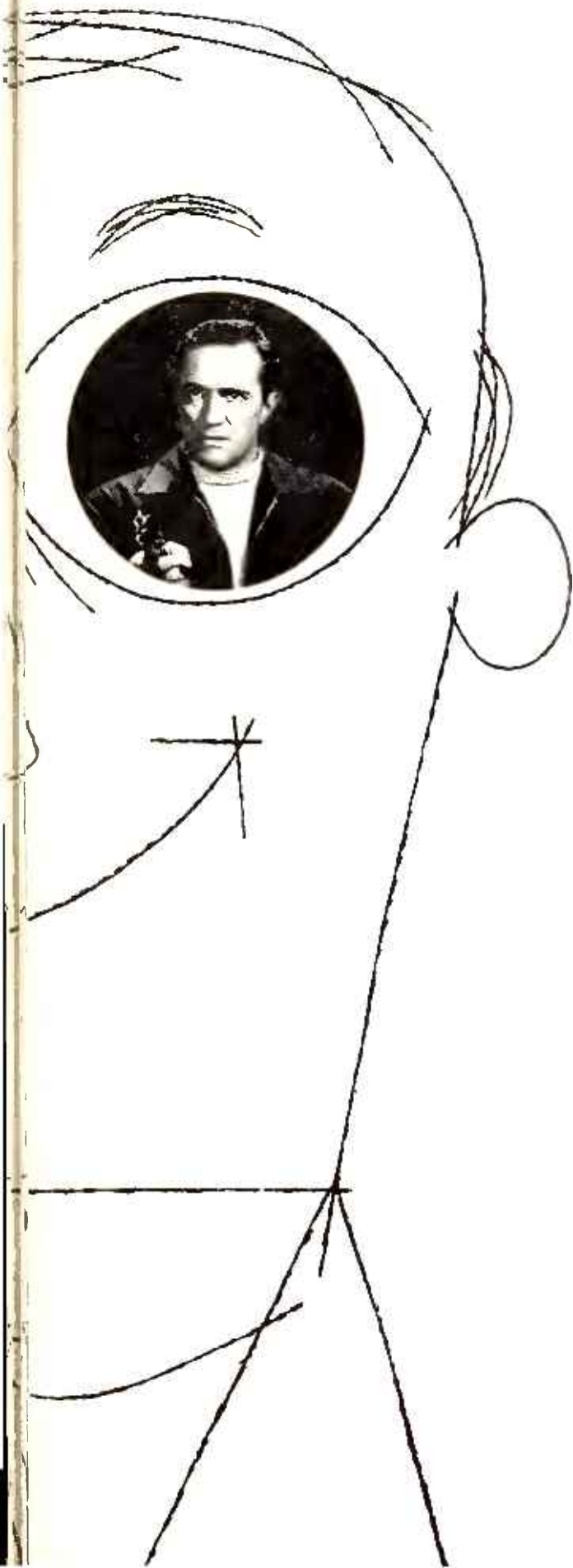
With "Files of Jeffrey Jones," you have action that gets a big reaction...from the cast (starring TV-movie-and-Broadway hero Don Haggerty) through scripts (39 half-hour mystery adventures of a sports-minded private eye whose favorite game is murder) to production (by Hollywood's Lindsley Parsons).

For top TV results in your local and regional markets—at a cost that'll make *you* cheer—ask the CBS Television Film Sales representative nearest you about Jeff now.

FILES OF JEFFREY JONES

a presentation of CBS TELEVISION FILM SALES with offices in New York, Chicago, Los Angeles and Memphis

ALSO AVAILABLE: *Cases of Eddie Drake* (also starring Don Haggerty), *Annie Oakley*, *Crown Theatre with Gloria Swanson*, *Hollywood on the Line*, *World's Immortal Operas*, *Holiday in Paris*, *The Gene Autry Show*, *Strange Adventure* and *The Range Rider*



FOOD PRODUCTS

SPONSOR: Helwig & Leitch, Inc. AGENCY: Harrison Pitt, Inc.

CAPSULE CASE HISTORY: *Helwig & Leitch, a Baltimore food manufacturer, wanted better distribution, better grocer cooperation in merchandising its products. The firm bought a half-hour weekly daytime show, Block Party, on WMAR-TV. During two years of continuous participation, the firm has gotten distribution in 300 new grocery stores. Floor displays and sampling campaigns in the new outlets also have helped skyrocket sales. Grocers' interest increased with the aid of TV.*

WMAR-TV, Baltimore

PROGRAM: Block Party



FURNITURE

SPONSOR: Modern House Home Furnishings Co. AGENCY: Creamer & Co.

CAPSULE CASE HISTORY: *To boost business in the traditionally poor furniture sales month of February, the Modern House Home Furnishings Co. contracted to sponsor Les Malloy's Preview Party on KGO-TV. Total investment for the show, aired Tuesdays from 10:00 to 11:30 p.m., was \$400. During the month, the firm sold over 79 units as a direct result of the telecast. At better than \$150 per unit, sales traceable to the program totaled more than \$11,850.*

KGO-TV, San Francisco

PROGRAM: Preview Party

DANCE LESSONS

SPONSOR: Ray Quinlan Dance Studios AGENCY: Direct

CAPSULE CASE HISTORY: *Expenditures of \$350 a week on non-TV advertising were getting poor results for the Ray Quinlan Dance Studios. Dropping all other media, the Studios tried one announcement on Jackson's Late-Late Theatre, on KTTV, at 2:15 a.m. By 4:15 a.m., 45 viewers had phoned the studio. Half the callers signed up for courses at a minimum of \$400 per course. Since that time, Ray Quinlan has used one announcement a week, at a weekly cost of \$65. He reports better than a 400% increase in business.*

KTTV, Los Angeles

PROGRAM: Announcement

SPORTING GOODS

SPONSOR: Pennsylvania Rubber Co. AGENCY: D'Arcy Adv.

CAPSULE CASE HISTORY: *On behalf of its distributors in the New York area, the Pennsylvania Rubber Co. (a subsidiary of the General Tire Co.), sponsored the 15-minute Harry Wismer sportscast on WOR-TV across the board. Over nine months, Wismer has plugged about 100 area sporting goods dealers on the show. In addition, Wismer made 20 one-minute announcements each week for the firm. As a result of the simultaneous campaigns, local sales doubled within these nine months.*

WOR-TV, New York

PROGRAM: Harry Wismer Sports Announcement

COOKIES

SPONSOR: Cal Ray Bakeries AGENCY: R. W. Webster

CAPSULE CASE HISTORY: *Five months ago, a Glendale, Cal., company, Cal Ray Bakeries, launched a saturation announcement campaign over KHJ-TV. It signed for 10 10-second spots a day, across the board. A recent survey showed that 67% of all area TV homes had listened to the sales pitch; that 45.9% of all TV homes purchased Cal Ray cookies for the first time during the five-month period. Increased purchases were recorded among 45% of TV homes who were old Cal Ray buyers. Total sales volume was up 21%.*

KHJ-TV, Los Angeles

PROGRAM: Announcement

CHILDREN'S BOOKS

SPONSOR: F. & R. Lazarus Co. Bookshop AGENCY: Direct

CAPSULE CASE HISTORY: *A Columbus, Ohio, bookstore, the F. & R. Lazarus Co. Bookshop, offered a set of six children's books on Aunt Fran and Her Playmates over WBNS-TV as a special designed to test the strength of its viewing audience. The announcement calling attention to the set of books was made on Friday. By Saturday afternoon, Lazarus reported the original order of 300 books was gone, and a reorder of twice that amount had been placed to meet the heavy demand.*

WBNS-TV, Columbus, Ohio

PROGRAM: Aunt Fran and Her Playmates

BOOKLET OFFER

SPONSOR: Pepperell Mfg. Co. AGENCY: Benton & Bowles

CAPSULE CASE HISTORY: *As a key feature of its August White Sale promotion, the Pepperell Manufacturing Co. planned to make a free offer of a booklet on the care and selection of sheets and blankets. The company signed for a one-minute announcement on the Dave Garroway show, Today, over NBC TV. At a cost of \$2,400, the offer reached viewers in 37 cities, bringing over 2,400 responses. Since the company considers each person requesting a booklet as a prospective customer, it feels the \$1 per customer well spent.*

NBC TV

PROGRAM: Today



KEY TO

○ *Successful Advertising
in the Delaware market*

WDEL-TV is not just a television station. It is a vital, motivating influence throughout its viewing area.

WDEL-TV's viewers offer a tremendous advertising profit potential. They are a constant, loyal audience. They have unlimited faith in WDEL-TV because of its active part in the life of the communities it serves. Backing this skillful local programming, WDEL-TV presents all top NBC shows.

WDEL-TV's market has more money per capita to spend than any other market in the United States. Current Department of Commerce Report places the Delaware market *first* in average personal income.

BUY WDEL-TV

Wilmington, Delaware
your key to this richest of markets

A Steinman Station



Represented by

ROBERT MEEKER Associates

New York Chicago Los Angeles San Francisco



Mr. Sponsor asks...

What special problems does a UHF station face in building an audience and what are you doing to solve them?

Carl W. Lichtenfels | Advertising Director
Gemex Corp.
Union, N. J.

The picked panel answers Mr. Lichtenfels



Mr. Weber

Untimely concepts that problems exist that are especially peculiar to UHF should not be fostered; it can be compared to conversion to automatic transmission in the automobile industry.

Were it necessary to limit myself to the listing of a single "problem," it would be the emphasis of the alphabetical description "UHF." Classification of channels from 14 to 85 as *highest band television* could have been more fortunate. These frequencies are simply TV assignments of later historic development than channels 2 to 13. Alphabetical differentiation should not have been adopted and stressed. U to V has encouraged a distinction between Alley and Persian cat varieties, when both are television assignments requiring comparable equipment, investment and business application.

Accordingly, we will not write about problems associated with "UHF." But we will list brief experiences and observations by one engaged in a TV operation in the higher frequency spectrum.

In the very first place, the public, advertiser, and agency must be con-

SPONSOR invited the key men at all six of the UHF stations on the air prior to 1 January 1953 to take part in this panel. Only one, W SBT-TV, South Bend, Ind., was not able to participate.

vinced that a channel 45 is television. And that it is in no way different in rendering a picture-signal and entertainment than the pre-freeze operations.

Next, the manufacturer of receivers must be as diligent in providing the means of conversion as he is in interesting the public in new models and larger screens.

Additionally, dealers and service personnel must be supplied with and gain experience and knowledge in higher frequency conversion.

Finally, survey work plus personal observation by agency and client must coordinate with the station operator's factual reports on a station's actual coverage area.

In summary: We see that our task in the highest frequency spectrum is to eliminate any concept that it is a problem. Rather, it is an unfortunately delayed second phase of TV development (arrested from 1949 to 1952) which will bring fine, clear, dependable television for the first time on a truly nationwide basis.

FRED WEBER
President
WFPG-TV
Atlantic City, N. J.



Mr. Baltimore

WBRE-TV started promoting its advent into TV some six years ago when it believed that its grant was first *i m m i n e n t*. Through demonstrations of long distance TV at its transmitter site to clients, the press and the general

public, we built up a strong desire for the medium.

To watch the Friday night fights on WNBT 100 miles away we often crowded over 200 people into our FM (and someday to be TV) transmitter room. In 1949, fringe area reception became an experimenter's delight, and sets began to fill the area. The pictures were generally poor, however. When news of our long-awaited on-the-air date was announced, the public was eager and ready for TV, UHF or no.

Just how eager the public was was evidenced by some 10,000 phone calls we answered in the five days preceding our on-the-air date.

Meetings with distributors soon convinced the dubious ones that we meant business when we said "on the air January 1"; sets began to flow into Wilkes-Barre and Scranton. In the area covered by our initial power, the signals have been excellent and the problems few. Reception has been reported as far away as 60 miles, a radius we expect to cover with ease when our final 1,000 kw is installed.

So what's *our* problem? Convincing all the timebuyers and clients that Lou Baltimore and hundreds of other old-time broadcasters are not investing over \$2,000,000,000 in equipment they didn't think would work well enough to be salable as an advertising medium.

How are we solving this? By telling the timebuyers and clients what *we* believe to be the truth. We are telling them what our coverage looks like on paper . . . and then we tell them what we actually have accomplished. We are claiming only what is ours to claim.

DAVID M. BALTIMORE
Manager
WBRE-TV
Wilkes-Barre, Pa.



Mr. White

The first station to go on the air in a new television market faces the same problems in building audience whether it be UHF or VHF. With the increased use of receivers with continuous tun-

ers, there will be a large segment of the viewing public that will never know the difference between UHF and VHF. They will be able to tune any channel from 2 to 82 with equal ease.

Good programing is the criteria on which any station is judged, and televiewers will watch the station which does the best job of programing without questioning the electronic principles involved.

KPTV is building UHF audience in Portland by providing the best possible entertainment programs, sports events, news, and public service. We are airing the top shows of each of the four major networks, supplemented by outstanding spot film programs. Live studios should be in operation within 30 days in which we will present local news, home economic shows, interviews, sports, other local appeal programs. This will give KPTV a well-rounded schedule which will have something to suit every taste.

CHARLES R. WHITE
Manager
KPTV
Portland, Ore.



Mr. Eberly

Any UHF station going on the air in an area where there has been VHF saturation immediately faces the problem of conversion. To accomplish a high rate of conversion, the UHF

station must make up its mind to promote, promote, promote—even before the station begins operation. At WSBA-TV, we have used—and continue to use—many means of promotion, including tie-ins with TV dealers and distributors.

As converted sets multiply, there naturally must be something on the UHF

(Please turn to page 97)

ALWAYS ON THE SCENE!



WDSU-TV—Louisiana's first television station—is first in more ways than one!

Our coverage of the recent multi-million dollar Gulf of Mexico fire is a typical example. WDSU-TV was first on the scene to report and take pictures of the event. Our "Esso Reporter" not only beat all local opposition to coverage of the fire, but also provided the tv networks with first pictures for national coverage of the big story.

This is another sure-fire indication of our intention to be first on the scene always!

- Write, Wire or Phone BLAIR-TV!



WHEN TELEVISION gives



**complete
coverage**

BECAUSE

ITS POWER IS NOW
50,000 WATTS.

IT HAS A NEW TOWER
1914 FT. ABOVE SEA LEVEL.

IT IS CENTRAL NEW YORK'S
MOST POWERFUL TV STATION.

IT IS LOCATED IN THE
HEART OF AN
INDUSTRIAL AREA

SEE YOUR NEAREST
KATZ AGENCY



CBS • ABC • DUMONT
A MEREDITH STATION



agency profile

Art Duram

Radio-TV director
Fuller & Smith & Ross, Inc.

Looking over the Fuller & Smith & Ross list of predominantly industrial accounts you wonder how the agency managed to ring up over \$3 million in radio-TV billings in 1952. And when you discover that air media will get close to \$6 million out of the agency this year you can't help but be impressed.

The answer is simple. Since Art Duram became radio-TV director of the agency in January 1952 a number of F&S&R clients have come to believe in Art's philosophy: "TV has all the assets of competitive media and it reaches more people. The value of TV as an advertising medium is limited only by the imagination of its users. And there's nothing like it for telling a complicated story."

There were a lot of raised eyebrows when the news was announced that Owens-Corning Fiberglas Corp. was going to use Arthur Godfrey to sell fiberglas home insulation. But when Godfrey started to tell housewives how they could buy a fur coat on the money they'd save on fuel bills by using fiberglas insulation, the angle not only made sense but sold insulation. Selling oil-burner filters was a cinch when Godfrey told housewives they would cut down on house-dusting.

The motives for the use of TV by another industrial account, Alcoa, are generally misunderstood, according to Art. "There's no question that Edward R. Murrow's *See It Now* has definite prestige value, but what few people realize is that the program's commercials reach a large number of architects, contractors, and manufacturers whom we wish to educate in new uses for aluminum." Godfrey also is used to plug the firm's oil-burner filters (cut down on dust) as well as the line of fiberglas curtains and draperies.

Art is really sold on the versatility of television. He told SPONSOR: "It's a medium you can put to any use, whether your aim be sales, public relations, education, or promotion. And the beauty of it is that you can show the product not only in use but in its natural environment."

No newcomer to air media, Art started as a radio sports announcer right after graduating from the U. of Illinois. He acted in soap operas for a while, headed up a radio sports staff, worked in summer stock for a couple of seasons, and finally got in the sales end of radio. Before joining F&S&R to organize a radio-TV department in New York, he was with CBS for six years in various capacities, ended his tenure while Eastern Sales Manager for CBS TV.

Art, who lives with his wife and five-year-old son Michael in Chap-paqua, N. Y., enjoys golf and skiing. ★ ★ ★

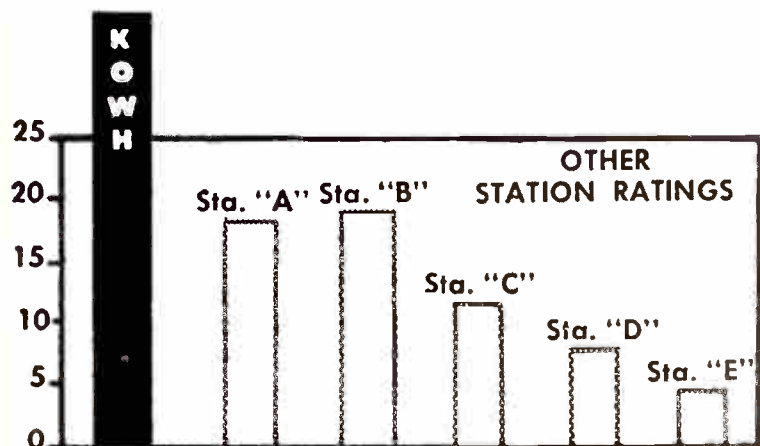
All It Took was a Bored Horde...



... And the Kubli Khan's fear that inactivity would blunt the fighting edge of his Asiatic conquerors, to send Mongol hordes swarming into southeastern Europe.

KOWH's solution for boredom is less drastic, but equally effective in rallying a horde of Omaha, Council Bluffs listeners to its banner. Proof? Slant a glance the below Hooper, averaged for the 14-month span from October, 1951, to November, 1952! If you're interested in invading our baliwick, give us a growl!

35.9%



- Largest total audience of any Omaha station, 8. A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct. 1951, thru Nov., 1952.)
- Largest share of audience, in any individual time period, of any independent station in all America! (Nov., 1952.)

Kowh

OMAHA

"America's Most Listened-to Independent Station"

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



round-up



Now the city water department is measuring TV audiences

Heretofore TV audiences have been measured by such techniques as telephone coincidental, diary, and aided-recall interview. But an entirely new method of gauging program (and commercial) popularity was recently discovered in Detroit by someone totally unconnected with the broadcast industry: the general manager of Detroit's Department of Water Supply.

According to this gentleman, Laurence G. Lenhardt, the variations in the city's water pressure are a good index to the use of TV. The board of water commissioners, it seems, keeps graphs to index the vagaries of the water supply and demand. When the taps are opened and the waters flow freely, the pressure goes down. But when the pressure maintains an even balance over a period of time, it indicates that

a great body of people is giving attention to something outside of the kitchen or bath. In the course of a normal evening, this "something," Lenhardt is certain, is television.

At the time that many commercials come on, reports Lenhardt, the graphs tend to become agitated in a minus direction, indicating a sudden rise in the use of water.

It was a *Detroit News* columnist, George W. Stark, who accidentally stumbled on this situation and described it in a recent column. He mentioned that the water pressure graphs on a Sunday evening, for instance, show a "steady, undiluted attention" to Fred Waring, *Toast of the Town* and *Mr. Peepers*.

What do you say, Nielsen and Pulse? ★ ★ ★

Toys are year-'round item, says firm; starts post-Yule push

Toy companies are expected to—and generally do—step up their selling efforts before Christmas. But the Playskool Manufacturing Co. of Philadelphia, flouting convention, launched a promotional push via TV right after holiday peak selling.

Playskool, makers of Lincoln Logs (toy replicas of logs and shingles used by American pioneers) contends that children require toys all during the year, not just at special gift seasons and on birthdays. Consequently, it premiered a program for youngsters on WCAU-TV, Philadelphia, late in January. A half-hour weekly Saturday a.m. stanza, *The Pioneer Playhouse* features the "Lincoln Logs Building Contest" and a Gene Autry serial film. In the course of each show, five youngsters are seen actually constructing different projects with the logs—a natural and vivid product demonstration—and a prize goes to the boy or girl who completes the best project by the end of the show.

The youngsters get applications to enter the on-the-air contest from local

toy and department stores where Lincoln Logs are sold. Many of the stores are promoting the applications (and



Show incorporates vivid product demonstration

the show) via window and interior displays; Wanamaker's has pitched it in newspaper ads.

According to Playskool's agency, Friend-Reiss-McGlone, New York, the promotion has met with enthusiastic reception so far. Depending on continued success, Playskool plans to make the show network later on and enlarge the Lincoln Logs Building Contest into a national event. ★ ★ ★

Sponsor bankrolls KTTV special events only

In January 1952, the General Petroleum Corp., Cal., signed a somewhat unique contract with KTTV, Los Angeles: They were to sponsor automatically any and all unscheduled special events telecast by KTTV during 1952.

In the course of the year, the sponsorship has included on-the-spot reporting by the station of such happenings as the January floods, the Bakersfield and Tehachapi earthquakes, General Eisenhower's arrival in Los Angeles, election coverage throughout the city, the Tournament of Roses Parade.

At no time on the telecasts has the company tried to sell its products (auto and industrial oils and greases) directly, according to General Petroleum Advertising Director F. C. Meunier. Rather it has stuck to a policy of simple sponsor identification for which, says Meunier, it has been highly commended by the public. By its public service sponsorship, the company is primarily interested in making itself better and more favorably known in the community, Meunier points out.

That sales have not exactly suffered from this approach is evidenced by the fact that last month, General Petroleum renewed its contract for another 52 weeks—with indications that it plans to continue the arrangement for a long time to come in view of "overwhelming listener acceptance." In the new contract, KTTV's "roving commission" for the company is extended and amplified, says T. L. Stromberger, v.p. of West-Marquis, the ad agency.

The contract was negotiated between Meunier, Stromberger, and Leslie H. Norins, KTTV account executive. ★ ★ ★

Alaska sponsors may buy California station time

The Village Morgue Cocktail Bar and other businesses in Valdez, Alaska, wanted to do a little radio advertising. But they discovered that due to terrain and other difficulties, local Alaska radio stations were getting little or no reception in the area.

They found, however, that station KFBK from Sacramento, Cal., somehow gets through quite well to Valdez. So Dale Kinsell, owner of the Village Morgue, in cooperation with Max Wells, of Wells Commercial Co., and O. J. Rockway, public accountant, both also in Valdez, wrote a letter to KFBK

requesting rates and other information. Would the station accept advertising from that area? How much would announcements preceding a show called *Stan's Drive In* (a KFBK midnight stanza heard in Valdez at about 10:00 p.m.) cost, and could more than one advertiser sponsor a single pitch?

KFBK sales manager Perry Nelson reports that the station has duly quoted times and rates, looks forward to carrying the advertising of Valdez, Alaska, sponsors. ★ ★ ★

Briefly . . .

The *March of Time* series, sponsored by the Miller Brewing Co. on over 49 TV stations on a spot basis, is presenting "profiles" of various cities around the U.S. First city to be



WDSU gave Miller-sponsored show buildup

highlighted was New Orleans. When the film "New Orleans—Gateway to the World" was scheduled to run on WDSU-TV 31 January, that day officially was proclaimed (by city officials) *March of Time Day* in New Orleans. For having gone all out to promote such a civic-minded film project, WDSU executives Edgar B. Stern Jr., pres. (photo, center) and Robert D. Swezey, exec. v.p. (second from l.), received a special scroll from the Mayor of New Orleans, DeLesseps S. Morrison (second from r.). Earlier, Frank Shea (extreme l.), *March of Time* representative, and George Gill, advertising director of Miller Brewing, presented the mayor with a copy of the film for future use.

* * *

Over 1,000,000 entries from high schools throughout the nation and its territories poured in to the sixth annual Voice of Democracy contest. This month, four students—from California, the District of Columbia, Hawaii and New York—were named co-equal winners for writing and voicing the best
(Please turn to page 91)

TV has arrived in HAWAII!



HERE'S THE OUTSTANDING LINEUP NOW ON KGMB-TV

I LOVE LUCY
 BURNS & ALLEN
 ARTHUR GODFREY
 OZZIE & HARRIET
 STUDIO ONE
 HOLLYWOOD WRESTLING
 BLUE RIBBON BOUTS
 HOPALONG CASSIDY
 AMOS 'N' ANDY
 HOLIDAY IN HAWAII
 BOSTON BLACKIE
 ALL STAR REVUE
 FRED WARING
 YOUR SHOW OF SHOWS
 MARTIN KANE
 RACKET SQUAD
 JEFF JONES
 HANK McCUNE
 JACK BENNY
 ABBOTT & COSTELLO

PAN AMERICAN
 WORLD NEWS
 FOUR-STAR PLAYHOUSE
 DENNIS DAY
 TIME FOR BEANY
 PLAYHOUSE OF STARS
 KIT CARSON
 THE UNEXPECTED
 BIFF BAKER
 TERRY & THE PIRATES
 BLUE FLAME THEATRE
 WHITEMAN'S TV TEEN CLUB
 THE NAME'S THE SAME
 GENE AUTRY
 YOU ASKED FOR IT
 TOOTSIE HIPPODROME
 RANGE RIDER
 KIERAN'S KALEIDOSCOPE
 TONIGHT IN HONOLULU
 POPO, THE WEATHER MAN

Choice times are going fast!
 FREE AND PETERS can still obtain one for you.
 Call them today.

KGMB-TV HONOLULU
 CHANNEL 9

CBS • NBC • ABC

TIMEBUYERS' GUIDE TO UHF
(Continued from page 34)

the dead spot areas.

In the second place, the problem of reception is also a problem of how much power a station can radiate. Some of the obstructions and interference to a good UHF signal can be overcome by more power. In effect, this also means the signal will travel farther. While the Portland coverage estimates will not apply to a city with a different terrain, it should be pointed

out that KPTV used a low-power transmitter—only 1 kw. A higher antenna can also increase the station's coverage in the area.

What effect higher-power transmitters will have on dead spots caused by hills and tall buildings is not known exactly. That's why everybody is watching what will happen at Reading's WHUM-TV, which is preparing to use a 12 kw. transmitter with an ERP of 260 kw. (and may be on the air by the date of this issue).

Q. What does ERP mean?

A. There has been a lot of talk about ERP and a number of misconceptions, too. ERP means "effective radiated power" or sometimes "equivalent radiated power." Here's the basic idea in a nutshell:

Suppose you have a bulb rated at 25 watts. The light given off by this bulb radiates in all directions. If you want the light to shine only on your desk, a lot of the light obviously is wasted. So you take a reflector and put it over the bulb. Practically all the light is then directed down to your desk. You take measurements and find that the light shining on your desk is equivalent to that given off by a 125-watt bulb without a reflector. You thus have a gain of five-to-one and an effective radiated power of 125 watts.

More or less the same thing is done to TV signals. TV wave radiation goes in all directions, including up, where there are no TV sets. Engineers have been able to flatten out the TV signal into waves that are mostly horizontal, so that the signals fan out from the transmitting antenna like a pancake. The compressing of the TV signals results in a gain of power in the direction in which the signals are going, or a greater ERP.

This multiplication of power is accomplished at the station's transmitting antenna. What the engineers do, in effect, is to pile a number of antennae, one on top of the other, atop the tower. Since UHF waves are smaller than VHF waves, these individual antennae are smaller. Therefore, more of them can be used and a greater gain in signal power or ERP can be gotten. Roughly speaking, UHF antenna gain can be about twice that of VHF antenna gain. UHF stations now on the air are getting an antenna gain of about 20-to-one, give or take a few points. WHUM-TV is figuring on a gain of nearly 22-to-one with its 12 kw. Klystron tube transmitter.

Q. What is a Klystron tube?

A. The important fact to timebuyers is that the Klystron tube is a way of generating the higher power required for good UHF reception. It is basically a vacuum tube but it is and looks quite different from standard TV transmitting equipment. It has been used in receivers before, but the tube used in Reading, built by GE, represents the first time it will be used for

to cash in on the \$730,000,000

Charleston, W. Va. market

PICK YOUR "SPOT"

You're talking to more than \$730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how an amazingly low cost spot of "personality" can produce amazingly high returns.

Here's WKNA's half millivolt area alone

TOTAL POPULATION	671,178
TOTAL FAMILIES	186,235
RETAIL SALES	\$407,643,000
FOOD SALES	\$ 86,621,000
GENERAL MERCHANDISE SALES	\$ 57,711,000
FURNITURE & HOUSEHOLD GOODS SALES	\$ 22,968,000
EFFECTIVE BUYING INCOME	\$730,771,000

Source—U.S. Census and BMB Survey, 1950

ON WKNA

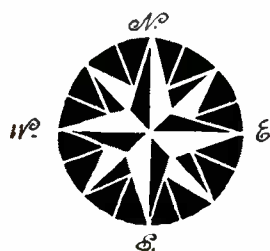
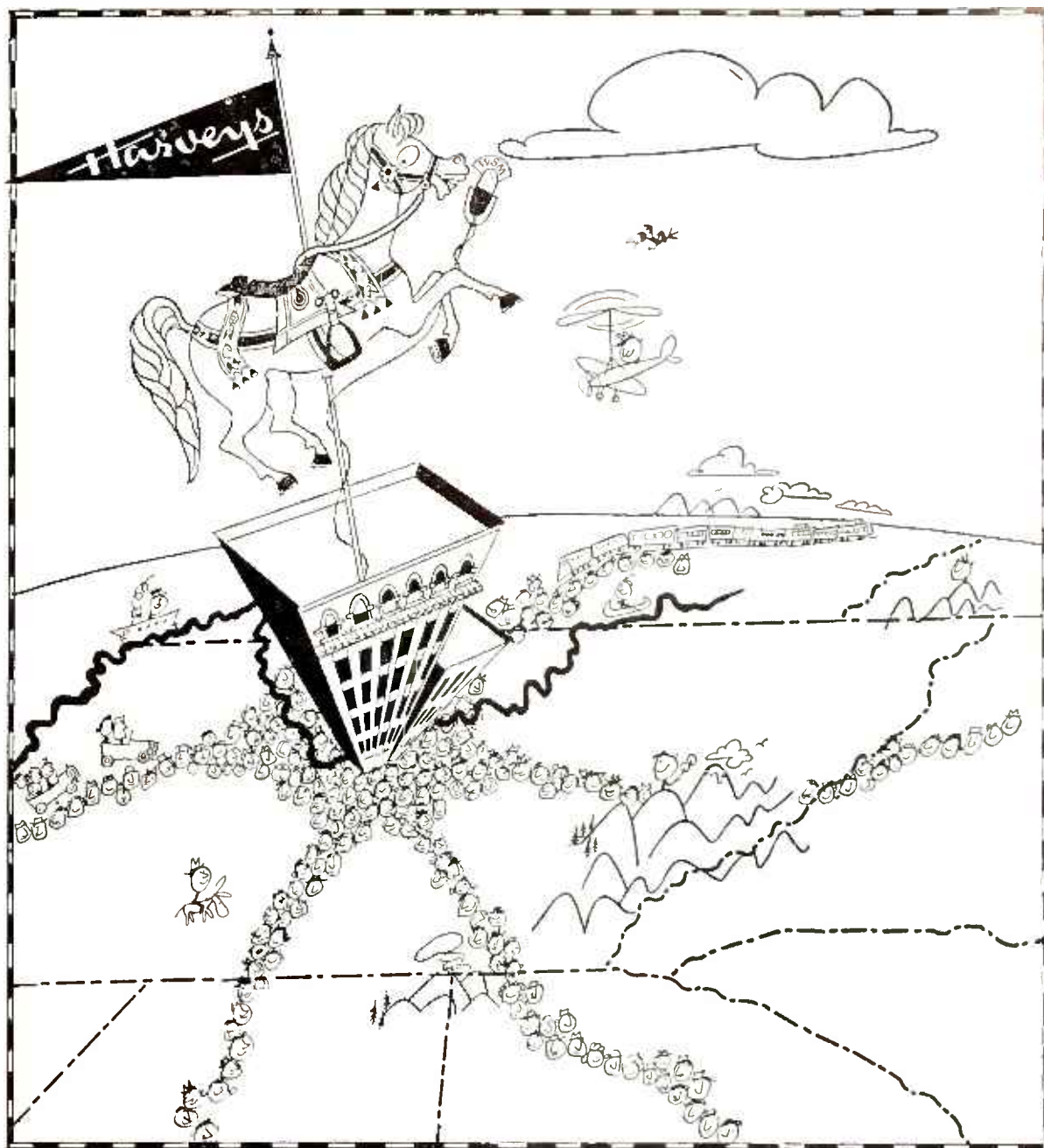
WKNA is also sold as part of West Virginia's

WKNA WKNA-FM
Charleston 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate



Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.



How Harveys built a market twelve times the size of Nashville . . .

Ten years ago Harveys was a department store with a piddling 40 feet front on Nashville's Church Street and a paltry half million annual volume. Today Harveys stretches 300 feet to fill most of a block, does a million a month.

How did it happen? Here's what Fred Harvey, president of Harveys, has to say: "Casting aside the horse and buggy concept of what a Retail Trading Zone should be, we went after an area twelve times the size of Nashville. We talked to this area over WSM, the one medium capable of converting geography into a market. We could have bought other stations cheaper, but we wanted results and that's what WSM delivered, and continues to deliver."

The fact that the phrase "It's Fun To Shop At Harveys" is heard all over the Central South . . . the fact that people come from all over to see and buy at fabulous Harveys . . . is ample evidence that WSM delivers at the retail level, too.

For the full Harveys story, ask Irving Waugh or any Petry man. It's an eye-opener.

WSM Nashville
Clear Channel • 50,000 Watts

IRVING WAUGH Commercial Manager • EDWARD PETRY & CO. National Representative

Colorado's Only COMPLETE Broadcasting Service

Represented by
JOHN BLAIR
and BLAIR-TV

Managed by
GENE O'FALLON

KFEL-AM ✓
MBS
KFEL-FM ✓
KFEL-TV ✓
NBC and DuMONT

KFEL-FM-KFEL-TV
CHANNEL **2** DENVER

Fishing is good in San Antonio if you use the right bait!

Remember! Over 50% of the people in the San Antonio area speak Spanish!

For the new Belden Latin - American Survey regarding: Radio Listening Buying Power Brand Preferences

write

KCOR

301 South Flores
Texas' First and Most Powerful Spanish Language Station

Represented nationally by
Richard O'Connell — New York
Harlan J. Oakes & Associates — West Coast

SPANISH-LANGUAGE WATERS

FOOD
TOBACCO
DRUGS
SOAP
KCOR BAIT

high-power transmission. One argument in its favor is that it is economical because it doesn't require a lot of extra tubes to get more power. As a matter of fact, the transmitter is practically all one tube. However, some broadcasters are wary of it for just that reason. They feel that keeping spares on hand means, in effect, the expense of keeping whole transmitters.

WBRE-TV, Wilkes-Barre, Pa., now on the air with 18.5 kw. ERP, has an order with RCA for a 10 kw. transmitter which will give 200 kw. ERP and is scheduled for delivery this June. Dave Baltimore, station manager, said so far as he knows it will not be a Klystron tube transmitter. The station, however, is looking toward an eventual ERP of 1,000 kw., the highest permitted by the FCC. This will require a transmitter power of 50 kw. While even RCA has not decided what kind of transmitter to use, it is understood that a Klystron tube is a possibility.

The meaning of all this is that engineers are still experimenting with economical ways of getting higher power. While UHF station broadcasters know they can get better coverage with higher-power transmitters, the problem still remains whether the additional coverage will warrant spending the money.

Q. Are there differences between VHF and UHF home reception?

A. As indicated early in the article, the consumer will be able to detect no difference between a UHF and a VHF picture. In some ways UHF is better because it is less subject to interference from electric motors, automobiles, airplanes, and diathermy machines, but such interference is not a real problem with VHF. There is still a slight matter of circuit "noise" in UHF sets. This is not really noise, but its effect on a TV picture is comparable to the hum of a radio set. It can never be extinguished entirely. It has been cut down considerably in VHF sets and engineers are confident that in a short time it will be cut down in UHF sets.

Q. Can a UHF signal go as far as a VHF signal?

A. While the effective distance a UHF signal will travel will tend to be cut down more than a VHF signal by obstructions, this can be overcome to a great extent by higher power transmitters and antenna gain. It is even hoped that bad dead spots can be

what makes **WLAC**

click



Using WLAC alone
Washington Mfg. Co.
pulls 50,626 pieces
of mail in 16 days

Mr. Lee Jones, Sales Manager of Washington Manufacturing Company, makers of Washington Dee Cee work clothing, Guymont and Deer Creek sport shirts, says, "In 16 days we received 50,626 pieces of mail! That to me is **SELLING POWER PLUS!** From 6:00 to 6:15 AM, Monday thru Saturday with Andy Wilson, we used only a one minute spot to attain this remarkable record. It's no wonder we at Washington believe WLAC is Nashville's station with sales power."

When WLAC Clicks . . . Its Advertisers Click, Too!

Whether we are selling workclothes, watches, chickens . . . or any other merchandise . . . WLAC Programs with Personalities hold and **SELL** radio listeners.



The Nashville SALES Power Station

CBS RADIO

50,000 WATTS

NASHVILLE, TENNESSEE

For further information contact The Katz Agency, Inc.,
National Advertising Representatives

Call your American Red Cross today!

Blood is still urgently needed everywhere. Give today for the soldier fighting for his life in Korea . . . for a child who might be saved from the horrible paralysis of polio by the blood fraction, gamma globulin. Your blood is fighting on all fronts.



The "PUBLIC"

n **PUBLIC SERVICE**

PUBLIC:—“Of, pertaining to, or affecting
the people at large, or the community.”

—Funk & Wagnalls New
College Standard Dictionary

A hospital in a neighboring community, in urgent need of a rare type of blood, asked Storer Station WMMN, Fairmont, W. Va., to make an appeal for donors.

The station immediately began broadcasting one-minute announcements. After only three of these announcements had gone on the air, the hospital called and asked that they be stopped. Reason: the waiting room of the hospital was jammed with 50 people who had answered the appeal.

Yes, 50 “people at large,” “people of the community,” *every one of them having the rare blood type needed*, had paused in the midst of their daily pursuits and had gone to the hospital to offer their blood. Because of their immediate response, the lives of at least six people were saved.

The prompt action of Station WMMN in broadcasting the appeal is typical of the services rendered the community by every one of the Storer stations, dedicated since 1927 to “Broadcasting in the Public Interest.”

The seven radio and four television stations of the Storer Broadcasting Company pledge their wholehearted and responsive support to every cause, drive and campaign that will serve “the people at large, or the community.”

STORER BROADCASTING COMPANY

“The Public Service Stations”

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

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

TOM HARKER, V.P., National Sales Director

NATIONAL SALES HEADQUARTERS:

488 Madison Ave., New York 22, Eldorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498



partly filled in with high power transmitters by means of reflecting waves off of nearby buildings or hills into these dead spots.

Many UHF stations are in the smaller markets and, if there aren't too many obstructions, the signal distance isn't too important. Within a 20-mile radius of the transmitting antenna, UHF reception is generally no problem. Several UHF stations have reported that some homes within a 20-mile radius have received good signals even without an antenna.

When you get out to 30, 40, and 50 miles the combination of home location, proper installation and transmitter power will determine reception. There are special UHF antennae being made and installed now. They are called "yagi," "rhombic," "broad band triangular dipole," etc. The last-mentioned is a common type. It looks like a big bow tie stamped out of aluminum and is often called a bow-tie antenna. For weak signal areas, the bow tie combined with a reflector has been used.

One reason proper UHF home in-

stallation is important is this: The higher the frequency, the greater the loss in power in the line between home antenna and set. This means the line should be as short as possible. It also is equally important to find just the right spot for a UHF antenna. A difference of five feet can make a difference in reception.

The final answer to how far a UHF signal will go can only be given with examples of actual reception. In Portland, with a low-power transmitter, good signals out to 30 miles were charted by the Taylor engineering team. In Youngstown, Ohio, UHF station WKBN-TV received a photograph of a good home TV picture 50 miles away (see picture on page 33).

Q. What kind of UHF converters are available?

A. Manufacturers are putting converters out that can convert the TV set to receive one or two UHF channels. Since few markets have received more than two UHF allocations so far, this should be sufficient for most homes. However, all-wave converters also are being sold. One RCA type, for example, will receive a total of 16 channels, both UHF and VHF. That means, in actual practice, a maximum of seven VHF and nine UHF channels. In addition, an increasing number of sets are being produced with built-in UHF reception. Many sets on the market have so-called strip tuners, so that a serviceman (or the set owner, if he is handy) can take out an unused VHF station strip and substitute a UHF station strip without difficulty.

Q. How much do converters cost?

A. They vary in price from about \$5 to \$15 for the one-channel converters up to about \$50 for the all-channel tuners.

Q. Are set owners in VHF fringe areas converting their sets to receive new UHF stations in their markets?

A. This, of course, is the payoff question. Where UHF stations have no VHF competition, there is good evidence that new set sales go up at a faster rate than VHF set sales did in VHF's early days. This is understandable since sets now are cheaper and there is more and better TV programming available to the viewer.

Where there is VHF fringe competition, it is impossible to generalize. Researchers can pretty well project a

DON'T BE FOOLED



ABOUT ROCHESTER

IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score,—

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	254	147	22	2	0	0
TIES.....	7	5	1	1	0	0

Station on
'til sunset only

WHEC carries ALL of the "top ten" daytime shows!

WHEC carries NINE of the "top ten" evening shows!

LATEST PULSE REPORT BEFORE CLOSING TIME

BUY WHERE THEY'RE LISTENING:—



WHEC

of Rochester

NEW YORK
5,000 WATTS



Representatives: EVERETT-McMUNNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

You've found it!

Pick it up!

What? —

Your luckiest "find" in radio — WERD, Atlanta! It's your "direct wire" to Atlanta's great Negro audience, and to its vast — but scarcely tapped — buying power.

Good Luck — and Good buying action

will be yours with this four leaf clover in your broadcast schedule. WERD stimulates sales. And it's the most economical radio buy in Atlanta. Remember, there's a lucrative market to be tapped. It's yours through WERD!

Why? —

WERD listeners have confidence in what they hear on their station — the only Negro owned and operated radio station in the U. S. Their confidence shows where it counts most — at the sales counter, where they buy the products they hear about on WERD. Write for WERD's "Proof of Performance."

RADIO DIVISION
Interstate United Newspapers, Inc.

Represented nationally by

JOE WOOTTON

WERD ATLANTA

1000 WATTS • 860 ON EVERY ATLANTA DIAL

J. B. Blayton, Jr., Gen. Mgr.


SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

**To receive the equivalent of
WDBJ Coverage and Penetration
 in Roanoke and Western Virginia
 you'd have to buy at least
3 other stations! ***

WDBJ TOTAL WEEKLY AUDIENCE
 Day . . . 110,861 Night . . . 92,186
 and 3 or more days and nights
 Day . . . 92,885 Night . . . 67,743

Compare . . . then call . . . Free & Peters, Inc.
 *Based on SAMS — 1952

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



BMI

Pin Up Sheet
YOUR EVERYDAY GUIDE
TO CURRENT SONG HITS

The broadcaster faces a daily challenge of providing the best in recorded musical entertainment.

To help meet this challenge BMI issues its monthly "Pin Up" sheet of BMI-licensed songs which can honestly be classed as *Hit Tunes*.

Most broadcasting stations keep the BMI "Pin Up" sheet prominently posted as a convenient reference. Complete record information is provided, as well as a handy calendar listing dates and events important to broadcasters.

If you'd like your own personal copy—write to BMI Promotion Dept.

BROADCAST MUSIC, INC.
 580 FIFTH AVE., NEW YORK 19
 NEW YORK • CHICAGO • HOLLYWOOD

K *eeping*
W *ith*
E *xpanding*
M *emphis*

1000 WATTS
 West Memphis, Ark. — Memphis, Tenn.
A "Dee" Rivers Station
 For full particulars Contact
STARS, Inc.
 Candler Bldg., Atlanta, or
 Box 142, Memphis, Tenn.

sales curve in new TV markets with no outside signal. But there are too many variables where there is fringe competition. It's safe to say that a good proportion of set owners in a UHF station's Class A coverage area will convert in short order since such a UHF signal is unquestionably better than the VHF fringe signal. The situation is further complicated in a market like Mobile, Ala., where New Orleans comes in very weak but where new UHF station WKAB-TV faces new VHF station WALA-TV.

There is at least one indication that the number of conversions will exceed the purchase of new UHF-equipped sets during a UHF station's early days

★ ★ ★ ★ ★ ★ ★ ★
 "Agencies make their (program) recommendations with a considerable sense of public responsibility. . . . Neither the advertiser nor the agency can afford to offend any substantial part of the broadcasting audience and, if they ever do, they don't do so for long. Their customers and prospects can too easily vote them out of business by not buying their products."

FREDERIC R. GAMBLE
President
 4 A's

★ ★ ★ ★ ★ ★ ★ ★

on the air. Paul H. Raymer Co., rep for South Bend's new UHF station, WSBT-TV, cited these figures:

Between 22 November 1952, and 15 January 1953 (the UHF station went on the air 22 December), there was a total of 9,510 conversions. During the same period, the number of new UHF-equipped sets totaled 2,874 (see chart page 34). Other sources indicate there were about 25,000 VHF sets in South Bend in November 1952.

The WSBT-TV figures were obtained from dealers, which is the information source for most UHF stations at the present time. Advertisers and agencies have shown some dissatisfaction with such figures and some of the stations are preparing to make more exhaustive surveys by checking dealers' figures with telephone calls, electric company figures (dealers report installations to utility firms so that power loads can be estimated) and field trips. Among the stations preparing such surveys are WFPG-TV, Atlantic City, N. J., and WBRE-TV, Wilkes-Barre.

In areas where community antennae are installed, the conversion problem is simplified. The community antennae



NOW...AN ADJUSTABLE COWBOY!

Add "stretchin'" to the long list of adjectives we use to describe singin', strummin', leapin', sellin' Kenny Roberts. He's *adjustable* now! Come 5:00 p.m. every weekday, he stretches that explosive personality of his all over the Great Southwest (Ohio) Territory through the joint facilities of WHIO-TV in Dayton and WKRC-TV in Cincinnati. Adjustment takes place from 5:25 to 5:45 p.m. That's when Kenny comes in three sizes: As big as the big WHIO-TV market—as big as the big WKRC-TV market—or as big as *both* (and you buy what you want).

Put your product anywhere on Kenny's program and you'll get real results from a real market that's as big as you want it to be. George P. Hollingbery has participating spot information on WHIO-TV, The Katz Agency represents WKRC-TV.



The KENNY ROBERTS SHOW originates from the studios of WHIO-TV.

WKRC-TV
CINCINNATI
and
WHIO-TV
DAYTON

**America's
Most
Powerful
Channel 4
Station**

★

**Covers
virtually
all of
Utah's
population,
plus
Southern Idaho
Eastern Nevada
Western Wyoming**

★

**OVER A BILLION
DOLLAR MARKET**

KDYL-TV
CHANNEL 4 • NBC NETWORK

Salt Lake City, Utah
National Rep. Blair-TV, Inc.

can be adapted to receive UHF signals. Instead of relaying the same UHF signal, the equipment converts the signal to an unused VHF frequency, which can be received by existing set owners without any kind of conversion. Some UHF stations already have aided these community antennae conversions. WHUM-TV expects to add 40,000 sets to its audience by such conversions in the near future.

Q. How many UHF stations are now on the air?

A. Nine stations were on the air when this article went to press, with another four expected to broadcast commercially by the time the issue appears. The nine are WFPG-TV, Atlantic City, N. J.; WJTV, Jackson, Miss.; WKAB-TV, Mobile, Ala.; WEEK-TV, Peoria, Ill.; KPTV, Portland, Ore.; WSBT-TV, South Bend, Ind.; WBRE-TV, Wilkes-Barre, Pa.; WSBA-TV, York, Pa.; WKBN-TV, Youngstown, Ohio. The four are WKNB-TV, New Britain, Conn.; WKST-TV, New Castle, Pa.; WHUM-TV, Reading, Pa.; WROV-TV, Roanoke, Va. ★★★

MASLAND ON TV

(Continued from page 43)

ing the TV sales messages to a female audience, and reaching into more markets to satisfy demands of dealers who had not previously been able to cash in on TV salesmanship.

With the pacting of Dave Garroway and Garry Moore, Masland now gets a double-barreled impact every Monday. The *Today* pitch is made at about 7:45 a.m., early enough to get a fair percentage of husbands before they set off for work. The Garry Moore message goes out during the 1:30-1:45 p.m. period, catching a predominately female audience. Both Garroway and Moore use the homey, warm, personalized approach which Masland prefers to the driving, high-powered sales message. Nevertheless, both performers, especially Moore, have loyal followings and the personal endorsement of these two stars is believed to be more effective than a "cold sell."

This philosophy is in keeping with the high standards set for all phases of the television operation by Masland president, Frank E. Masland Jr. The way he puts it, "There's a matter of public trust involved in going into peo-

ple's homes. Good taste is vital. We set high standards for the commercials as well as the program content."

Bearing out this statement is the fact that as much as half of the TV commercial time is devoted to philosophy and non-commercial, humanistic messages, often gleaned from the company's house organ. On one of the *Tales of Tomorrow* programs, for instance, here's what announcer Allyn Edwards had to say by way of an opening commercial:

"Tonight, I'd like to read you a short editorial on *Mistakes*. It's in this magazine—"The Shuttle"—put out for and by the people who work in the Masland Mills. One of the Maslands wrote it, and I think it covers the subject very clearly. . . . 'To err is human,' wrote Alexander Pope, and most of us no doubt will agree that people *do* occasionally make mistakes. What we should strive for is to keep ours at a minimum. But when we *do* make one, we ought to be big enough to admit it. To make sure we don't repeat it. And to profit from what we have done wrong. The history of industrial research reveals occasions where a researcher—due to a mistake or an over-



Ideal home for permanent tenancy! Perfect location (8:30-9:00 a.m. Monday through Friday) in well established neighborhood (Kansas City Primary Trade area). Dedicated recently by Bea Johnson (formerly Joanne Taylor) to the women of the Heart of America and operated strictly according to the Heart of American plan. Immediate occupancy for advertiser wishing to reach large wealthy group who dominate 55% of Midwest purchases. The KMBC-KFRM "Happy Home" is open for inspection at all times. Call, wire or phone your nearest Free and Peters office or KMBC-KFRM, Kansas City, Mo. Locations in the new development are moving rapidly and immediate commitments are recommended.

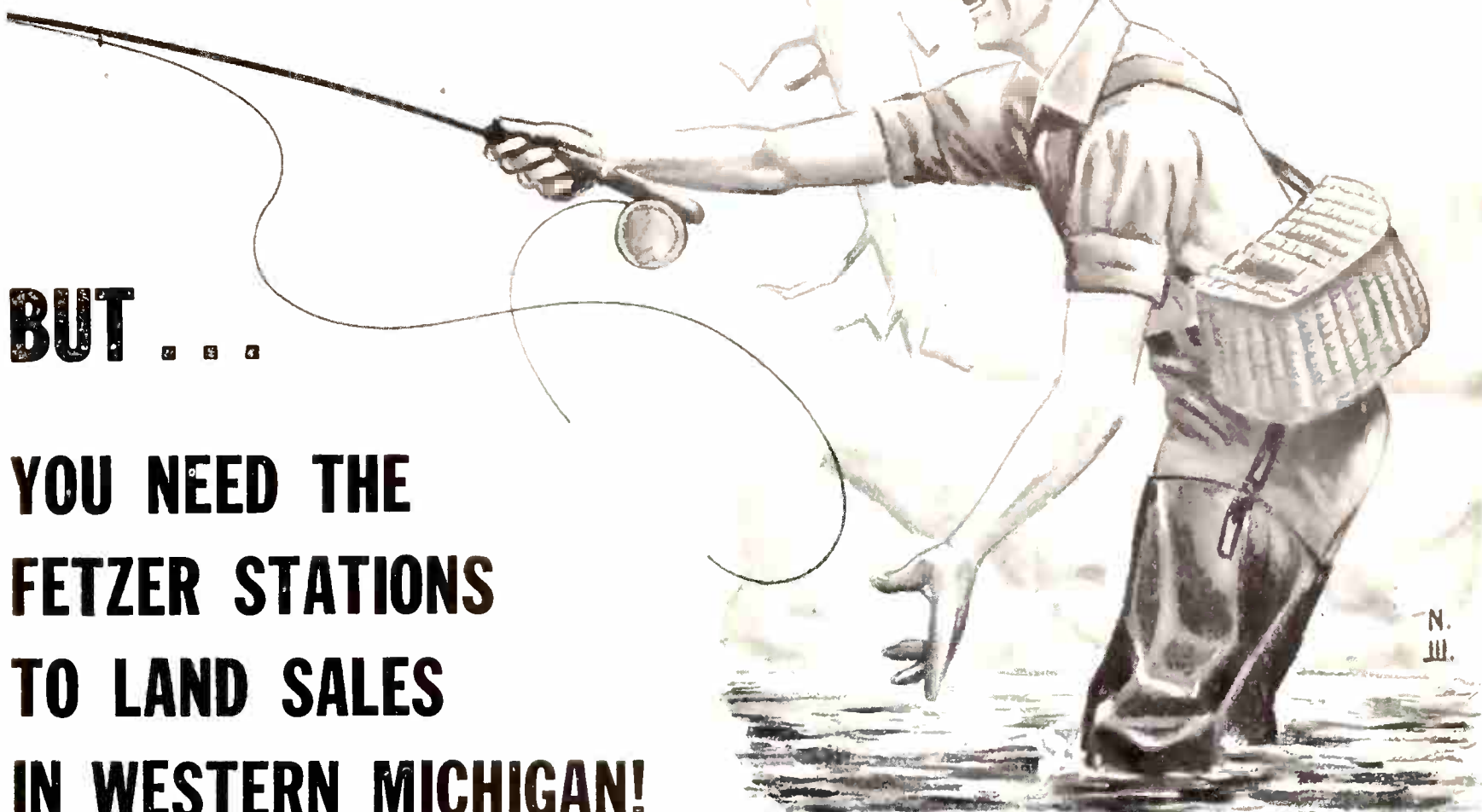
KMBC
of Kansas City
KFRM
for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

YOU MIGHT CAST A TROUT FLY 183 FEET* —

BUT . . .

**YOU NEED THE
FETZER STATIONS
TO LAND SALES
IN WESTERN MICHIGAN!**



Here's proof that the Fetzer stations—WKZO-WJEF in radio, WKZO-TV in television — are Western Michigan's best advertising buys.

WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, rank among the nation's top radio values. Together they deliver about 62.6% more city listeners than the next-best two-station choice in these two cities—yet they actually cost less! For Total Rated Time Periods (February-March, 1952 Hoopers), WJEF gets a 15.4% greater Share of Audience than its nearest competition. And according to the February, 1952

Pulse, WKZO gets more listeners, morning, noon and night, than all other stations combined!

WKZO-TV

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. This is America's 25th television market—a bigger TV market than Atlanta, New Orleans, Kansas City or Seattle! The December 1952 Videodex Report credits WKZO-TV with 86.9% more afternoon viewers than Western Michigan's other TV station—129.3% more evening viewers! Write direct for the whole Fetzer story, or ask Avery-Knodel.

*Dick Miller of Huntington Beach, California, holds this world's record.

WJEF

top IN GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)

WKZO-TV

top IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

top IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



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

sight—has stumbled upon a new discovery far more important and earth-shaking than what he was originally seeking. Fortunately for us, these men and women have profited by their mistakes. And some of America's most important new products have been discovered in this way. All of us are the richer for *our* mistakes when we *admit* them with humility, and *profit* by them with courage."

That's it. No sell—not yet. But this type of "editorial" has pulled in letters galore from viewers, stating their approval of thoughts expressed on the program. But there's nothing altruistic about the middle and closing commercials.

Camera translates phrases: Although terms such as "lyric beauty of the ballet," "random textured effects," and "the spirit of the dance crystallized in another fine Beautiblend Broadloom by C. H. Masland & Sons," may seem highly abstract, careful camera work translates the high-flown words into concrete examples on the product in use.

Using the camera as a sales tool often is tricky. The agency explains, "You can't sell what the camera can't pick up, but we've learned a lot of the art of handling various types of carpet. For textured patterns we use flat lighting, usually a 90 mm. lens so we can get real close, and keep the camera in constant motion so we can put across the feeling of fluidity."

And, of course, the question of TV's lack of color often comes up. Surprisingly enough, an agency spokesman explained it this way to SPONSOR: "Although we use full color in our magazine ads, we have gotten excellent results with black-and-white TV. We have found that showing textures and patterns in black and white while giving an oral description makes it easy for the housewife to imagine the carpeting in her own home setting. In fact, the lack of color stimulates her imagination as she mentally juggles various color combinations. Perhaps if you showed the carpeting in a specific color, say red, she would not be able to fit it into her own setting."

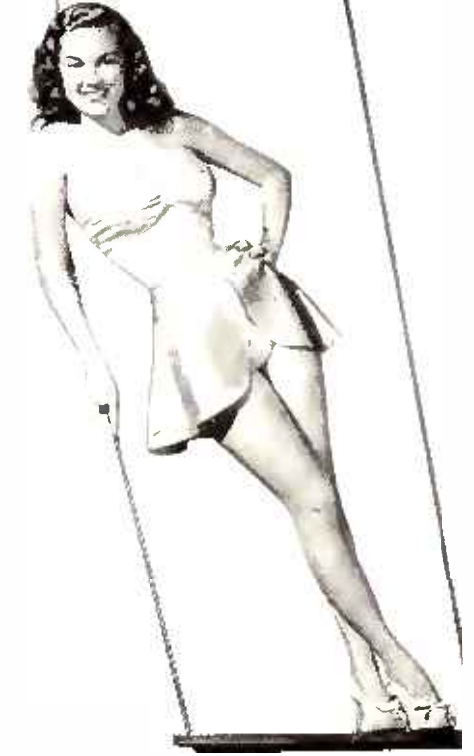
For those who might wish to study the various patterns at greater length, Masland uses TV to merchandise its advertising in other media. When, for instance, a color ad is appearing in the *Saturday Evening Post*, the Masland

TV commercial will tell viewers to watch for the ad.

Another, and more important angle, is the Masland technique of offering on TV a free 20-page color guide, packed with interior decorating hints. Made available only through Masland dealers, the booklet has boomed store traffic. This result of its TV activity particularly pleases Masland because, according to the agency, "Dealers have never been so aware of the firm's advertising as they have been since we started use of TV."

And, just as with selling a food or drug product, enthusiasm at the retail level is very important. The carpet manufacturer now finds that dealers are pushing Masland carpets because they are easier to sell. When a customer is at least partially pre-sold before entering the store, the salesman's job is simplified. Consequently, he is likely to lead the customer to the product on which he expects to have to do the least amount of "selling."

Certainly, Masland has been in the forefront of the move to sell wall-to-wall broadloom. This shift away from the sale of 9' x 12' and other standard-



★ 10,000 WATTS IN KANSAS CITY
WHD AM FM
 Represented by **JOHN BLAIR & CO.**
 DON DAVIS, President
 JOHN T. SCHILLING, Gen. Mgr.
 MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

ANOTHER TV STATION IN MEMPHIS

SOON THERE'LL BE TWO

WHBQ-TV

ON THE AIR: APPROXIMATELY AUGUST 1

VHF ON CHANNEL 13

POWER: Starting with 100,000 watts, eventually 316,000

STUDIOS: New studios are already being constructed

Naturally Front Page News in the Mid-South



Memphis Press-Scimitar

U. S. WEATHER FORECAST: Some cloudiness, low tonight 38. Friday increasing cloudiness, fresh southerly winds, afternoon temperatures in 60s.

73RD YEAR

MEMPHIS, TENN., THURSDAY, JANUARY 29, 1953

NO. 89

FINAL
EDITION
MARKETS
PRICE FIVE CENTS

SECOND T-V STATION FOR MEMPHIS

Marine Killed

Thanks for the Flood of
Congratulatory Telegrams,
Phone Calls and Personal Messages

and Remember —

WE'RE STILL IN RADIO, TOO

WHBQ

MUTUAL IN MEMPHIS — 56 ON THE DIAL

5000 WATTS DAY — 1000 NIGHT

In our new Hotel Chisca Studios

JOHN CLEGHORN

• General Manager

WHBQ to Start Video Shows About Aug. 1

License for Channel 13:
90-Mile Coverage

By ROBERT JOHNSON
Press-Scimitar Staff Writer

The Federal Communications Commission today granted Radio Station WHBQ a license to construct and operate a television station in Memphis.

John Cleghorn, general manager of WHBQ, set the target date for beginning of the new operation at about Aug. 1.

The new station will be known as WHBQ-TV and will operate on Channel 13.

This channel is in the Very High Frequency range with which television was pioneered, and can be received on properly adjusted sets now in use. No additional devices or alterations will be necessary for properly adjusted present sets, although antenna alterations may be needed in some instances.

Mr. Cleghorn said he would seek a television network affiliation immediately.

WHBQ is owned outright by Hunting College of Searcy, Ark., but the new station will be a commercial enterprise.

Plans call for a 500-foot tower and transmitter building to be erected on the west side of the Summer Avenue viaduct, Mr. Cleghorn said. The station has an option on property there.

Andrew F. Inglis of Washington, D. C., consulting engineer, will come to Memphis next week and an early construction start is expected.

WHBQ-TV will go on the air with an effective radiated power of 100,000 watts, Mr. Cleghorn said, but that will eventually be raised to the maximum allowed for the Channel 13 frequency, 316,000 watts.

The effective range of the station is expected to be from 15 to 90 miles from the transmitter, depending on terrain.

Mr. Cleghorn said that while six months is the time estimated for construction this might be advanced somewhat with favorable conditions, or that lack of a few pieces of essential equipment could cause an unforeseen delay.

When WHBQ recently moved to new quarters in Hotel Chisca, arrangements were made in view of the need for tele-

FIRST

IN HOUSTON

with Growing Audiences in

RADIO and TELEVISION

daytime audience

UP 30%

Neilsen Coverage Service, Moy, 1952, shows 410,570 daytime radio homes . . . 30% more than comparable 1949 BMB figures.

nighttime audience

UP 11%

Neilsen Coverage Service, Moy, 1952, shows 364,320 nighttime radio homes . . . 11% more than comparable 1949 BMB figures.

TV audience

UP 94%

Total TV sets in area on January 1, 1953

225,000

an increase of 94% over set count on January 1, 1952.

KPRC

HOUSTON

JACK HARRIS
Vice President and
General Manager

Nationally Represented by
EDWARD PETRY AND CO.

size rugs is a natural since wall-to-wall carpeting means selling more carpet per room. And although Masland quotes a price per-square-yard, as do its competitors, the company claims to be the first on TV to also quote the cost of carpeting an "average" room so that the housewife can get a better idea of how much she is going to have to lay out.

Dealers to see special pitch:

Another "first" for Masland is expected during the upcoming spring promotion when dealers in various cities will gather for breakfast meetings. These meetings will be timed so that the dealers can see the Masland portion of the *Today* program and, during the course of the commercial. Dave Garroway will tell viewers that he has a special message for Masland dealers who are gathered together that morning. After a brief "hello" and specialized sales pitch, Garroway will return to his usual material. For luncheon meetings, Garry Moore is expected to pull the same stunt.

Both performers will, in addition to showing the latest patterns of carpeting, put a bit of emphasis on the fact that Masland is no Johnny-come-lately to the carpet business. In fact, the firm of C. H. Masland & Sons was founded in 1866 in Philadelphia. The company occupies the unique position in the carpet industry of still being operated by the founding family, and practically every major executive job in the company is held by a bearer of the family name.

The company's main claim to fame, until recently, has been the development of a process for mass-producing carpeting. After many years of experimentation, Masland brought out in 1897 the first rugs to be produced by the then unique method of imprinting dyes after the yarns had been woven. Using a rotogravure process, heavy fabrics were passed through a printing press which applied the dyes under 15-ton pressure, forcing the dyes all the way through the fabric. The mill at Carlisle was soon working at capacity, and the company purchased another mill in Philadelphia which specializes in the production of Wilton Broadlooms.

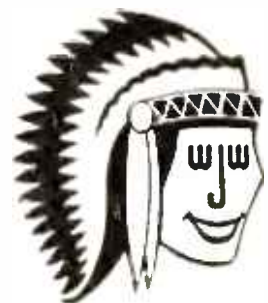
During World War II, Masland got into the manufacturing of fabricated

canvas products for the Armed Forces. Unwilling to let this savvy go down the drain when the company reconverted, Masland developed a line of sportsman's wear which, while expensive, has a fine reputation for high quality and unique design.

It seems fitting that Masland should go into the sports line. Not only is the whole family highly sports-conscious, but employees have formed company teams in practically every sport. The extent to which this sporting spirit exists is illustrated by the fact that the plant is closed down on the first day of the fishing season and again on the day the hunting season opens; employees get the days off at full pay.

The sportswear line gets an occasional plug on TV programs, usually around Father's Day and at the start of the hunting and fishing seasons.

A new development in the company's philosophy was marked by the creation of a new sales executive team composed of G. C. Denebrink, sales v.p., and James Dolan, general sales and merchandising manager. Heretofore,



CLEVELAND'S

Chief

STATION

WJW

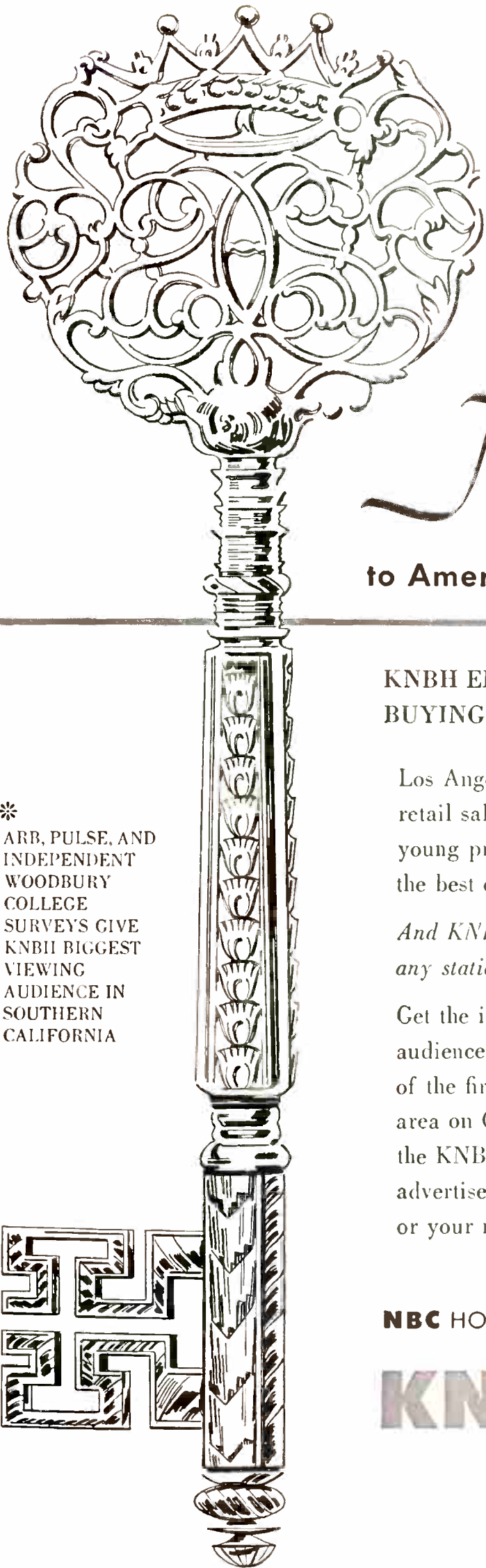
5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED

BY

H-R REPRESENTATIVES



Master Key*

to America's fastest-growing market!

KNBH ENTERS THE HOMES OF THE MOST BUYING-MINDED AUDIENCE IN THE U. S.

Los Angeles County is now second-largest in retail sales in the country! It's bustling with young progressive families... the kind that are the best customers for your product or service.

And KNBH has the widest TV coverage of any station in the West!

Get the insurance of an already established audience for your sales message. Watching ten of the first fifteen top-rated shows in the area on Channel 4 has given Southern California the KNBH habit... a profitable habit for KNBH advertisers. For details contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

NBC HOLLYWOOD

KNBH Channel **4**

*
ARB, PULSE, AND
INDEPENDENT
WOODBURY
COLLEGE
SURVEYS GIVE
KNBH BIGGEST
VIEWING
AUDIENCE IN
SOUTHERN
CALIFORNIA

FLASH!

WAVE-TV OFFERS TOP PARTICIPATING PROGRAMS!

"FLAVOR TO TASTE"—Louisville's best cooking program.

"DIAL FOR DISCS"—popular disc jockey show.

"OLD SHERIFF"—Western films, for kids of all ages.

"MAN ON THE STREET"—entertaining downtown street interviews.

"POP THE QUESTION"—studio-audience quiz show with prizes.

"MARKET BASKET"—informative food shopping-guide program.

"MASTERPIECE MOVIE TIME"—recent top-flight film classics, Tuesdays at 9:45 p.m.

"SPORTS SLANTS"—early-evening sports show.

"HEALTHY, WEALTHY & WISE"—children's audience-participation quiz.

"FARMS AND FOLKS"—Louisville's only agriculture program.

"MATINEE THEATER"—daytime show of popular, full-length movies.

For full details, see your Free & Peters Colonel or write direct.

WAVE-TV

FIRST IN KENTUCKY

Channel

5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

Masland had a contract appointing Alexander Smith, Inc., as sole selling agents. Until recently the lines of the two carpet manufacturers complemented rather than competed with each other. Now Masland feels that it can best be served by its own selling force. So Denebrink (formerly with Bigelow-Sanford and Armstrong Cork) and Dolan (formerly with Alexander Smith) are building a crew to take over when the contract with Alexander Smith is terminated this year.

Masland expects its TV advertising to be the backbone of the new sales force, and there is an excellent possibility that the company will forego its usual summer "vacation." The growing popularity of cotton carpets makes this move a logical one.

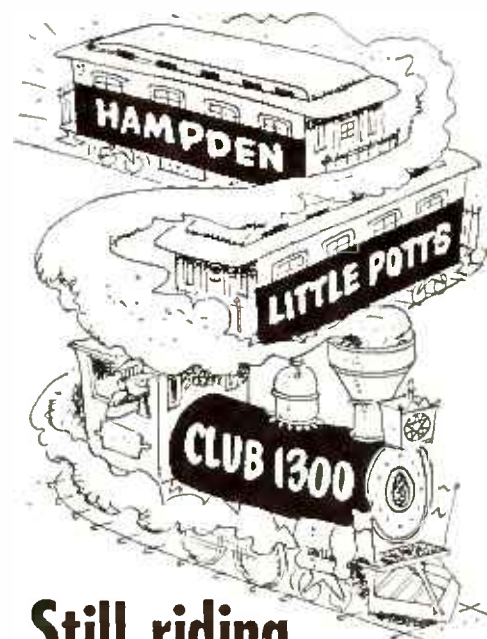
Competition on the air: Most of Masland's competitors have used air media at one time or another, but James Lees & Sons Co., via the *Kate Smith Show* (NBC TV, Monday, 4:15-4:30 p.m.), is the only carpet firm active at this time.

Previously, Bigelow-Sanford sponsored the *Bigelow-Sanford Show* featuring Dumminger, Paul Winchell and Jerry Mahoney, on NBC TV from October 1948 until December 1949.

Alexander Smith & Sons paid for *The Magic Carpet* on WABD, New York, for over three years starting in 1944.

Probably the most aggressive early user of video was Mohawk Carpet. This company aired the *Mohawk Showroom* (NBC TV) across the board during the last half of 1949, cut the show back to three a week in December and continued to carry the program until November 1951. Mohawk also used special transcriptions of its TV show in a spot radio campaign.

But Masland seems to be in TV for the long ride, and is being encouraged by both salesmen and dealers. At last year's big Chicago Market convention Bill Koch rigged up a conference-call circuit via AT&T in order to call home furnishing executives around the country. With an audience of nearly 250 salesmen eavesdropping, Bill asked these key execs their opinions of Masland products and advertising. The response was unanimously favorable. Practically everyone agreed that Masland's TV advertising was making the name more familiar, the line better known, the demand greater, and the selling problem easier. ★ ★ ★



Still riding WFBR's "gravy train" after ELEVEN YEARS!

Little Potts Furniture Store and Hampden Rug Cleaners—two of Baltimore's most astute advertisers—are still riding high after 11 years on Club 1300!

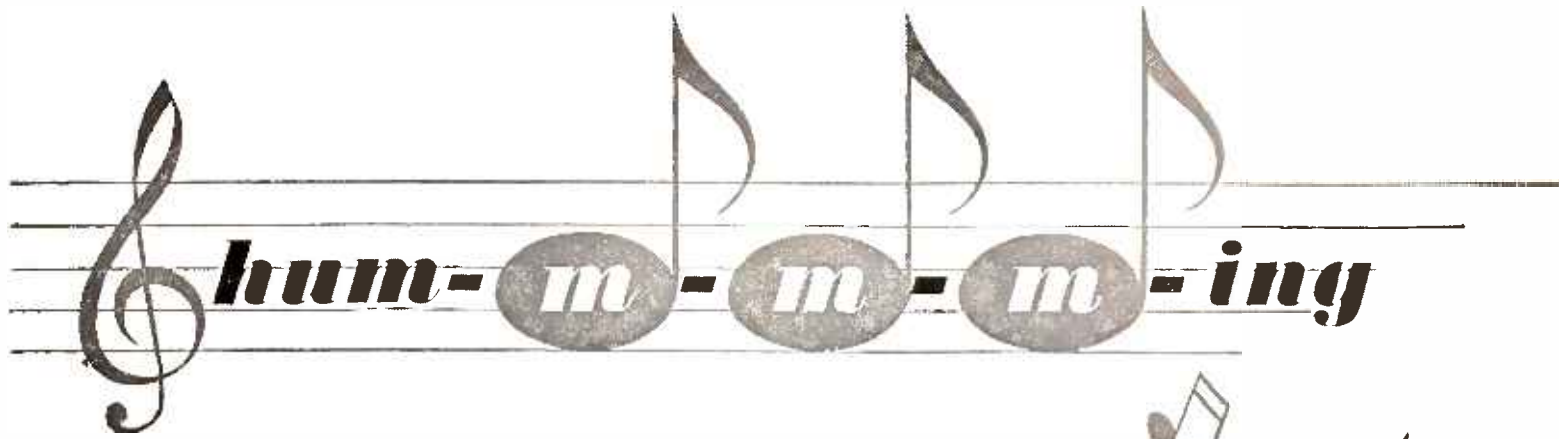
Most of the advertisers, both local and national, on Club 1300 have been on for over 5 years—many for 8, 9 and 10 years—and two have been there since Club 1300 went on the air, 11 years ago!

And Club 1300 is typical of many WFBR home-grown participating shows. Shows like Morning in Maryland, Melody Scoreboard, Every Woman's Hour, Melody Ballroom, Shoppin' Fun and others—can chalk up successful sales mileage for you.

Want to ride on our gravy train? Ask your John Blair man, or write, wire or phone



Business is



in Detroit

MARKET-wise, Detroit is the sweetest sales-territory in the U.S.A. That was true in '52 . . . and it'll continue to be in '53. The rhythmic music of machinery in action, of men at work, of ears and trucks and tanks rolling off production lines, of money changing hands, of clinking coins and ringing tills . . . all blend into a "hum sweet hum" of 4½ billion dollars retail business annually . . . in a market where hourly and weekly earnings of factory workers are at an all-time peak.

MEDIA-wise, you can make your sales hum in this market by spotting or programming your campaign on WWJ, Detroit's NBC affiliate. For 33 years, WWJ has been *first* in programming, in public services, and in getting results for its advertisers.

MONEY-wise, you can buy WWJ for 14.5% LESS than the average cost-per-thousand listeners for radio time in Detroit.

MERCHANDISING-wise, WWJ offers a follow-through service, from distributor to dealer levels, to help keep everyone humming about your advertising program on WWJ.

MAKE '53 a humdinger. Put more "sell" into your Detroit campaign by putting more of your ad money into WWJ.



THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

AM-950 KILOCYCLES-5000 WATTS

FM-CHANNEL 246-97.1 MEGACYCLES

Associate

Television Station WWJ-TV

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Mortho Brooks is a super-solewoman. Four announcements in her program last year produced over 6,000 sales with a retail value in excess of \$4,000.

The First Lady
of the
17th state*



Groce Hudowolski, Travel Supervisor of the New York State Department of Commerce is a weekly guest on the Mortho Brooks Show. She relates the little known facts about the personalities and history of the Great Empire State.

*The WGY area is so named because its effective buying income is exceeded by only 16 states.



Martha Brooks has become endeared to the women of the WGY area as the result of her 17 years as a broadcaster. Bringing news of the women's world to her audience every morning between 9:15 and 10:00 a.m., Martha covers everything from unusual recipes to silver and golden wedding anniversaries and 90-year birthdays. Chatty, informative, personality-plus are the words for Martha. Her role in the daily lives of WGY-Land families easily qualifies her as "The First Lady of the 17th State."

WGY MARKET DATA

- 22 cities over 10,000 population
- 458 towns
- 53 counties
- 2,846,300 citizens
- 878,130 radio families
- More goods purchased than 32 states

50,000 watts—Studios in Schenectady

WGY A GENERAL ELECTRIC STATION

Represented Nationally by Henry I. Cristal

New York • Chicago • San Francisco

TV COMPETITION

(Continued from page 31)

11.0) by A. C. Nielsen.

The Nielsen nine-city Popularity Ratings are in many ways a micro-cosmic view of the future. TV rating patterns are due to look more and more nationally the way they do in the competitive markets; therefore, they are then an important clue to the future value of a show. Already, they're being put to use on that score. Young & Rubicam, pioneers as early as 1950 in this field of agency TV research, dropped the axe on *We The People* as a result of the figures cited above (see box, page 30). Y&R is said to have told Gulf that the show just wouldn't hold up against increasing competition in the long run.

As a result of this kind of long-range program evaluation, ad agencies are now more inclined to look sharply at a show's competitive strength before they suggest that a client buy it or renew it. Generally speaking, the following criteria were found by SPONSOR to be the new-style yardstick for judging network TV programs which will hold up in the future:

1. Program popularity: Does the show do well in multi-station, competitive markets? If it does about 85% as well inside the competitive areas as it does in the country as a whole, the show may be a good buy with a built-in hedge against future rating drops. The pattern should be clear in about a three-month period.

2. Program competition: As true competition becomes a reality, who you're in against becomes increasingly important. A show might get a terrific rating in one-station St.

Louis, for example. But, its competitive neighbor in the full-rivalry markets might be *I Love Lucy*. Only part of this picture is shown by national ratings. Low ratings and high ratings are combined for the somewhat-misleading national average.

3. Inherited Audiences: The first few minutes of a TV network show, when it's facing real competition, may have an audience that's twice as big as the over-all average for the telecast. This might be due to "hold-over" audience from an earlier, stronger show. Or, the last few minutes may show a rising curve, as viewers tune in early for a show that's about to follow. If this kind of pattern occurs regularly, sponsors can use the pattern to place their commercials in the best possible spot for impact in competitive markets. (For further details of how best to place commercials in a TV show, see SPONSOR, 2 June 1952, page 32.)

4. Position in line-up: Even though TV audiences are very selective in competitive areas, as witness the success of listings publications like *TV Guide*, TV is moving slowly in the direction of block programming, many agency men feel. If the trend continues—and audiences accept it—the size of a show's inherited audience in competitive areas may depend to a large extent on the type of show that precedes it. TV may soon see radio-like "blocks" of crime shows, music shows, drama programs, and the like. If an advertiser can spot a slot for his show in such a block structure, it may help greatly in holding audience. Such block structures are insurance against tune-outs and audience turn-over. ★★

SEARS IN TUCSON

(Continued from page 35)

show entitled "Arizona Hayride" on KCNA. Run by disc jockey Bob McKeehan, it is on five days a week, combines Western-hillbilly music with folksy chatter.

3. Special sale announcements using all five Tucson stations.

The morning show is an excellent example of how a radio station can do an imaginative job in programing. The program is broadcast by KTUC's general manager himself, Lee Little. But more important than that, Little has taken the time to learn details on how the store works, what sales are like, and what special events are going on. He probably knows more about the store than anybody in Tucson except for the store's top executives. He, of course, does his shopping there, turns shopping tours into fact-finding expeditions. To Carmack, this interest explains better than anything else Little's ability to move Sears' goods.

Little handles the program with an informal touch. He gets descriptive advertising material from Ralph Knapp, Sears' ad manager, but ad libs around it. Between musical selections, he rambles on about the weather, current events; gives extemporaneous advice on such topics as safety. If he sees an unusual item in the mass-market store (recently it was mink coats), he'll add a line about it. Little sometimes calls attention to Sears' newspaper advertising and, on occasion, will read the ads.

When the station was redecorated a few months ago (with Sears paint, naturally), Little mentioned one morning that "Sears rubber base paint did a wonderful job and I sure think it's a good paint." The same day, the paint



This is WHDH's Christine Evans!

Mon. thru Fri. 9:35-10 A.M. and 1:00 to 1:30 P.M.

One of the outstanding WHDH personalities who is selling your products to Eastern New England's Market of over 1,500,000 Radio Families.

W H D H

50,000 WATTS
BOSTON

See Your John Blair Man

Subsidiary of the Boston Herald-Traveler Corp.

This is Mr. McAllister



This is what he says

"A large portion of our ad budget," says Mr. Walter W. McAllister, President of the San Antonio Building and Loan Association, one of the first hundred in the nation, "goes toward sponsorship (on KMAC, San Antonio, Texas) of Fulton Lewis, Jr.—a news program which appeals to the people most likely to use our services. Comments . . . and interest aroused by the program . . . prove the wisdom of our participation."

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers (including 60 financial institutions), the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

department sold out of rubber base paint.

New type customers added:

Carmack considers this type of program unusual for a morning show. But he feels that it serves the purpose of bringing into the store a type of customer—such as professional men—who otherwise might never become acquainted with the Sears line of goods. While the program is considered a catch-all in that everything is sold on it, it has been especially powerful in pushing appliances and other hard goods. With the nearest lake 100 miles away, outboard motors have been successfully promoted on a number of occasions.

If the morning show is tops in selling hard goods to men, the afternoon show excels in selling other types of merchandise to women. McKeehan is a well known disk jockey in the Tucson area. He makes personal appearances with his own band in KCNA's coverage zone and broadcasts a Saturday night dance.

McKeehan replaced a 6:00 a.m. Spanish-language program, which Sears tried for six months and then dropped about a year and a half ago. Although the Mexican population didn't respond to a Spanish-language program approach, it turned out that they go for hillbilly music.

Sears tested the pull of McKeehan's show a few months ago when the contract was running out. McKeehan offered a mystery prize to all children who came into the store with their parents and asked for it. Sears didn't reveal actual results, but the program was renewed for another year.

Sears buttresses its daily air impact with announcements for special events. These announcements sometimes run up to 30 a day for three or four-day periods. In addition to KTUC and KCNA, the store uses KOPO, KTKT and KVOA for these special events.

Experience shows, Carmack says, that dollar for dollar a sustained program usually will bring in more results than money spent on announcements. But he finds the occasional jabbing of a promotional needle necessary for over-all results.

Carmack undoubtedly knows his business. His achievements in the last Sears anniversary sale are looked upon with awe by other Sears managers. Top honors were awarded him at a

banquet in Chicago, where he received five trophies. Carmack was presented with three awards for best over-all performance, two handed to him by F. B. McConnell, Sears president, and one by General Robert E. Wood, chairman of Sears board of directors. For the best performance in sales volume and percentage of increase among Pacific Coast territory stores, Vice President A. T. Cushman presented him with two more trophies. There weren't any more he could have gotten.

Sears radio program: Here is a quick look at the variety of Carmack's program choices: Carmack started off in 1944 with regular air programs. His first was a children's program called *Sally Sears* over KVOA. This ran for two years. A weekly show, *Arizona Byways* replaced it. This program gave the histories of points of interest in the state. Sound like an unlikely sales vehicle? The program sold all types of merchandise and was dropped after two years only because the writers ran out of points of interest to describe.

Carmack then joined hands with KTUC and jumped to a news program. It was a 15-minute, five-times-weekly show and ran for three years. When KTUC reorganized its programming in 1950 in line with a switch in network affiliation (it linked itself with Don Lee-Mutual when General Tire and Rubber Co. bought the Don Lee broadcasting properties), Carmack took over sponsorship of his current show. Incidentally, the name "45 Minutes from Broadway," has local significance, since the store is located on Broadway, Tucson. ★★

ROUND-UP

(Continued from page 69)

five-minute broadcast scripts on the subject "I Speak for Democracy." Stations sponsoring the current winners are KPPC and KWKW, Pasadena; WTTG(TV), Washington, D. C.; KMVI, Wailuku, Maui, Hawaii; WLNA, Peekskill, and WFAS, White Plains, N. Y. The Voice of Democracy competition is sponsored annually by the NARTB, the RTMA and the U.S. Junior Chamber of Commerce.

* * *

Lewal Industries, makers of Instant-Dip Magic Silver Cleaner, were bursting with so much elation at the success of the ad campaign laid out for them by their new ad agency, that they took a full-page ad in the *N. Y. Times* (13 January) to express their appreciation. It said, in part:

"When we told the Lawrence G. Gumbinner Advertising Agency that we wanted to take a full-page ad to thank them publicly for their work in our behalf, Larry Gumbinner said: 'You're crazy! Spend your money advertising Instant-Dip.' For the first time, we are *not* taking their advice. We know that most new products take years to establish themselves—and we wish to pay tribute to the sound advice and continuous hard work that helped us sell 2,000,000 bottles of Instant-Dip Silver Cleaner in six short months."

Lewal's president, Harry Wessel Jr., signed the ad. Lewal uses participations on women's programs on TV stations in New York, Chicago, and Philadelphia.

* * *

Headley-Reed is distributing a new slide rule which enables TV timebuyers to determine the precise coverage area of any TV station. In a matter of seconds, the signal distance in miles can

be obtained. All the timebuyer need know are channel number, power and antenna height. Called the TV Signal-Range Calculator, the device has already been adopted for use by several agencies, according to Headley-Reed.

(A last-minute notice informs us that the demand for the rule far exceeded the rep's promotional supply. Headley-Reed spokesmen now advise the instrument can be purchased directly from the Pioneer Electric Supply Co., 2115 Prospect Ave., Cleveland, for about \$5.00.

* * *

The fact that "advertising helps you get more value for your money" will get increased dissemination this year, if the Advertising Federation of America has anything to say about it. Meeting to prepare its fifth campaign in eight years for a better public understanding of advertising, the AFA com-



mittee is made up of (photo, seated) Anthony LaSala, v.p., Geyer Adv.; Chairman Ralph Smith, v.p., SSCB; Frederic R. Gamble, pres., 4-A's. (Standing) Roy Meredith, radio-TV dir., MacManus, John & Adams; Harold Barnes, mng. dir., Bureau of Adv.; Mark Seelen, v.p., Outdoor Adv., Inc.; Harry H. S. Phillips Jr., adv. dir., Time, Inc.; Everett R. Smith, dir. of res., Macfadden Publs.; George B.



This is WHDH's Fred B. Cole!

Mon. thru Sat. 10:00 A.M. to 12:00 NOON

One of the outstanding WHDH personalities who is selling your products to Eastern New England's Market of over 1,500,000 Radio Families.

Subsidiary of the Boston Herald-Traveler Corp.

WHDH

50,000 WATTS
BOSTON

See Your John Blair Man

PFAFF ON THE AIR

(Continued from page 37)

are much less concentrated, network radio is used for A. C. Weber. On some 250 MBS stations, Weber now sponsors a weekly portion of *Queen for a Day*, backstops this on the air with some local dealer spot radio-TV.

6. In both East and West, Pfaff air-selling plugs the same things: (a) the fact that Pfaff's "Dial-A-Stitch mechanism makes it possible to do practically any sewing chore on a sewing machine without attachments, (b) the attractiveness of the Pfaff cabinets, which come in everything from French Provincial to Chinese Modern, (c) the ease with which housewives can learn to operate a Pfaff at the local Pfaff Sewing Center, and (d) the fact that a reliable parts-and-service organization exists. Premiums (tape measures, patterns, etc.) are provided by Pfaff to be used as an additional sales weapon and inducement.

7. In addition to the national magazine advertising (*Life*, *Woman's Home Companion*, *Parents*, *Vogue Pattern Book*, etc.) and the air advertising, Pfaff's promotional efforts include several other media. Outdoor and movie

theatre advertising, display materials, dealer newspaper mats, classified directory advertising, etc. reinforce the impact of print and air media.

8. Already the second-largest sewing machine company in the world,

★ ★ ★ ★ ★ ★ ★ ★

“One of the central and major contributions which television can make to our political life is to shorten the campaigning process by a considerable length of time. The effective use of television and other media of communication, combined with the basic minimum traveling demands required by political necessity, would, in my judgment, enable the candidates to register a deep and pervasive impact on the electorate during a seven-week period.”

WILLIAM S. PALEY
Chairman of the Board
CBS

★ ★ ★ ★ ★ ★ ★ ★

Pfaff has its eye on the number two sales spot in the U.S. and is currently preparing some extensive air media plans. One of these involves talks with leading TV film and radio program syndicators (such as Ziv) in order to set up a list of Pfaff-approved shows which dealers can use in their local spot efforts. Another of these is a long-range plan to step up the national-level

air advertising, possibly buying a network television show to put itself in direct air competition with Singer. These activities may center on a market expansion of *Lucille Rivers*.

Pfaff is no newcomer to air advertising. As soon as Pfaff models reached the U.S. market in 1948, local dealers began to advertise on the air, particularly large department stores who carry Pfaffs in addition to other appliances. These spot operations built slowly as other dealers were franchised.

Air media use got a big boost upwards in the fall of 1951, when the national account moved from the Peck agency to Bozell & Jacobs, and advertising budgets were increased. The present patterns of dealer cooperative advertising, in which dealers divide the cost of local air advertising with Pfaff distributors, were established then in meetings between Pfaff and B&J.

Pfaff officials feel that the promotion they are doing for their German-designed machine, plus that done by other foreign models, plus that done by U.S. firms spurred into competition after years of lethargy, is beneficial to the entire home sewing machine industry. *Electrical Merchandising*, an authoritative trade publication, recently

WQ

*the New York station
where listeners listen
and sponsors sell...key
station of MUTUAL
Broadcasting System*

stated that "since the foreign machines must be widely promoted to survive, the increased publicity has brought with it an increased 'sew-mindedness' on the part of the public. This theory might well account for the continuing public interest in both better models and those of cheaper price and manufacture." At least, it explains the market paradox of U.S. firms, like Singer, whose sales are better than ever, even though their total market share has shown a definite drop.

Certainly, the standard merchandising methods of most U.S. sewing machine firms has been overhauled to meet the competition from abroad. At one time, most sewing machines were sold, like toasters and electric irons, from the shelves of retail outlets. Today, all of the big sewing machine companies, U.S. and foreign, are putting the stress on a "sewing center" type of retail outlet, in which the customer can learn to use the machine as well as buy it.

There's little likelihood of a drop-off in the sales of foreign-made or foreign-designed sewing machines. With the aid of air media, their future sales and share of the market are more likely to increase. ★ ★ ★

NIGHTTIME RADIO

(Continued from page 39)

crease in the proportion of adults listening to radio at night. There are more adult listeners to these CBS stations during the average quarter hour at night than during the average daytime quarter hour.

These changes in buying habits are shown, the study continues, by (1) the increased number of night openings by food and department stores, (2) the increase in volume of easy-to-prepare foods and (3) the increasing share of appliance sales that are made in the evening.

What's happening, it is pointed out, is this: Of the 62,500,000 persons who work full time and are largely unavailable to radio during the day, more than one-third—22,500,000—are women. Many are married, but even those who live at home choose their own brand of shampoo, cigarettes, accessories, etc. Furthermore, 25% of all food shopping is now done by men and the study warns about underestimating the influence of men in the buying of such "big ticket" items as automobiles, furniture, appliances, and clothing.

The study also stresses changes going

on in radio and TV habits. During the past two years more radios, most of which were secondary sets, were sold to TV owners than to non-TV owners. An ARB survey (sponsored jointly by CBS and NBC in 1951) is quoted as the source for the statement that 77% of radio listening in TV homes is done on secondary sets. The point is also made that with TV no longer a novelty in markets where it is fully established, TV viewers are becoming more selective in their choice of programs.

The presentation makes clear that no brief is held for either daytime or nighttime radio as such. The point is, says the presentation, that "national advertisers on our stations are overlooking excellent nighttime availabilities which are equal to—or in many cases are *better buys* than periods they select during daytime hours."

The heart of the presentation is the comparisons of specific cost-per-1,000 adult listeners between day and night buys. To make the comparisons representative of day and night radio audiences in TV cities, figures on cost-per-1,000 adult listeners are based on the number of radio families in the metropolitan county areas surveyed by Pulse

More advertisers place their confidence in WOR
than in any other station in the country.

And with good reason...

*WOR personalities have earned the confidence of
the largest station audience in America—
26,000,000 people in 14 states!*


*WOR sells—everything from bread to bird seed—
in the world's most competitive market.*

That's why *more* advertisers worry *less*—with WOR.

Let us show how WOR can translate listener
confidence into solid sales success for *you*.

NOW
166,000
TV HOMES
in the
QUAD-CITY AREA


where Effective Buying Income
per Capita is 11th among Sales
Managements 162 Metropolitan
Areas.



Quad-Cities favorite
WHBF AM
FM
TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

That spot announce-
ment schedule will
scamper like a
March Hare all over
Western Montana
if you use

The Art Mosby Stations



MONTANA
THE TREASURE STATE OF THE 48

Representatives:
Gill-Keefe & Perna, Inc.
N. Y., Chi., L.A., and S.F.

in each city. The stations actually deliver more listeners and have a lower cost-per-1,000, especially at night when radio signals travel farther than the figures indicate.

Here are some specific cost-per-1,000 figures (for others, see chart on page 39): the buys are all three participations a week for 13 weeks, and the cost is based on 1,000 adult listeners.

- A Western station: \$.86 between 7:15 and 7:30 in the morning; \$1.15 between 2:05 and 2:15 in the afternoon; \$1.08 between 4:45 and 5:00 in the afternoon, and \$.93 between 10:30 and 11:00 at night.
- An Eastern station: \$.94 between 6:00 and 7:45 in the morning; \$1.11 between 8:15 and 9:00 in the morning; \$1.02 between 9:30 and 10:00 in the morning, and \$.65 between 11:15 and 11:30 at night.
- A Midwestern station: \$3.19 between 3:05 and 3:30 in the afternoon; \$3.91 between 3:45 and 4:00 in the afternoon and \$1.80 between 10:30 and 10:55 at night.

Other studies: The NBC Spot Sales presentation will stress the hours between 10:00 p.m. and midnight, when, as the presentation puts it, "the kid isn't around to clutter up the rating." After 11:00 p.m. NBC station availabilities in five markets—New York, Chicago, Cleveland, San Francisco and Washington—average \$.45 per-1,000 adult listeners, including time and talent. The rating figures are from Pulse.

The BAB study is the second in a series of reports on the cumulative audience of radio. It deals exclusively with nighttime radio newscasts in TV markets. The information was developed by BAB from Nielsen radio data during 1952. Because there is no nationwide audience data on local news programs, BAB used network news programs to make its point.

The figures cover average quarter-hour newscasts aired nightly Monday through Friday. Here is what was turned up: (1) in a week the average evening newscast reaches 9.8% of all families in TV areas an average of two times each with 5.4 sales messages per family; (2) in a month the figures are 20.7% of all families, an average of 4.4 times each, with 11.9 messages per family; (3) in 13 weeks, the figures are 37.4 families, an average of 3.7 times each with 23.5 messages per family. ★ ★ ★

MEN, MONEY, MOTIVES

(Continued from page 10)

Not that station owners don't continue to switch reps. They always have and they always will. Station loyalty was fairly steadfast during the big war and postwar years but the arrival of television has churned up the muddy waters again. A radio station in a market invaded by television is seldom managed by men of such saintlike forbearance that they willingly will accept a diminishing volume of national spot business without bellyaching to, and maybe changing, the sales rep.


* * *

Television has had a further effect. Gone is the old set 15% deal. Typically stations now pay their reps on some sort of sliding scale compensation. It may start at 15% but it goes down as spot volume goes up, maybe 5 or 7½% commission over a certain amount of business.

* * *

But despite television rocking the

**"A TWO WAY STRETCH"
MAKES THE FIGURE**



YOU BUY...
Spot coverage at regular rates on Rochester's fast stepping station WVET

YOU GET...
Equal spot coverage on WLEA, Hornell, New York. This combination gives you primary coverage of the Rochester market plus primary coverage of the great non-TV Southern Tier—288,720 radio homes at no increase in rates.

WVET
MUTUAL
REALLY STEPPING OUT

IN ROCHESTER, N. Y.
Represented Nationally by
THE BOLLING COMPANY

boat, and despite compensation being a matter of private dickering rather than set industry practice, the reps are now so accepted and respected a part of broadcasting economics that many of the old, old gripes of the stations are no longer heard. Who cares any longer whether a rep is "long list" or "short list?" It once seemed important.

* * *

Granted there is a new vocabulary for video coverage data, but not so terribly new. As one veteran puts it, "the more it seems to change the more station sales repping remains the same. The staples of service are the quality of salesmanship and enough manpower around the country to touch all the important bases."

* * *

The battle of national spot versus network is too complicated to go into at the tail-end of a column of type. Just this may be said: The reps think their own future is much clearer than the networks' future in terms of local station loyalties. As to that, suppose we wait for Raymer's third-decade celebration in 1963.

* * *

But one academic question in closing. Are the timebuyers of the present moment as important as their prototypes of 1933 and thereabouts? You can get yourself an argument. Oldtimers among the reps tend to rate the pioneer timebuyers who are still in the buying end of the business as more weighty with the client, better able to make a decision and make it stick. Just in case you wonder who precisely we're talking about, here is a quick check-list of some potent timebuyers of the past, some since retired or moved on to other work: Linnea Nelson, C. E. Midgley, Reggie Scheubel, George Tormey, Beth Black, Jack Latham, Hubbell Robinson, Bill King, Margaret Jessup, Frank Barton. ★ ★ ★

900,000
OF YOUR CUSTOMERS IN
ALABAMA · FLORIDA · GEORGIA
Hear **OOF's**
5,000 Watts on 560!!

MR. SPONSOR ASKS

(Continued from page 65)

channel, not only to hold present viewers, but also to attract new ones. All the network shows in the world do not make a new UHF station an integral part of the community. At WSBA-TV we have adopted the identical philosophy that we have established on WSBA Radio: Make the people in the area feel that they have an intimate and necessary part in our operations. In other words, get local people in on the act.

As a result, not only have all WSBA-TV locally originated news and sports telecasts been sold, but there's a waiting list of advertisers. You don't need a Roxy Theatre to do it. On our 7:00 p.m. news program, for instance, we present a feature "Faces in the News." Stills are shot all over town during the day, and from 40 to 50 of these, we select five or six to exhibit on the program, all showing local people in the situations that make up the day's news.

The job isn't easy. But as soon as you find your VHF competitor, himself perhaps a UHF applicant in another area, minimizing UHF, then you know you're building an audience.

PHILIP K. EBERLY
Sales Manager
WSBA-TV
York, Pa.



Mr. Moore

WKAB-TV's operation is unique in that we are the only UHF station in the country that started operation almost simultaneously with a VHF station in the same market. (WKAB-TV went on the air in De-

cember 1952; in mid-January 1953, the competitive VHF station came on.) The one advantage WKAB-TV had in promoting UHF was the fact that we had a head start on the other station, since we received our grant in August and the VHF outlet did not get a C.P. till November.

The first problem of a UHF operation is, of course, conversion. So far as the buying public is concerned, they want UHF, especially after comparing the picture. But the station's big problem is to educate the dealer and service people. Installation of the UHF signal

BIG AGGIE LAND:

No City Limits

•
WNAX — 570
Yankton-Sioux City

•
Represented nationally by
The Katz Agency

•
CBS Radio

Radio Station

KFMB

is

now

CBS

RADIO NETWORK

in

San Diego, Calif.
(550 on Dial)

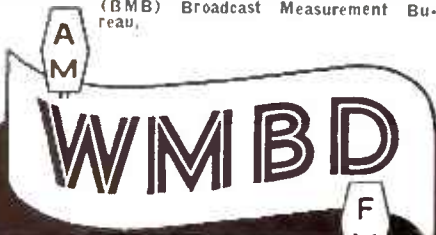
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Manager
Represented by THE BRANHAM CO.

Obviously OUTSTANDING

Seasoned advertisers know Peoria to be the Midwest's NUMBER ONE test market. That's because Peoria is a blended market with closely integrated rural and urban features—a true cross-section of America.

Population (SM)	580,000
Radio Homes (BMB)	167,620
Food Sales (SM)	\$132,735,000
Drug Sales (SM)	\$13,275,000
General Merchandise Sales	\$61,538,000
Total Retail Sales (SM)	\$575,361,000
Effective Buying Income (net) (SM)	\$888,580,000
Per Family Income** (SM)	\$6,428
Per Capita Income** (SM)	\$1,932

**Peoria County only.
(SM) 1952 Sales Management Survey of Buying Power. Further reproduction not licensed.
(BMB) Broadcast Measurement Bureau.



WMBD
PEORIA
CBS Radio Network • 5000 Watts
Free & Peters, Inc., Nat'l. Repts.

Jingles? Schmingles!
Make Sure it's A
Song-Ad!

There is a difference, as over 200 Song-Ads clients will tell you. There's a difference in conception, creativeness, production and reception—whether your medium is radio, television or an industrial film or slide film. Paper Mate Pen, Carnation Milk and Listerine Song-Ads on radio and TV the nation over attest this. And yet, Song-Ads are not expensive. We will write three Song-Ads for you for \$75.00. Write or call today for free rate card.

Song-ads COMPANY
5927 Sunset Blvd.
Hollywood 28, Calif.
Gladstone 6181

is a ticklish job and requires quite a bit of know-how; the average TV dealer has to be schooled in conversion and proper antenna alignment.

The UHF station operator must take into consideration that there will be a great influx of TV dealers, many of whom have only a vague idea about the technical side of television. When we received our grant in August, there were only six people in the Mobile area selling TV sets. Today, there are nearly 200. To date, over 20,000 sets have been sold, and seeing to it that these 20,000 sets are properly converted has become a vital factor in the operation of WKAB-TV. We have to keep a crew of engineers ready to assist dealers.

My advice to any new UHF station operator would be to cooperate to the fullest with his distributors and dealers. They will, in turn, be the best salesmen that UHF can have.

BOB MOORE
General Manager
WKAB-TV
Mobile, Ala.

510 MADISON
(Continued from page 14)

MOGEN DAVID

Will you please send about 50 copies of the 26 January issue of SPONSOR, containing the Mogen David story.

It was a magnificent story, and we are all very happy with it.

MARVIN L. MANN
Vice President
Weiss & Geller, Inc.
Chicago, Ill.

FARM SECTION

Unless some request for farm information on KWTO escaped us in the mail, we feel very much neglected in not being a part of the very fine farm picture that was in the December 29 issue of SPONSOR.

Of course, you are acquainted with the fine job that KWTO has done in the Middle West for the last 20 years. It was one of the first stations to explore and develop the potential of farm programming and developing features and information pertinent to the farmers' best interests. KWTO is recognized as one of the most outstanding examples of an over-all farm station in the country today. In addition, Loyd Evans is one of the best known radio farm directors. He is furnished with

KWJJ Brings You a 1 1/2 Billion Dollar MARKET

The KWJJ market is booming! Latest figures show that population in the KWJJ listening area has increased to 1,287,700 and annual retail sales figures have risen to 1 1/2 billion dollars. Spot your sales message to this growing area, on the station that is beamed to local interests and local demands.

KWJJ



Studios and Offices
1011 S.W. 6th Ave.
PORTLAND
OREGON

Nat'l Repts. — WEED & COMPANY

The Swing
is to WHB
in Kansas City



10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by
JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLINO, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

his own mobile unit and has traveled better than 22,000 miles visiting and interviewing the farmers during the last 12 months while carrying on an extensive speaking tour and two daily programs over our station. He is serving as chairman of the Educational Relations Committee of the NARFD and won the Farm Safety Award in 1951.

We certainly have no quarrel with SPONSOR and are not ungrateful at all for the very generous remarks you have made regarding KWTO in past articles. Naturally, it is too late for us to do anything about being a part of the very fine article in that past issue, but we do want to call to your attention the facts related in this letter. Next time an article such as this one is contemplated, we are sure we can add many things of interest for your good readers.

LESLIE L. KENNON
Assistant Manager
KWTO
Springfield, Mo.

● SPONSOR recognizes KWTO's important role in farm-radio programming. Sorry that we were unable to treat farm-minded stations, KWTO included, who did not return questionnaires sent them.

CLIPPINGS VS. SALES

I've just finished taking a gander at your 26 January issue and of course say thanks for the note on Christina's flower story about her use of KVOO, but particularly I want to add my applause to your editorial, "Stop rushing for cover." I've felt for a long time that too many radio and television people are letting the fact that you can clip ads out of a newspaper or magazine overshadow their actual value.

I have always questioned to the advertiser whether he's trying . . . to sell his product. If he is interested in his product . . . then radio, and of course, in our case, farm radio is certainly the thing he should be going to if he wants the cheapest possible per impression that he can buy in any media that is now available.

SAM B. SCHNEIDER
Farm Director
KVOO
Tulsa, Okla.

TV COSTS GOT YOU DOWN? The Sportsman's Club

52 popular, well rated, 15 minute hunting, fishing and outdoor shows featuring Dave Newell and panel of experts. Write for audition prints.

SYNDICATED FILMS

1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

AUDIENCE TURN-OVER

I have subscribed to your magazine for some four years and I have a recollection that at some time during this period you published some information regarding the relative "turn-over" in audience for various types of programs. If you have any such information, could you please send me a copy, charging the cost to my account.

What I am particularly looking for is information regarding the total audience that can be expected from say a half-hour self-contained mystery-thriller, as compared to a five-times weekly 15-minute serial program.

F. J. COOMBS
Sales Manager
Macquarie Broadcasting Service
Sydney, Australia

● The information Reader Coombs requests is contained in several research articles that have been featured in SPONSOR over the past two years. No one particular study covers all the questions mentioned.

CANADIAN ADVERTISING

We have noticed in your December 29 issue reference to The Canadian Advertising Research Foundation's recent studies on magazines and weekend publications. You point out that 51% of Canadians 15 years of age and older do not read 11 of the top magazines in Canada. In fairness to the magazine medium, we would like to point out that the 51% that you show is not quite as bad as it looks. In the 1949 magazine study for instance, in a certain group of questionnaires, 8,081 claimed to be readers but only 3,301 were counted as qualified readers. The definitions for these being: *Claimed readers* are those who said they had looked through a copy of the magazine in the past six months, either at home or somewhere else; *qualified readers* are those who gave positive evidence of having read or looked at a minimum of one major editorial item in a specific issue shown.

Your figure of 94.4% of homes having radio is no doubt correct, but in fairness to the magazine medium it is just like having an unopened copy of a magazine in the home.

We would recommend that you read the appendix to the 1952 Magazine Study, pages 24 to 27, in this regard.

JOHN A. M. GALILEE
Secretary
Canadian Advertising Research
Foundation
Toronto, Canada

EL PASO'S MARCH OF DIMES
TELETHON proves . . .
FOR **RESPONSE-ABILITY**

IT'S **KROD-TV**

CHANNEL 4



After only 3 weeks on the air in a new TV market, KROD-TV staged its first "Telethon", for the March of Dimes, and received \$24,000 in pledges from 2,064 persons. Last year, the entire March of Dimes drive in El Paso, Texas raised only \$37,000. Many pledges came in from more than 100 miles away, proving KROD-TV's wide coverage.

For Public Service AND Commercial telecasting, KROD-TV has demonstrated its tremendous pulling power. Add to this the finest facilities, channel 4 with mountain-top transmitter, CBS-TV and Dumont affiliations, experienced TV staff, forceful merchandising, and you have the winning combination for the El Paso southwest market.

RODERICK BROADCASTING CORP.

D. D. RODERICK VAL LAWRENCE DICK WATTS
Chairman Pres. & Gen. Mgr. TV Sales Mgr.

National Representatives—The O. L. TAYLOR CO.

Represented by:
EAST: Geo. W. Clark, Inc.
WEST: Lee F. O'Connell Co.
Los Angeles
Western Radio Sales
San Francisco

KVRS

**sells all the big
Seattle market**

30 MILES
BUT
WORLDS APART
IN COVERAGE

SEATTLE to TACOMA
ONLY 30 MILES

BUT
9 out of 10 of the top ten
Agencies who billed 115.2
millions in RADIO, 1952 (B-T
Jan 5/53)

FOUND
They Couldn't Sell
TACOMA
from
SEATTLE

SO

- BBDO, Young & Rubicam,
- Benton & Bowles, Biow Co.,
- William Esty & Company,
- J. W. Thompson Company,
- Dancer-Fitzgerald-Sample,
- Foote, Cone, & Belding,
- Leo Burnett Company

TOLD TACOMA
SOLD TACOMA

ON KMO
1360 kc 5000 W.

Follow the lead of the
 National Leaders in the Field

BUY
KMO

National Representative:
The Branham Company

Coming Soon: KMO-TV, CH. 13

Newsmakers in advertising



Frank Stanton, president, Columbia Broadcasting System, was recently tapped to serve as chairman of the board of the Center for Advanced Study in the Behavioral Sciences. The enterprise was set up with a \$3,500,000 grant from the Ford Foundation. Plan is to permit approximately 50 scholars and scientists of the first rank to come together at the Center each year for study and collaboration during the next six years. Stanton's background in psychology and communications made his choice appropriate.



F. Kenneth Beirn, just stepped up from executive v.p. to the presidency of Biow Company. With the agency since 1948, Beirn is noted for his ability to spot creative people, bring them into the firm, and imbue them with team spirit. On the subject of radio and TV packages, Beirn says, "Of course we use package shows—if they're particularly good. But we like to keep production of a good many shows right within the agency, if for no other reason than the valuable experience it supplies our staff." Milton Biow moves up to chairman of the board.



Thomas P. Hawkes, advertising and sales promotion manager, Piel Bros., recently announced Piel's beer was adding two more television programs, bringing the firm's total to eight programs per week. Shows include sports, feature films, Dangerous Assignment, Broadway TV Theatre, and news. Said Hawkes, "Piel's variety of TV shows, plus radio and newspaper advertising, is helping Piel's light beer to grow at a faster rate than any other New York beer." Programs use five of N.Y.'s six TV channels. Agency: Young & Rubicam.



Helen Marie Alvarez, often referred to as "the first lady of television," made news when, in association with her KOTV (Tulsa, Okla.) partner, J. D. Wrather Jr., she purchased KFMB-TV, San Diego, Cal., from John A. Kennedy. Purchase price is reported to be \$3,150,000, and Mrs. Alvarez will have a full 50% interest in the property. Wrather, who has been active in TV film productions, derives his income from independent oil operations and is married to movie actress Bonita Granville. Mrs. Alvarez remains general manager of KOTV.

AP NEWS = Increased Business



"Turnover more than doubled!"
"Since we've been sponsoring AP newscasts on KGAF, our business has jumped more than 100% and our auction has become the livestock headquarters of North Texas."

**Jim Perdue and Cecil Ward,
Gainesville Livestock Auction,
Gainesville, Texas.**

Reports Joe M. Leonard, Jr., General Manager of KGAF, Gainesville: "AP news is our biggest revenue producer . . . gives us our biggest listening audience . . . is easy to sell. All 43 AP newscasts a week are sponsored . . . and we have a long waiting list. Every sponsor reports excellent results."

Says W. A. Wilson, President and General Manager of WOPI and WOPI-FM, Bristol: "We carry 30 sponsored AP newscasts each week—all on 52 week contracts. AP News helps us keep sponsors."

"Volume up 200%"
"We've sponsored AP newscasts over WOPI Plus FM across the board for the past five years. They've paid off handsomely — more business . . . and more profits."

**Ward and Ed Morton,
Morton's Grocery,
Bristol, Tenn.-Va.**



For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."



RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Newsmakers in advertising (Continued)



**Covers the West
BEST!
Sells the West
BEST!**

No other available medium covers as much territory—reaches as many people in the West

KOA covers over 1,100,000 square miles. There are nearly 10,000,000 people in this area.



The area covered by KOA is radio country—and it will be for years to come. IT'S BEYOND TV HORIZONS...only a few spots are being reached by TV—yet ALL of this area is being covered by KOA.



KOA program schedules are designed to appeal to the greatest possible number of western listeners—to match KOA'S extensive coverage.



There is still a chance on KOA—for you to own a valuable western advertising franchise.



**Ask for our periodic bulletins
THE WESTERN MARKET**

Write today.



National Sales Representative:
Edward Petry & Company
Offices in: New York, Chicago,
Detroit, San Francisco, Los Angeles,
St. Louis and Dallas



KOA 850 KC • 50,000 WATTS
1625 California Street
Denver, Colorado



Joseph H. McConnell, formerly president of the National Broadcasting Co., will assume the presidency of Colgate-Palmolive-Peet Co. on 1 March. He has a legal background, directed a legal department of the NRA in Washington before joining RCA in 1941. He became v.p. and general attorney of the RCA-Victor Division in 1945, was moved up to executive v.p. of the parent RCA company in 1949. McConnell assumed the presidency of National Broadcasting Company in 1949.



Samuel W. Meek, v.p. and director of J. Walter Thompson, has been appointed chairman of the public information committee of the Crusade for Freedom Greater New York Campaign. Meek will coordinate public-relations activities during the campaign to raise enough funds in the New York area to build another transmitter to be used by Radio Free Europe to beam messages behind the iron curtain. Meek has been associated with J. Walter Thompson for 28 years—since 1925.



Robert E. Dunville, president of the Crosley Broadcasting Corp., made it known that his company had acquired WLTV, Atlanta. Added to WLTV, Cincinnati, WLW-D, Dayton, and WLW-C, Columbus this makes the fourth TV outlet to come under Dunville's direction. The new Georgia market will soon be getting the benefit of Dunville's experience in broadcasting public relations, programing, client service, and merchandising. He becomes chairman of WLTV board's executive committee. William T. Lane is president of the station corporation.



R. H. Coffin, v.p. and advertising director, RCA Victor div. of RCA, announced sponsorship by his firm of radio and TV coverage of the Academy Awards presentation from Hollywood on 19 March. Coffin told sponsor: "The interest throughout the country in this event is tremendous and because this will be the first time the event will be televised the audience should be huge. Also it comes at a good time of the year for us because we have just introduced a new line of television receivers."



Z. C. (Jess) Barnes, partner of Calkins and Holden, Carlock, McClinton & Smith, Inc., recently told representatives of the Savings Bank Association of New York that they were not investing nearly enough money in advertising their services. Barnes told sponsor: "Radio, with its low cost-per-1,000, is an ideal medium for banks which work on a low margin of profit. Using a local program would enable a neighborhood bank to develop an individual personality of its own."

Firestone dealers use spot radio on co-op basis Many Firestone distributors throughout world use spot radio on co-op basis, Firestone International's Advertising Manager D. E. McKellar informs SPONSOR. Firestone's South African plant has own version of "Voice of Firestone" with recordings made in England. New Zealand and India plants have or are considering similar-type shows.

-IRS-

Don Cooke lists 3 Canadian radio trends of year Don Cooke, Canadian station rep, says 3 biggest developments in Canadian radio since SPONSOR's Canadian issue 11 August 1952 are: (1) "terrific flop" of TV so far as attracting spot radio advertisers is concerned; (2) surge of interest in Canada among U.S. advertisers, agencies; (3) virtual death of soap operas, decline of U.S. influence.

-IRS-

New Havana TV station uses theatre technique CMBF-TV, which debuted in Havana 2 February, uses novel theatre-style programing, repeating 3 to 6 p.m. show (mostly films) between 6 and 9 p.m., then carrying sports for rest of evening. Station owned by Mestre family. U.S. rep: Melchor Guzman.

-IRS-

Pan American opens Karachi office, will package shows Pan American Broadcasting expects Pakistan radio to go commercial, is opening Karachi office. Chief: William S. Bailey, former partner of Radio Advertising Services, Bombay. Office will turn out programs in vernacular languages of Indian-Pakistani regions covered by Radios Goa, Ceylon. (Van Mitchell is new Pan American A/E for 9-station Amalgamated Wireless chain in Australia.)

-IRS-

Wayne Kearl lists "firsts" for KGMB-TV, Honolulu For the record: KGMB-TV's Wayne Kearl tells SPONSOR his station was first in Hawaii with a usable test pattern, viewing program, regularly scheduled program, commercial program. KONA debuted mid-November, had transmitter trouble till mid-December. KGMB-TV began 1 December. (See "Why Radio is strong in Hawaiian Islands," SPONSOR, 12 January 1953).

-IRS-

XETV, Tijuana, hopes to use U.S.-origin shows XETV, Tijuana, whose commercial programing was to begin 18 February on Channel 6, hopes to serve Tijuana-San Diego market with programs produced in latter city by Alvin George Flanagan, ex-ABC TV executive. Romulo O'Farrill and Emilio Azcarraga own station.

-IRS-

Puerto Rico reports 54.8% set listenership Latest Puerto Rican Market Research study of radio listening shows 54.8% of Puerto Ricans turn sets on during day. WNEL, which had 34.1% of San Juan audience, according to Pan American Broadcasting Co.'s Al Alperon, programs 23 live shows daily (6 of them P&G Spanish soapers).

-IRS-

Canadian TV, radio set totals; 5 new stations approved Canadians bought 146,373 TV sets last year, raising total to 224,811, according to Radio-TV Mfrs. Assn. Radio sales totaled 474,012 through November. CBC Board of Governors authorized 4 new AM, 1 FM station recently, first such action since May 1951. This will raise total commercial AM stations to 160, FM to 37 (1 commercial).



Consequences of the SAG strike

Until the Screen Actors Guild came on the scene, a union controversy in air media usually produced little wear and tear on the nerves and business operations of the advertiser. Negotiations with, for instance, AFTRA may have turned somewhat rough at times but it was only a matter of a few weeks before there was a meeting of minds over the terms of an industry agreement. As contracts came up periodically for renewal, this meeting of minds became easier and briefer, because each side had got to know the other's problems more intimately.

SAG has since last July been going through the process of finding out about the problems of a field with which it was thoroughly unacquainted up until that time. SAG's education has been a very costly one not only for its members but for the producers of

film commercials as well. It has been especially bitter for the producers, who have had to maintain practically the same overhead and payrolls from the day, 1 December, that SAG shut them down with a strike call. Advertisers, large and small, have had their campaign planning badly disrupted as the result of not knowing whether required film commercials would be available.

As this was being written, the hopes for a settlement were anything but bright. The negotiations had become frustratingly bogged down over the matter of whether jingle vocalists should come within the purview of the reuse payment provisions of the SAG contract (see "Report to Sponsors," page 2).

The thought that presents itself is this: Could the huge economic loss growing out of the strike have been avoided if the industry had been able to deal with a union more understanding of the business and its problems? In the case of SAG, film commercials are but second fiddle to a much higher interest, the production of theatre films.

Cashing in on local news

Paul W. White, who did much of "the" pioneering in the field of radio news, is now at KFMB-AM-TV, San Diego. White spoke before a recent convention of radio news editors in Cleveland and one of the topics he dwelt on—how to improve the local news program—should be of prime interest to local sponsors.

As one who has directed the airing

of news over TV as well as radio, White's leanings are strongly toward radio. He told the convention that he considered radio as having many advantages over TV when it came to news presentation, but that a lot depended from here on in on what methods radio used to capitalize on these advantages.

Here, in essence, is the five-point program that White thought might be helpful in that direction:

1. More and more local news. People may be worried about Korea, the hydrogen bomb, and federal budgets but you'll find them more inclined to talk about the things that are geographically closest to them—neighborhood, town, region—in that order.

2. Have the news editor get on the phone and talk with people. If they've got anything interesting or important to say, try to record it for later use over the air.

3. Always remember that no matter where the news originates—press association or network—you're responsible for it when it goes out over your station. Check to make sure it's processed in the best way for your community.

4. Don't shy away from editorializing. More and more towns have only one newspaper and hence only one editorial point of view in the community. The station's editorializing may irritate some people, but what's more important—all listeners dote on controversy.

5. Don't go along this week with exactly the same news schedule you had last week. Do things that will make it different and get people to talk.

Applause

Integrated radio clinics

Few broadcasters and radio-minded agency men will want to miss the two-day sales and program clinics to be carried on jointly by the Broadcast Advertising Bureau and Broadcast Music, Inc. during a seven-week span starting 25 May. There will be 42 of them, with the first day of each devoted to BAB's sales clinic, the second day to BMI's program clinic. Two teams will tour the nation simultaneously, one in the Eastern half and the other in the West.

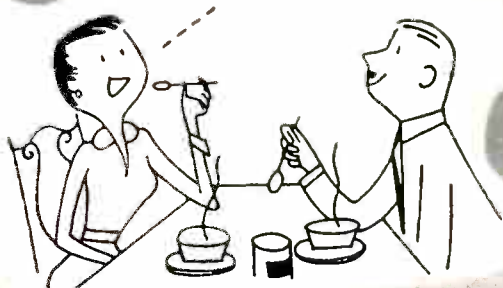
The integrated arrangement almost exactly halves the 86 clinics conducted separately by the two organizations in 1952. As a result, the two-day sessions

will undoubtedly be better attended and more fruitful. In contrast to last year's closed BAB clinics, the new setup calls for morning BAB meetings open to members and non-members alike. Afternoon sessions, devoted primarily to management and sales-management guidance and discussion on sales, will be closed to non-members.

During the past several years BMI program clinics have attracted big audiences and outstanding speakers. In announcing the joint 1953 series Carl Haverlin, president of BMI, and William B. Ryan, president of BAB, made the following joint statement: "It is impossible to think of sales without thinking of programing, or, conversely,

it is difficult to think of programing without contemplating sales. They go together. The basis of successful radio management is the thoughtful coordination of both programs and sales."

The NARTB Board, meeting in Florida early this month, liked the idea and said so. Prior to that time there had been some danger that the popular BMI clinics might not be resumed because of industry criticism that there were too many clinics. Shortly after the Board had expressed its enthusiasm for the joint idea, initially advanced to the BAB Executive Committee a week earlier by Edgar Kobak and approved at that session, arrangements were completed in New York.



OPERATION

Chain Action

A MIGHTY ADVERTISING-MERCHANDISING PLAN

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

RADIO BALTIMORE

WBAL

NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.

My, how you've grown!



SCANDIA COSMETICS SALES BOOM!

WWDC in Washington makes businesses grow. Here's another factual story to prove that statement.

Scandia Cosmetics reports more than \$5,000 in sales for January alone supposedly the slowest month in the year.

All this by using *only* WWDC to advertise its line of beauty aids.

All this with *only one* cosmetics outlet in town—Julius Garfinckel & Company.

All this by concentrating its sales story on *only one* WWDC program feature — "The Hazel Markel Show," heard daily on WWDC.

Says KAROL LINDBERG, Vice-President in charge of sales for Scandia Corporation:

"WWDC has done a phenomenal job for Scandia in the Washington market. From the first week of our operations in Washington, our sales have risen steadily. And the rate of increase is amazing. January, 1953 was our biggest month of any we have enjoyed in Washington. We are enthusiastic about the results WWDC has produced."

WWDC can help *your* sales in the big Washington market, too. Let your John Blair man give you the whole story.



WWDC'S HAZEL MARKEL



SCANDIA'S KAROL LINDBERG



In Washington, D.C. it's

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.