

# SPONSOR



Magazine Radio and TV advertisers use

24 AUGUST 1953

50¢ per copy • \$8 per year

SP 10-45 12220  
 MISS FRANCES SPRAGUE  
 NATIONAL BROADCASTING  
 30 ROCKEFELLER PL. A  
 NEW YORK 20 N. Y.



**BAYUK CIGARS, INC. DOES A COMPLETE JOB . . .**

**SO DO HAVENS AND MARTIN, Inc. STATIONS... } WMBG  
 WCOD  
 WTVR**

Keeping in stride with changing tastes is as essential as the quality ingredients in the product itself. This has been done with singular success by Bayuk Cigars, Inc., makers of Phillies and Webster cigars. Improved methods of manufacturing, modern packaging, advertising, merchandising, and promotion are a continuing Bayuk program that has contributed much to increased sales. This certainly proves that Bayuk management knows its business well.

Havens & Martin, Inc. Stations always keep in step with changing tastes, too. Pioneers first in AM, then FM and TV, they established Richmond's one and only complete broadcast institution. Audiences grow larger and more loyal each year—which explains why so many advertisers rely, year after year, on these First Stations of Virginia for outstanding sales results. Do you?

**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.



STATIONS OF VIRGINIA

Admiral's sponsorship of Bishop Sheen: Did it move merchandise?  
 page 31

Beware of these media research pitfalls—Part 8 of SPONSOR's study  
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5 ways to cut your TV commercial costs  
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Ex-magazine man finds that radio has not effectively sold itself  
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**NEGRO RADIO: 1953 STATUS**  
 starts page 55

The Negro market: 15 million Negroes offer lucrative sales target  
 page 56

Negro radio: More than 200 stations offer specialized programming  
 page 68

# Completely New!

## RCA TV CAMERA

TYPE TK-11A

Leading network engineers proclaim the TK-11A the finest television camera ever produced—the easiest camera in the world to handle—and the simplest one to get at. It has all the proved performance advantages of the world-famous RCA TK-10 camera — **PLUS THESE NEW FEATURES:**

**NEW** 7" viewfinder picture tube produces larger, brighter, sharper pictures to help the cameraman.

**NEW** plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!

**NEW** fixed-position alignment coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!

**NEW** plug-in blower for cooling the deflection coil and Image Orthicon!

**NEW** electronic-protection system guards Orthicon against deflection failure, or loss of driving signals.

**NEW** "overscan" control takes burden off Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pickups.

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.



One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.



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

# REPORT TO SPONSORS

24 AUGUST 1953

## New toothpaste hits market

Lambert Pharmacal will spend \$1 million (half of it in radio and TV, network and spot) next 12 months to advertise new toothpaste, "Listerine Antizyme," hottest thing in dentistry since chlorophyll. Product contains anti-enzyme ingredient which keeps enzymes from converting carbohydrates in mouth into tooth-decaying acids. "Ozzie & Harriet" simulcast will be used over ABC Radio and TV starting 18 September. Stars will personally announce new product over summer replacement, "Listerine Summer Theatre," 28 August.

-SR-

## \$15 billion Negro market booming

Booming Negro market is 15 million strong with over \$15 billion to spend. Successful sponsors are those who've taken time to learn how to program to reach average Negro. For 4 articles on Negro market, radio, results, tips, see section starting page 65.

-SR-

## Lux TV Theatre to go full hour

Lever Bros. has advised JWT to get ready to expand its Thursday night "Lux Video Theatre" (CBS) to full hour starting 7 January. "Big Town" (McCann-Erickson), following "Lux Video Theatre," and "Lux Radio Theatre" may be axed. Lux show starts originating in CBS' huge TV plant on West Coast soon. CBS reported to have made bargain concessions to get Lever there with idea of inducing other sponsors to shift.

-SR-

## NBC Radio to juggle shows

NBC's Bill Fineshriber, Ted Cott working on plan to reshuffle as many as 20 network radio programs aiming to build stronger lineups day and night. Cott plans to refuse taped versions of TV shows, will insist radio programs be specially produced.

-SR-

## Leading sponsors report big profit

Heavy air advertisers making money: P&G, which got rich pioneering large-scale use of radio, reports 1952 net of \$42 million, up 1/2 million over previous year, on net sales of \$850 million. General Foods netted \$24.8 million (against \$20.4 million previous year) on sales of \$701 million. General Mills made \$11.4 million on \$483 million sales.

-SR-

## P&G's \$80 mil. keep it on top

General Foods' \$54 million ad expenditure was hailed as top in the field when first released other week. But ex-P&G ad executive told SPONSOR giant soap firm now spends upward of \$80 million on advertising, making it kingpin. (Combined PIB-Media Records figures for 4 media list P&G's expenditures at \$45.4 million, with \$30.4 million for gross network time.)

## SPONSOR in new offices

Remember to change directories: SPONSOR editorial, advertising, and circulation hq. now located at Madison & 49 St. (40 E. 49 St.), New York 17. Phone number remains MURray Hill 8-2772. Other offices: Chicago, Los Angeles.

**REPORT TO SPONSORS for 24 August 1953**

**Industry income tops \$404 mil.** U.S. Commerce Dept. reports 1952 national income for radio-TV industries at \$404 million, up \$30 million over 1951. Total of 59,000 full-time employees averaged \$5,559 each in salary, higher than any field except banking. Profit trend's continuing. Latest CBS Inc. report shows net income for first 6 months at record \$4 million.

-SR-

**Kraft looks for 2nd net TV show** Kraft has instructed its agency, JWT, to recommend second network show—because of success of "Kraft TV Theatre" in selling products. Order comes several weeks after Kraft nixed NBC's bid to go alternate weeks so U.S. Steel could have other week for Theatre Guild hour. Niles Trammell was called from retirement to make this pitch to Kraft.

-SR-

**ABC getting set for fall season** While ABC's new talent was signed primarily with TV in mind, ABC is making plans to use some of its stars in radio too come fall. In works is musical variety show 9:00-10:00 p.m. Wednesdays. Among those mentioned: George Jessel, Joel Gray. ABC Radio's experiment with 15-minute strips between 8:00 and 9:00 p.m. during week will be watched closely by trade, especially serialized dramas.

-SR-

**GF outlook: from mags to color TV** Why-magazines-are-trembling dept.: General Foods, \$54 million advertiser in 1952, reported among those planning to switch some of its huge magazine expenditures to TV when color video arrives. GF's sponsoring 7 radio, 4 TV shows during summer. Jell-O line will return to net TV with shared sponsorship of "Our Miss Brooks," Bob Hope nighttime show, and participations on "Mama" after two-year absence. Sponsorship of daytime Bob Hope radio show will continue.

-SR-

**Lever testing new fertilizer** Lever Bros. quietly market-testing sensational new powdered fertilizer "Feralon" on fairly extensive scale. Made by Oswego Soy Products Mfg. Co., Oswego, N.Y., product's for amateur gardeners (window box variety), guaranteed not to burn your plants. Incidentally Lever execs highly amused by rumors soap firm about to be sold to General Foods or General Mills. Firm's owned by Unilever, British-Dutch corporation.

-SR-

**Admiral sales 58% over 1952** Does sponsoring Bishop Sheen's "Life Is Worth Living" pay? Ross D. Siragusa, Admiral Corp. president, told SPONSOR Admiral sales of appliances first half of 1953 rose 58% over same period 1952. Firm's \$1 million TV show is given much credit. Program returns 13 October on Du Mont. (See page 31 for article.)

**New national spot radio and TV business**

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
Colgate-Palmolive-Peet Jersey City	Halo shampoo	Sherman & Marquette, NY	150 radio mkts, throughout country	Radio: anncts campaign; st early Sep; 52 wks
Fanny Farmer Shops	Candy	Wyatt & Schuebel, NY	Radio, TV stns in 17 major cities on Eastern Seaboard	Radio-TV minute-anncts; st mid-Nov; 6 wks
Liebmann Breweries, NY	Rheingold Beer	Foote, Cone & Belding, NY	25 stns in NY, Conn	Radio: anncts campaign; st 17 Aug; 5 1/2 wks
Monarch Wine Co, NY	Manischewitz Wine	Donahue & Coe, NY	50 radio, some TV mkts scattered throughout country	Radio-TV: anncts, partic; st mid-Sep; 13 wks
Procter & Gamble, Cinci	Drene	Compton Advertising, NY	30 mkts scattered throughout country	Radio-TV: anncts campaign; st 7 Sep; 52 wks
Reader's Digest, Pleasantville, NY	Reader's Digest	BBDO, NY	20 radio mkts	Radio: 60-sec anncts; st mid-Sep; 13 wks
Southland Coffee Co, Atlanta, Ga	New coffee product	Donahue & Coe, NY	Radio, TV in Norfolk	Test campaign; st Sep; duration not set

*All this...and Heaven too!*



• WDSU-TV, New Orleans, reaches new horizons with its increase to 100,000 watts video — the maximum power allowed Channel 6.

# SPONSOR

the magazine Radio and TV advertisers use

Volume 7 Number  
24 August 1953

## ARTICLES

### **Is Bishop Sheen a good salesman for Admiral?**

Appliance maker was thought daring for sponsoring Catholic prelate, but sales are up 58% and Admiral has renewed Du Mont show, seeking 132 station lineup for coming fall and winter season

31

### **II. Beware of these media research pitfalls**

Part 8 of SPONSOR's All-Media Study contains quotes from eight researchers, seven agency executives, two advertisers, and four air media experts, outlining the most important factors to be considered in planning and using media research

34

### **5 ways to cut commercial costs**

A picture story pinpointing methods, gadgets for trimming costs of live TV commercials as demonstrated at WNBT clinic for agency men

36

### **An ex-magazine man looks at radio**

After 25 years in the magazine field Edward Lethen Jr. joined CBS Radio. Now, after two years, he gives his views on how radio has been under-selling itself, cites fallacies in selling points magazines use to woo advertisers

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### **SPONSOR index for first half of 1953**

Articles and departments are indexed here under convenient headings. Extra copies of this index are also available to subscribers without charge

41

## **NEGRO RADIO SECTION**

**Starts page 65**

### **The Negro market: \$15 billion to spend**

Advertisers are discarding notion American Negroes constitute second-class market. Article includes brand-preference data

66

### **Negro radio: keystone of community life**

Stations which concentrate on Negro-appeal radio often come up with astonishingly high share-of-audience figures

68

### **Negro radio results: no product limitations**

Specific sales results stories from around the country show that an air advertiser can sell Negroes anything from Cadillacs to fried shrimp, real estate

74

### **Tips on using Negro radio**

Don't talk down, try to unload second-class merchandise, or overlook the opportunity to have your commercials delivered by local personalities

76

## COMING

### **SPONSOR's All-Media Evaluation Study: Part 9**

72 national advertisers reveal inside secrets of how they evaluate media. First report on SPONSOR's 3,000-questionnaire survey of agencies and advertisers

7 Sept.

### **Block Drug Co. rediscovers radio**

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

7 Sept.

## DEPARTMENTS

### TIMEBUYERS AT WORK

MEN, MONEY & MOTIVES

49TH & MADISON

NEW AND RENEW

MR. SPONSOR, Richard Owen Jr.

P. S.

NEW TV STATIONS

FILM TOP 20

COMMERCIAL REVIEWS

RADIO RESULTS

AGENCY PROFILE, Eugene Lessere

SPONSOR ASKS

ROUND-UP

TV COMPARAGRAPH

NEWSMAKERS IN ADVERTISING

SPONSOR SPEAKS

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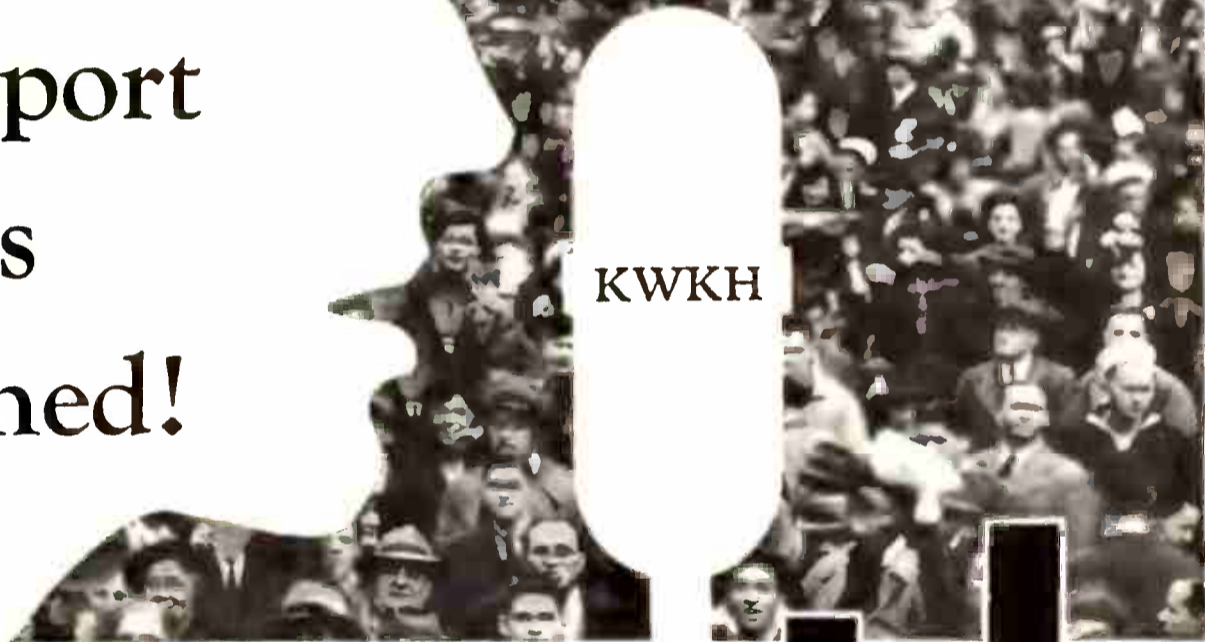
States \$8 a year, Canada and foreign \$9 Single

50c. Printed in U. S. A. Address all corres-

pondence to 40 E. 49th St., New York 17, N. Y. MUrray

2772. Copyright 1953. SPONSOR PUBLICATIONS

More people  
hear **KWKH**  
than all other  
Shreveport  
stations  
combined!



KWKH is by all odds the most listened-to, most productive station in the Arkansas-Louisiana-Texas area.

KWKH gets 22.3% more Average Daily Listeners than all other Shreveport stations combined—yet costs 44.2% less!

The audience figures above are from the new Standard Station Audience Reports—the *more conservative* of the two recent audience surveys made in this area.

Write direct or ask your Branham representative for the whole 50,000-watt KWKH story.



ALL OTHER STATIONS COMBINED **KWKH**

AVERAGE DAILY LISTENERS

**KWKH**

A Shreveport Times Station

**SHREVEPORT**

**Texas**  
**LOUISIANA**  
**Arkansas**

The Branham Co.,  
Representatives

Henry Clay, General Manager  
Fred Watkins, Commercial Manager

50,000 Watts • CBS Radio •

BOW **WOW!**



### The Blue Ribbon already —and just a year old!

"The Best News Reporting of any non-network radio station."

That's the inscription on the trophy just awarded KBIG, the Catalina station, by The Radio and Television News Club of Southern California.

With men who know news best . . . the writer at the teletype, the newscaster at the mike . . . these expertly handled hourly 5 minute-news gems of KBIG's Alan Lisser rank tops!

A long list of KBIG news sponsors verify this judgment with pen on contract.

You can join them with your own newscast every day of the month for only \$25 a day . . . twice daily for \$36.

10,000 WATTS  
AT 740

# KBIG

STUDIOS IN AVALON  
AND HOLLYWOOD

GIANT  
ECONOMY  
PACKAGE OF  
SOUTHERN  
CALIFORNIA  
RADIO

John Poole Broadcasting Co.  
KBIG • KBIF • KPIK

6540 Sunset Blvd., Hollywood 28, Calif.  
Hollywood 3-3205

Nat. Rep. Robert Meeker Associates, Inc.

# Timebuyers at work



**Carl E. Hassel**, Ross Roy, Detroit, tells a story that illustrates spot radio's flexibility. He had just completed buying announcement time for Dodge's "Job-Rated" Trucks this spring, when Dodge reduced prices. "We had to get new copy to 200 radio stations throughout the Midwest," says Carl, "and we did it overnight, thanks to the fine cooperation of all the stations." Carl placed half the announcements in early morning to reach car radio listeners, half near early evening news and late sports to reach men at home.



**Ira Singleton**, Humbert & Jones, New York, bought announcements only between 7 and 8 a.m. for his new Sonneborn Sons account—the Amalie Division. The reason for concentrating his fire: The manufacturer of Amalie motor oils and grease wants to be sure to reach men who are car owners while they're driving to work. "Hence," explains Ira, "we're sticking to minute announcements near 7 to 8 a.m. news and d.j. shows in the nine New England markets which coincide with firm's distribution." Agency specializes in automotive accounts.



**Mildred Gannon**, French & Preston, New York, has made the swing from selling securities to pushing groceries. She used to work for Doremus & Co., financial specialists, now buys time for Grand Union Super Markets. Here's the parallel she's found between selling bonds and selling biscuits: "To sell bonds, specific offers of booklets were made to attract leads for security salesmen. To get women into Grand Union Super Markets we stress specials." Announcements are bunched on heavy shopping days.



**Howard A. Schwartz**, Beacon Advertising Assoc., New York, is bucking the tradition of "hard-sell spots only" which prevails among New York retailers. For his Michael Bros. account, a chain of 10 retail furniture stores in New York and New Jersey, he recently bought New York Page One, 11-11:15 p.m. across-the-board, to start in September. "We'll be using this TV show for institutional advertising," he explains, "supplementing it with flexible TV spot announcements keyed to Michael Bros.' daily sales needs."





# Dick McAdoo, FARMER'S FRIEND

Dick's shingle might be so worded, if he had one up. It so happens though that he reaches his audiences through our microphones.

WBIG, Greensboro, broadcasts to one of the most important industrial and distribution centers in the South. It could occasionally be overlooked that we are also in the heart of a prosperous agricultural area. McAdoo heads up two "Farm" shows—early morning and midday—with emphasis on the problems and interests of this special group of listeners. Entertainment is about the same as we would offer everyone; but Dick is especially adroit in the lingo of tobacco curing, sheep shearing, or how to make apple jelly.

*This is a Personality Series. Watch for other ads featuring Bob Poole, of "Poole's Paradise;" Add Penfield, Sports Director & Newscaster; Dick McAdoo, Farm Director.*

Represented nationally by Hollingbery





**NOW SERVING OVER  
217,900\* TV HOMES  
IN OKLAHOMA!**

\*June 1, 1953



Affiliated with  
THE OKLAHOMA PUBLISHING CO.  
The Daily Oklahoman  
Oklahoma City Times  
The Farmer-Stockman  
WKY Radio  
Represented by KATZ AGENCY, INC.

# Men, Money and Motives

by  
**Robert J. Landry**

## **Tax and sympathy**

Radio broadcasters have been obliged for some five years now to "sweat it out" against the inroads and threats of the new "monster" called television. Only lately have they felt that radio was regaining lost ground, reestablishing former standing. In any event it did radio no good to beef. During its ordeal radio got about as much sympathy as self pity usually elicits in this life.

\* \* \*

What radio has been obliged to live with, and rise above, in recent seasons, will suggest that radio broadcasters are not perhaps the ones to feel an overpowering compassion for moving picture exhibitors when the latter complain of the same television menace and seek amusement tax relief. Radio's likely reaction is this: "It's tough all over, chum!" The movies must find, as radio has found and is finding, its own technique for survival in a television age.

\* \* \*

Not that the movie exhibitors don't have a legitimate case to support their plea of "distress." In five years, 5,700 theatres closed. This year alone, so far, 500 movie parlors have folded. Precisely this sort of evidence of "distress" influenced both houses of Congress and prompted them to the exceptional legislative action of voting a special repeal of the 20% tax still in force as a war measure.

\* \* \*

In his not unexpected "memorandum of disapproval" President Eisenhower pocket vetoed this special exemption for movies because, he said, the government could not in 1953 forego any taxes and because, in his opinion, to give one industry relief from a 20% admission tax while so many other industries also complained against a 20% luxury purchase tax was unjust.

\* \* \*

Getting the movie exemption through Congress, even though now killed by Eisenhower, was a considerable accomplishment in lobbying. Credit is apparently owing to COMPO (Conference of Motion Picture Organizations), and its legerdemain may be attributed to enterprise and imagination. But the principle was pretty extreme. It could be argued—it was argued—that if movies were entitled to special relief via tax repeal then the way would be opened for all sorts of other industries to demand similar consideration. Whisky, for example, can plausibly argue that a \$10.50-a-gallon excise tax is not only a disproportionate burden on a legal and tax-paying business but that it directly encourages bootlegging, a "competitor" paying no tax at all.

\* \* \*

Theatre men contended that the 20% tax converted-into-added-gross would be socially justified if, as predicted, it halted the de-

(Please turn to page 131)



**AT THE SIGN OF THE ROOSTER**

**WJAR-TV  
PROVIDENCE**

## **CHANNEL 10: POWER, PRESTIGE, PERSONALITIES**

**WJAR-TV's upped 225,000 watts serves 1,214,530 sets in \$8,257,877,000 market**

WJAR-TV's symbol is a crowing Rhode Island Red rooster. In the four years it has been on the air WJAR-TV

has accumulated a record of performance that warrants a lot of crowing. The mood of this WJAR-TV story

is restrained and factual, with the focus on these success-spelling factors: power, prestige, personalities.

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

# TEST YOUR PRODUCT IN THIS \$8-BILLION MARKET

Here are some of the hard economic facts that make the market served by WJAR-TV a "must" buy for national and regional advertisers:

The net effective buying income exceeds \$8.25 billion.

The buying income per family in this area is \$5.495, as against a national average of \$5.086 per family.

The economy as a whole in the market is now stable as a result of the greater diversification of industry. Upward employment trends, as pointed out in a recent roundup of industrial developments in the *New York Tribune* have become increasingly noticeable.

Rhode Island, specifically, is the most highly industrialized state in the nation, with a still more vigorous trend toward diversification. While textiles and jewelry still dominate manufacturing, the machinery, fabricated metals and plastics and rubber goods

industries have been expanding rapidly.

There is no keener index to an area or state's economic health than its comparative aggregate payrolls. In 1952 total payrolls in Rhode Island were 3.5% higher than they were in 1951. Manufacturing accounted for \$470,926,000 of 1952's total payroll, \$769,826,000. The ratio for manufacturing was 66%.

Rhode Island, itself, is the most densely populated state in the union. A graphic example of this density: five of its municipalities are absolutely contiguous. Providence, Cranston, Warwick, Pawtucket and Central Falls are so crowded together that it's difficult for the motorist to tell when he's entering or leaving a city.

In terms of effective buying income per family Providence ranks eighth among the cities of America.

More and more national advertisers are finding Providence and the surrounding area an ideal test market. Following is an excerpt from a letter from Edward Felbin, of Philip Klein Advertising, Philadelphia, that testifies to this fact eloquently:

*"We decided to use nothing but daytime WJAR-TV participating spots in order to first sell the women of Providence and the surrounding area on the merits of Nylast. As a test market your station was the best by far of the four we used. In fact the results far exceeded our expectations."*

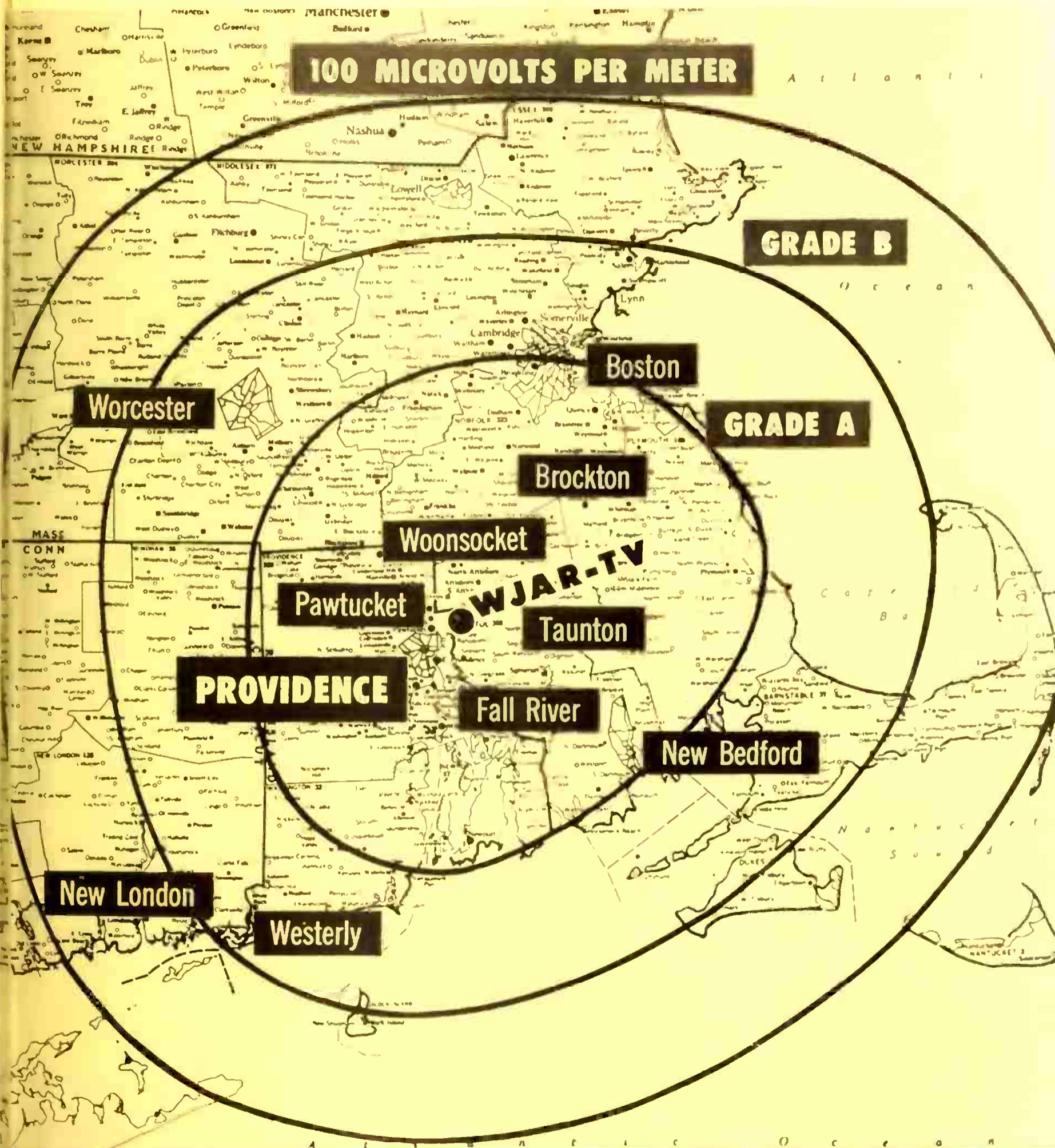
*"On the basis of the Nylast results we are happy to again use WJAR-TV and the Providence market as an exclusive test for another new product, Nu-Suede."*

*"I appreciate the coordination of your merchandising effort to really make the advertising pack a wallop."*

## Basic market data on WJAR-TV coverage area

COUNTIES	POPULATION	FAMILIES	RETAIL SALES	FOOD	GEN'L MDSE	DRUG	NET EFFECTIVE BUYING INCOME	EFFECTIVE INCOME PER
<b>RHODE ISLAND:</b>								
Bristol	30,100	8,500	\$20,676,000	\$7,456,000	\$704,000	\$812,000	\$46,836,000	\$5.2
Kent	83,900	24,700	68,337,000	21,037,000	2,156,000	2,028,000	134,204,000	5.4
Newport	66,200	16,700	57,078,000	21,785,000	2,616,000	2,173,000	105,892,000	6.3
Providence	583,500	172,700	641,535,000	168,380,000	65,644,000	21,196,000	898,890,000	5.2
Washington	50,900	13,800	45,103,000	14,715,000	3,012,000	1,608,000	60,325,000	4.3
<b>MASSACHUSETTS:</b>								
Barnstable	49,100	15,800	79,229,000	24,310,000	3,021,000	2,717,000	64,172,000	4.0
Bristol	388,800	116,400	364,889,000	111,936,000	26,118,000	12,204,000	544,449,000	4.6
Dukes	5,700	1,800	7,656,000	3,211,000	307,000	411,000	6,206,000	3.4
Essex	532,200	160,200	545,974,000	172,164,000	34,843,000	16,659,000	819,521,000	5.1
Middlesex	1,091,600	304,200	943,266,000	307,457,000	64,743,000	33,781,000	1,834,322,000	6.0
Norfolk	411,800	116,000	355,519,000	113,994,000	14,205,000	12,655,000	768,875,000	6.5
Plymouth	196,400	59,600	202,851,000	61,467,000	11,970,000	5,456,000	278,113,000	4.6
Suffolk	896,300	255,300	1,375,513,000	315,756,000	294,225,000	37,454,000	1,408,374,000	5.5
Worcester	557,800	160,100	608,145,000	175,306,000	48,456,000	15,499,000	841,950,000	5.2
<b>CONNECTICUT:</b>								
New London	147,800	42,700	172,551,000	50,747,000	8,787,000	4,683,000	254,648,000	5.9
Tolland	47,900	12,800	34,078,000	11,315,000	1,376,000	640,000	84,379,000	6.5
Windham	63,400	18,900	85,658,000	21,868,000	4,318,000	1,700,000	106,721,000	5.6
<b>TOTAL</b>	<b>5,203,400</b>	<b>1,500,200</b>	<b>\$5,608,058,000</b>	<b>\$1,602,399,000</b>	<b>\$585,954,000</b>	<b>\$170,675,000</b>	<b>\$2,257,877,000</b>	<b>Avg.</b>
<b>Percent of U.S.A.</b>	<b>3.3</b>	<b>3.2</b>	<b>3.4</b>	<b>4.0</b>	<b>3.1</b>	<b>3.6</b>	<b>3.6</b>	<b>U.S. Avg.</b>

SOURCE: 1957 Sales Management "Survey of Buying Power."



PREDICTED FIELD INTENSITY CONTOURS FOR 225 KW OPERATION ON CHANNEL 10

Prepared by  
Craven, Lohnes & Culver  
Consulting Engineers  
Washington 4, D.C.

**WJAR-TV CHANNEL 10**  
*The Outlet Company*  
PROVIDENCE RHODE ISLAND



WHEN A LOCAL afternoon program becomes a "must" stop for visiting theatre and screen luminaries the show's presiding personality must have something special. Olive Tinder (above center) has proved that her "Mati-

nee Time" has that via ratings and sales. Flanking her are Joan C Zachary Scott and Pam, Miss Tinder's Kerry Blue, who shares regular. In the adjoining gallery are: (top) starring singer-m.c. Russ Emery,

## WJAR-TV DOMINATES NEW ENGLAND TV IN LOCAL SHOWS, PERSONALITIES

Whenever a seasoned ad agency man makes a tour of TV markets one of his prime points of interest is the degree and quality of each station's local live programing. He especially notes the roster of locally developed personalities and the variety of fields of programing they encompass.

In his observations the seasoned ad-man thinks not merely in terms of what are good buys at the moment. He also tends to project: how will the station's local programing structure stack up under expanding station competition in the area?

The agency man recalls this: when

the real competitive showdown came in radio it was the station with the strongest local programing setup that tipped the scales in its favor.

WJAR-TV's programing philosophy is geared to the future as well as the expediencies of the day. In the degree and quality of local programing it is the dominant station in New England. The ratings demonstrate that it has mastered the business of producing successful commercial programs and developing personalities who are as adept at selling as at entertaining.

**There's selling impact in these WJAR-TV shows**

**Sugar 'n' Spice** — A kitchen show presided over by Betty Adams, whose reputation as a home economist is matched by her ability to sell a product. Shares recipe demonstrations with guesting famed New England chefs. Format includes best food buys of the day. (May '53 Pulse, 12.3) Mon., Wed., Fri., 11:11:30 a.m.

**New England Talent Club** — This showcase idea, starting Russ Emery, has developed into a major success story: in April '53 it got a 22.2 Pulse and Mars Candy credits it with zooming sales. Has the twin magnetic pull of adult and children's audiences. Mon. through Fri., 5 to 5:15 p.m.

**Riddle Skits** — Walter Correll, "man with 100 voices and faces," phones viewers to identify, for prizes, the subject matter of skits that he enacts. A tip-off to his pulling power: the April '53 Pulse rates this treat a 21.8; Mon through Fri.

**The Nancy Dixon Show** — With the savvy-loaded Nancy Dixon, who was on WEEI, Boston, eight consecutive years for Cluett-Prabody. Following her tips-to-shoppers program, which includes the showing of a feature film, she helps merchandise what she advertises with point-of-sale visits to local stores. April '53 Pulse, 13.1. She's on mornings, 9 to 10, Mon through Fri.

**TV Sports Page** — Voted "the man of the year", Warren Walden ranks as New England's top TV personality. Walden's guests are invariably the reigning sports figures of the day. His sports strip (Mon. through Fri., 7:15-7:30 p.m.) is virtually always sold out. Just one index of his popularity: he had a 30 Pulse for April '53.

**Weather Show** — Something distinctly different in format. Pretty Aileen MacPhee musically describes the weather via appropriate pop tunes, while Jim LaFerriere, Eastern Air Lines forecaster, backs her up with figures and maps. Mon. through Fri., 6:55 to 7 p.m. (April '53 Pulse, 22.0).

**Matinee Time** — The famous stage and screen stars who have been interviewed by her rate Olive Tinder as professionally pretty much in a class by herself. Deftly blended into the program are news of the women's world, the theatre and books, plus an excerpt from an outstanding Hollywood film. Show's April '53 Pulse was 13.0. Program on Mon. through Fri., 2 to 3 p.m.

**Late News, Sports and Weather Final** — Arthur Lake and Russ Van Arsdale alternate through the week to make this one of the area's most potent viewing spots. Consistently among the top 10 multi-weekly shows. The rating (Pulse) in April '53 was 31.1. Mon. through Sat., 11:11:10 p.m.; Sun., 11:15-11:25 p.m.

**Today in New England** — Casual Ted Metcalf (a la Garroway) delivers regional news, using AP and INS news, Telenews clips, INS facsimile photos, weather reports and late news and pictures from WJAR-TV news department. "Today's" five-minute segments at 7:25, 7:55, 8:25 and 8:55. Mon. through Fri. April '53 Pulse averaged 6.6.

**Milkman's Morries** — Versatile Ted Knight does pantomimes, comedy patter, sings, dances, weaving his talented self into the plot of the movie he introduces on each show. At breaks in the film he interviews guests from the entertainment world. Mon. through Fri., 11:10 p.m. to 1:30 a.m. April '53 average Pulse: 18.0.

**The Eddie Zaek Show** — Visually exciting, this New England hillbilly troupe offers a variety of entertainment in the western music field with country's biggest names in that field as guests. Zaek and his Dude Ranchers drew a 21.8 Pulse in April '53. Saturdays, 5:30-6 p.m. Originates from WJAR-radio coast-to-coast over NBC Saturday nights.



ario, of the high-rating "New England Talent Club," (center) Eddie Zaek's crew of western performers and (bottom) sportsman Warren Walden with Rocky Marciano and George Araujo

**WJAR-TV's strong news schedule maintains high viewer interest**

Believing that news is of super importance to a TV schedule, this station maintains a large staff of newscasters. It provides for 20-second photo

spots on station breaks, using the INS facsimile service as well as the regular reports at well-spaced intervals. Below are just the Telenews crew

Pete Gardner

Jim Metcalf

Pill Sharpe

Jim Brennan



# THEY MAKE WJAR-TV A PERSONALITY POWERHOUSE



**Warren Walden**  
*Area's top sportscaster who has won countless awards for his work in community campaigns and humanitarian efforts*



**Betty Adams**  
*Admen agree she not only handles a kitchen show magnificently but clinches a commercial in topnotch style*



**Russ Emery**  
*Before his big click on "N.E. Talent Club" he appeared on many TV net shows and starred in leading niteclubs*



**Nancy Dixon**  
*A Y&R syndicated show gained her top ranking as authority in fashion retailing, retail merchandising*



**Ted Knight**  
*An extensive acting career paved the way for his smash success as mirth-making m.c. of "Millman's Movies"*



**Olive Tinder**  
*Did all sorts of commentaries in radio, including the woman's angle on the Indianapolis auto races*



**Eddie Zack**  
*Seven years in radio has established his western, hillbilly troupes as tops in New England area*



**Alice Jackson**  
*Conducted "Homemakers' Institute" on radio before coming to "Let's Go Shopping" three years ago*



**Walter Corell**  
*Spent years in theatre, radio, TV perfecting art of the one-man type of dramatic show, such as his "Riddle Skits"*



**Jim La Ferriere**  
*He's the figures and map reader on "Weather Show." When not on TV Jim serves as R.I. traffic rep for Eastern Air Lines*



**Aileen MacPhee**  
*She's the vocalist half of the "Weather Show." Her career includes much radio and supper-room work in Boston*



**Ray Smith**  
*Started strumming his guitar, vocalizing and acting in radio back in 1938. Has been recording for Coral past 3½ years*



**Ted Metcalf**  
*With 15 years of radio and TV and master of all types of announcing, he's now star attraction of "Today in New England"*



**Russ Van Arsdale**  
*Graduate of WJAR radio and 13 years in both media as announcer, now doing many live shows, including "The News"*



**Art Lake**  
*Has been with WJAR radio for nine yrs. and with WJAR-TV four yrs., doubling from announcing spots to newscaster*





This award-winning public service series, "An Evening on College Hill," got a 55 average rating

## WJAR-TV EXCELS IN PUBLIC SERVICE



Warren Park

Public service programming at WJAR-TV has achieved a bright niche all its own. The amount of time it devotes to public service, including religion and education, is

probably unmatched by any other TV station in America, with particular reference to single-station markets. Probably on no other TV station have so many staff personalities been heaped with honors for services performed in behalf of the community.

Recognition of WJAR-TV's special flair for public service shows has been numerous and frequent but the kudo that the station is deeply proud of concerns the weekly Brown University

half-hour, "An Evening on College Hill." It was picked for top honors for the 1952-53 season in the field of educational television programs by American College Public Relations Asso.

The importance that WJAR-TV attaches to its public service programming is graphically demonstrated by the fact that the spot assigned the Brown University show was the one following the No. 1 rating, "I Love Lucy."

Among the other public service series that have gained WJAR-TV a set of appreciable ratings as well as public plaudits are "Small Fry Science," "Birds for Kids," "Mayor's Traffic Safety Program," "Portrait of Rhode Island" and "Wildlife in R. I."

Heading up WJAR-TV's public servicing programming is the knowledgeable and energetic Warren Park,

### Personalities on WJAR-TV's public service programs

(l to r) Grace Black, with 13 years as m.c. in radio-TV, moderates the Mayor's Traffic Safety Program; Dr. Renato Leonelli ("Small Fry Science") has been teaching science in R. I. for 15 years; Pete London's a showman with birds; Roland C. Clement shows "R. I. Wildlife"



## EVERY FACILITY FOR ADVERTISERS

### Studios

Studio A, which is 46 by 37 feet utilizes two RCA TK101 studio cameras. Switching and control facilities are available for a third camera and such a camera is used whenever necessary for larger productions. Studio A has complete lighting equipment, including a Kliegle dimming control panel for lighting nearly 1000 linear feet of set. This arrangement permits several programs to be set up in the same studio with a minimum of interference. Studio B is designed for small interviews and news shows. This 25 by 16-foot studio utilizes two RCA TK301 cameras and complete Kliegle light board.

### Production facilities

Studio A contains a complete modern electric kitchen, plus many other basic sets which are stocked for various types of shows. A fully trained staff is available for consultation with clients concerning sets, properties, lighting and other production problems.

### Film and slide facilities

Two RCA 16 mm projectors, two automatic selectoslide projectors, an SFE strip film projector, a Gray Telop opaque projector and a TDC slide projector are available. This equipment is utilized in conjunction with two RCA TK201 film cameras with all the latest improvements. 16 mm cameras, instantaneous Polaroid cameras, plus a completely equipped laboratory for rapid processing of stills and motion pictures are in constant use. Complete film editing facilities by a competent staff are available.

### Remote facilities

A completely equipped mobile unit is available for special events. The remote truck is equipped with two field cameras and a complete control and switching system for televising a live show at remote locations.

### Music

Transcriptions, vertical and lateral. 33 1/3 and 78 rpm; library service World, Sesac, sound effects, Mason & Hamblin grand piano and spinet.



Norman A. Gittleson, WJAR-TV's managing director and sales chief, takes time out to extend hospitality to guesting luminaries. Here are Hollywood stars Viveca Lindfors and Barry Sullivan

## HERE'S FOUR YEARS OF SOLID KNOW-HOW

Four years of intensive know-how are behind the operation of WJAR-TV.

The man behind the over-all operation is Norman A. Gittleson. With tremendous experience behind him in radio, he helped put WFMY-TV, Greensboro, N. C., on the air. His policy is utmost service to the client and the community, creating a feeling of goodwill. He takes a personal interest in every aspect of TV operations.

It is a know-how that is apparent in every facet of TV station operation: top-notch program production, the development of both commercial and public service personalities, community goodwill building, efficient servicing of the advertiser and merchandising support for the product.

WJAR-TV's 225,000 watts on channel 10 serves one of the most densely populated areas of America and 1,214,530 sets (as of 1 June 1953). Its range extends from Marblehead to Montauk and from Cape Cod to Connecticut and yet—this is one of WJAR-

TV's great prides in sales effectiveness—the station is used by scores of advertisers in many relatively small communities in the two states adjoining Rhode Island.

Divided by states, here's a list of the communities whose merchants have used WJAR-TV: Massachusetts — Dighton, Buzzard's Bay, Franklin, Middleboro, Wrentham, Milford, Attleboro, Hyannis, Boston, Mansfield, Taunton, Plymouth, Dennis, Falmouth; Connecticut—Mystic, Norwich, Putnam, New London, Danielson and Willimantic.

Rhode Island's only TV station, WJAR-TV is owned by the Outlet Company of Providence, which also operates WJAR, founded in 1922 and NBC's first affiliate. Although primarily an NBC affiliate, WJAR-TV transmits programs from CBS, ABC and the Du Mont networks, as well as originating 90 local programs a week. WJAR-TV was among the first to sign a color TV contract with NBC.

### NATIONAL SALES REPRESENTATIVES: **WEED TELEVISION**

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

#### **Seymour Horowitz**

*Program manager; applies thorough TV and theatre background to local programming and new show developments*



#### **Manning Tesser**

*Production coordinator; his keen creative flair a big WJAR-TV asset; had extensive TV freelancing in N.Y.*



#### **Mickey Borden**

*Promotion manager; has intelligently applied 14 years theatre, TV experience as producer, director, writer to job*



#### **Dody Sinclair**

*Director of public relations and merchandising; here since 1949; production manager until recalled to Navy*



#### **T. C. J. Prior**

*Chief engineer; also director of technical operations of both WJAR-TV and WJAR; with latter 29 years*



#### **Bill Cooper**

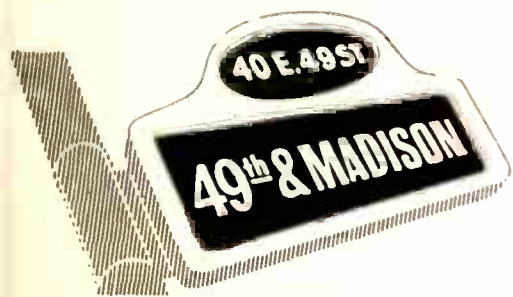
*Film director since 1950; background: visual education and distribution of film libraries*



#### **Ben Boyden**

*News director for past four years; tops in his field and ranks as dean of news bureau chiefs in Providence*





#### STILL IN USE

A couple of days ago one of our clients was in the office conferring on a new TV show. On the way out, he spied a copy of SPONSOR on our "to be read" table.

He hadn't been acquainted with the magazine before and asked a lot of questions.

Then—he decided he would like to take the copy with him. "Might have some interesting information for me," he said.

But as he started out, my assistant stopped him. He pointed out that this was a file copy—for use! He showed the client the turned down pages, the red-lined paragraphs for attention of different departments, the classifying of material for use on future projects.

The client was promised a copy of SPONSOR, with our compliments—but not the file copy. There were other magazines we might be willing to part with—but SPONSOR wasn't one of them.

I suspect, after the client finishes reading the copy of SPONSOR we sent him—that you'll receive a subscription. He was impressed that there was a trade publication that could still be in use long after it was thoroughly read by everybody in the office.

Thanks for such a publication.

EMANUEL DEMBY

Demby Productions, Inc.  
New York

#### SPANISH-LANGUAGE RADIO

We were very pleased to note the "P.S." in the July 27 issue regarding the General Mills purchase of a quarter hour across-the-board on KIWV, San Antonio. . . . We were a bit distressed, however, to see that SPONSOR neglected to mention that simultaneously General Mills also bought a quarter hour, daily, Monday through Friday *Juana Maria Show* on XEO-XEOR of the Lower Rio Grande Valley in Texas, to reach the 250,000 Spanish-speaking people there.

In addition, General Mills will be using a quarter-hour, daily show on XEJ, which serves the approximately

180,000 Spanish-speaking people in and around the El Paso area.

General Mills is also utilizing the personalities or unique programs they bought to merchandise their product—the personalities involved will be making appearances in stores in their respective markets, doing actual broadcasts, giving away photos, and in general cooperating with the local General Mills people to really promote and sell Gold Medal Flour.

Actually business has continued to boom, with many of the older Spanish-language radio advertisers expanding their efforts and other new ones coming in. Verily Spanish-language radio in the Southwest has become major league.

ARTHUR GORDON  
Sales Manager  
National Time Sales  
New York

#### FALL FACTS ISSUE

Enclosed is a check for two copies of your *Fall Facts* number. The issue is full of useful information, even for one who, like myself, is concerned with the export phase of the business. . .

If you plan to publish an edition, this year, showing international basics, please be sure to put me on the list to receive it. . .

H. E. WEINHOLTZ  
International Media Supervisor  
Young & Rubicam, Inc.  
New York

• SPONSOR's second annual International Section was published in the 29 June 1953 issue, contains facts and charts of interest to advertisers abroad.

Congratulations! You have produced again with your seventh annual *Fall Facts Issue*.

May I please have five reprints of the "Radio Basics" section for our sales and traffic departments?

W.M. F. RIPPETOE  
Manager  
WBOW, Terre Haute

• Reprints of the 1953 "Radio Basics" and "TV Basics" are now available. Price is 30c each, 20c for 25 copies or over, 15c for 100 copies or over.

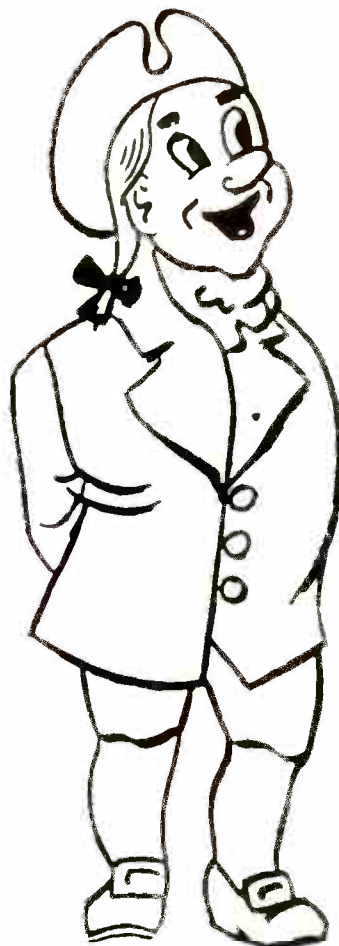
#### RADIO BASICS

In the May 18, 1953 issue of SPONSOR you published a considerable amount of information on radio set ownership ("CBS Radio turns sponsor," page 34). You also published a breakdown of auto radios, kitchen radios,

# WKJF-TV

## Channel 53

PA PITT'S TV PREFERENCE



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

YES . . .  
**WKJF-TV**

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

Phone Wire or Write  
for Complete Data

\*EFFECTIVE SEPT. 1

**WEED TELEVISION**  
NATIONAL REPRESENTATIVES

#### CUSTOMER WRITES:

"We have been very well satisfied with your long-range service, and definitely feel that it has been helpful in our sales planning."



## Western Union offers tested Weather Forecasts

You can make or save *money* by making weather work *for* you. Accurate long range weather forecasts help you to plan and *time* your sales — purchases — production — inventory control — and advertising more effectively. Cooperating with famed National Weather Institute, Western Union provides scientifically based, time-tested forecasts. They range from one month to six months in advance, and can be pin-pointed to any desired specific areas.

For information and rates, wire or write to:

Director of Callateral Services  
**WESTERN UNION TELEGRAPH CO.**  
60 Hudson Street  
New York 13, N. Y.

and others, as well as information on the listening in mid-morning, mid-afternoon, and mid-evening.

We are in the process of compiling a promotional piece on this station and I think the information contained in your May 18 issue very important reading for the prospective advertiser. We would like your permission to reproduce these figures and information contained in this issue. Of course, full credit will be given to the May 18, 1953 issue of SPONSOR.

M. M. ROCHESTER  
General Manager  
KSEL  
Lubbock, Tex.

• Permission to reprint SPONSOR's 18 May article on radio listening is accorded KSEL. Readers seeking permission to reproduce articles from SPONSOR should request permission in writing. Address: 40 E. 49th St. Permission is usually granted provided credit is given.

Please send us 50 reprints of the "TV Basics," and the "Radio Basics" in your July 13, 1953 magazine.

DONALD TELFORD  
Commercial Manager  
KIEM & KRED  
Eureka, Cal.

#### FILM RERUNS

Some time ago we saw an article in your fine magazine on the subject of feature film reruns ("Is the rush to film shows economically sound?" 28 July 1952, page 19). The article stated that the second and third run had higher ratings than the original. Would it be possible for you to furnish us with another copy?

EVERETT L. THOMPSON  
Radio-TV Director  
Baldwin, Bowers & Strachan, Inc.  
Buffalo

• SPONSOR is glad to furnish extra copies of back issues when available. Cost is 50c each.

#### 15% COMMISSIONS

Regarding your article, "Do agencies earn their 15% on air accounts?" (29 June 1953, page 32), here is my thinking on the subject.

In the first place, I think there should be a separation as to whether you are talking about radio or television. I would say that quite generally in radio most everyone would agree that agencies do earn their 15%. There aren't so many outside packages as in television. There are still lots of soap operas and other agency-produced programs—plus a lot of spot time buying

—all of which involves a substantial amount of overhead for the agency, apart from writing the copy for the program or spots.

As for television, my only answer would be that it would depend on the agency. If the agency does a superficial job, as so many of them are doing, then they certainly are not earning their 15%. Even though most shows are not agency productions, if the agency does a conscientious job on all the other things that they have to do in connection with that particular appropriation, they would have more overhead per dollar of billing than they would have in any other media. Consequently, they would be entitled to more than 15%.

Speaking for our agency, we have as many agency-created and produced shows as we have packages bought on the outside. Yet in all instances we render the kind of service in connection with the various appropriations that we just cannot come out even with only the 15%. We have been charging all our clients a service fee in addition, and none of them has objected.

EMIL MOGUL  
President  
Emil Mogul Co., Inc.  
New York

#### FORD ON "OMNIBUS"

I am ashamed to say that I missed your June 15 issue and so have just been made aware of the figures in your "Report to Sponsors" in that issue.

The Foundation has budgeted over \$2,000,000 for the two programs in the coming season: \$1,560,000 for 26 weeks of *Omnibus*, and \$520,000 for 26 weeks of the new show, currently titled *Excursion*.

Not one-third but virtually all of this money will be recovered in the event of 100% sponsorship since both programs are being offered for sale at breakeven prices.

It should be obvious that *Omnibus* last season cost quite a lot more than \$858,652 and that sponsors paid a good deal more than \$187,850.

The program budget for *Omnibus* was exactly the same last year, and we also underwrote station payment for the unsponsored portions which cost us \$46,320 during the first eight weeks. The Foundation received a net income from sponsors, after agency commissions, of \$1,182,350. Your figure of  
(Please turn to page 132)



# A TELEVISION NETWORK IS BORN

THE **CDC** - TRI-STATE NETWORK

**WKRC-TV**      **WHIO-TV**      **WTVN**

INDIANA

OHIO

COLUMBUS

DAYTON

CINCINNATI

KENTUCKY

Now at one *low* cost the CDC offers advertisers concentrated coverage of three major Southern Ohio markets, Cincinnati, Columbus and Dayton, plus Northern Kentucky and Southern Indiana.

For more detailed information, call or write Don Chapin, Co-ordinating Director, 800 Broadway, GARfield 1331, Cincinnati 2, Ohio.

**CINCINNATI**

WKRC-TV • CBS

Katz Agency •

**DAYTON**

WHIO-TV • CBS • ABC • DUMONT

George P. Hollingbery Company •

**COLUMBUS**

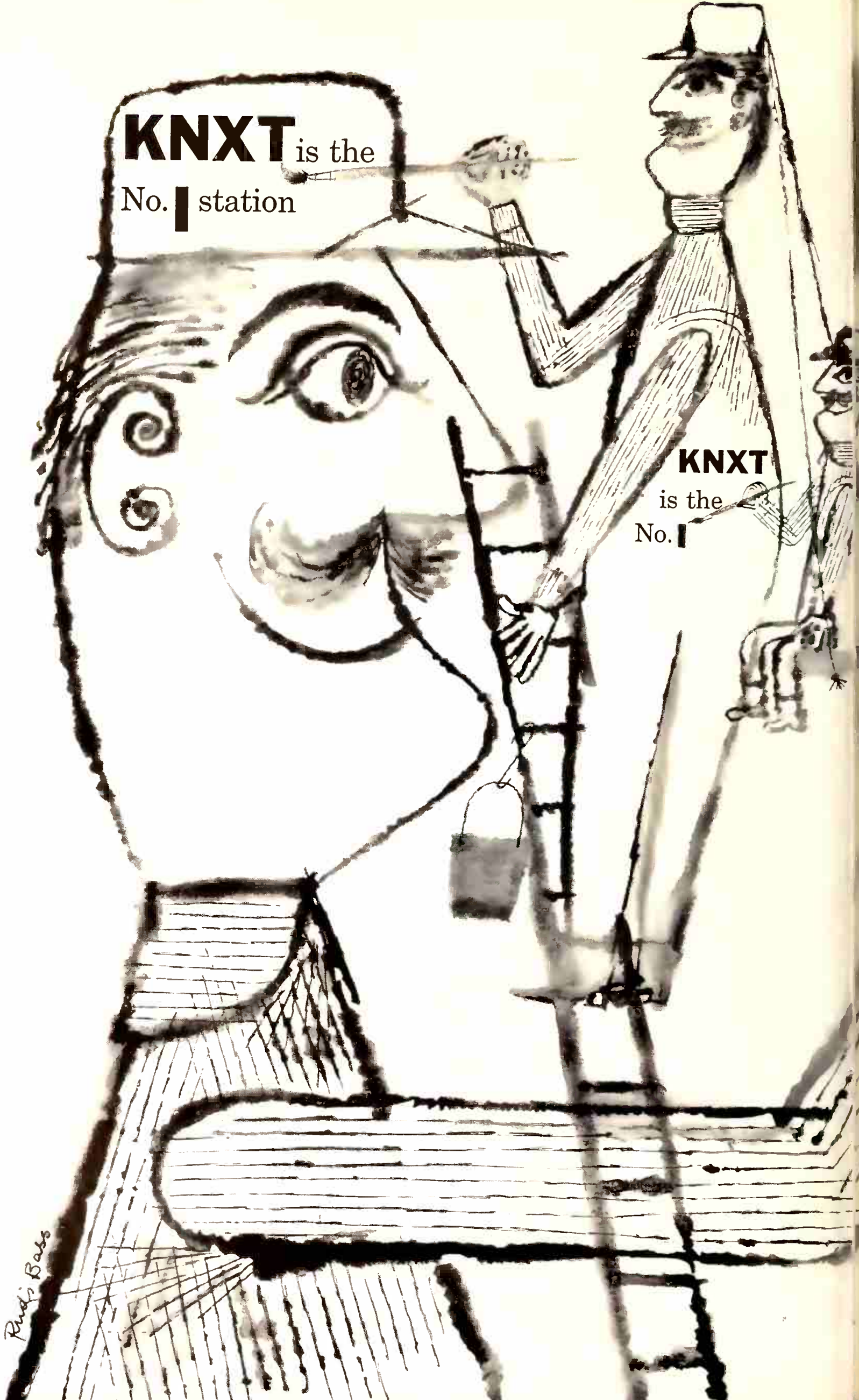
WTVN • ABC • DUMONT

Katz Agency

**KNXT** is the  
No. 1 station

**KNXT**  
is the  
No. 1

*Rudi Bass*





# KNXT

 is the

No. **1** station in the

No. **2** TV market

**NOW MORE THAN EVER!** For now  
KNXT delivers a nighttime audience 25% bigger than  
its nearest competitor...a daytime audience  
48% bigger...*half-again as much audience per dollar  
as the second station.* That's the picture  
latest research paints (ARB, July 1953). For the  
No. 1 buy in the \$11,000,000,000 Los Angeles television  
market...the biggest audience at the lowest  
cost...*all signs point to...*

**KNXT**



Channel 2  
CBS Television's  
key station in  
Hollywood...  
Represented by  
CBS Television  
Spot Sales

*in* **Syracuse, Omaha and Phoenix**  
*it's* **Standard Operating Procedure**  
**TO BUY THE MEREDITH STATION**

**THREE  
BIG  
MARKETS!**

Combined retail sales of the Syracuse, Omaha, and Phoenix metropolitan county areas: \$1,335,599,000. Combined TV set total in these three big markets: 542,637.

**SYRACUSE • • • WHEN**

Central New York's most powerful station (190,000 watts on Channel 8). Sets in station area: 220,041. Retail sales: \$430,077,000. CBS Basic, ABC, DuMont. Represented by The Katz Agency.

**OMAHA • • WOW-TV**

Truly a regional station that covers the big Omaha market (191,096 sets) and Lincoln (60,000 sets). Retail sales: \$469,879,000. 100,000 watts on Channel 6, maximum power allowed for this channel. NBC Basic and DuMont. Represented by Blair TV.

**PHOENIX • KPHO-TV**

Arizona's first TV station that sells the prosperous natives who watch 71,500 sets. Retail sales: \$435,643,000. CBS Basic, ABC and DuMont. Channel 5. Represented by The Katz Agency.

**TIME BUYERS AGREE IT'S S.O.P.\*  
TO BUY THE MEREDITH STATION**

\*S.O.P.— Armed Forces lingo for Standard Operating Procedure . . . “the way it should be done according to the book.”

Sources: Survey of Buying Power, 1953; Broadcasting-Telecasting's Telestatus

**AFFILIATED WITH Better Homes and Gardens • Successful Farming Magazines**



# New and renew

# SPONSOR

24 AUGUST 1953

## 1. New on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Amer Dairy Assn, Chi	Campbell-Mithun, Mpls	NBC	Bob Hope Show; F 8:30-9 pm; 25 Sep; 52 wks
Anheuser-Busch, Inc., St Louis	D'Arcy, St Louis	ABC 343	Sports Today with Bill Stern; M-F 6:30-45 pm; 14 Sep; 52 wks
Coleman Co, Wichita, Kan	N. W. Ayer, NY	NBC 175	Operation Tandem; Barrie Craig, T 8:30-9 pm; Eddie Cantor, Th 9:30-10 pm; The Six Shooter; Sun 9:30-10 pm; 15 Sep; 4 wks
Consolidated Cosmetics, Chi	BBDO, Chi	CBS 203	Galen Drake, Sat 10:15-30 am; 8-22 Aug only
Healing Waters, Inc, Tulsa	White Adv, Tulsa	ABC 236	Dr. Oral Roberts, Sun 3-3:30 pm; 4 Oct; 52 wks
Int'l Harvester, Chi	YGR, Chi	NBC 53	Alex. Deier, M-F 7-7:15 pm; 7 Sep; 52 wks
Knemark Mfg, NY	Emil Mogul, NY	CBS 20-1	Arthur Godfrey, M-F alt days, 10-10:15 am; 31 Aug; 39 wks
Liggett & Myers (Chesterfields), NY	Cunningham & Walsh, NY	MBS 565	Perry Como Show, M, W, F 7:45-8 pm; 31 Aug; 52 wks
Lo-ke Stove Co, Kansas City, Mo	Potts, Calkins & Holden, Kansas City, Mo.	CBS 20	Duke of Paducah; F 9:30-10 pm; 14 Aug; 13 wks



## 2. Renewed on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Electric Auto-Lite Co, Toledo	Cecil & Presbrey, NY	CBS 191	Suspense; M 8-8:30 pm; 28 Sep; 52 wks
Hall Brothers, Kansas City, Mo	FC&B, Chi	CBS 200	Hallmark Radio Hall of Fame; Sun 9-9:30 pm; 6 Sep; 52 wks
Andrew Jergens Co, Cincinnati, Inc, Chi	Robert Orr, NY	CBS 130	Time for Love; Th 9:30-10 pm; 3 Sep; 52 wks
Prudential Ins Co of America, Newark, NJ	Leo Burnett, Chi	CBS 171	People Are Funny; T, B-B 30 pm; 6 Oct; 52 wks
R. J. Reynolds Tob, Winston-Salem, NC	Calkins & Holden, Carlock, McClinton & Smith, NY	ABC 302	Jack Berch Show; M-F 12:25-30 pm; 21 Sep; 52 wks
	William Esty, NY	NBC 95	Grand Ole Opry; Sat 9:30-10 pm; 14 Oct; 52 wks



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

## 3. National Broadcast Sales Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
Milton F. Allison	WLW-T, Cincinnati, sls mgr	CBS Radio Spot Sls, NY, eastern sls mgr
John H. Bachem	Du Mont TV Net, NY, asst dir sls	Same, natl sls mgr
Roger M. Baker	WKBW, Buffalo, vp, gen mgr	WBES-TV, Buffalo, gen mgr
Charles Bell Jr	WNHC, New Haven, Conn, acct exec	WHAY, New Britain, sls mgr
Ted Bergmann	Du Mont TV Net, NY, sls dir	Same, gen mgr
James E. Blake Jr	Mo's Star & Trib, Mpls, natl adv stf	KSTP, Mpls, natl sls dept
Nick Bolton	William Rimbeau, Chi, office head	Katz, Chi, radio sls stf
Irvin G. Boudreau	WKNB, New Britain, acct exec	WDRG, Hartford, acct exec
George E. Burgess	New Engl Adv Agcy, consultant chg radio & TV accts	Screen Gems, NY, sls dept
Carl J. Burkland	CBS Radio, dir stn admin	Portsmouth, Va Radio Corp (WSAP) exec vp gen mgr
Larry Butler	KXIC, Iowa City, comml mgr	WNAX, Yankton, SD, sls serv mgr
Wendell B. Campbell	CBS Radio Spot Sls, gen sls mgr	CBS Radio Div, vp chg stn admin
Boyd B. Carrigan	Arrow TV Prods, Hywd, acct exec	Forjoe & Co, LA, sls acct exec
Harold C. Carrow Jr	Armed Forces	WXYZ-TV, Detr, publicity dir
John P. Cleary	NBC, NY, radio net prog mgr	Same dir radio net progs
Edward R. Conne	Self-employed (making survey of TV field)	Prockter TV Enterprises, Hywd & NY, vp chg natl sls
C. M. Conner	KENI, Anchorage, Alaska, acct exec	KTVA, Anchorage, Alaska, natl adv mgr
Charles W. Curtin	Yankee Net, Boston, acct exec	WDRG, Hartford, acct exec
Charles E. Denney Jr	Paramount TV Prods, special project exec	KECA-TV, LA, asst gen sls mgr
Henry R. Flynn	CBS Radio Spot Sls, NY, eastern sls mgr	Same, gen sls mgr
Dick Foote	Clinton Foods, Clinton, Ia, slsmn	Forjoe, NY, acct exec
Don W. Frost	Weed & Co, NY, acct exec	Free & Peters, NY, acct exec
C. T. Garten	WSAZ, Huntington, W. Va, stn mgr	Same, asst gen mgr
John Gibbs	KOV, Pittsb, public serv dir	Same, prog dir
Alma Graef	MBS, NY, mgr sls serv dept	Same mgr comml opers
Hugh Grauel	ABC TV, West Coast slsmn	RCA Recorded Prog Serv, Chi, Central Northwest ern sls rep
David T. Harris	KWG, Stockton, Cal, mgr	KMJ, Fresno, Cal, opers mgr
Fred Horton	NBC, NY, acct exec sls dept	Same, dir radio net sls
Kingsley F. Horton	CBS, Hywd, hd West Coast sls	George F. Foley, Hywd, vp chg West Coast office (new office, address 6057 Sunset Blvd)

Numbers after names refer to New and Renew category

- W. B. Campbell (3)
- Frank Woodruff (3)
- Fred Horton (3)
- John P. Cleary (3)
- D. H. McGannon (3)

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

**New and renew**

### 3. National Broadcast Sales Executives (cont'd.)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Henry Howard Jr	CBS TV, Hywd, chg bus affairs	CBS Radio, NY, prog bus affairs dept
Allen Hundley Jr	KDSX, Denison, Tex, prog dir	Same, stn mgr
Edwin T. Jameson	Free & Peters, NY, acct exec	NBC Spot Sls, NY, slsmn
Hugh O. Kerwin	Crosley Distrib Div, St Louis, adv, sls prom mgr	WTVI, St Louis, adv, sls prom mgr
Frank G. King	KECA-TV, LA, gen sls mgr	Same, gen mgr
Carl E. Lee	Fetzer Bdcstg, Kalamazoo, admin asst to pres	Same, mng dir
Frederick A. Long	Geyer Adv, NY, dir radio & TV	United Artists TV, NY, vp, gen mgr
Ralph W. Long	Quick Mag, adv mgr	George P. Hollingbery, NY, sls stf
William G. Martin	William Esty, NY, radio bus mgr	Du Mont TV Net, NY, dir sls
Donald H. McGannon	Du Mont TV Net, NY, admin asst to mng dir	Same, asst mng dir
John D. McTigue	WJZ, NY, dir publicity	NBC Radio, NY, acct exec, radio net pres
Edwin C. Metcalfe	KECA-TV, Hywd, sls stf	Weed & Co, Hywd, sls stf
Paul E. Mills	WOWO, Ft Wayne, sls mgr	WBZ, Boston, mgr
Bill Morgan	WXYZ, WXYZ-TV, Detr, dir adv, sls prom	WXYZ-TV, Detr, acct exec
Merrill Mueller	NBC, NY news ed, commentator, "Today"	Same, radio news & features exec
John J. Mulvihill	Gen Artists Corp, Hywd, dir radio-TV dept	WOR-TV, NY, acct exec
Robert P. Murray	Branham Co, NY, radio & TV slsmn	Katz Agcy, NY, radio sls stf
Bill Newton	Filmack Studios, Chi, creative sls	Kling Studios, Chi, acct exec
Floyd Ottoway	WSYR, Syracuse, asst prog dir	Same, prog mgr for radio
Martin S. Pollins	WNJR, Newark, NJ, natl sls mgr	World Bdcstg, NY, field sls rep
James Pollock	WPTZ, Phila, film & prog dir	WILS-TV, Lansing, Mich, TV prog dir
James H. Ranger	KWG, Stockton, Cal, sls dept	Same, mgr
Stan Raymond	WATL, Atlanta, comml mgr	Dora-Clayton Agcy, Atlanta, acct exec
Bok Reitzel	CPRN, Eastern sls rep, NY	CBS Radio Net, Pacific Coast sls mgr
Stephen R. Rintoul	WXXW, Albany, pres, gen mgr (stn off air)	WPTR, Albany, gen mgr
Elton H. Rule	KECA-TV, LA, spot sls mgr	Same, gen sls mgr
Emanuel Sacks	RCA, Camden, NJ, vp, gen mgr RCA Victor record dept	Also NBC, NY, staff vp
Hugh Sebastian	Lever Bros NY, res analyst	C. E. Hooper, NY, res analyst
William H. Shaw	Broadcasting mag, Midwest sls mgr	KHMO, Hannibal, Mo, gen mgr
Hamilton Shea	WTAM, WNBK, Cleve, gen mgr	WNBC, WNBT, NY, gen mgr
I. E. Showerman	NBC, vp chg central div	Ziv TV, NY, sls exec
George T. Shupert	United Artists TV, NY, vp, gen mgr	ABC, NY, vp ABC Syndication
Robert H. Silverman	WABF, NY, sls mgr	WQXR, NY, acct exec
Bert Somson	United Film & Recording Studios, Chi, dir sls	Kling Studios, Chi, acct exec
John G. Stilli Jr	WBZ, WBZ-TV, Boston, sls prom hd	KDKA, Pittsb, sls mgr
George D. Tons	KDKA, Pittsb, sls mgr	Westinghouse stations, Midwestern sls mgr (office in Chi)
Dirk A. Watson	N. W. Ayer, NY, acct exec	Forjoe, NY, acct exec
John D. Wilson	Bloom Adv, Dallas, radio-TV dir	Screen Gems, NY, Southwestern sls mgr
Helen Wood	Forjoe, NY, acct exec	Richard O'Connell, NY, acct exec
Frank Woodruff	Dancer-Fitzgerald-Sample, NY, vp	Free & Peters, NY, dir radio prom & res
William R. Wyatt	George W. Clark, vp chg NY office	BAB, NY, dir memb serv
Walter S. Zahrt	Tracy-Locke Co, Dallas, acct exec	George P. Hollingbery, SF office, sls stf



### 4. New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
American Corn Millers Federation	Leading corn millers' national ad campaign	Arthur Meyerhoff, Milw, Chi
Charles Antell, Balt	New products div	erly Hills
Charles Antell, Balt	Fastabs (weight reducing tablets)	Dowd, Redfield & Johnstone, Boston
Dwight Edwards Co, SF (Div Safety Stores)	Edwards Instant Coffee	Ruthrauff & Ryan, NY
Finlay Straus Stores, NY	Credit jewelry chain	Erwin, Wasey & Co, LA
Gipps Brewing Corp, Peoria, Ill	Gipps Beer	Hirshon-Garfield, NY (for radio TV)
Industrial Research, Miami	Hydrocap Catalyst Battery Cap	Mace Adv, Peoria, Ill
Lewal Industries, NY	Instant Dip Silver Cleaner	Hirshon-Garfield, Miami
Sterling Ins Co, Chi	Insurance	Harry B. Cohen, NY
		Schoenfeld, Huber & Green, NY

### 5. New Firms, New Offices, Changes of Address

Bolling Co, new Chi hdqtrs: Tribune Tower, Rm 1817	Hilton & Riggio, new Hywd office: Hollingsworth-Taft
Branham Co, new address in Charlotte: 2001 Liberty Life Bldg, Charlotte 2, NC	Nona Kirby Co, reps. new New England hdqtrs: Statler C Bldg, Boston, Mass
Compton Adv, NY, to move to 261 Madison Ave in Dec; present address, 630 Fifth Ave	A. C. Nielsen Co, new radio-TV sales-serv office on Coast: 100 Bush St, SF; Joseph R. Matthews, Western
Donald Cooke, Inc, new NY address: 331 Madison Ave	Robert M Purcell TV, Hywd, new TV consulting firm, headed by Robert M. Purcell, formerly dir opers at KTTV
Joe Harry, new Spanish-lang radio & TV rep firm, San Antonio; to commence opers 1 Sep; Joe Harry to resign as mgr KCOR, San Antonio	Rowe & Wyman Co, ad agency, new address: 3800 Re Rd, Cincinnati 29, Ohio

Numbers after names refer to New and Renew category

- Joe Harry (5)
- Bok Reitzel (3)
- M. F. Allison (3)
- Carl Lee (3)
- Nick Bolton (3)

- Emanuel Sacks (3)
- C. T. Garten (3)
- G. T. Shupert (3)
- John D. Wilson (3)
- Bill Morgan (3)





## SINGULAR PLURALS

(including clowder,  
murmuration and gaggle)

We have been investigating group designations for the animal kingdom. In the interest of keeping you informed, we publish a passel of our findings.

A bunch of cats is a clowder; one speaks of a cover of coots, a stud of mares, a tribe of goats, a bale of turtles, a murmuration of starlings, a rafter of turkeys and a gang of elk. There are also a dray of squirrels, a pace of asses, a barren of mules, a crash of rhinoceroses, a gaggle of geese.

In a certain part of the Midwest, where consumers herd and listeners muster, there's a plural for human being which gives point to our prose: *WMT*listeners. This is a collective term for 338,480 families who listen to WMT every week, the pluralest assemblage that ever.

For a clutch of data (a group of datum), see the Clowder\* man.

**W M T** CEDAR RAPIDS

600 kc 5,000 watts

Basic CBS Network

\*The Katz Agency, our national reps.



**ANOTHER LEADER....**

**... IN THE WEMP PARADE!**

BILL BRAMHALL, one of WEMP's famous air salesmen, emcees two great shows daily. His homespun style is all his own, yet fits like a glove in the WEMP family. One thing is sure, if Bill says it's good, they buy it. Some of his advertisers are:

Coca-Cola, Oxydol, Omar, Simonize, Robert Hall, Household Finance, Miller Brewing Co., Wheaties, Schlitz Beer, R. G. Dun Cigars, Bab-O, Squirt, Manischewitz Wine.

WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.\* Call Headley-Reed!

\*Based on latest available Hooper Comprehensive and SR & DS rates.

**WEMP WEMP-FM MILWAUKEE**

HUGH BOICE, JR., Gen. Mgr.  
HEADLEY-REED, Natl. Rep.

**24** HOURS OF MUSIC, NEWS, SPORTS



**Mr. Sponsor**

**Richard Owen Jr.**

Acting Advertising Manager  
B. T. Babbitt, Inc., New York

Dick Owen became Babbitt's assistant advertising manager at a crucial point in the company's history: 1950 was the year when Bab-O's competitor, Ajax, began its heavy inroads into the cleanser's sales.

As a newcomer in the soap business at the time, Dick got a concentrated course in the philosophy and practice of soap selling from his part in the battle for housewives favor.

Here are some of the lessons he learned:

*Consumer taste is fickle:* Women are the soap buyers, and a woman's preference today is no guarantee of sales for tomorrow. Everything from premiums to sweet scents in the cleanser have been used in the ding-dong leadership struggle between Bab-O and its arch rival, Ajax.

*Competition is keen:* It's the boxing game of advertising—a constant case of "he's up, now he's down." New ingredients are hitched up with new advertising strategy in order to get a fresh sales punch. (See "Bab-O bounces back," SPONSOR, 22 October 1951.)

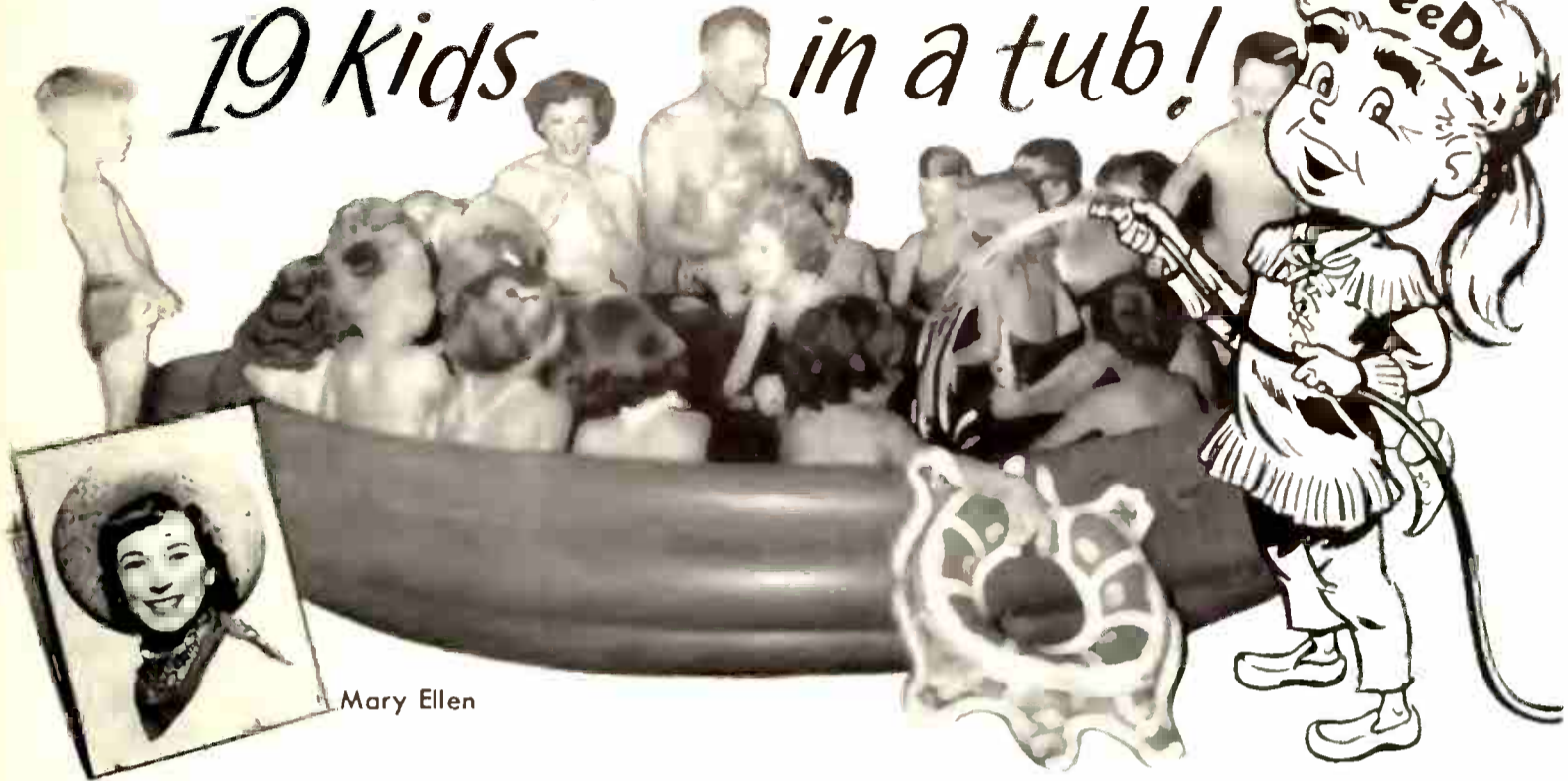
And although Babbitt flatly refuses to disclose its advertising budget, it's fairly easy to figure it out by simple arithmetic. It is known that the firm's budget has fluctuated between \$2 million and \$2.5 million in recent years. According to PIB and *Media Records*, Babbitt spent \$273,000 in network TV, \$23,000 in network radio, \$212,000 in newspapers and newspaper sections, \$5,500 in magazines in 1952. Subtotal: \$513,500. Conclusion: Babbitt is spending at least \$1.5 million in spot radio and TV.

The philosophy of Babbitt's selling was explained to SPONSOR by Dick Owen: "It isn't enough to keep tabs on the competition's activities and to keep close track of your ad campaign's sales pull. You've got to stay on top of new product developments, consumer preferences, individual market problems. That doesn't make the soap business different from other parts of the grocery field . . . only more so."

Before joining Babbitt, Dick was assistant ad manager of the Boyle-Midway Div. of American Home Products for a few years.

Going to his Westbury, L. I., home doesn't take him away from advertising. His three-year-old daughter has a toe-hold on the business. "She thinks in slogans," Dick says. ★ ★ ★

# Rub-a-dub-dub- 19 Kids in a tub!



Mary Ellen

And how those kids can sell mom on the products advertised on WSPD-TV's "Fun Farm".

Dow Chemical Company, through its Saran Wrap Division, purchased participation to promote its new crystal clear plastic wrap in the Toledo Test Market. After a few short months, Saran Wrap enjoys 21% of the total wrap sales in Toledo. Happy local and regional sponsors include Toledo Edison, Kuehmann Potato Chip Co., and Corn City Chicken.

Lovely and talented Mary Ellen superbly handles the fun-making and the commercials five mornings a week. Activities range from dancing the Hokey Pokey\* to learning about safety in the water (above picture with Red Cross Instructor). A weekly drawing contest attracts over 300 entrants, with such prizes as bicycles, phonographs, popcorn poppers, and pet shop certificates being awarded.

Personal appearances of Mary Ellen in Toledo's leading super markets the past six weeks have drawn over 8,000 kiddies and parents to watch her draw funny faces from their initials. She has definitely proven to be the idol of

the younger set. Letters from parents indicate strongly that the adults drop everything to watch "Fun Farm" also, and mail pours in from every town within the WSPD-TV coverage area.

A call to the Katz Agency's nearest office, or Adams 3175 in Toledo will be the first step in bringing you outstanding sales results in Toledo's Billion Dollar Market.

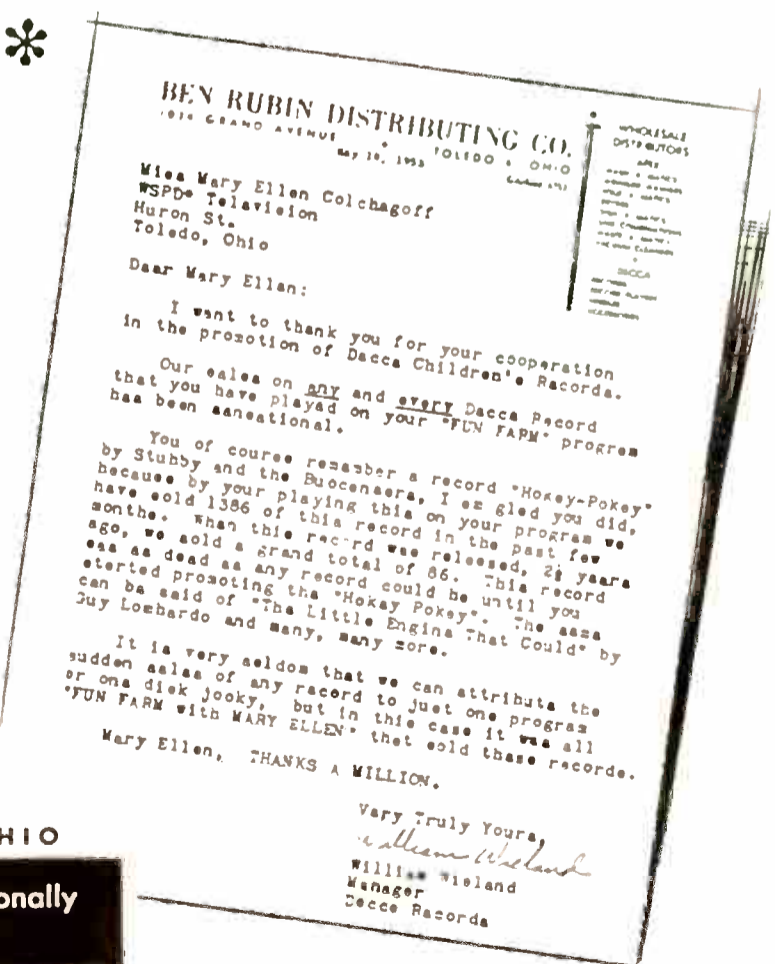


**WSPD** **AM-TV**  
TOLEDO, OHIO

Storer Broadcasting Company

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally  
by **KATZ**



**BEN RUBIN DISTRIBUTING CO.**  
1014 GRAND AVENUE TOLEDO, OHIO  
MAY 10, 1953

Miss Mary Ellen Colchagoff  
WSPD Television  
Huron St.  
Toledo, Ohio

Dear Mary Ellen:

I want to thank you for your cooperation in the promotion of Decca Children's Records.

Our sales on ANY and EVERY Decca Record that you have played on your "FUN FARM" program has been sensational.

You of course remember a record "Hokey-Pokey" by Stubby and the Buocensera. I am glad you did, because by your playing this on your program we have sold 1386 of this record in the past few months. When this record was released, 2 1/2 years ago, we sold a grand total of 86. This record was as dead as any record could be until you started promoting the "Hokey Pokey". The same can be said of "The Little Engine That Could" by Guy Lombardo and many, many more.

It is very seldom that we can attribute the sudden sales of any record to just one program or one disk jockey, but in this case it was all "FUN FARM" with MARY ELLEN that sold these records.

Mary Ellen, THANKS A MILLION.

Very Truly Yours,  
William Wieland  
Manager  
Decca Records



Check  
First

### CLEVELAND'S CHIEF STATION

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED

BY

H - R REPRESENTATIVES



CLEVELAND'S Chief STATION

# NO DOUBLE SPOTS . . .

# NO SECRET RATES . . .

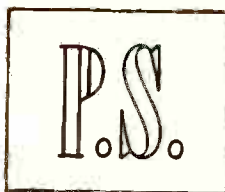
Your Advertising  
Travels  
FIRST CLASS



San Antonio's  
Leading  
Independent



Nat'l. Rep. John E. Pearson Co.



**See:** "The five-minute network radio show"

**Issue:** 17 November 1952, p. 34

**Subject:** No rash of new capsule programing in fall 1953; trend reverts to news-casts, news commentary

In November 1952 there were 31 sponsored five-minute programs on the four radio networks. By September 1953 the total number of sponsored capsule shows will be reduced to 25. Last fall the format of these midget shows ranged from comedy and music to philosophy and news. This fall the overwhelming majority of five-minute shows are news programs.

Said one agency radio-TV man: "It's difficult to develop audience loyalty for that brief a show period. The ratings of such capsule programs therefore hinge upon those of their adjacencies. A news program featuring a well-known commentator, however, usually has its own drawing power, more because of the commentary than for the scope of the five-minute news coverage."

TIME	PROGRAM	SPONSOR	AGENCY
<b>ABC: Sponsored five-minute programs</b>			
8:55-9:00 a.m. M, W, F	Time for Betty Crocker	General Mills	Dancer-Fitzgerald-Sample
2:30-2:35 p.m. M, W, F	Time for Betty Crocker	General Mills	Dancer-Fitzgerald-Sample
4:25-4:30 p.m. M, W, F	Time for Betty Crocker	General Mills	Dancer-Fitzgerald-Sample
10:30-10:35 p.m. M, F	Edwin C. Hill (news)	Philco	Hutchins Advertising
<b>CBS: Sponsored five-minute programs</b>			
11:00-11:05 a.m. Sat	Bill Shadel and the News	Campana Sales Co.	Wallace-Ferry-Hanly
1:55-2:00 p.m. Sat	Galen Drake	Sanka	Y&R
4:00-4:05 p.m. M-F	Robert Q. Lewis Show	Calumet, Post Toasties	Foote, Cone & Belding
4:15-4:20 p.m. M-F	Sunshine Sue	Corn Products Sales Co.	C. L. Miller Co.
4:55-5:00 p.m. M-F	Robert Q. Lewis Show	Calumet, Post Toasties	Foote, Cone & Belding
5:55-6:00 p.m. Sun	Cedric Adams (news)	Sonotone Corp.	Kudner Agency
6:20-6:25 p.m. M-F	Robert Q. Lewis Show	Calumet, Post Toasties	Foote, Cone & Belding
<b>MBS: Sponsored five-minute programs</b>			
8:55-9:00 a.m. M-F	Gabriel Heatter (news)	(1) Block Drug Co. (2) VCA Labs. Sponsors alternate M, W, F first wk, Tu, Thu second wk	(1) Cecil & Presbrey (2) Kastor, Farrell, Chesley & Clifford
10:30-10:35 a.m. M-Sat	Headline News—Frank Singiser	S. C. Johnson & Son	Needham, Louis & Brorby
11:25-11:30 a.m. M-Sat	Headline News—Holland Engle	S. C. Johnson & Son	Needham, Louis & Brorby
12:15-12:20 p.m. M-F	Capital Commentary	S. C. Johnson & Son	Needham, Louis & Brorby
2:25-2:30 p.m. M-Sat	Headline News—Frank Singiser	S. C. Johnson & Son	Needham, Louis & Brorby
3:25-3:30 p.m. Sat	Headline News—Sam Hayes	S. C. Johnson & Son	Needham, Louis & Brorby
5:55-6:00 p.m. M-F	Cecil Brown, Commentary	S. C. Johnson & Son	Needham, Louis & Brorby
6:25-6:30 p.m. Sun	Cecil Brown, Commentary	State Farm Mutual Auto Insurance Co.	Needham, Louis & Brorby
7:45-7:50 p.m. T, Th	Titus Moody	Emerson Drug Co.	Lennen & Newell
7:55-8:00 p.m. Sat	Cecil Brown, Commentary	State Farm Mutual Auto Insurance Co.	Needham, Louis & Brorby
9:00-9:05 p.m. M-F	Bill Henry and the News	Johns-Manville Corp.	J. Walter Thompson
5 min. M-Sat following "Game of the Day"	Camel Scoreboard	R. J. Reynolds Tobacco Co.	Wm. Esty Co.
5 min. Sun-Sat preceding "Game of the Day"	Vitalis Warm-up	Bristol-Myers Co.	Doherty, Clifford, Steers & Shenfield
5 min. Sun following "Game of the Day"	Wheaties Scoreboard	General Mills	Knox-Recves Advertising

**NBC: No sponsored five-minute programs**

# Live Talent, Live Audience

The area WNAX-570 covers is immense and predominantly rural. Rural folks love live talent. WNAX-570 delivers it, with 30% of our air time live and local.

Big Aggie Land meets station personalities on the air and in person.

The WNAX Bohemian Band regularly tours our coverage area—Minnesota, the Dakotas, Nebraska and Iowa. On Saturday nights a sizable group travels to various towns presenting *The Missouri Valley Barn Dance*. Wynn Speece takes *Your Neighbor Lady*,

the kitchen program, on a series of summertime picnics.

Les Davis, dean of Midwest coaches, covers major

sports events play-by-play and on-the-spot. The popularity

of these and other WNAX-570 personalities is attested

by 31,462 requests for picture postcards of our "talent" in

a recent 77-day period. And by Diary Study ratings:

our average ¼-hour rating is twice that of any one of the

4 other stations mentioned in the Study.

To sell live and lively in our countryside

market, see the Katz man.



**WNAX-570**  
**Yankton-Sioux City**  
A Cowles Station  
Represented by The Katz Agency  
CBS Radio

**JUNE 5, 1953--100,000 WATTS**

**MARCH 9, 1953--50,000 WATTS**

**JULY 15, 1949--16,300 WATTS**



**now operating at television's top power**

... the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of \$3,800,000,000

*The Television Service of*  
**JEFFERSON STANDARD LIFE INSURANCE COMPANY**  
*Represented Nationally by CBS TV Spot Sales*

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.



# Has sponsoring Bishop Sheen sold for Admiral?

**Madison Avenue's Doubting Thomases  
knew for sure a religious personality was "too  
controversial" but facts confounded them**

**I**t took faith to sponsor Bishop Sheen.

Any hardened programing man could tell you why buying the show was good charity but poor business.

1. Non-Catholics in the audience were bound to be lukewarm if not hostile to a high church official of another religion.

2. The program was slotted opposite Milton Berle (Tue-day 8:00-8:30 p.m., Du Mont), a period generally conceded as hopelessly lost to Berle and NBC.

3. The format called for 25 minutes of uninterrupted talk from Bishop Sheen. No props, no guest stars, no visual devices except a blackboard.

But Ross D. Siragusa, president of Admiral, who founded the company with borrowed capital totaling \$3,400 in 1931, was used to being first. (First to make low-cost record changer phonographs; first to make low-cost TV consoles with molded plastic cabinets; first to sponsor Sid Caesar and Imogene Coca.) He swung from sponsoring *Lights Out* (chilling drama) and *Stop the Music* (quiz and gags) to Bishop Sheen in November 1952 (along with coverage of special events, including the Golden Gloves boxing tournament, the All-Star football game, the Democratic and Republican conventions, and election night returns).

**THIS WE FIGHT FOR** *The industry causes SPONSOR stands for include the following as expressed in a February 1953 editorial: "We fight to encourage advertisers, agencies, networks, and stations to experiment with and create new program forms, to help the industry realize that such experimentation and creativeness is essential to the growth of radio and television."*

*Admiral's sponsorship of Bishop Sheen is, SPONSOR feels, a notable example of creative sponsorship. (See editorial page 136.)*



## **Would Jesus have appeared on television?**

Said Bishop Sheen in reply to this question from *Collier's*: "It would be just as acceptable as His entrance into Jerusalem on a donkey. He used the best means available."

Of his own appearance on TV under commercial sponsorship, he had this to say: "Obviously it would not be in good taste, for example, for me to sponsor 'My Sin' perfume. My program and the advertisements of the sponsor must be in good taste. There's no problem there for us that I can see."

His views are shared by the Admiral Corp. which, after six months of sponsoring Bishop Sheen's Tuesday night talks on the Du Mont network, feels that the program has been an unqualified success. See article for details.

## Admiral ordered record 132 stations for Bishop, is allotting program half its 1953 television budget

Bishop Fulton J. Sheen's *Life Is Worth Living* started for Admiral with a lineup of 55 stations. This October it returns to the air after a summer hiatus with a scheduled 132-station lineup, probably the longest skein yet ordered by a TV sponsor (over 100 stations had been cleared by SPONSOR's presstime). In six months of sponsorship during the 1952-'53 season. Siragusa and his agency for air media (Erwin Wasey) had seen enough to convince them that the Bishop was indeed a commercial success in refutation of direst prophecies by the Doubting Thomases of Madison Avenue.

These were some of the factors in Admiral's decision to continue with Bishop Sheen, allotting his program half of the firm's \$2 million 1953 television budget:

- The Bishop has drawn 8,000 letters weekly, almost half of them from non-Catholics. This is considered strong evidence that the program has widely based appeal. A negligible number of the letters have been antagonistic.

- Ratings have been good in proportion to expenditure—and consistent. The Bishop's Nielsen averaged 19.8 for the six months of Admiral sponsorship. (Berle's rating for the same period was 56.9.)

- Sales during the first half of 1953 were 58% higher than in the comparable 1952 period. The increase, Admiral executives feel, is a reflection of effective advertising as well as several marketing factors. (TV set sales were up generally in the industry because of opening of new TV areas. Admiral's refrigerator and range sales were up following postwar years of establishing a name in the hard goods trade.)

Admiral liked the Bishop so well that in the last four months of the 1952-'53 season's sponsorship it signed to put the sound track of the program on over 500 Mutual stations. This 10-week sponsorship in non-TV areas cost an approximate \$70,000 for time. Admiral will probably again sponsor the Bishop on radio this season.

When Ross D. Siragusa started spon-

sorship of the Bishop Sheen program, he had these objectives in mind: (1) selling TV sets and appliances; (2) identifying the Admiral trademark with high-quality products, partially through prestige lent by the program; (3) consolidating Admiral's relationship with its 33 distributors and 32,000 retail dealers throughout the country.

The latter goal is particularly important to Admiral, newest of the companies in the big three of TV set sales. (Rank order of dollar volume is moot, but trade sources say the big three include RCA, Philco, Admiral, not necessarily in that order. Admiral claims number one spot.)



Admiral sponsored "Lights Out" '49-'52. Firm was first Sid Caesar-Imogene Coca sponsor

It was partly because Admiral prizes its relationships with distributors and dealers that it extended Bishop Sheen to non-TV areas via radio. Distributors had begun to catch wind of the show's effectiveness, and Admiral wanted them to feel they were being backed up on an even basis with the TV-area distributors.

You have to know Bishop Sheen to understand his program's success. The Bishop approached TV informally, drawing upon his long-time experience as a teacher rather than upon a prepared script for his material. The subject for each 26-minute talk is one of wide human appeal, not limited to members of a particular church. He has discussed such varied themes as

Communism, boredom, freedom, and love.

In each instance, his approach is philosophic, rather than theological (although the Bishop himself would object to the differentiation between the two). His talks are informal, uncluttered with religious terminology. And while the principles upon which they are based are the cornerstones of all Western religions, the viewer never feels that he is listening to a sermon.

Although Bishop Sheen is famed not only as an author (*Peace of Soul* is among his best-known books), but also as a dynamic converter to Catholicism (Clare Boothe Luce was one of his renowned personal converts), he never touches upon controversial religious themes. Yet he feels that the broad appeal of his program is not due to factors of "omission," but rather to the very positive fact that he is speaking to people about their everyday problems, giving them advice and suggestions in simple language, understandable to all.

As Monsignor Charles M. McBride, assistant national director of The Society for Propagation of the Faith, explains it: "The Bishop feels that people are seeking more than entertainment. They want to be stimulated to thinking."

Chris Witting, Du Mont's general manager, had long had the same feeling about TV viewers. The idea of starring Bishop Sheen in his own program originated with him, but he did not immediately approach the Bishop with that suggestion because he didn't think the Bishop would be interested.

This is the story Witting tells about the origination of Du Mont's *Life Is Worth Living*.

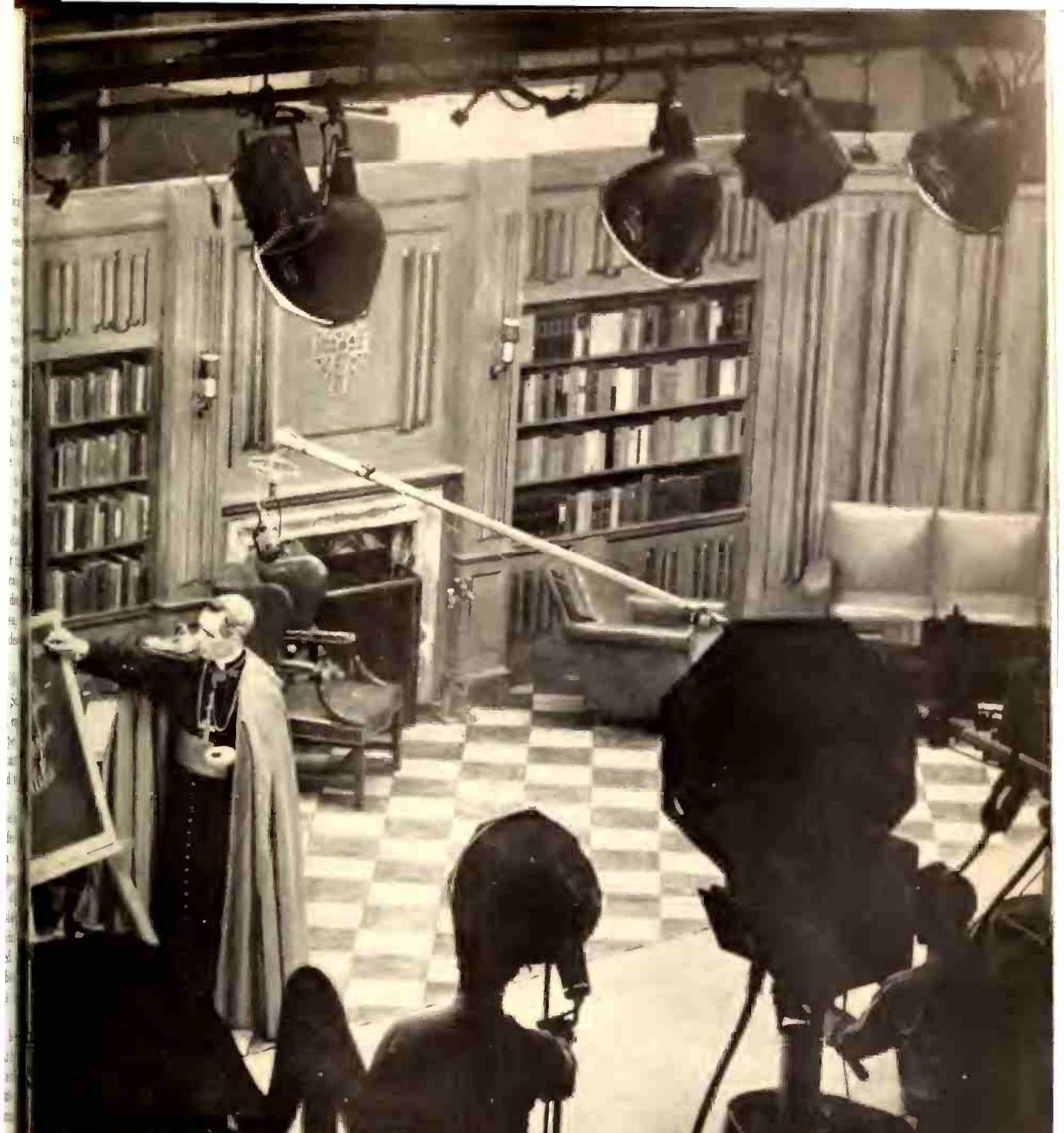
When Father Edwin Broderick became radio-TV director of the Archdiocese of New York, Witting wrote him a congratulatory letter. Father Broderick immediately called Witting on the phone to thank him. "You were the only network executive to write such a letter," he said. Then he suggested that Witting join him for lunch.

They met for lunch in mid-January 1952 and at the luncheon Father Broderick asked Witting: "What can we do for you?"

Witting thought the question over, and then mentioned his interest in Bishop Sheen as a one-man TV program. (Witting, a Protestant, had long

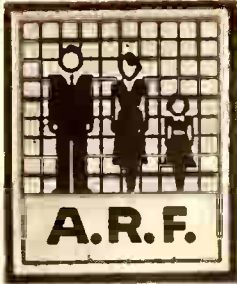
(Please turn to page 122)

## case history



**Nearly half Bishop's 8,000 letters  
each week come from non-Catholics**

Bishop Sheen has staff of 35 answering 8,000 letters weekly, dictates notes personally to people with pressing problems. Almost half of letters come from non-Catholics. Subject matter of Bishop's weekly 26-minute talks is philosophical and general rather than "sermon." Topics have included love, boredom, Communism. Bishop speaks without notes.



## ***These criteria for advertising and marketing research can help you evaluate reliability of studies by advertising media***

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### ***1. Under what conditions was the study made?***

A statement of the methods employed should be made available in such detail that the study could be duplicated therefrom. In addition to the information revealed in answer to questions 2 through 8, the report should provide: (a) Full statement of problems to be resolved by the study. (b) Who financed it. (c) Names of organizations participating in study, together with their qualifications and extent of their interest, if any, in the findings. (d) Exact period of time covered in collection of data, with a statement as to the representativeness of the time period regarding subjects surveyed. (e) Date of publication of report. (f) Definition of terms used. (g) Copies of questionnaires and instructions to interviewers. (h) Sources of collateral data. (i) Complete statement of methodology to be issued concurrently with the findings.

### ***2. Has the questionnaire been well designed?***

The questions must clearly convey their meaning uniformly to all, without suggesting answers either by their context or sequence. Unreasonable demands on the memory or on the actual knowledge of the respondent should not be made. Responses to simple "why" questions are often inaccurate and to "why not" questions, more so. Diversification of subject matter tends to reduce the interest bias.

The phrasing should avoid, or compensate for, a choice of responses which would reflect such influences as prestige, embarrassment, reward, or retaliation. "Usually or regularly buy or read" questions maximize such biases. Individuals should answer only for themselves.

Monotonous questioning induces antagonism. Lengthy questioning may induce fatigue and cause incomplete responses. If the questionnaire was one of several completed at the same time with a single respondent, the total content of the interview must be revealed to indicate any conditioning induced by questions preceding the questions involved in the study. Limiting of space for replies limits the completeness of the answers. Repeat interviewing also may condition the response. To check on internal consistency of response, "catch" questions may be used. The questionnaire should be pilot tested.

### ***3. Has the interviewing been adequately and reliably done?***

Usually a questionnaire form will be used; the interviewer must be well acquainted with it and with the prescribed interview procedure. Where no form is used, the interviewer must have greater maturity, training, and experience; where extended interviews on attitudes are involved, special reporting means such as a tape recorder may well be required. Per interview compensation usually leads to lower quality interviewing; full-time interviewers

generally provide more satisfactory work than do part-time interviewers. Unsuitable, ill-trained or irresponsible interviewers are not justified by economy. Even experienced interviewers should be trained and instructed for each survey's problems.

Only interviewers who can be compatible with respondents should be employed, because good rapport must be established. If the sampling plan does not specifically designate those to be interviewed, a bias often is introduced by the interviewer's picking respondents who tend to be like rather than unlike himself. The interviewer should be able to influence the progress of the interview, but must not influence the answers; it is often desirable that the interviewer not know the main purpose of the survey. The identity of the sponsor should not be known to the interviewer nor, least of all, to the respondent.

Not only should spot checks be made of the total interviews, but interviewer by interviewer comparisons should be made as well. More complete checking, to the extent of partially repeating the interview, is required if quota sampling was employed. The interviewing process should be pilot tested. On-the-scene supervisors improve interviewing quality.

### ***4. Has the best sampling plan been followed?***

The population being surveyed is most accurately represented when a random sample, in the mathematical sense, is employed. Each unit must have an equal chance or a known relative chance of being included in the sample: listing, enumerating and interviewing in every household in each defined interviewing area are tools for achieving this aim. Stratification and clustering help to make pure area sampling more economical. Disproportionate sampling may be employed to increase sampling reliability in a survey of a given size, but re-weighting must be employed in tabulating. The laws of probability, permitting calculation of error margins, only apply to truly random sampling, not to quota samples or to samples that are "random" only in an accidental or haphazard sense.

Quota sampling is preferable to accidental sampling, but still it is a matter of judgment as to how effectively various pertinent quotas have been introduced and followed in individual surveys. They should be set so as to maximize the range of coverage, especially by geographic and economic groupings. Consistency with census or other basic data is not in itself proof of sampling representativeness unless it can be proven that the subject being investigated, itself, has perfect random distribution.

Other than in the latter case, there are instances where well-constructed quota samples may be acceptable. The rate of non-cooperation in many surveys, especially of

*(Please turn to page 120)*

# II. Beware of these media research pitfalls!

**Part 8 of All-Media Study quotes 21 experts on how to get your research money's worth**

by Ray Lapica

The first half of "Beware of these media research pitfalls" (SPONSOR, 27 July 1953) listed 10 media research traps for the unwary. It also described how one agency checks media weekly, quoted experts to show why most network studies in the past had failed to prove that the mere fact of listening had increased buying of the products advertised, and summarized some of the media theories of independent researchers like Alfred Politz, Frank R. Coutant, and Richard Manville.

This concluding portion of "Media Pitfalls" quotes eight researchers, seven agency executives, two advertisers, and four air media experts on what they've found to be the most important considerations in planning tests and using media research. "Mediamatics," an attempt to reduce media evaluation to a mathematical formula, is discussed. In addition the entire text of the Advertising Research Foundation's "Criteria for Marketing and Advertising Research" is published (starting on opposite page).

Part below continues with the views of independent research authorities not connected with any one medium.

**Lucas:** Dr. Darrell B. Lucas wrote a 765-page book entitled *Advertising Psychology and Research* together with Dr. Steuart H. Britt in which they devote entire sections to strengths and weaknesses of various research techniques.

In speaking with SPONSOR Dr. Lucas boiled the pitfalls in media research down to three basic ones:

1. Use of specious measures and estimates of size of advertising audiences. This applies especially in figuring the cost per reader. You can't measure an advertising audience, Dr. Lucas says, simply by hunting for admitted readers or listeners. You have to find out from a representative sample of people just how many have seen or heard specific advertisements.

2. Faulty assumption that a contact in one medium is equivalent to a contact in every other medium. Example: In a situation where all media costs seem to be the same per thousand people reached, it doesn't mean that each is as good as the other. Too many other factors enter in, such as classes of people, prestige of the medium, and amount of exposure.

3. Confusing the audience of a publication with the audience of an ad in it. It's not the same in sponsored broadcasting as in publications since the program belongs to the advertiser, and the program audience may respond favorably without hearing specific advertising messages.

Dr. Lucas made this additional important point: He disagrees with the experts who argue that you can "turn off your mind" to a spoken message. He says exposure to a spoken ad may have some value even if on an unconscious level ("Ask any teacher in a class room!"). You can't turn off your mind although there's no doubt that alert attention will enhance the impact of a commercial. (From this SPONSOR concludes that measurements of commercial audiences based on the recall

technique would underestimate the audiences, or at least the effect of the commercial on listeners or viewers.)

**Freiberg:** Dr. Albert D. Freiberg, v.p. of the Psychological Corp., urges you to consider these five factors in making a sales test:

1. *Impact of novelty.* For example, don't accept your high audience figures for a new TV market or especially a new program as permanent ones. Novelty wears off.

2. *Competition.* It may do something on purpose to throw you off if it knows you're running a test.

3. *Time periods.* Watch the seasonal factor.

4. *Projection.* Is the city you're testing analogous to the nation?

5. *Enthusiasm of the sales force.* Whether high or low, it's a variable you have to watch.

Finally, Dr. Freiberg says, be careful that your ads aren't the kind that sell the competitor's products, or vice versa. Tests run by the Psychological Corp. have shown this to happen. What this does to the research department's calculations, he hinted, is unspeakable.

(Please turn to page 97)

**COMING:** Part 9 of SPONSOR's All-Media Study "How 72 advertisers evaluate media." First results of SPONSOR's 3,000-questionnaire survey of leading advertisers, agencies on how they choose, use, and test the various media.

#### SPONSOR's All-Media Advisory Board

**George J. Abrams** — ad director, Block Drug Co., Jersey City  
**Vincent R. Bliss** — executive v.p., Earle Ludgin & Co., Chicago  
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**1. ROBERT HALL SAVES \$1,350 IN TV SET CONSTRUCTION EACH YEAR BY USING PHOTOMURAL BACKGROUND**

Robert Hall Clothes planned to use \$375 set to represent store interior. Set would last three months, bringing annual construction cost to \$1,500. Labor charges for each use: \$25. Peter Affe, mgr. opera-

tions, WNBC-WNBT, demonstrates Photomural background (blown-up picture of store on canvas). Initial cost: \$150. It lasts indefinitely. Annual construction saving is \$1,350. Each use costs sponsor only \$1



# 5 ways to cut commercial costs

**You can make your TV budget shrink when knowhow substitutes for dollars**

**Y**ou can save a lot of money on live TV commercials if you know the right gadgets and camera tricks to use.

Pictured on these pages are five ways to cut camera, scenery, other production costs. These devices were demonstrated recently at WNBC-WNBT's first monthly "TV Camera Clinic" for ad agency personnel attended by over 40 New York agency people. The next clinic is scheduled

for 17 September. (For tips on cutting the cost of film commercials, see 29 June 1953 SPONSOR, page 36.)

WNBC-WNBT personnel conducting the clinics include Ernest De La Ossa, station manager; Peter Affe, manager of operations, WNBC-WNBT, who originated idea of the clinics; Duncan Mounsey, WNBT studio supervisor; Sol Cornberg, supvr. plant and facilities, NBC. ★ ★ ★

**2. GOBOS COST AS LITTLE AS \$5, GIVE ATTENTION-CATCHING BACKGROUND EFFECTS**

Gobos are miniature scenes painted and cut out on cardboard, may be used as windows, port holes, airplanes, to create illusion that actors in background are in scene cut out on gobo. Gobos can be made for as little as \$5. In picture at right, Duncan Mounsey, WNBT studio supervisor stands behind gobo with cut-outs simulating "Life" magazine logo. TV viewers get effect he's on "Life" cover

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**3. YOU CAN SAVE 91.7% ON ANIMATING TV COMMERCIALS WITH THE USE OF TELERAMA PICTURES**

§ Telerama is method of animating part or all of monochrome, color pictures. Artwork suitable for reproduction in magazines, newspapers, or other media, is translated into transparency. Areas to be laminated are marked; processing takes two hours. Laminations can be mass-produced for simultaneous use in different locations. Any desired movement can be produced. Cost of Telerama photo with one basic movement: \$25; animation via other processes: \$300. Saving: 91.5%. At left, Sol Cornberg, NBC (ho'ding mike), demonstrates process

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**4. PORTOVOX, WIRELESS MIKE, HELPS REDUCE EXPENSES FOR LABOR, EQUIPMENT**

New wireless mike, Portovox, will be available shortly. It can be used where ordinary mikes cannot, in such places as cars, other enclosed spaces. Its operation requires one less boom, one less man, cutting costs. At right, Ed Cook, president, Century Lighting Co., explains use, wears mike in button-hole like flower

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**5. REAR PROJECTION GIVES AUTO SPONSOR 3 SCENES FOR \$39.50; ONE ACTUAL SET WOULD HAVE COST \$1,500**

§ Recently auto sponsor wanted to build background scenery for car. Cost would have been \$1,500. WNBT suggested use of rear projection instead. Photographer was sent to shoot outdoor scenes, photos were converted into glass slides. This gave client three scenes to project at total cost of \$39.50. Process involves projecting scene from rear onto large screen photographed by TV cameras. Slides can be mailed throughout the country. Rear projection is used most for scenes hard to create in live scenery. Left, girl stands before "garden"

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# An ex-magazine man looks at radio

**Former ad director of "True Story" Woman's Group, now a net executive, says some magazines are "getting away with murder" in selling advertisers**

by Edward F. Lothen Jr.

When I joined CBS Radio two years ago after 25 years with magazines, my friends thought I was crazy. Enthusiasm for TV was very high, interest in radio very low.

But over the years I had been studying all media and what I knew of radio made me feel it was healthy and vigorous and not the ghost that competitors and some downhearted people in the broadcasting business were trying to make it. I knew, moreover, that magazines were caught in a nutcracker between rising costs and television's competition for attention. What I had learned up to then made me willing to take the step my friends called a gamble.

I've learned a lot about radio in the 24 months since and in a way I think my perspective is unique. As I explore the facts about radio I can see them in relation to the magazine medium I got to know so well in my years with

Macfadden, Dell, and other publishing houses.

What I can see so clearly now is that some magazines are getting away with murder!

I want to explain why that's so, not with the view of condemning magazines, but with constructive aims in mind: Radio is too often undersold in the offices of advertisers precisely because claims of printed media aren't fully explored in relation to the facts about radio.

Here are seven points I want to develop which I feel will be beneficial to advertisers and agency people if kept in mind:

1. One great advantage of magazines is selectivity, but many advertisers who pay extra for this advantage do not need it.

2. The circulation, or total audience of a magazine, means nothing to an advertiser, except as it relates to the

audience to his advertisement. The average ad is read by only a small percentage of the magazine's readers.

3. Magazine costs are up sharply in the last few years, while radio costs are up little, if any.

4. Broadcast media have "captive audiences" who hear advertising for all products as their messages come along. Readers of print media may tend to read ads for products in which they are already interested.

5. In print, or in TV, pictures may be valuable, but often they are not. Frequently they are used only as "eye catchers" to induce readers to read the ad.

6. Radio is underrated in audience and effectiveness. Many sets in and out of the home do not figure in ratings at all. Comparing three separate full-minute commercials with mere "notings" in magazines is unfair to radio.

7. Even in the biggest, heavily TV

## Magazine cost-per-1,000 ad impressions way up since 1946 in contrast to small radio increase

CBS RADIO	1946	1953	% RISE
COST-PER-1,000 COMMERCIAL MINUTE LISTENER IMPRESSIONS, AVERAGE HALF-HOUR EVENING PROGRAM	\$0.68	\$0.70	+ 3%
<b>EIGHT MAJOR MAGAZINES</b>			
COST-PER-1,000 NOTERS, AVERAGE FULL-PAGE AD			
BLACK AND WHITE	\$1.83	\$3.06 (est.)	+67%
FOUR COLOR	\$2.00	\$3.16	+58%

**SOURCES:** CBS Radio: Average of half-hour evening averages for eight reports, January through April each year. Nielsen AA basis, projected to U. S. radio homes as of 1 January. Listeners per-home estimated at 2.3. Time cost: full network basis, allowing maximum discounts. Talent costs: variety, average of available data. Three commercial minutes allowed per half-hour program. **Eight major magazines:** Life, Look, Saturday Evening Post, Collier's, Good Housekeeping, Ladies' Home Journal, McCall's, and Woman's Home Companion—1952 circulation, July 1951—June 1952 noting, and January 1953 rates (February for McCall's) used to produce 1953 estimates. Circulation ABC, 30 June 1952. Readers per copy, Magazine Audience Group Study, 1949. Noting percentages, Daniel Starch, July 1951—June 1952; space costs, Standard Rate & Data Service, January 1953 (February for McCall's); cost-per-1,000 noters data were weighted by number of ads as reported by Starch.

## Cost-per-1,000 ad noters in 8 magazines varies with product category. Motion pictures are lowest

Average full-page ad in eight major magazines, 1946 vs. 1952

MAJOR CATEGORIES	BLACK AND WHITE			FOUR COLOR
	1946	1952	1946	1946
Automotive & Supplies	\$1.72	\$2.69	\$1.78	
Clothing & Accessories	2.03	2.65	1.95	
Foods & Food Drinks	2.32	4.10	1.98	
Household Equipment	1.73	3.44	2.08	
Household Supplies	2.50	4.02	2.45	
Insurance, Banks, Finance	1.93	3.46	2.74	
Liquor, Wine, Beer	2.80	4.01	2.10	
Motion Pictures	1.45	1.43	1.46	
Pharmaceuticals	1.98	3.09	2.13	
Radio, Phonographs, TV	1.53	2.60	1.65	
Tobacco & Accessories	1.67	2.68	1.71	
Toilet Goods, Cosmetics	1.66	3.06	2.25	
Travel & Hotels	1.68	2.32	1.81	

**SOURCES:** Eight major magazines: Life, Look, Saturday Evening Post, Collier's, Good Housekeeping, Ladies' Home Journal, McCall's, Woman's Home Companion. ABC Circulation including bulk, 30 June of each year. Readers per copy from Magazine Audience Group Study. Noting percentages from Daniel Starch, averages for all advertisements in the product space group for the year. 1951 figures used for 1952. For the four weekly magazines of men and women noters was used, for the four women's magazines women noters only were not available if there were less than five inserts during the year. Space costs from Standard Rate & Data Service, one-time rate in effect 30 June of each year. Cost-per-1,000 noters data were weighted by the number of ads as reported by Starch.



saturated markets, radio gives better, cheaper coverage than magazines. In other places, radio's advantage is more obvious.

Taking them in order, here are the facts to back up my contentions. They're numbered and headed in bold face italics.

**1. Selectivity:** Only a few tens of thousands of people are interested in yachting or boating. Radio, TV, or newspapers reach these people, of course, but they reach so many others that, even with very high cost-per-1,000, the yachting magazines reach the prospects more cheaply. This is an extreme and obvious example, but it is a basic one. It applies to photography, women's fashion items, some products for home owners, and many others for which there are specialized magazines.

Often, yachting magazines carry beer and liquor advertising, men's magazines carry perfume advertising, and class magazines carry public relations advertising aimed at the masses.

Not only are the smaller magazines selective, but so are all magazines, including the largest. As I have said, this is one of the advantages magazines have. Years ago, when I was a cub magazine salesman, Curtis regularly issued maps of the country, market by market, which showed that Curtis Publications concentrated in the better, wealthier areas. I haven't seen such a

**Ed Lethen writes to 2,500 sponsors and agencies every week**



Each week a letter from Ed Lethen goes out to a list of 2,500 sponsors and agency executives. The subject: Always some aspect of radio's size or strength as a medium. The letters have been widely quoted, are given respectful attention even by clients hardened by long exposure to media claims. As CBS Radio director of sales extension, Ed's duties include delivering pitches in which he draws on 25 years' experience in selling magazine space. He was with MacLadden Publications for 16 years, most recently as ad director of True Story Woman's Group of six magazines with over 5,000,000 circulation. Before that he was Western manager for Dell Publishing Co. Ed is married, has two children, lives in Rye, N. Y., is yachting fan.

map for a long time, but it is probably true that the average income of a reader of the *Post* is much higher than the national average. For many products and purposes the ability to get this type of coverage with little waste is a real advantage. What applies to Curtis applies, in some degree at least, to all magazines.

Magazine selectivity is not strictly on an income basis, as we have seen, but magazine readership does go up as we compare one level of income with a lower one. A study made by the Maga-

zine Advertising Bureau reveals that over half of all magazines are sold to one-fifth of the people. That fifth buys two and one-half times as many as the average. At the other extreme, it shows that almost a third (31.1%) read no magazines.

Fifteen or 20 years ago, this income-group selectivity was more important than it is today. America's tremendous development in productive capacity has resulted from the fact that today, "almost everyone is a prospect for almost everything."

Against this background a medium which fails to reach one-third and concentrates three-quarters of its efforts against another one-third is not the right kind of a medium for mass products. When used with radio, which reaches almost everyone, the extra punch which magazines give in certain places can be very useful.

When used with TV, the combination of magazines and television give far from universal coverage. TV does a powerful job, but fails to give full coverage geographically. Magazines themselves tend to concentrate circulation in the areas where TV coverage exists. Magazines and TV, without radio, are not a good team.

**2. Circulation:** Some advertisers are misled by circulation and audience figures for magazines. It must be remembered that ABC figures for circulation, and audience figures which include pass-on, are for the magazine and not for your ad. An average full page

(Please turn to page 128)

time network radio cost-per-1,000 listeners in three largest television markets is below the average for United States

**NEW YORK 1.62**

**CHICAGO 1.67**

**LOS ANGELES 1.78**

**NATIONAL AVERAGE 2.44**

**PHILADELPHIA 2.59**

**BOSTON 2.84**

Local Pulse and national Nielsen figures for a top-rated nighttime program November-December 1952



## Now the Strongest Quad-City Radio Team WHBF and CBS

On July 1st WHBF, the Quad-Cities' favorite, joined CBS the nation's favorite in a radio affiliation which augurs well for radio listeners in the Quad-City metropolitan area of a quarter-million people.

Thus WHBF radio (5 KW full time on 1270 kc) now 28 years old in the service of the Quad-Cities, marches on in its steady growth . . . and strengthens its position to provide this area with the finest in radio programming and service.

WHBF began operations in 1925 as a 100-watter. Present ownership took over in 1932. The station then had a staff of six people. Today, WHBF serves this area with AM and FM radio plus television on Channel 4. With a staff of 75 people the station is located in its own building . . . enjoys a fine reputation as a community service institution . . . and is one of the Quad-Cities respected business organizations. This reputation extends into the industry field as well.

Advertisers, local and national, know WHBF as a stable operation with sound, honest and constructive policies — reflecting the good business philosophy of its affiliate, the 102-year-old Rock Island Argus.

So today, more than ever, WHBF radio is a necessary 'must' on the list of many aggressive advertisers who sell profitably to the 242,200 people of the Quad-Cities . . . and to the additional thousands in the trading area adjacent to this important midwest market.

LESLIE C JOHNSON—V.P and Gen. Mgr.—Telco Bldg., Rock Island, Ill.

AVERY-KNODEL, Representatives



242,000 PEOPLE

**Advertising Agencies**

Agency attitudes toward working with TV	12 Jan.	p. 48
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Carlos Lage, J. Walter Thompson, profile	26 Jan.	p. 61
Bob Dailey, McCann-Erickson, profile	9 Feb.	p. 60
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Can your agency use a freelance radio/TV department?	9 Mar.	p. 30
Agency wife ride in holding or losing sponsors	9 Mar.	p. 31
Norman Blackburn, Geyer Adv., profile	9 Mar.	p. 60
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Fred H. Fidler, J. Walter Thompson, profile	6 Apr.	p. 10
S. James Andrews, Maxon, Inc., profile	20 Apr.	p. 71
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H. W. Newell, Lennen & Newell, profile	18 May	p. 76
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Lester Kamin, Kamin Adv., profile	15 June	p. 68
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How sponsors can better use agencies: 9 tips	29 June	p. 31
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**Appliances**

What political sponsorship did for Admiral, Philco and Westinghouse appliance sales	12 Jan.	p. 32
Pfaff boosts sewing machine sales to \$20 million via air	23 Feb.	p. 36
W. A. Brees, Avco Mfg. (Crosley Div.), profile	18 May	p. 18
Amana freezer puts 60% of budget in radio and TV	18 May	p. 30

**Automotive and Lubricants**

Willys injects culture in net radio and TV use	9 Feb.	p. 30
Paul Hauser, Hauser-Nash Sales Co., profile	9 Mar.	p. 20
WFIL-TV boosts auto industry with special car show	23 Mar.	p. 62

**Books and Publications**

"Life" uses ad-lib strategy on spot radio	9 Mar.	p. 32
Pocket books on the air	1 June	p. 10
Books stores in L.A. hypo sales with TV	15 June	p. 24

**Broadcast Advertising Problems and Developments**

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ABC-UPT merger: meaning to advertisers	9 Feb.	p. 27
Is net radio staging a comeback?	9 Feb.	p. 32
The case for nighttime spot radio	23 Feb.	p. 38
Storecast Corp. embraces spot TV	23 Mar.	p. 20
Forum: What would you say to a client contemplating a summer air hiatus?	6 Apr.	p. 38
Summer selling section: 1953	6 Apr.	p. 57
Summer 1952 air advertising report	6 Apr.	p. 58
Summer 1953: network radio and TV status; research facts; capsule success stories	6 Apr.	p. 62
What NARTB, BAB, BMI do for advertisers	20 Apr.	p. 29
Eight advertisers examine radio and TV problems at SPONSOR panel session	20 Apr.	p. 34
CBS Radio turns sponsor	18 May	p. 34
Forum: Will equalizing day and night rates attract more advertisers to nighttime radio?	18 May	p. 50
Is dropping radio show in a TV market false economy?	1 June	p. 28
Is your PR man air-minded?	1 June	p. 38
Forum: Should nighttime radio abdicate to TV, daytime TV to radio?	1 June	p. 50
Showmanship in air advertising	15 June	p. 10
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Conversational cliches used by radio-TV admen	15 June	p. 36
Forum: Have you tested one medium against another and what were the results?	15 June	p. 66
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**Clothing and Accessories**

Spot radio does top job for Sundial shoes	12 Jan.	p. 27
How to sell girdles on TV	12 Jan.	p. 30
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Ex-Lax "good taste" copy approach on radio	20 Apr.	p. 21
Forum: Why don't consumers believe air claims as readily as they do print advertising?	20 Apr.	p. 72

**Commercials and Sales Aids**

How to demonstrate a girdle on TV	12 Jan.	p. 30
Forum: Who originates ideas for TV commercials?	12 Jan.	p. 16
Six ways to kill a TV film commercial	26 Jan.	p. 32
How to use network cut-ins	9 Feb.	p. 38
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The "ideal" TV commercial copywriter	20 Apr.	p. 66
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In defense of hard-sell commercials	29 June	p. 58

**Confections**

Victor H. Gies, Mars, Inc., profile	23 Mar.	p. 18
Henry L. Webster, Wm. Wrigley, Jr., Co., profile	6 Apr.	p. 16
American Chicle booms with Clorets plus air	4 May	p. 30

**Costs**

Lower costs seen for TV shows in fall '53	9 Mar.	p. 27
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Forum: How can advertisers meet rising TV costs?	1 May	p. 60
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How to cut TV commercial costs	29 June	p. 36

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Ex-Lax copy approach on radio	20 Apr.	p. 21
George Schultz, Shulton, Inc., profile	1 June	p. 20
Super-Anahist reverses sales slide via spot	1 June	p. 36
Joseph Jorda, Mennen Co., profile	29 June	p. 20

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Regional powerhouses aim for farm market	26 Jan.	p. 16
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Shell Chemical sells insecticide to farmers via radio during insect emergencies	26 Jan.	p. 36
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Hamilton Watch directs TV pitch to local jeweler	9 Mar.	p. 38
Jackson & Perkins, flower firm, expands air use	6 Apr.	p. 22
Gilbert's TV formula sells electric trains	20 Apr.	p. 38
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Should a sponsor hire his competitor's star?	15 June	p. 32

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Are better Nielsen ratings coming?	26 Jan.	p. 25
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Retailers need both radio and print: ARBI	23 Feb.	p. 40
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How Springfield, Mass. grocer uses radio to jack supermarket sales	23 Mar.	p. 36
Ralph's supermarket bests new rivals with radio	20 Apr.	p. 51
R. H. Macy finds radio success formula	4 May	p. 22
Castro expands from one store to seven via TV	18 May	p. 33
Kroger counts customers via ARBI study	1 June	p. 32
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Dickies work clothes retailers boost business with transcribed local radio show	29 June	p. 66

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TV unions: what they contribute to cost spiral	4 May	p. 27
Daytime TV: where is it headed?	18 May	p. 27
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The top 10 cliches on TV	1 June	p. 34
Effect of TV on living habits	1 June	p. 48
TV feature films: 1953	15 June	p. 41

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TV puzzler: what new markets to buy	9 Feb.	p. 37
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SRA spot radio estimator speeds cost gaging	9 Mar.	p. 40
Forum: How has the SRA's spot radio estimator been of practical value to timebuyers?	9 Mar.	p. 58
Are reps selling timebuyers today on 1947 basis?	23 Mar.	p. 30
Will timebuyers use both NCS and SAM?	6 Apr.	p. 27
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Why cost-per-M buying hurts spot radio sponsors	15 June	p. 27

## Tobacco

Air media help Pall Mall zoom to No. 4	23 Mar.	p. 28
Robert M. Ganger, P. Lorillard, profile	20 Apr.	p. 22
Bayuk recoups with 90% TV budget	15 June	p. 30

BINDERS accommodating a six-month supply of issues, \$4.00 each; two for \$7.00

BOUND VOLUMES (two volumes) per year, \$15.00

IN DETROIT

... IT'S



- Proctor and Gamble
- General Foods
- Reynolds Tobacco
- Sterling Drug
- Coca Cola
- Hollinator
- Chevrolet Dealers of Detroit
- The Kroger Co.
- Troy Laundry
- Miller Jewelers
- Monsanto Chemical
- Minute Maid
- Glendale Provision Co.
- Lewyt Vacuum Cleaner
- Michigan Bell Telephone
- Serutan
- Junket
- Eastern Airlines
- Shulton, Inc. (Old Spice)
- Bayer Aspirin
- New York Central Railroad
- Quaker Oats (Aunt Jemima)



In the motor city, music fans play favorites. Best of all local DJ's, they like Bob Maxwell and Ross Mulholland, who play their favorite music on their favorite station . . .

WWJ. Top audience ratings prove it. Top advertiser demand substantiates it. Glance at the list of current spot announcement advertisers—*most selective in the nation and in the market*—then check your Hollingbery man, for facts and figures.

Associate  
Television Station WWJ-TV



AM—950 KILOCYCLES—5000 WATTS  
FM—CHANNEL 246—97.1 MEGACYCLES

Basic NBC Affiliate

THE WORLD'S FIRST RADIO STATION Owned and Operated by  
THE DETROIT NEWS • National Representatives: THE GEO. P. HOLLINGBERY COMPANY

# NEW AND UPCOMING TV STATIONS

## I. New construction permits\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ON-AIR TARGET	POWER (KW)**		STATIONS ON AIR	SETS IN MARKET† (000)	LICENSEE & MANAGER	RAD REF
					VISUAL	AURAL				
ANCHORAGE, ALASKA		2	29 July		13.8	8.32	0	NFA	Kiggins & Rollins	
ANCHORAGE, ALASKA		11	29 July		3.24	1.62	0	NFA	Northern TV, Inc.	
BROCKTON, MASS.		62	29 July		195	105	0	NFA	Trans-American TV Enterprises	
CEDAR RAPIDS, IA.		20	29 July		18.2	9.33	0	NFA	Hawkeye TV Co.	
DULUTH, MINN.-SUPE-RIOR, WIS.	WDSM-TV	6	13 Aug.		100	50	1	23 UHF	Ridson, Inc.	Free & Peter
GREENVILLE, S. C.		4	29 July		100	50.1	1	NFA	Carolina TV, Inc.	
KNOXVILLE, TENN.	WROL-TV	6	31 July		100	50	0	NFA	Mountcastle Bdestg. (WROL)	Avery-Kned
NASHVILLE, TENN.	WLAC-TV	5	6 Aug.		100	50.1	1	120 VHF	Life & Casualty Ins. Co. of Tenn.	
NASHVILLE, TENN.	WSIX-TV	8	29 July	31 Dec. '53	316	158	1	120 VHF	WSIX Bdestg. Co.	Holling
PORTLAND, ME.	WCSH-TV	6	29 July		100	50.1	0	NFA	Congress Sq. Hotel Co. (WCSH)	Weed
SAN JUAN, PUERTO RICO	WAPA-TV	4	13 Aug.		56.5	33.9	0	NFA	William Rines Jose Ramon Quinones	
SPARTANBURG, S. C.	WBCU-TV	17	29 July		105	57.5	0	NFA	Sterling Telecasting Co.	
VALLEY CITY, N. D.	KSJB-TV	4	6 Aug.		10.7	5.37	0	NFA	North Dakota Bdestg. (KSJB Jamestown)	Weed
WILMINGTON, N. C.	WMFD-TV	6	29 July		53.7	26.9	0	NFA	John Boler WMFD-TV, Inc.	Burn-Sa
WORCESTER, MASS.	WAAB-TV	20	13 Aug.		181.4	92.8	0	NFA	Wilson Enterprises George Wilson	McKinn

## II. New stations on air\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	POWER (KW)**		NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	LICENSEE & MANAGER	REP
				VISUAL	AURAL					
ASHEVILLE, N. C.	WISE-TV	62	2 Aug.	24.1	13	All four	1	15 UHF	WISE, Inc. Harold Thoms	Bolling
EASTON, PA.	WGLV	57	14 Aug.	99.78	49.89	DuM, ABC	1	15 UHF	Easton Publ. Co. N. Z. Raunsley	Headley-Reed
GREENVILLE, S. C.	WGVL	23	1 Aug.	17	8.51	ABC basic; DuM, NBC	1	28 VHF	Greenville TV Co. Ben K. McKinnon	H-R Re
KANSAS CITY, MO.	KMBC-TV‡	9	2 Aug.	32.5	15	CBS	3	302 VHF	Midland Bdestg. Co. George Higgins	Free & Peters
KANSAS CITY, MO.	WHB-TV‡	9	2 Aug.	32.5	15	CBS	3	301 VHF	WHB Bdestg. Co. Don Davis	Blair T
PITTSBURGH, PA.	WKJF-TV	53	1 Aug.	13.35	7.21	NBC basic	2	78 UHF	Mrs. A. J. R. Greer F. G. Rouse	Weed T
TACOMA, WASH.	KMO-TV	13	1 Aug.	95.5	57.5	NBC suppl.	2	267 VHF	KMO, Inc. Jerry Geehan	Branham

## III. Addenda to previous C.P. listings

Bakersfield, Cal., KERO-TV, ch. 10, to be NBC, CBS affil.; est. sets, 24,124 (RTMA-Nielsen)  
 Des Moines, Ia., ch. 17, new call KGTV (formerly KTLV); gen. mgr., S. H. McGovern  
 Fairmont, W. Va., WJPB-TV, ch. 35, target, Feb. '54; new nat'l rep, Headley-Reed  
 Henderson, Ky., WEHT, ch. 50, target fall '53; to be CBS affil.

Honolulu, Hawaii, ch. 4, call assigned KABS  
 Kearney, Neb., ch. 13, call assigned KHOL  
 Louisville, Ky., WKLO-TV, ch. 21, new target, 21 Sep. '53; nat'l rep, O. L. Taylor  
 New Orleans, La., ch. 26, new call WCKG (formerly WMRY-TV)  
 Norfolk, Va., ch. 27, call assigned WTOV-TV  
 Oklahoma City, Okla., ch. 9, call assigned KWTW

St. Joseph, Mo., KFEQ-TV, ch. 2, new target, end of Aug. '53; to be CBS, DuM affil.; est. sets, 48,000  
 St. Louis, Mo., KSTM-TV, ch. 36, new target, Sep. '53  
 Tyler, Tex., KETX-TV, ch. 19, target, end of Aug. '53; new nat'l rep, Headley-Reed  
 Utica, N. Y., ch. 19, call assigned WFRB  
 Worcester, Mass., ch. 14, call assigned WWOR

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

## BOX SCORE

Total U.S. stations on air, incl. Honolulu (11 Aug. '53)	<b>210</b>	No. of post-freeze CP's granted (excluding 18 educational grants: 11 Aug. '53)	<b>413</b>	Percent of all U.S. homes with TV sets (1 July '53)	<b>53.7%</b> §
No. of markets covered	<b>142</b>	No. of TV homes in U.S. (1 July '53)	<b>24,519,000</b> §	Percent of all homes in TV coverage areas (1 June '53)	<b>78.3%</b> §
No. of grantees on air	<b>103</b>				

\*Both new C.P.'s and stations going on the air listed here are those which occurred between 30 July and 11 August or on which information could be obtained in that period. Stations are considered to be on the air when commercial operation starts. \*\*Power of C.P.'s is that recorded in FCC applications and amendments of individual grantees. †Information on the number of sets in markets where not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. §Data from NBC Research and Planning.

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



**“more comment  
than any other  
advertising”**

Over a year ago, Haymarket Mills of Nashville started a small announcement schedule over WSM-TV to sell their stone ground Haymarket Corn Meal. Since then, the schedule has been increased several times through Buntin-Smith and Associates. Here, in the words of an official at Haymarket Mills, are the reasons for the increases:

*“... these announcements have provoked more comments from dealers and consumers than any other advertising we have used. Our jingle is a familiar tune throughout this area. It is for these reasons that our television schedule has been increased from time to time. WSM-TV now receives more of our annual advertising budget than any other medium.”*

If you want to grind out a similar success story for your product, better put WSM-TV to work for you. Irving Waugh or any Petry Man can give you, show you many success stories to match this one.

Channel 4  
**WSM-TV**  
Nashville

# SPONSOR-TELEPULSE ratings of top spo

Chart covers half-hour syndicated film program

Rank now	Past rank	Top 10 shows in 10 or more markets** Period: 6-12 July 1953 TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average rating	7-STATION MARKETS		4-STATION MARKETS		3-STATION MARKETS									
				N.Y.	L.A.	Chi.	Wash.	Atlanta	Balt.	Cinc.	Cleve.	Columbus	Det.	Ft.			
1	1	<b>Favorite Story</b> , Ziv (D)	23.0		8.2	14.8	11.6				12.8	19.3	16.5				
2	2	<b>Cisco Kid</b> , Ziv (W)	20.1		8.7	10.2	9.2	10.8	14.3	14.3	22.3	20.8	16.0	15.3			
3	1	<b>Foreign Intrigue</b> , JWT, Shel. Reynolds (A)	20.0		16.0	14.0	11.8	14.6			19.3	18.8			18.5		
4	5	<b>Boston Blackie</b> , Ziv (M)	19.9		6.4	10.2	14.4	14.2			10.3	24.8	18.8	24.3	15.3		
5	3	<b>Hopalong Cassidy</b> , NBC Film (W)	19.6		14.2			8.2			12.5		13.3	17.5	12.3		
6		<b>Liberace</b> , Snader, Guild Films Co. (Mu)	18.5		9.9	10.9	8.2	6.0			15.5						7.5
7	7	<b>Kit Carson</b> , MCA, Revue Prod. (W)	16.8			11.9	9.2		13.3	8.0		10.3	19.3	9.8			
8	8	<b>Wild Bill Hickok</b> , W. Broidy (W)	16.3		7.2	9.7	8.6	11.4	16.3	12.5	15.8	11.3	20.5	9.5			
9	9	<b>Superman</b> , MPTV, R. Maxwell (K)	14.9		7.2	11.4	12.2		8.8	10.0	10.3	12.3	13.5	9.5			
Rank now	Top 10 shows in 4 to 9 markets†																
1	<b>Range Riders</b> , CBS Film, Flying "A" (W)		23.3		7.2				9.5								
2	<b>City Detective</b> , MCA, Revue Prod. (D)		22.0		7.7				12.8			6.8					
3	<b>Hank McCune</b> , Video Pictures (C)		21.0		2.2												
4	<b>Dangerous Assignment</b> , NBC Film (A)		19.6		11.5	10.4						11.8					
5	<b>Doug. Fairbanks Presents</b> , NBC Film (D)		18.9		11.5	8.2			14.3								
6	<b>Heart of the City</b> , United TV Programs (D)		18.1		5.5	5.2								11.8			
7	<b>Abbott &amp; Costello</b> , MCA, TCA (C)		17.2		7.2	10.4	10.4					11.3					
8	<b>Hollywood Off Beat</b> , United TV Programs (M)		16.5		13.0						16.3						
9	<b>March of Time</b> , March of Time (Doc.)		16.3		3.5	3.5						15.3	10.0				
10	<b>Gene Autry</b> , CBS Film (W)		16.1		14.7	10.2			15.3	15.5	21.3						

Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc) documentary; (K) kid show; (W) Western; (M) mystery; (Mu) music. Films listed are syndicated, half-hour length, broadcast in four or more of above markets. The average rating is an unweighted average of individual market ratings listed above. Blank indicates film not broadcast in this market as of 6-12

July 1953. While network shows are fairly stable from one month to another in the market which they run, this is true to much lesser extent with syndicated shows. This should be in mind when analyzing rating trends from one month to another in this chart. \*Refers to 12 month's chart. †20 markets are covered in this chart. Shows playing only few of



# film shows

specially made for TV†

Frak.	2-STATION MARKETS				1-STATION MARKETS			
	Birm.	Bost.	Dayton	Mpls.	Buffalo	New Or.	Seattle	St. Louis
2.8		24.0	15.8	26.3		46.5	50.8	44.5
9.8		28.0	15.8	21.5		42.0	26.5	41.3
5.5		18.3		25.5		52.5		22.0
15.5		15.5	23.8	20.0	26.0		47.0	38.0
2.3		13.5		20.5	24.0	39.0	38.8	25.0
2.3				20.5		50.5		44.0
0.5		20.3	11.0	15.8		39.5		32.5
2.8		19.3	9.8	9.3	19.3	21.5	42.0	23.8
8.8		17.5	10.8	7.5	8.5	41.5	26.0	23.8
0.3		19.8		25.8		44.5	36.3	
9.8						47.0	38.0	
7.3		19.0					45.3	
6.5				21.0			46.5	
8.8		16.0		22.3				41.5
		19.8			18.5	49.5		
							46.5	
		21.8		15.0				
		10.8		19.3	51.5			
8.8		21.3	11.3					

markets are not fully reflected in ratings. \*\*Only nine shows were being shown in 10 or more markets, 6/12 July 1953. †Previously shown in four to nine markets were not ranked by SPONSOR. From now on they will be ranked from one to 10.



## direct route to sales success!

If you believe in signs, we have some mighty interesting ones down here in the mid-South's rich mid-section.

They're *dollar* signs... and they represent a buying potential of \$1,500,000,000 — waiting to be spent on what you have to sell. This income is comfortably spread across an important area whose prosperity stems from a sound balance of industry and agriculture.

ONE television station — WFMY-TV — opens the way to this money. For four years, watching WFMY-TV has been a steady habit with the people who have this fine purchasing power in their pockets. And so, logically, they buy what they see advertised over the pioneer station of the Piedmont.

All signs point to your success when you travel into mid-South homes with the mid-South's favorite TV station. No time like now to start your profitable journey!

# wfmy-tv

Basic CBS Affiliate — Channel 2  
**Greensboro, N. C.**

Represented by  
Harrington, Righter & Parsons, Inc.  
New York — Chicago — San Francisco

**Radio**

...and now a message from our sponsor

**TV**

by Bob Foreman

Although I've never envied the gent who trains big cats in the circus, I'm not sure I wouldn't prefer his type of work to that of being a station rep. I'll admit a chair isn't much protection if one of the animals gets really sore, but the trainer does know what to expect and can usually manage to keep the roughest beasts in front of him.

Not however the time salesman. Armed with only a rate card and a martini, he seldom can anticipate the angle from which trouble will come, mainly because the folks he deals with are so varied in temperament. Then, too, there's the bigger problem of the varied responsibilities allowed timebuyers by the agency for which they work.

It's this last quirk that makes station-repping and the selling of local time such a hazard. Every agency has a different attitude toward its timebuyers.

In agencies large enough to support two or more buyers there will be as many different ways of doing business as there are people in the department. Going one step further into confusion, a single timebuyer working on two accounts may shoulder entirely different burdens on those two accounts. He or she may be permitted to make the decisions on one account and merely carry out someone else's orders on the other.

In some instances timebuyers are treated like grownups and are

present at client meetings. They know the account man by first name and are party to and part of decisions that affect the spending of broadcast money. They may even have an idea or ideas that help determine how and where the budget will be used.

However, in the very next instance the decisions may be made somewhere else. Within the television department, for example, an operation that is often completely divorced from time buying and comes under "media." In this case the timebuyer may be told what to do and given little or no latitude in carrying out the decisions, perhaps having no idea at all *why* the time is being bought as it is. Confusion is thus rampant at the rep offices!

Depending on the personality and capability of the account executive, he too may be the guiding light in time buying decisions consulting timebuyers when, as, and if he pleases, bypassing them completely if that's his whim. Or he may keep as far away from this vital detail of his job as he would from a leper colony.

Since these variations and combinations make it extremely tough for the folks *selling* time to know *whom* to talk to, the intelligent time salesman goes all out to learn not only the peculiarities (an understatement) of the agencies he is assigned to but those in each account he is involved with. He not only must delve into the account setup and the personalities of those working on the account but figure out the screwball relationship of all these people so he can be at the right place at the right time. Otherwise he just won't get the business that is available.

Of course, by contacting an account executive, the time salesman often makes the timebuyer sore or by taking someone from the TV department to lunch he may antagonize the account man. All of which is the state of affairs so many nice guys are deeply concerned with five days of every week.

If anyone thinks I have a solu-

"I'd rather be a lion trainer than a station rep," says Bob Foreman in this issue's column



# WIP IS PREFERRED

## More Advertisers buy WIP...

19% more than network station A  
35% more than network station C  
39% more than network station B

## More National Advertisers buy WIP...

6% more than network station A  
26% more than network station B  
29% more than network station C

## More Local Advertisers buy WIP...

42% more than network station A  
42% more than network station C  
54% more than network station B

## More Advertisers buy WIP Exclusively...

30% more than network station A  
53% more than network station B  
108% more than network station C

## More National Advertisers buy WIP Exclusively...

50% more than network station A  
91% more than network station B  
110% more than network station C

## More Local Advertisers buy WIP Exclusively...

19% more than network station A  
35% more than network station B  
107% more than network station C



*Nationally represented by*  
**EDWARD PETRY CO., INC.**

35 SOUTH 9th STREET • PHILADELPHIA, PENNA.

SOURCE: BROADCAST ADVERTISERS' REPORT—PHILADELPHIA WEEK OF JULY 5, 1953, 6 A.M.—12 MIDNIGHT—SUNDAY THROUGH SATURDAY



**"I'll get 'em EASY  
with this fire-power!"**

Some situations may call for an all-out bombardment— but believe us, doing a *smart* radio job in Kentucky isn't one of them. . .

More than 50% of Kentucky's total retail sales are made in WAVE's "home precinct"—the prosperous, concentrated Louisville Trading Area which includes the economic heart of Kentucky, *plus* a quarter-billion-dollar slice of Southern Indiana!

5000-watt WAVE is powered, priced and programmed exclusively for this one important market. WAVE covers it thoroughly, *without waste circulation!*

Ask Free & Peters for all the facts.

**5000 WATTS**

**NBC AFFILIATE**

**WAVE  
LOUISVILLE**



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

tion to this, he is very wrong indeed. All I can do here and now is return to my premise that I think it's a far easier job to train jungle cats than to be a time salesman. Therefore, I shall drop the whole matter.

## commercial reviews

### TELEVISION

SPONSOR: **American Greetings Cards**  
AGENCY: **Fuller & Smith & Ross,  
Cleveland**  
PROGRAM: **Announcements**

A competently created and well filmed series for this advertiser makes smart use of mood choral music with lyrics especially tailored to fit Mother's Day, Father's Day, Christmas, etc.

From this audio-intro we look in on a nicely constructed set pertaining to a relevant scene—for example, Father on Father's Day reading the card youngster-in-a-cowboy suit has sent him. The people are well cast and well directed.

The young lady who does the on camera selling in front of a greeting card counter has poise and a quiet sincerity most suitable for the product. The optical work is excellent, especially that in which the product name in script dissolves onto a card to form a sign-off.

Without being saccharine, these announcements create the right atmosphere for selling the product.

SPONSOR: **Collier's**  
AGENCY: **Kudner Agency, New York**  
PROGRAM: **"Today," NBC TV**

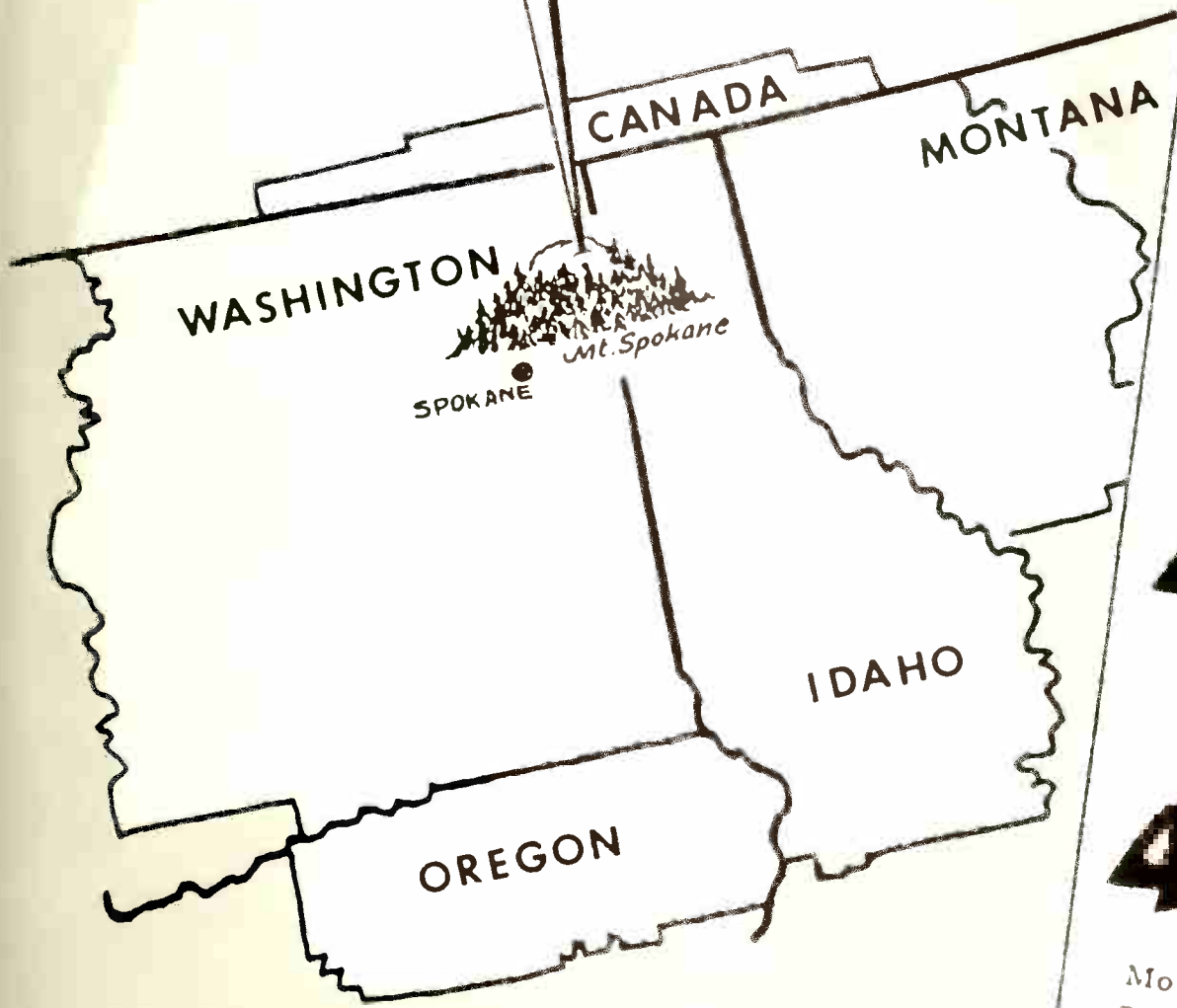
*Collier's* provides another good example of straightforward "personality selling" by its use of Dave Garroway to plug the new biweekly issues. As usual, Mr. G. is relaxed, convincing, and effective. He holds the magazine open, cover camera-ward (for newsstand identification) and ruffles through the book featuring an item here and there. When he came to the article about midget subs the camera took an insert of an illustration from the magazine.

Camera work was a bit sloppy in the way the cover was cropped, the way it covered Dave's face and the way it made obvious the fact that Dave was reading his copy from inside the magazine. Despite these problems, however, the general impression was good. ★ ★ ★

**KXLY-TV**

# **4-MOST**

**in the  
RICH  
SPOKANE  
MARKET**



**4 MOST  
HEIGHT**  
6018 Ft. atop Mt.  
Spokane. Highest  
in the northwest.

**4 MOST  
Sq. Miles**  
Daily reports from  
viewers up to 300  
miles away

**4 MOST  
Top Shows**  
CBS.....  
Dumont.....  
Studio(4 hrs daily)

**4 MOST  
Families**  
343,950 families  
in KXLY-TV's  
wealthy area.

**4 MOST  
Hrs. on Air**  
Most hours of daily  
programming...  
Live! Film! Network!

# **KXLY-TV**

**Channel 4 Spokane, Washington**

**PACIFIC NORTHWEST BROADCASTERS**

SEATTLE, WASHINGTON  
Jones Building  
Mutual 3377

SAN FRANCISCO 5, CALIF.  
116 New Montgomery St.  
EXbrook 2-8033

HOLLYWOOD 28, CALIF.  
6381 Hollywood Blvd.  
Hollywood 9 5408



MINNEAPOLIS 2, MINN.  
1687 N W Nat. Bank Bldg.  
GEneva 9631

**THE WALKER COMPANY**

NEW YORK 17, N. Y.  
347 Madison Avenue  
Murrayhill 3-5830

CHICAGO 1, ILLINOIS  
360 North Michigan  
Andover 3-5771

**KFH**

*Announces*

**JOHN BLAIR & COMPANY**

*as National Representative*

**EFFECTIVE OCT. 1**

**KFH** WICHITA, KANSAS... CBS for 25 Years... 5000 Watts 1330 KC.

On October 1, KFHH, Wichita, Kansas, joins the list of radio stations nationally represented by John Blair & Company. KFHH, noted for 31 years for its fine public service record, is every advertiser's assurance of dominant penetration of the rich Wichita market, where sales response is matched by high purchasing power.

KFHH is a strong selling force because its local area programming is smart, personalized and sales minded. As "The Radio Voice of the Wichita Eagle," KFHH is able to offer the finest news coverage and sports services in the area. Coupling its CBS affiliation and outstanding local programs, KFHH has for years maintained a leading position, with more audience than the next two stations combined.

If you need a top selling job, you need a station that's been tops for thirty-one years. Call your John Blair man!

# **JOHN BLAIR & COMPANY**

**REPRESENTING LEADING  
RADIO STATIONS**

NEW YORK • BOSTON • CHICAGO  
ST. LOUIS • DETROIT • DALLAS  
SAN FRANCISCO • LOS ANGELES

## BUILDING SUPPLIES

SPONSOR: Standard Lumber Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** When Standard Lumber finished constructing an entire home, it wanted to publicize the open house to be held there. The company purchased \$66 worth of time signals on KREM, five a day from Thursday through Sunday of one week. Of the 61 interested parties who viewed the home, one purchased it, a second ordered another house, and a third party arranged for an extensive remodeling job. This amounted to over \$30,000 in business from a \$66 air investment. No other advertising was used.

KREM, Spokane, Wa.-I. PROGRAM: Time signal announcements

## CARPETS

SPONSOR: The Carpet House

AGENCY: Direct

**CAPSULE CASE HISTORY:** Carpet retailers generally experience a sharp slump in summer. In an effort to beat this slump, the Carpet House revamped its merchandising put in a lower-priced line, decided to accent a friendly, informal customer relationship. To advertise these changes, it bought a schedule of five participations week in KRDO's morning Yawn Patrol program. Rather than slumping, sales rose 15 to 20%—a business increase of several thousand dollars per month. Monthly radio investment: \$69.

KRDO, Colorado Springs, Colo. PROGRAM: Yawn Patrol

## RANGES, TV SETS

SPONSOR: Stark-Davis Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** Appliance dealer Stark-Davis Co. of Portland, Ore., wanted to up sales on electric ranges and television sets. Firm purchased a series of 21 announcements on KWJL in order to obtain sales leads. As a direct result of the air pitches, the company received over 400 leads for the stoves and video sets. An investment of \$151.20 brought a potential sales return of \$80,000 with \$3,200 in sales realized to date.

KWJL, Portland, Ore. PROGRAM: Announcement

The logo features the word "RADIO" in a bold, white, sans-serif font inside a black circle with a lightning bolt symbol. To the right of this circle, the word "results" is written in a large, bold, black, sans-serif font.

## USED CARS

SPONSOR: Esquire Motors

AGENCY: Direct

**CAPSULE CASE HISTORY:** When business slumped in May, Big Steve, Esquire Motors' owner, decided to shift his entire budget from newspaper advertising to three KPQ announcements a day. He aimed the advertising at the working class audience which he knows buys most used cars. He took care to (1) tell the true facts about the cars for sale—thus building a good reputation; and (2) reassure buyers that payments could be made up at a later date (without forfeiting the car) by purchasers who lost income through sickness. Since then, he has sold up to six cars a day at a radio cost of \$12 daily.

KPQ, Wenatchee, Wash. PROGRAM: Announcements

## SUMMER THEATRE

SPONSOR: Old Town Theatre

AGENCY: Lynn Kimmer

**CAPSULE CASE HISTORY:** This summer theatre at the Smithtown Branch, Long Island, was to open on a Friday night. James S. Moreno, producer at the theatre, purchased four 30-second daytime announcements on WGSM to run on the Tuesday and Thursday prior to the opening. Announcements told the play's title and the theatre phone number. By Friday, the Old Town had received more reservations than in any similar interval in the theatre's eight-year history. No other advertising was used. Radio cost: \$22.50 per day. In past years, expenditures in local newspapers averaged \$60 weekly.

WGSM, Huntington, L. I. PROGRAM: Announcement

## FURNITURE

SPONSOR: Wilson's Furniture

AGENCY: Direct

**CAPSULE CASE HISTORY:** "Len" Wilson, owner of this furniture business, bought a package announcement schedule on KRIZ at a cost of \$150 per week. He reports direct sales results immediately following the start of the campaign. In one week alone, he sold \$14,000 worth of clearance furniture. The greatly expanded business volume has enabled Wilson to add a door-to-door sales staff to the organization. Wilson describes the KRIZ results as "sensational" topping any other medium he has ever tried—and is continuing use of the station.

KRIZ, Phoenix, Ariz. PROGRAM: Announcements

## SERVICE STATION

SPONSOR: Singer Simoco Service Station

AGENCY: Direct

**CAPSULE CASE HISTORY:** Automobile owners, especially those planning summer vacations, were this service station's target when it scheduled a two-day campaign on WXLW. Mr. Singer purchased six one-minute announcements, three to run each day, telling about a free tire inspection service for one day. Objectives were to create goodwill, increase station traffic, and sell tires. Though copy included no direct sales pitch for tires, approximately \$1,000 worth were sold as a result of the free inspection service, in addition to extra sales of gasoline and other products. Total advertising cost: \$45.

WXLW, Indianapolis, Ind. PROGRAM: Announcements



**I**n the 2nd Largest Massachusetts Metropolitan Market, More and More National Spot Advertisers are improving local coverage on . . .

WTXL

When **WTXL** marks the spot on your scheds, *spot saturation means market domination* in Springfield, Massachusetts . . . at lowest cost per thousand of any area station. Many spot advertisers know this . . . they repeat scheds regularly, running morning, noon and night. But you be the judge . . . *try saturation spots this fall on* **WTXL**

For avails and other information, call Larry Reilly, Gen. Mgr., **WTXL**, Springfield, Mass., 9-4768, or any office of The Waker Representation Co., Inc.

MARKS  
THE  
SPOT  
ON

**WTXL**  
SPRINGFIELD, MASS.



**E**very day — every night, people in SCIPIO watch WHEN, and then shop the Syracuse market.



Scipio, N. Y., is only one of over 200 communities in upstate New York whose buying habits are influenced by viewing Channel 8. WHEN — and only WHEN — gives a 26-county coverage in an area of 2¼ million people—people with diversified occupation — people with high, stable buying income — and all potential purchasers of WHEN advertised products. Get complete coverage of this rich upstate New York Market with its high spendability over WHEN.

SEE YOUR NEAREST  
KATZ AGENCY

*Everybody*  
WATCHES

CBS  
ABC  
DUMONT  
  
A  
MEREDITH  
STATION



**agency profile**

**Eugene Lessere**

Director of TV Commercials  
William H. Weintraub Co., Inc., New York

Eugene Lessere's two newest responsibilities were acquired within three days of one another: on 3 July, his first child, a son, was born; on 6 July, he joined William H. Weintraub as director of TV commercials for the agency.

Lessere's past training and experience are helping him master the second job more easily than the first. His record includes turning out radio and TV commercials for four agencies, operating a college radio station, and dabbling in art and photography. These last two pursuits, he feels, are among the most useful for anyone in TV.

"Every agency today," he says, "is faced with the problem of establishing a topnotch television department. Many times, they hire spacewriters or radio people for TV.

"Actually, it isn't as simple as all that. Television is a visual medium with a fourth dimension: pictures that move in time. You have to be able to visualize what story board drawings will look like when in motion accompanied by sound."

Television's effectiveness—and its problems—will be doubled with the advent of color, Lessere believes. "No doubt color will add a lot more excitement to the medium. With color comes more depth, definition, and distinctiveness. But there are dangers in its use, too.

"At the start, there'll probably be a lot of garish colors used indiscriminately as attention-getters. The really smart producers, though, will plan color carefully to achieve the desired psychological effects. They'll be more subtle about it, in other words."

Lessere's chief criticism of present-day TV commercials: "Just as there's not enough experimentation in programing, there's not enough in commercials. When there is one outstanding commercial, you can be sure there will be a dozen poor imitations."

Thirty-one-year-old Lessere is a native of Rochester, N. Y., and a graduate of Cornell University. After college he worked at Buchanan Advertising as a radio copywriter, was instrumental in the Texas Co.'s decision to renew its opera broadcasts. He did radio-TV commercials for Compton and BBDO (he worked on 80% of the latter's TV accounts), and was cosupervisor of TV copy and production at Ted Bates before joining Weintraub.

In his present position, he is creating television commercials for such accounts as Blatz, Revlon, Kaiser-Frazer. ★ ★ ★

*Only a combination of stations  
can cover Georgia's  
major markets.*

# *The Georgia Trio*

**WAGA**

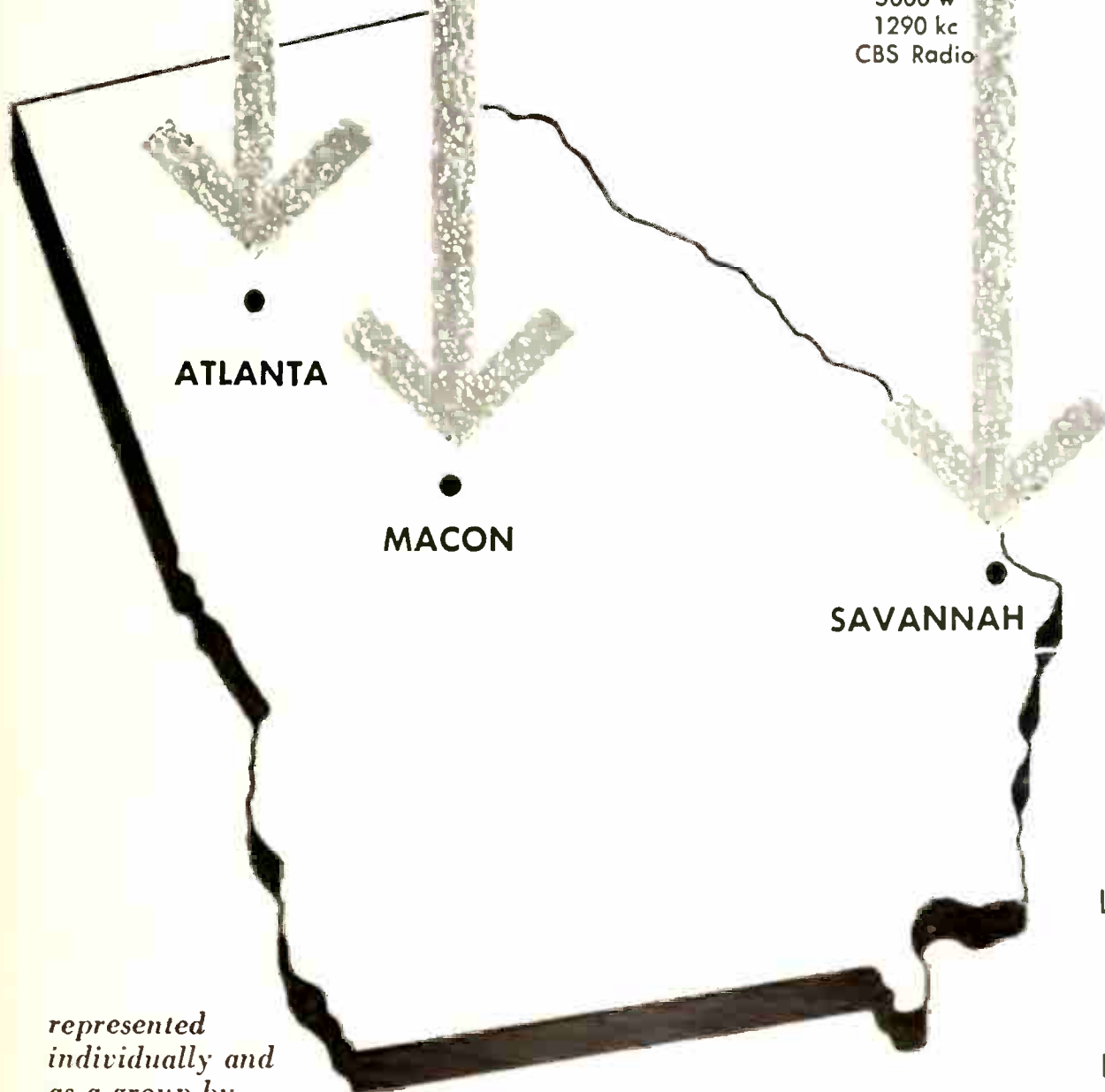
5000 w  
590 kc  
CBS Radio

**WMAZ**

10,000 w  
940 kc  
CBS Radio

**WTOG**

5000 w  
1290 kc  
CBS Radio



**ATLANTA**

**MACON**

**SAVANNAH**

*The TRIO  
offers advertisers  
at one low cost:*

•  
CONCENTRATED  
COVERAGE

•  
MERCHANDISING  
ASSISTANCE

•  
LISTENER LOYALTY  
BUILT BY LOCAL  
PROGRAMMING

•  
DEALER LOYALTIES

*represented  
individually and  
as a group by*

*In 3 major markets*

**The KATZ AGENCY, INC.**

NEW YORK

CHICAGO

DETROIT

ATLANTA

DALLAS

KANSAS CITY

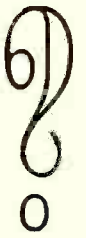
LOS ANGELES

SAN FRANCISCO

# SPONSOR Asks...

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

## Are there any particular characteristics of Negro-audience radio that advertisers ought to be aware of



### THE PICKED PANEL ANSWERS



Mr. Cossé

Advertisers should be careful that the Negro-aimed radio station has the good will of the Negro listener. Some stations program to the Negro on a haphazard basis and therefore lack the sales punch that a station that truly caters to its audiences achieves by so doing.

Advertisers should be aware that Negroes object to being talked to rather than talked with on a friendly impartial neighborly basis. Negroes are sensitive listeners. They can sense if a disk jockey or radio station is friendly to them. They know where to turn their dial, and it is most important that the advertiser who is going after that market learn the advantages of catering to this audience.

Advertisers should be aware of the friendly contacts beyond the air waves; for instance, how much does the radio station do for them on public service benefits? An outstanding service of this nature was done recently by WDIA, Memphis, which sponsored the first all-Negro night at the Fairgrounds Amusement Park. The event drew the biggest crowd in the park's history.

Advertisers should be aware of rating surveys. Negroes will *not* always reveal their true listening habits to a white person. Very often the Negro (especially in the South) is timid to tell a white person his true listening choices. Also, since Negroes have fewer phone homes than the whites, their choice of programs does not always show up in the phone surveys. In the case of a personal interview they

very often misinterpret the interviewer's questions. On the other hand, if both surveys are done by Negroes you would be surprised as to the difference in the results!

Advertisers should be careful not to overtype their products, excepting, of course, if their product is entirely for Negroes. National brands have little to fear about this in as much as the Negroes look for brand preferences. They like to buy what the white person buys.

Finally, the advertisers should be aware of the loyalty the Negro has for a particular radio station. When the Negro learns that he can depend on a certain station to give him programs of his own liking and kind, he'll turn his dial to that point! Sure he listens to name personalities, but his first preference and loyalty are to the station that "caters" to him.

CLAYTON J. COSSÉ  
Partner  
Dora-Clayton Agency  
Atlanta, Ga.



Dr. Haynes

three out of many: (1) Negro listeners, from ditch-diggers to divines, from domestics to college professors, have a keen sense of their dignity as human beings, which they have struggled to protect. Their history is eloquent with evidence of this fact, which expresses itself in many different ways.

The phrase "particular characteristics" of Negro radio audience is vague. Radio advertisers should be aware, however, of certain definite Negro audience attitudes. I sketch here only



Mr. Bloom

Advertisers should be sensitive to anything that might offend this attitude.

(2) Negroes as consumers seek to be on a par with others, especially the people they work for or with. They want and they are buying the same kind of products from liquor to limousines, from lipsticks to baby grands, from cabins to garden estates.

(3) Negroes are aware that Negro spirituals, jazz, swing, and boogie-woogie have captured America and Europe; but they also know that they have other racial group gifts. Therefore, other types of radio programs could be presented such as sports, husband-wife teams, kiddie shows, audience participation, and news commentaries, etc., which would play up their full life and history.

Radio advertisers who want to sell goods and services to Negroes should seek more counsel and knowledge about these consumers and thus use this full range of radio potential.

GEORGE E. HAYNES  
President  
Four-Fold Associates  
New York

The Negro radio audience is extremely loyal to Negro personalities and programs. This loyalty arises from the Negro's recognition that the program provides him with equal cultural representation in his community and makes him feel that his race is recognized.

The common bond of understanding between the Negro personality, who does the program, and his audience creates a feeling of trust and confi-

dence for the statements he makes. When a Negro personality gives a commercial for an advertiser the audience is most willing to accept the commercial statements and to buy the product.

Negroes have learned to appreciate the value of living for today. They are realists. They want the best and they will buy the best. They do not want cheap, second-rate imitations. When they buy food, they prefer the best brands. When they buy automobiles, washing machines, appliances, and any other home furnishings, they buy the best. Branded merchandise has always enjoyed the strongest acceptance so long as the pocketbook could possibly buy it.

These are essential characteristics of the Negro audience, and advertisers who recognize these factors enjoy high, profitable results.

JOSEPH BLOOM  
President  
Forjoe & Co.  
New York



Mr. Wootton

There are so-called primary characteristics of Negro-aimed radio as currently broadcast which advertisers should seriously evaluate when planning to buy Negro radio time.

These characteristics fall into three categories:

1. Spiritual shows
2. Personality shows
3. Blues and Rhythm shows

Obviously, each show classification finds its affinity among listeners with completely different personal interests and or physical activity. Each segment infers the economic strata within the market pattern from which its fandom is drawn.

Spirituals very definitely attract the older, wiser, and presumably more economically sound-type fan.

These followers of spirituals have shed their frivolities, few can dance, most are either homemakers or heads of families. They take greater pride in property ownership, and spend their recreational time through membership in churches, fraternal orders, and civic

(Please turn to page 133)

# *wrnl* is a TOWER of PROMOTION



ALL-OUT is the word to use! WRNL uses its entire impressive array of facilities to promote its clients' products—continuous. Try us and see!

LETTERS  
BULLETINS

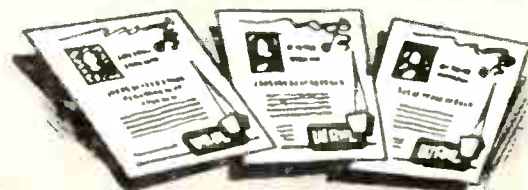


WINDOW DISPLAYS

LOBBY DISPLAYS



WRNL'S  
OWN SPACIOUS THEATRE



NEWSPAPER  
ADVERTISEMENTS

There's more sell on

# WRNL

910 ON YOUR DIAL

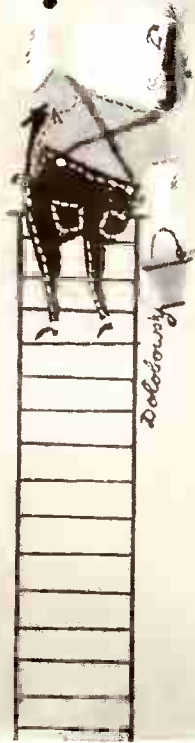
5000 Watts  
ABC Affiliate  
Richmond, Virginia

Edward Petry & Co., Inc., National Representatives

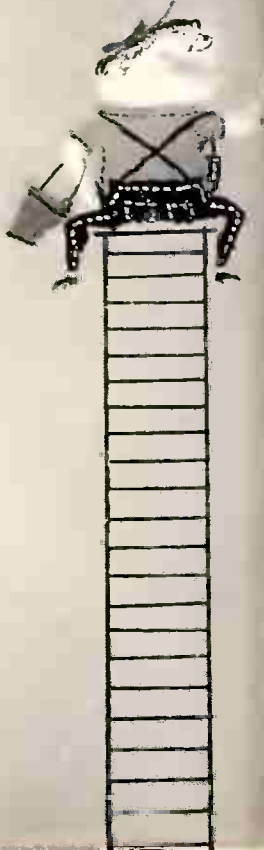
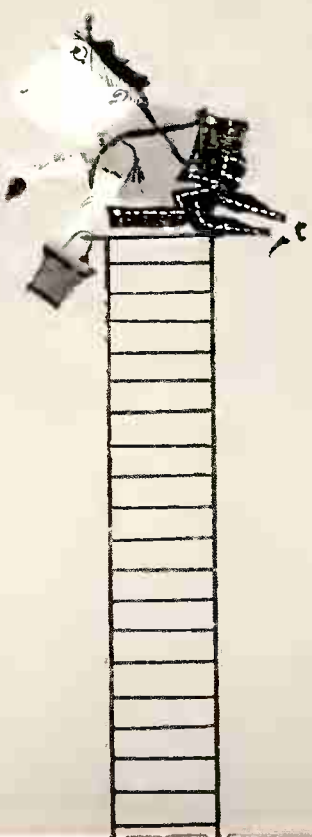
# FINED SAMERIC

M M M M M M M

THE GOVERNMENT  
HAS DECIDED  
TO TAKE  
THE FOLLOWING  
STEPS TO  
IMPROVE  
THE SITUATION  
IN THE  
COUNTRY



*Dobsony*



# NO. 1 NETWORK



## NBC programs rate highest in 71% of evening time periods

NBC programs reach the largest audiences in television...  
And in the evening when all four networks are  
most competitive, NBC's lead is especially impressive.

Of the 84 weekly quarter-hour evening periods  
(7:30-10:30 P. M.)\*, NBC rates highest in 60 periods,  
or 71% of the time; and the No. 2 network in 20  
periods, or only 24% of the time.

*Here's how the networks rank by time periods:*

NUMBER OF EVENING QUARTER-HOUR LEADS				
NBC	NETWORK #2	NETWORK #3	NETWORK #4	TOTAL
60	20	4	0	84

In ratings by time periods, as in every other measure of audience size,  
the results are the same... **NBC is America's No. 1 Network.**

Next week... further proof.

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



*a service of Radio Corporation of America*

**SOURCES:** Nielsen Television Index, January-April, 1953

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

\*All evening option time periods on NBC



### **KING-TV meets ad emergency when newspapers abdicate**

Television recently proved it could do an effective selling job under critical conditions and in a big hurry.

Since last March, Seattle's big Bon Marche and other department stores had been planning a huge summer sale to take place in mid-July. The Bon Marche had made elaborate preparations, had stocked more than a quarter million dollars worth of goods for the event.

The sale, to start on 16 July, was to get the bulk of its promotion in newspapers. But it so happened that on the very day the sale was to begin, the Seattle-Tacoma Newspaper Guild went on strike, making newspapers unavailable at the crucial moment (at SPONSOR's presstime, strike was still on).

To help meet the crisis, the Bon Marche called on KING-TV shortly before noon of the opening day. By 1:00 p.m., the Bon Marche was on the air sponsoring a motion picture (KING-TV's Tom Dargan had had 15 minutes

to prepare five live announcements to be delivered during the movie).

Before the movie was over, the Bon Marche had also bought three studio shows to be presented as remotes from the store the next day. All that night, KING-TV engineers worked at the store to set up equipment for the remote, drilling through 12-inch concrete walls to make way for the cables.

The remotes, with studio personalities showing store merchandise, were a rousing success almost immediately. Record-breaking crowds came to the store to see the telecasts, to meet the TV stars—and, most important, to buy merchandise. The Bon Marche signed for two weeks of the remotes, also bought announcements on some baseball telecasts.

John Keeler, sales promotion and merchandising manager of The Bon Marche, sums up the experience with: "What was certain disaster, KING-TV turned into a very successful achievement." ★ ★ ★

### **WATO, Oak Ridge station, to get atomic power**

The first radio station in the nation to speak with an "atom-powered voice" will be WATO, located at the Oak Ridge, Tenn., atomic installation.

According to WATO Executive Vice President Ross Charles, the station has already taken the first steps aimed at powering itself with atomic-reactor-produced electricity. A five-minute "proof-of-the-pudding" broadcast during which WATO will operate solely on this power is scheduled for the near future.

"We realize that large-scale 'peaceful' atomic power for industry generally may be some years away," said Charles, "but we look forward to being the first industry in the world to demonstrate in a practical way the potentiality of this new source of energy." ★ ★ ★

### **Men can sew, Pfaff expert discovers**

When two WABC-TV cameramen started to kid sewing expert Lucille Rivers about her references to "gussets" and "galloons" on her *Pfaff Sewing Center* show (Thursdays, 1:00-1:30 p.m.) she threw out a challenge to them to show her they could sew.

So they took her up on it. They marched themselves down to the Pfaff Sewing Center on New York's Fifth Avenue, rolled up their sleeves and

Friedman and Brown model self-sewed shirts



proceeded to lay out patterns, cut fabrics and sew away on sponsor Pfaff's machines, while bulbs of press photographers popped all about them. Result (after several days): two finished sport shirts. These, Lucille said, were "as good a job as many women turn in after years of experience."

On WABC-TV for the past six months, the Pfaff program is scheduled to go on a network in the fall (see SPONSOR, 23 February 1953, page 36, for full-length article on Pfaff). Presently, producer Demby Productions is offering the show to department stores, soap product, foundation garment, and other women-interest advertisers for local or national sponsorship on additional days each week. ★ ★ ★

### **WOR makes \$1,000,000 deal for new shows**

Demonstrating its firm faith in radio's future, WOR, New York, recently transacted for over \$1,000,000 worth of big-name transcribed dramatic shows which will form the basis of a new two-hour afternoon series. The series is to incorporate special advantages for participating advertisers, says James M. Gaines, General Teleradio v.p. in charge of WOR.

*WOR Radio Playhouse*, the Monday-through-Friday, 3:00-5:00 p.m. series, includes program packages from Frederic W. Ziv Co., valued at \$650,000, and from Harry S. Goodman. Among the packages: *I Was a Communist for the FBI*, *Bold Venture*, *Freedom U.S.A.*, *Favorite Story* (Ziv); *Let George Do It*, *Mystery House*, and *Thirty Minutes to Go* (Goodman). Ziv Executive V.P. John L. Sinn says this is the largest single sale of its kind Ziv has made to any radio station in its history.

Advertisers participating in the *Playhouse* series will get air pitches not only in the afternoon, says WOR, but also in the station's nightly block of mystery and adventure programs—for the same price. This will give the advertiser two minutes and 10 seconds of commercial time for each participation he buys, plus the opportunity to reach the variety of audiences covered by romance, adventure, mystery, and classic drama programs.

The series is slated to start 14 September; each two-hour *Playhouse* program will present three of the transcribed shows woven together with special commentary. ★ ★ ★



**Briefly . . .**

Steve Allen now works for Knickerbocker Beer in a nightly (Monday through Friday) variety show on WNBT from 11:20-12:00 midnight. To launch Allen in the new show (which started last month), WNBT



Allen and Taylor admire SPONSOR plaque

threw a kick-off party for him. SPONSOR contributed to the proceedings by presenting Allen with a special plaque—a framed ad commemorating the three-hundredth anniversary of New York, showing Father Knickerbocker with the face of Steve Allen. Joe Taylor, ad manager of Knickerbocker Beer, got as big a kick out of it as Allen (see photo).

\* \* \*

One cigar smoker who watches the Phillies - sponsored *Saturday Night Fights* (ABC TV) over WNAC-TV, Boston, demonstrated his loyalty by sending in a box filled with 8,909 cigar bands. The viewer, Carl F. Anderson,



WNAC-TV's Gregson shows 8,909 cigar bands

Saugus, Mass., collected the bands from fellow workers at a General Electric plant in Lynn, then took the trouble to count them. Result: His survey shows Phillies a five-to-one favorite. Announcer Jack Gregson told the story and showed the bands on the program.

(Please turn to page 132)



**WTRY**  
**Personality**

**Roy Shudt**

MOBILGAS SPORTSCASTER 6:15 P.M.  
"FIFTH AT SARATOGA" 4:30 P.M.

Roy Shudt didn't know whether to say "yes" or "no" when asked several years ago to call the trotting races at Saratoga. The track for trotters had just opened, and, although a seasoned sports commentator and play-by-play star on WTRY, Roy had never described the trotters before.

Fortunately, he finally said, "Yes." He used his fine, clear voice and crisp style to develop the most distinctive and successful technique in the business. Now he's the country's highest paid trotting race caller; a sportscaster with a national reputation for being tops in his specialty. He has broadcast the Hambletonian coast-to-coast for CBS. He's the star performer at Hollywood Park on the coast. He opened the fabulous Ponce de Leon Raceway at Jacksonville this season. He helps pack 'em in at Rosecroft in Baltimore.

Naturally, his success abroad has made him a hero at home in the Albany, Troy, Schenectady market. His large WTRY audience is nothing short of enthusiastic. He's a great booster for his home town area and will work and live no place else on a permanent basis—no matter how attractive the many offers are.

Roy's 6:15 p.m. sport show every day, Mon. thru Fri., has the biggest audience of sports fans in the area and certainly one of the most vigorous and articulate in the country. He's the Mobilgas Sportscaster for Socony-Vacuum on the 6:15 show and during the racing season he's on the air every afternoon with the "Fifth at Saratoga" for Owen Cartwright, one of the top Ford dealers in the country.

Roy Shudt's top-notch performance is very much in keeping with the quality programming WTRY maintains . . . the kind local radio people like to call "network quality". And when you're with CBS "network quality" means aiming higher all the time.

**WTRY**  
Albany-Troy-Schenectady

**CBS—5000W—980 KC**  
Represented by Headley-Reed Co.



LEONARD EVANS

ANNOUNCES

a dramatic, transcribed  
daytime radio serial for  
the Negro Market!

“RUBY VALENTINE,” first dramatic radio serial created especially for the Negro Market is available for sponsorship in  $\frac{1}{4}$  hour segments five times a week on September 1st.

1. *Featuring top Broadway and Hollywood Negro talent.*
2. *Based on realistic, believable situations in Negro life.*
3. *Designed to build maximum audience loyalty and sales response.*

The dramatic story of “RUBY VALENTINE” and other packaged programs designed to sell the Negro consumer are created and produced by Wyatt and Scheubel in association with Leonard Evans, Negro Market Consultant.

For further information contact—

**LEONARD EVANS ASSOCIATES**

203 N. Wabash Ave., Chicago 1 Franklin 2-6444

**WYATT & SCHEUBEL**

40 East 51st Street, New York 22 Eldorado 5-7785

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UNIVERSITY  
LIBRARIES



tain which some advertisers million U.S. Negroes, the Negro-prosperous community life, group of U.S. radio outlets, stations in the East (WOOK, VJMO) to Santa Monica's Coast, are aiming all or part Negroes. Result: More and ng to these stations and are ervices they hear airsold by negro radio personalities. In fact, Negro-appeal radio is growing so fast that few agencies and advertisers can keep up with it. As a result, SPONSOR therefore is proud to present its third spotlighting of the U.S. Negro market as well as the latest data, tips, results, and research to aid advertisers in planning successful radio campaigns beamed at Negroes.

Project editor: Charles Sinclair

24 AUGUST 1953

# Advertisers should know about NEGRO RADIO

o programing aimed at  
boost a client's sales

1. **Negro market: the facts, figures of today's U.S. Negro economy, with new data on buying habits, brand preferences, and latest marketing trends** **page 66**
2. **Negro radio: a U.S.-wide round-up of latest research on what the Negro listens to and reacts to—and why** **page 68**
3. **Negro radio successes: Everything from fried shrimp to new Cadillacs has been airsold to loyal Negro listeners recently** **page 74**
4. **Tips on Negro Radio: Negroes are a sensitive audience and can spot phoney selling in a minute. Here's how to avoid traps in Negro airselling** **page 76**



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40 East 51st Street, New York 22 Eldorado 5-7785

# What advertisers should know about NEGRO RADIO

## **Loyalty of Negroes to programing aimed at Negro listeners can boost a client's sales**

**B**ehind the Color Curtain which some advertisers have dropped on the 15 million U.S. Negroes, the Negro lives a busy and prosperous community life. And an ever-increasing group of U.S. radio outlets, from the four UBC stations in the East (WOOK, WANT, WSID, and WJMO) to Santa Monica's KOWL on the Pacific Coast, are aiming all or part of their programing at Negroes. Result: More and more, Negroes are tuning to these stations and are buying the goods and services they hear airsold by Negro radio personalities. In fact, Negro-appeal radio is growing so fast that few agencies and advertisers can keep up with it. As a result, SPONSOR therefore is proud to present its third spotlighting of the U.S. Negro market as well as the latest data, tips, results, and research to aid advertisers in planning successful radio campaigns beamed at Negroes.

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page 76

# 1. The Negro market: \$15 billion

**U. S. Negroes buy top-quality, brand-name goods of all types. But you**

**I**s the U.S. Negro a good customer for U.S. consumer goods?

The answer to this question, on the basis of the latest group of facts and figures on the U.S. Negro market to be gathered by SPONSOR, is "Yes."

As Norman Stewart, commercial manager of Nashville's WSOK, a station with a sizable Negro-appeal program schedule, stated:

"It cannot be emphasized too much that the Negro is no different from the average white person in his needs and luxuries. He buys and uses the same merchandise and services that the average white consumer uses. He wants the same quality . . . often a little better quality . . . offered to anyone else."

And, as Robert D. Williams, manager of WBCO, Birmingham, an all-

Negro-programed station, puts it:

"Don't let anyone try to kid you into thinking this is a poor market. According to the 1951 *Sales Management* 'Survey of Buying Power,' \$150,000,000 in retail sales were made to Negroes in 1950 in the Birmingham area, and later estimates are far above this. We advertise and sell to Negroes the most expensive automobiles, the biggest and most expensive television sets, appliances, home furnishings."

But the answer to the question, "Is the Negro a good customer?" is a "Yes" with certain qualifications, even though the country's 15,000,000 Negroes have a combined annual income estimated to be over \$15,000,000,000.

The Negro is still not on an entirely equal basis with U.S. whites. He may

be welcomed at a Cadillac showroom in New York or New Orleans but he is not particularly welcome at many of America's leading resorts and most famous restaurants.

Because of continuing of racial segregation, the Negro's 1953 buying habits in the U.S. are not identical with those of the country's whites.

Negroes, for instance, still buy larger-than-average amounts of drug products and patent medicines, since the medical services and facilities available to whites are not always available to Negroes. Negroes still extend a lower-than-average patronage to many restaurants, night clubs, theatres, hotels, and vacation spots and generally spend less for out-of-home recreation than

## 8 key facts to remember about the U.S. Negro market

<b>1. NEGRO POPULATION OF U. S.</b> .....	<b>15,000,000*</b>
<b>2. LONG-TERM TREND IN U. S. POPULATION:</b>	
NEGRO (SINCE 1940) .....	UP <b>15.8%</b>
WHITE (SINCE 1940) .....	UP <b>14.4%</b>
<b>3. TOTAL U. S. NEGRO INCOME, ESTIMATED</b> .....	<b>\$15 billion*</b>
<b>4. TREND IN U. S. NEGRO-VS.-WHITE MEDIAN INCOMES:</b>	
NEGRO (SINCE 1940) .....	UP <b>192%</b>
WHITE (SINCE 1940) .....	UP <b>146%</b>
<b>5. U. S. NEGROES WHO LIVE IN URBAN AREAS</b> .....	<b>60%</b>
<b>6. TREND IN U. S. URBAN HOME OWNERSHIP:</b>	
NEGRO (SINCE 1940) .....	UP <b>129%</b>
WHITE (SINCE 1940) .....	UP <b>84%</b>
<b>7. EMPLOYMENT OF U. S. NEGRO LABOR FORCE (OVER 14)</b> .....	<b>91.5%</b>
<b>8. OWNERSHIP OF RADIO RECEIVERS:</b>	
U. S. AVERAGE (1 JAN. '53) .....	<b>98%</b>
NEGRO AVERAGE (1 JUNE '53) .....	<b>90%</b>

SOURCES: U. S. Bureau of the Census, Joint Radio Network Committee, SPONSOR survey of Negro-appeal stations \*Or over

# Annually

where, when, and why

whites, since they can't always be sure they won't be embarrassed.

Having lower median incomes to start with (\$1,569 for Negroes vs. \$3,135 for whites, according to the U.S. Census), they usually live in lower-rent sections than whites, even though Negroes today own nearly a third of the homes in which they live.

What does all this mean to the average radio advertiser? One good answer was given by D. Courtenay Jamison, advertising advisor to Atlanta's Negro-staffed WERD, who said:

"The fact is that since Negroes pay less for rent and recreation (two large items in the white family's budget) they pay more and buy more of the things that are nationally advertised. They insist upon quality, and will not stop at any sacrifice of price to get it."

But this is only part of the answer. Modern psychology provides the rest.

The U.S. Negro, many top psychologists and social researchers feel, suffers from an "insecurity neurosis." As far as manufacturers of nationally advertised products are concerned, this "insecurity neurosis" means two things:

1. A Negro will often buy the very best of those things *he can buy readily* in order to prove—if only to other Negroes or even to himself—that he is just as good as anybody else. A well-known marketing consultant, himself a Negro, told SPONSOR: "Until prejudice disappears in this country, Negroes will always feel in competition with whites. That's why a Negro may drive a Ford now but hopes some day to be able to drive a Lincoln or a Cadillac."

2. Being denied the same general entertainment opportunities as U.S. whites—particularly in the South and Southwest—Negro families are likely to spend more than the white average  
(Please turn to page 86)

Negro housewives buy premium-price food and household items as photo taken in New York's Harlem area shows (right). Development of super markets in Negro communities heightens importance of airselling. (Picture courtesy station WWRL, New York City)





Public service: New Orleans mayor praises Mort Silverman of WMRY (top left) for job done by outlet in helping United Negro College Fund. In Miami, WMBM's Junior Jamboree (bottom left) packed in the small fry. In New York, WLIB explored Harlem housing problems

Guest stars are frequently heard on local Negro-appeal shows. Martha Raye (top left) appeared on WFEC, Miami benefit show for local P.T.A.; ex-champ Joe Louis traded quips on WBOK, New Orleans; bandleader Lionel Hampton presented latest recording to WWCA



Lionel Hampton

## 2. Negro radio

### Research shows Negro-

**“Why Negro radio?”**

The advertiser's best answer to this basic question comes from a simple fact: Negroes like Negro-appeal radio.

They like it and they listen. As WDIA, soon to celebrate its fifth anniversary as one of the country's top Negro radio outlets, told SPONSOR:

“Some months ago a special C. E. Hooper survey showed that an average of 69.6% of Memphis Negro homes had their radios tuned to WDIA at any one time of the day. That's almost seven out of 10 Negro homes in a major market where there are over 562,212 Negroes.”

Such high share-of-audience figures as these are not uncommon in other markets where Negro-appeal outlets have done a good job of integrating themselves with the life of a city's Negro community. But such audience figures provide only part of the answer to the question.

Another reason for the success of the 200-odd U. S. radio stations now beaming all or part of their schedules at Negro listeners is found in the comments of Negro marketing specialists.

Says Joe Wootton, a Negro himself and station rep for some two dozen Negro-appeal outlets:

“Certainly Negroes listen to Arthur Godfrey and watch *I Love Lucy*. But seldom can a Negro—particularly one who is getting more and more proud of his racial heritage as his status improves—find anything in the ordinary air show sponsored by a national advertiser with which he can identify himself.

“He listens to ordinary radio newscasts, too, but rarely finds that they answer the question, ‘How will this news affect me as a *Negro*?’ And so on and on.

“Negro-appeal radio therefore is *the* radio in the increasingly race-conscious, race-proud world of millions of colored Americans.”

Another Negro market researcher, Dr. George E. Haynes, president of New York's Four-Fold Associates, con-



# Keystone of community life

Programs reach as many as 70% of Negro homes in a market during day, night

sultant specialists in the Negro market, carries this thesis further. Said he:

"The Negro consumer market is not limited to large urban centers or any segregated area or even to small Negro communities and individual families. No matter where they live, the social life, organizational connections, feelings, and attitudes of Negroes are tied into Negro life and the Negro community as a whole.

"Negroes with few exceptions belong to churches, lodges, fraternities, sororities, social, and welfare groups made up of Negro members. News and features of special interest to Negroes are often omitted or not slanted to them in the general press. Therefore, Negroes turn regularly to Negro-edited newspapers and magazines.

"This is true of radio and TV as well. Negroes enjoy many general programs. But they give special attention

just as they give to the Negro press to programs and sports events that embrace Negro life and which feature Negro artists and athletes."

Especially in the southern U. S. where the Negro percentage of a city's population almost invariably runs higher than in the North, Negro-appeal radio is often the keystone of community life. As Jules Paglin, president of The OK Group (WBOK, New Orleans; WXOK, Baton Rouge; KAOK, Lake Charles) which beams programs at some 1,000,000 Gulf Coast Negroes, puts it:

"This vast Negro population with high purchasing power is a potential gold mine for advertisers who will seek it out and contact it through radio. Negro radio listeners are loyal listeners. In the South, they read few newspapers, magazines, or books as compared with the time they spend with

radio. In the New Orleans area, for instance, Negroes read fewer books from the public library by 50% than any other city of the same size.

"Negroes get their information, their entertainment and their educational gains from radio and every survey has shown this. Radio is the one medium they all can hear and understand and enjoy."

## Radio research

How well are Negro-appeal stations attracting and holding Negro audiences?

An over-all answer was furnished to SPONSOR by Clayton J. Cossé of Atlanta's Dora-Clayton station rep firm, specialists in Negro radio:

"Sets-in-use by Negro listeners has shown consistent strength. Ratings have increased due to the fact that  
(Please turn to page 72)

Local stars seen below have loyal Negro followings. Top row: King Porter, WBCO; Chuck Richards, WITH; "Rockin' Lucky," KSAN. Bottom row: Clarence Welch plays spirituals on KALI; white d.j.'s

Hunter Hancock and "Jumpin' George Oxford" are heard on KGFJ and KWBR. Negro-appeal d.j.'s and gospel music are the backbone of Negro programming on some 200-odd United States stations



ZIV'S NEW SHOW IS  
TV DYNAMITE!

FROM  
THE

# SECRET FILE

STARRING HOLLYWOOD'S BRILLIANT ACTOR

# RICHARD CARLSON

IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!  
1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

# "I LED 3 LIVES"

TENSE because it's **FACTUAL!** GRIPPING because it's **REAL!** FRIGHTENING because it's **TRUE!**  
EACH HALF-HOUR A TRUE-LIFE ADVENTURE!

**YOUR OPPORTUNITY**

TO HAVE THE MOST  
TIMELY AND IMPORTANT  
TV PROGRAM IN  
YOUR CITY!



OF A  
COUNTERSPY  
FOR THE

F.B.I.!

TREASON ON  
OUR DOOR STEP . . .  
THIS MAN SLAMMED  
THE DOOR!

Not just a script writer's fantasy—but the authentic story of the  
Commies' attempt to overthrow our government! You'll thrill to  
the actual on-the-scene photography . . . the factual from-the-  
records dialogue.

Taken from the secret files of a counterspy for the FBI. Authen-  
tic sets and scripts personally supervised by Herbert Philbrick,  
the man who, for 9 agonizing years lived in constant danger  
as a supposed Communist who reported daily to the FBI!

NEVER BEFORE HAS SUCH A DRAMATIC  
DOCUMENT APPEARED ON TV!



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



STATIONS HAVE DEVELOPED OTHER-THAN-D.J. PROGRAMS: WOVS "BELLES OF N.Y." AMATEUR HOUR; WDIA'S SPORTSCASTS

most Negro-programed stations are daytime operations. Since more disk jockeys are programing to the Negro, naturally the mail pull has shown an increase. Even in television markets, radio sets-in-use has not declined because of more purchasing of radios by Negroes."

In individual markets, research shows that Negro-appeal stations are attracting ever-growing numbers of the nation's 15,000,000 Negroes. Here's a quick coast-to-coast round-up of the latest audience research figures:

**New York:** Station WWRL, a multi-language independent with a sizable Negro-appeal program schedule, told SPONSOR:

"The Negro population in New York has increased to the point where there are more Negroes in New York than the entire population of Cleveland, St. Louis, Boston, San Francisco, or Houston. According to the 1950 Census, there are 1,014,371 Negroes in New York. Later estimates are even higher.

"On the basis of the latest Pulse Report on Negro Listening Habits in New York sets-in-use in Negro homes averages about 30%—much higher than the over-all New York average which is only 22%. The Pulse survey also showed that programs like *Morning Spirituals* with 'Doc' Wheeler had a higher Negro listening audience than

such top network shows as *Don McNeil's Breakfast Club*, *My True Story*, *Martha Deane*, *When a Girl Marries*."

**Philadelphia:** "In June 1951," stated WDAS, "Pulse took a special survey for us on Negro listening habits during our original Negro program, *Randy Dixon's Ebony Express*. The results of this survey indicated that this segment had 43.7% of all Negroes—and there are over 450,000 Negroes in Philadelphia—listening in. Dixon had almost as many listeners in the Negro areas as all other stations combined.

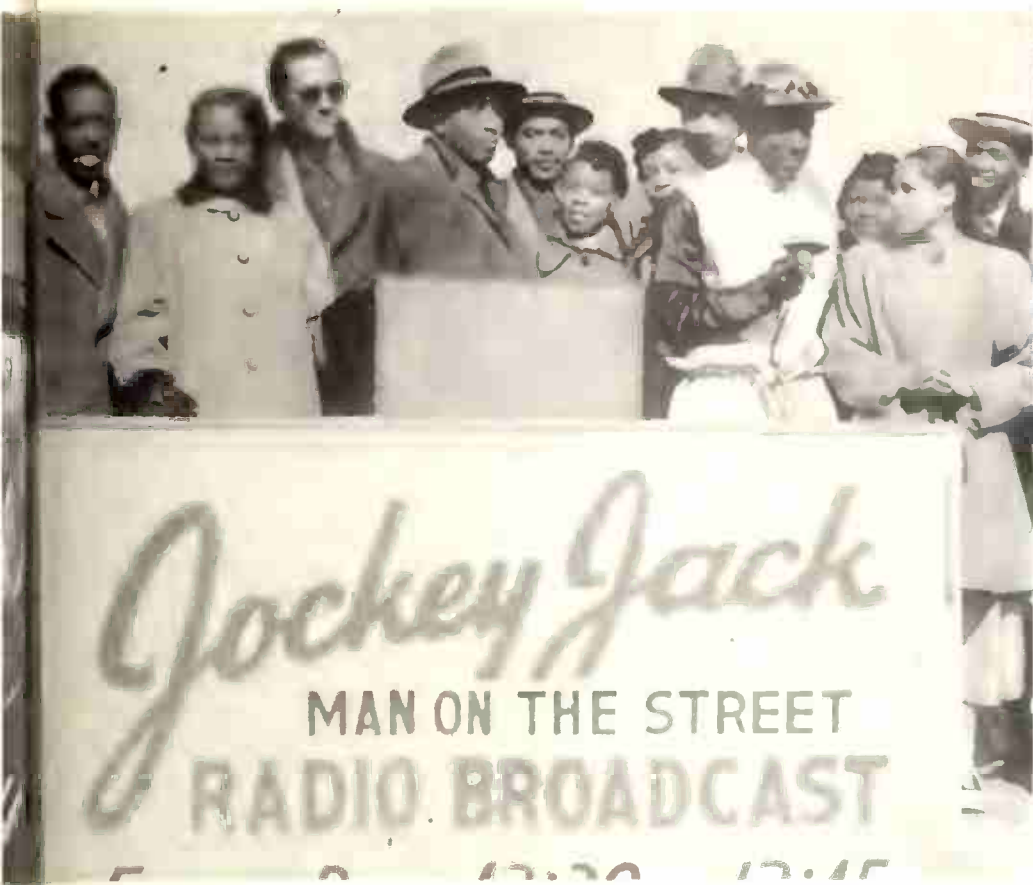
"We are still able to claim validity for these figures after two years. The

regular eight-county Philadelphia Pulse indicates that Dixon has held or increased his audience since 1951."

**Charlotte, N. C.:** WGIV, which devotes about a third of its program schedule to Negro programing, told SPONSOR that "when Genial Gene and Chatty Hatty, WGIV's two top-flight personalities, hit the air Pulse says the Negro audience flocks in by the thousands. They start tuning in on the average 15 minutes before show time and stay for 15 minutes or more afterward. Now get this, because it's important: 52% of the white audience stays all the way through these Negro

IN-PERSON VISITS: WBOK D.J.'S AT DRUG STORE; WJLD SINGERS AT CLOTHIER





LOUISVILLE'S WLOU CONDUCTS INTERVIEWS. HOWEVER, D.J.'S LIKE KAOK'S "BUBBER" LUTCHER, ARE BASIC SHOW TYPE

segments." Cost-per-1,000 homes on both shows ranges from 43¢ to 67¢.

Incidentally, Genial Gene last month was voted "Man of The Year" by the local Negro newspaper, *Charlotte Post*.

*Louisville, Ky.:* In a recent checkup of its own, WLOU learned the following on Louisville Negro listening:

a. Some 97.5% of Negro homes in WLOU's area (Negro population: 160,000) have one or more radios in the home. Average per home: 2.15 radios. In addition, some 25.8% have portable radios.

b. Of Louisville's Negro families, some 77.6% owned cars or trucks that

are equipped with radios.

c. Efforts to build loyal Negro listening in a large area were effective. Said the station: "Our Negro personalities have made personal appearances—arranged because of popular demand—in areas 50 miles away from Louisville itself."

*St. Louis:* In a city where nearly one person out of five is a Negro (total Negro population: 250,000), station KNLW ordered a radio survey conducted by Western Union. The sets-in-use figure among Negro homes was found to be 26.6%.

The station commented as follows:

"This is indicative of the fact that Negroes do depend on their radios for day-in and day-out multi-hour entertainment. We found that our *Spider Burks* and *The 'G'* (George Logan) took some two-thirds of all votes among Negroes where any preference was indicated. Cost-per-1,000 for this enthusiastic audience? About 40¢ based on national rates."

*Los Angeles:* According to KALI: "The Negro population in Los Angeles County is approximately 350,000 and some 1,000 Negro families move to the Los Angeles area each month. (Please turn to page 78)"

MORE VISITS: KPRS' ED PATE AT GROCERY; WOPA'S FITZHUGH AT CURBSIDE. WMFS SWITCH: A "GUEST D.J." PROMOTION





Negro-appeal stations can move a wide variety of brand-name products, as WWRL, N. Y. photo (top left) attests. Part of air success of Mogen David Wine has come from its use of air advertising

beamed to Negroes, as on WMRV, New Orleans (lower left). Other products using Negro-appeal stations vary from Ideal Dog Food (on WDIA) to Pet Milk (on WSOK) pictured at the right

## 3. Negro radio results

**Listener loyalty means big results for long list of advertisers**

**N**egro radio can sell almost anything you can name.

The list ranges from Cadillacs to fried shrimp, from houses to soap. The Negro trusts his station, is loyal to its disk jockeys and homemakers, will buy with faith when the commercial message comes from someone he can identify himself with.

Sales result stories culled by SPONSOR from a mass of material on Negro radio are presented in brief form below. Not all of them are specific in terms of dollars and cents, for obvious reasons, but the list illustrates the variety of products the Negro buys through Negro radio's selling power.

**Appliances, WBOK, New Orleans:** The Wilken For Furniture store told the station that "it was no mere coincidence that we started selling washing

machines *within an hour* after our first spot announcement on WBOK . . . in our initial advertising campaign with your station. . . It will interest you to know that a number of sales of gas ranges, television sets and some furniture, in addition to approximately 25 washers, can be directly traced to these spot announcements (during the first month of the campaign)."

**Shoes, WRAP, Norfolk:** Mark's Shoes, a local retailer, used a small schedule of announcements for a month, sold more than 3,500 pairs of advertised shoes. Compared with the corresponding month the year before, when the store used no advertising by WRAP, sales were 21% higher. **Beef:** Advertising a cut of economy beef, Big Chief Super Market bought two announcements daily for six days. Dur-

ing those six days 1,600 pounds were sold by Big Chief Super Market.

**Beer, WMBM, Miami Beach:** On a Friday morning this past May, Jockey Jack, program director and featured air personality of the station, made one announcement to the effect that the first motorist to arrive at the WMBM studios with the correct answer to a question would be awarded a case of Ballantine Beer. To quote the *Miami Whip*, Negro weekly: "Within 15 minutes the roads were blocked with cars for hundreds of feet, causing a spillage of traffic into MacArthur Causeway, main artery to Miami Beach." The traffic jam on the causeway attracted police who arrested the disk jockey as well as the station manager, Jim Vaughn, for creating a traffic disturbance in the area.

**Houses, WEAS, Decatur-Atlanta:**

The Paradise Park Development Co. sponsored the *Echoes of Zion* program on Sundays, 12:15-12:30 p.m. About a month and a half after it started advertising, the firm wrote the station: "The results obtained from this medium of advertising have been astounding. A few minutes after the program starts the phone starts ringing and we have had calls as late as 7:30 p.m."

"In the past we have used every medium known in advertising, including direct mail, which we had considered the very best way to reach the individual. Our experience with your facilities is that we have obtained as good if not better results at a far less cost in outlay than any source of advertising has ever produced for us."

**Appliances, WSOK, Nashville:** A local retailer of a major national appliance and auto accessory chain spent \$729.75 on WSOK during January 1953. More than \$15,000 in TV set sales and a substantial gain in other appliance sales were credited to the station. **Toiletries:** White's Specific Toilet Co. increased sales 65% over the corresponding month the year before during the first month it adver-

tised on WSOK. The second month, sales were up 600%.

**Flour, WWRL, New York:** Using only WWRL, and no other medium, Quaker Oats' Aunt Jemima Self-Rising (bread) Flour, increased its 1952 sales 45% over 1951. The client uses participations in two disk jockey shows—*Dr. Jive* and *Doc Wheeler*. Commercials are done in the d.j.'s own words from fact sheets furnished by the client. The product is now going into its sixth year on WWRL. Since it has been advertised on the station, the product has risen from third to first place in bread flour sales among Negroes in the New York area.

**Baking Powder, WMRY, New Orleans:** Calumet Baking Powder sponsors segments of the *Laura Lane* homemaker show. The General Foods district manager told the station: "Indications are that the station has been effective in reaching the Negro market. We picked up many reinstatements in stores catering to the Negro trade. The store owners were acquainted with the *Laura Lane* promotion and commented favorably on Station WMRY. On top of these factors, the New Orleans territory showed the best increase

in the district for the 12-month period ended 30 June 1953."

**Furniture, WBCO, Bessemer, Ala.:** The Willoughby Furniture Co. of Fairfield, Ala., said this in a letter to the station: "During a two-day period recently we sold over \$1,700 worth of furniture which we attribute directly to advertising on your station. A very, very large portion of our total sales volume consistently comes from WBCO advertising." The two-day period on WBCO cost Lewis Willoughby, who runs the furniture store, a total of \$10 in advertising.

**Fried shrimp, WHOD, Homestead, Pa.:** "Hot Sauce Williams," with a half-ton shipment of shrimp on hand, bought six announcements on the *Mary Dee Show*. Miss Dee told WHOD's listeners that "Hot Sauce" had just received a shipment of "those big, fat shrimp from Boston and he's cooked up an extra special sauce to go with them." The shrimp were gone in three days. Cost: \$10 per announcement or 6¢ per pound of shrimp sold. No other means of advertising were used.

**Fishing equipment, WGIV, Charlotte, N. C.:** Thorne's Variety Store  
(Please turn to page 96)

Quartet of Negro cuties promotes Carnation Milk campaign on four outlets with large Negro radio listening (top left). Detroit Negroes ask the man for Ballantine when it's aired on

WJLB (lower left). Same firm uses Negro-appeal Hal Jackson show on WABC, New York, while Ward Baking Co. uses a long list of Negro-appeal stations which includes WAAA (below right)



# 4. Tips on how to get most out

Few can airsell a product to Negroes faster than a good Negro entertainer, a

For some time a leading manufacturer of household soap had been airing an announcement schedule on a large Negro-appeal station in the Mid-South. Then he decided to add a premium offer to his commercials.

The premium: a bottle of a low-priced brand of perfume.

The soap company had used the same premium in middle and low-income white areas with great success and felt there was no reason why it shouldn't work among Negro audiences in the same general income bracket.

The campaign started—and proceeded to lay an egg. The sponsor was amazed. What had gone wrong, he wanted to know. A man was sent from the sponsor's regional office to make a survey in the area. The interviewer found his answer after ringing only a few doorbells.

"Certainly I heard your offer," a pretty young Negro housewife snapped, "and if it had been something I could really use in my kitchen I might have sent for it. But when I buy perfume I buy Chanel Number Five."

Stories like this one, told to SPONSOR by the manager of the Negro-appeal station, are all too numerous.

Take the case of one of the top bakery firms in the country which decided to air a series of transcribed announcements on a Negro-appeal outlet in one of the largest cities on the Gulf Coast. As an executive of the station recalls it, "One of the announcements was to be a transcribed jingle which went 'Mammy's little baby likes Tip Top, Tip Top' to the tune of *Shortnin' Bread*. Can you think of a better way to alienate the Negro listener who is on the lookout for so-called 'Uncle Tom-ing' anyway?"

Or the Nashville advertiser who had his agency copywriter concoct a series of announcements, against the advice of a local station, which featured the agencyman's conception of jive talk. The sponsor felt he was "talking the Negro's language" but he couldn't have been more wrong, as irate phone calls from listeners later showed.

Mistakes like these are common in use of Negro radio. Most admen still have to rely on a mixture of facts and guesswork when they design campaigns for Negro ears. SPONSOR took this into consideration in surveying a cross-section of the country's outstanding Negro-appeal stations. It's hoped that this quartet of tips based on replies from stations will prove valuable to those agencies and advertisers who are comparatively new to Negro-appeal radio advertising, and a good refresher course to those who are old hands.

\* \* \*

## 1. Don't try to sell stereotyped or second-rate products on the air to Negroes.

"Negroes buy Ivory soap and Camel cigarettes and many other top products in abundance when they hear these products advertised through Negro radio. Therefore, don't try to sell something you would not sell to a group

that is non-Negro," is how Jim Vaughn, manager of Miami's WMBM, one of three Negro-appeal stations (others: Louisville's WLOU and Cincinnati's WCIN) owned by R. W. Rounsaville of Atlanta.

(For further details on Negro brand preferences, see Negro market story on page 66.)

Most Negro-appeal stations will warn an advertiser against appealing to the bargain-hunting instinct. Typical comment, from Norfolk's WRAP: "Pressure selling gets quick results. But quality selling gets lasting results."

However, some stations go even further. New York's multi-language WLIB, which has won the respect of the million-plus New York Negro community with a well balanced program schedule, told SPONSOR: "WLIB has rejected many advertisers. For instance, one client wanted to advertise a cream that would lighten a person's skin. Such advertising would ruin a station.

WHEN NEGRO AIR STARS TURN ON SELLING CHARM IN OWN STYLE, RESULTS H





# Negro radio

## SPONSOR survey shows

and goes along with the premise that any attempt to 'play down' to the Negro market can only lead to failure."

**2. Commercials aimed at Negro listeners produce the best results when they are performed by Negro artists and done in the artist's own style.**

This should be obvious to any sponsor who has had experience in airselling his product on women's-appeal participation shows of the *Mary Margaret McBride* type or who has used network shows built around a strong personality.

Nevertheless, the stations replying to SPONSOR's survey of Negro-appeal air outlets stressed the above tip strongly almost without exception.

Here are just a few of the comments of stations and organizations familiar with the procedure (and problems) of beaming shows to Negro audiences:  
(Please turn to page 93)

### Eight ways to improve Negro air campaigns

1. Never use Negro-appeal radio to sell a second-rate product, or one which is stereotyped as a "colored" product. Negroes today earn good wages, prefer to buy premium-priced and top-quality merchandise

---

2. Don't try to use high-pressure selling methods in Negro radio. The Negro listener resents it, will show his dislike at the cash register. Said Norfolk's WRAP: "Quality selling always gets lasting results"

---

3. Experiences of leading Negro-appeal stations and top advertisers show that, with few exceptions, commercials aimed at Negro dialers produce the best results when they are done live by Negro artists

---

4. Attempts by advertisers to produce a synthetic "Negro speech" in agency copy usually don't work out. WSOK recommends that the talent be furnished fact sheets, be allowed to work "in own style"

---

5. Don't expect short-term miracles from Negro radio. Campaigns must be consistent, just as they are in "regular" radio to get the top results. WHAT says: "Results often proportionate to expenditures"

---

6. Live programs, and music shows composed of race records are not the only way to sell the Negro air audience. True, they attract a big audience. But gospel programs, homemakers reach more Negro women

---

7. Although quality of available radio research in Negro market is improving, there are still many gaps. A good picture of local Negro radio can often be obtained quickly from sponsor's own distributors

---

8. Don't be afraid to seek the advice of Negro stations, either. In normal radio practice, agencies and clients usually know more about successful airselling than do stations. Here, it's just the reverse

WHOD'S MARY DEE SOLD SHRIMP; A THEATRE WAS PACKED BY WGIV'S "GENIAL GENE"; WMBM'S "JOCKEY JACK" MADE HEADLINES



CITY EDITION **MIAMI WHIP** AMERICA'S SMARTEST NEGRO WEEKLY

5¢  
PER COPY

Based on Second Class Matter P.O. Miami, Fla. 688 of 1944, Miami, Fla. Second Class Permit No. 123—Published Weekly by The Whip Publishing Co.  
Vol. XI, No. 13 Miami Florida, Saturday, May 23, 1953 Phone 54-2444

## FREE BEER OFFER LANDS JOCKEY IN JAIL

## NEGRO RADIO

(Continued from page 73)

Negro sales are estimated to be at \$20 million. The average Negro family here has at least one radio in the home, and 72% have car radios.

Oakland, Cal.: KWBR conducted a survey among the 150,000 Negroes who live in the San Francisco Bay Area. The station, which beams some 25% of its programs at Negroes, concluded as follows:

"Radio is the only advertising me-

dium that penetrates this vast audience in widely separated areas. A personal survey showed that 96% of the interviewees are acquainted with our *Sepia Serenade* programs. Some 63% prefer to listen in the morning, 91% in the afternoon, 48% in the evening, and 65% on Sunday. Of those sampled, 62% had TV sets in their homes. Our principal show aimed at the Negro listener, incidentally, has been on the air on a daily schedule for the past six years and has expanded from the original half-hour presentation to three editions, totaling six hours per day."



Here's the key  
to the great  
**\$100 MILLION  
NEGRO MARKET**  
on Florida's  
Gold Coast!

Clear channel coverage from West Palm to Key West . . . from Nassau to the Gulf Coast! It's a 100-million-dollar Negro market, and WMBM all-negro programming, plus top all-negro personalities consistently deliver the goods! They'll deliver your goods to this profitable market of 190,000 Negroes with sound advertising and merchandising techniques; and they'll do it most economically! See our Reps for the complete story.

Get complete coverage with Miami's  
all-negro-programmed

# WMBM

1000 watts

800 kilocycles

ACTUAL  
RESULTS:  
ALMOST  
FANTASTIC!

Many "Per Inquiry" merchandisers have bought WMBM on a straight time-buy basis (P. I.s are not accepted) . . . and have found their cost-per-sale over WMBM actually less than average P. I. cost. That's ample proof of power!

NATIONAL REPS: FORJOE AND COMPANY  
SOUTHEAST: DORA-CLAYTON AGENCY, INC.  
*A Rounsaville Station*

## Negro programing

Two basic program ingredients make up Negro-appeal radio today: The Bible and The Blues.

The chief reason: These two program elements are generally the path of least resistance for a station that is setting out deliberately to woo Negro ears.

High-rated d.j. shows have been developed by the simple process of picking a lively Negro disk jockey and then giving him plenty of airtime and a big stack of the latest recordings. Other music shows have been developed using the low-cost live musical talent to be found in almost any market with a large Negro population.

On the religious side, it is just as easy to build programs out of the libraries of recorded gospel singers, spiritual artists, and the like that are readily available. Also, local Negro churches and Negro ministers are usually only too glad to have the opportunity of going on the air live.

There's another big reason why only a handful of Negro-appeal stations have tried to go beyond the gospel-and-jazz formulas of programing.

There is no Negro radio network to feed big-name programs from a central point to Negro radio outlets. Independent program producers, too—both those who package live shows and those who produce transcriptions—have developed only a few successful shows aimed at the nationwide Negro audience, although this situation may change in the near future.

And, no national advertiser has yet accepted the challenge to develop a transcribed Negro-appeal dramatic serial or variety show or some other type of program to suit the listening tastes of those U. S. Negroes who want something in addition to standard Negro program fare.

Do Negroes *want* other types of programs?

Research seems to indicate that they do. A survey conducted for Winston-Salem's WAAA in 1951 among some 2,000 Negro families, for example, showed this pattern:

NEGRO LISTENING PREFERENCES*	
PROGRAM TYPE	MENTIONS AS NO. 1
Spiritual music	736
Blues music	459
Soap operas	212

\*Study conducted in the Winston-Salem area by Russell's Commercial College. Panel included 2,000 homes containing 8,723 people. Interviewing was done between 7:00 a.m. and 7:00 p.m. for five days.

# America's Number 1 Negro Market Station . . .



Nat D. Williams



Willa  
Monroe



Ford  
Nelson

## Completely Dominating Coverage

### OF THE GREAT MEMPHIS NEGRO MARKET

Radio Station WDIA, programming exclusively to the Negro audience, completely covers the 562,212 Negroes which make up 46.9% of the total population in the 27-county WDIA Nielsen area. For nearly 5 years now WDIA has consistently proved to local, regional and national advertisers alike that here is a truly great market that cannot be as effectively sold any other way! So, be sure you are not just selling half the Memphis market. Add WDIA and sell the entire market!



Starr  
McKinney



Rufus  
Thomas

#### FIRST by PULSE!

Out of 48 Daytime 1/4 Hrs. WDIA Rated:

FIRST	SECOND	THIRD
31 Times (1 tie)	16 Times (1 tie)	1 Time

Source: "The Pulse of Memphis"  
June, 1953 Monday-Friday, 6 A.M.-6 P.M.

#### FIRST by HOOPER!

HOOPER RADIO AUDIENCE INDEX

May-June 1953						M-F, T.R.T.P.	
WDIA	B	C	D	E	F	G	H
22.5	21.2	16.8	15.0	11.3	9.7	9.6	2.5

(Note: WDIA's share Sat.: 20.6; Sun.: 26.6)

#### JOIN THE LIST OF BLUE-CHIP NATIONAL ACCOUNTS, INCLUDING

- Arrid
- Crisco
- Purex
- Bayer Aspirin
- Folger's Coffee
- S.S.S. Tonic
- B C
- Gold Medal Flour
- Tide
- Camel Cigarettes
- Gulf Oil
- Shell Oil
- Carnation Milk
- Maxwell House
- Wilson & Co.
- Cheer
- Pet Milk
- Wonder Bread

. . . and many others



A. C.  
Williams

Get the Full  
WDIA Story Today

John E. Pearson Co.  
Representative

Dora-Clayton Agency  
(Southeast)



SOON  
50,000  
WATTS

Housewife shows .....	193
Contest shows .....	121
General dramas .....	66
Swing music .....	45
Classical music .....	41
Hillbilly music .....	28

Some stations meanwhile are serving up a balanced diet of local Negro-appeal programing which includes everything from Negro versions of the "Mr. and Mrs."-type show (such as the *Harlem Frolics* show with Sara Lou Harris and Buddy Bowser, husband and wife, on New York's WLIB) to the Negro *Man-on-the-Street* program scheduled

soon to start on WHOD in the Pittsburgh area. Such stations however are in the minority.

Warned Walter Suttler, a Negro radio consultant: "Gospel-and-blues programing is rapidly reaching a saturation point today, in terms of attracting new listeners to Negro-appeal stations and to advertiser's commercials.

"Sponsors and stations are soon going to face a situation where they will have to collaborate on the development of new forms of programing in order to maintain the strong position Negro-appeal stations have today with

Negro listeners throughout the land."

### Negro availabilities

The pattern of availabilities in today's Negro-appeal programing seems to shape up roughly as follows:

1. *Spot announcements*: Slots adjacent to top-rated shows on the better-rated Negro radio outlets are generally scarce, as you might imagine. However, many national advertisers use short-term saturation campaigns in Negro radio, so the turnover is fairly high and constant checking usually produces a good station list.

2. *Participations*: Most of the disk jockey shows in Negro radio are handled on a participating basis, occasionally with extra charges for talent fees or placement within a high-rated participation show. The same applies to the growing number of participation shows aimed at daytime or afternoon Negro women's audiences.

3. *Programs*: Some of the d.j. and religious programs are available on a "block" basis of sponsorship. Most are not. A rep-by-rep market-by-market check by timebuyers is the only answer to the question of what programs are available.

4. *Costs*: The price of Negro radio—since it includes everything from network affiliates who devote part of their time to Negro programing to top-rated independent stations who spend all of their airtime in Negro programing—runs all over the lot. However, here are a few example of actual costs furnished to SPONSOR by Negro-appeal stations:

For the *Hunter Hancock Show*, a KGfJ d.j. program, Hollywood, Cal.

	1 time	26 times	78 times
15 minutes .....	\$30.00	\$27.00	\$24.00
10 minutes .....	22.00	19.75	17.50
5 minutes .....	17.00	15.25	13.50
1 minute .....	10.00	9.00	8.00
30 seconds .....	7.50	6.75	6.00

For the *Timekeeper, Gospel Caravan* and *Bob King* shows on Norfolk's WRAP, the 312-time minute announcement rate is \$5.60. However, WRAP adds:

"Regular rates prevail on all programs on WRAP. No talent is payable on any programs. In the event a sponsor wishes to take over one of our Sunday programs, usually sold to local advertisers, at regular rates, he may do so, with a guarantee of live talent without extra cost.

"The only requirement is that the sponsor allow the group involved one personal announcement of local appearances. More than 20 live pro-

**AT LAST!**

**CINCINNATI**  
has its own  
all-Negro-programmed  
radio station

**WCIN**

1000 WATTS - 1480 KC

whatever your  
product ...  
whatever your  
budget ...  
WCIN will  
tailor a  
promotion  
to assure  
your share  
of this  
\$150 MILLION  
NEGRO MARKET

Yes, it's new . . . and a sister station to those two fabulously successful all-negro-programmed stations, WMBM, Miami and WLOU, Louisville! (See their ads in this issue.) Call our reps for success stories. One look and you'll know . . . the way to Cincinnati's 225,000 Negroes is through WCIN, for it's built on a sound foundation of past successes in two of America's most profitable markets!

CINCINNATI'S NEW  
ALL-NEGRO PROGRAMMED

**WCIN**

*A Rounsaville Station*

National Reps: Forjoe and Company  
Southeast: Dora-Clayton Agency, Inc.

**NOW UNDER CONSTRUCTION . . . WCIN-TV!**

# WBCO



**HAS THE GREATEST NEGRO RADIO AUDIENCE  
IN THE SOUTH'S GREATEST NEGRO MARKET!**

**BIRMINGHAM \$671,873,000.  
RETAIL SALES**

**BIRMINGHAM NEGROES — 37% OF THE TOTAL  
MARKET! 43-1/3% OF THE POPULATION!!  
Can now afford all the things they've wanted**

- ★ Reach this wealthiest Southern Negro Market with WBCO!
- ★ MORE NEGRO AUDIENCE!
- ★ MORE SALES PUNCH!
- ★ MORE RESULTS PER RADIO DOLLAR!

WBCO gets and holds the Negro audience, makes the sales, and keeps the sponsors — because WBCO is the only Radio Station in the vast Birmingham market that programs night and day exclusively for the Negroes with an all-Negro announcing and production staff! No one can sell a Southern Negro as well as another Southern Negro.

## WBCO

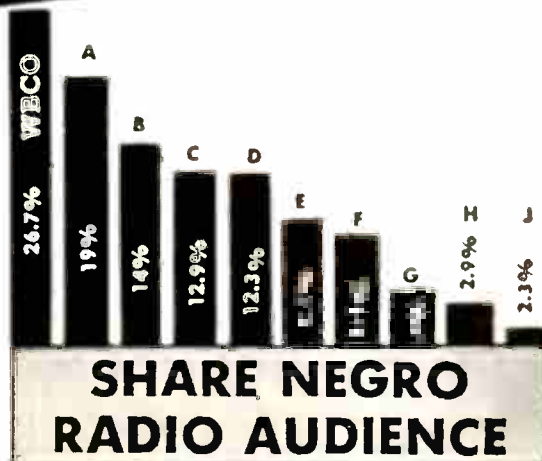
**NIGHT AND DAY  
Birmingham, and  
Bessemer, Alabama**

### PARTIAL LIST OF SATISFIED SPONSORS:

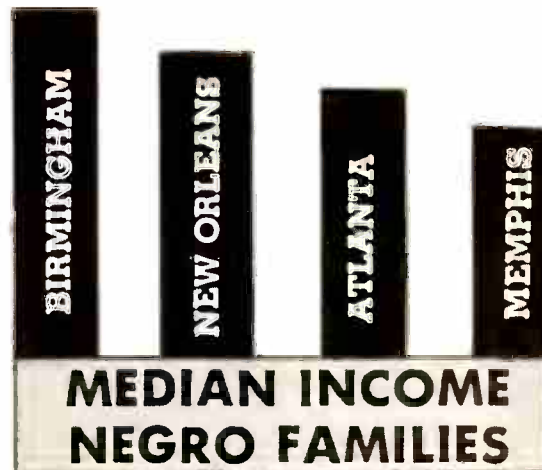
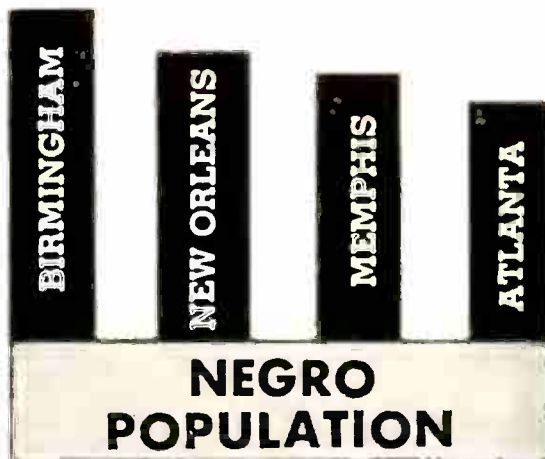
A & P Tea Company  
Carnation Milk  
Pan-Am Petroleum Products  
Firestone Rubber Company  
Four-Way Cold Tablets  
Westinghouse Appliances  
General Electric Appliances  
Lipton Tea Company  
Sears-Roebuck & Co.  
S.S.S. Tonic  
Vick's Vap-a-rub  
Hatpoint Appliances  
Budweiser Beer  
Double Cola

Burger Brewing Company  
Coca Cola  
Buick Motor Company  
Feen a Mint  
Griffin Shoe Polish  
Admiral Appliances  
Goodyear Tires  
Roller Champion Flour  
Stanback  
Southern Bell Telephone  
Philco Appliances  
Youngstown Kitchens  
Pepsi Cola  
Black Draught

Forjae & Company — National Representatives  
Dora-Clayton — Southeastern Representatives



O'Connor Survey, 1953  
Average Monday through Friday  
6:00 A.M. — 11:00 P.M.  
2,600 Radio Homes



grams are carried on Sunday and the day is devoted entirely to spirituals and church programs, as are four hours daily during the week."

In New Orleans WVEZ beams the *Jack the Cat* show at the Negro air audience, and charges \$10 for a single announcement and \$6.35 per announcement if two are bought daily for a year. The 15-minute rate for the show is \$30.60 for a one-time shot; for two quarter hours a day for a year the price is \$20.94 per segment.

WDIA, Memphis, soon to go to 50,000 watts daytime and 5,000 watts at

night, offers only one program as an availability—the others were sold out as SPONSOR went to press. The program: *Teen Town Singers*, supervised by A. C. Williams, one of the station's top disk jockeys and a well-known local choral director. Commissionable cost, on a 52-week basis: \$44.65 for time and \$30 for talent per broadcast.

#### Merchandising

Most Negro-appeal stations offer merchandising assistance to air advertisers, usually basing the amount of merchandising on the dollar-volume

value of the sponsor's contract.

The minimum schedule which an advertiser can carry and still hope for merchandising assistance, judging by the results of SPONSOR's survey of Negro-appeal stations, is one spot announcement per day.

When the campaign goes beyond three or four announcements per day, the majority of Negro radio stations will extend such support as mailings to local retailers, store displays, personal appearances by local air talent, plugs in station ads in local Negro print media and such promotional gimmicks as free pictures of personalities.

Here's a brief round-up of comment by Negro-appeal stations on the subject of merchandising:

*WERD, Atlanta:* This large, Negro-owned independent station stages sizable merchandising campaigns for its clients, which include the following services for various categories of WERD advertisers:

1. *Fifteen-minute programs or longer, five or more days per week for 52 weeks:*

- a. Promotional cards and/or letters to retailers and wholesalers in the Atlanta area every 13 weeks.
- b. Billboard advertising once during schedule. (Advertising is for one month.)
- c. Car card advertising once during schedule. (Advertising is for one month.)
- d. Promotional announcements each day.
- e. Publicity in the program schedules. (Schedules sent to advertising agencies, manufacturers, distributors, etc., and listeners requesting same).
- f. Pricing labels distributed to trade.

2. *Fifteen-minute programs or longer, three or more days per week for 26 weeks or more:*

- a. Promotional cards or letters to retailers and wholesalers in the Atlanta area each 13 weeks.
- b. Billboard or car card advertising for one month during schedule.
- c. Promotional announcements each day.
- d. Publicity in the program schedules.
- e. Pricing labels distributed to trade.

3. *One-minute spots—five or more days per week for 52 weeks:*

- a. Promotional cards or letters to retailers and wholesalers at beginning of schedule and once during schedule.



### ... HERE'S WHY ...

*LOU is the radio station with Negro Louisville. Metropolitan Louisville's 180,000 Negroes, plus a bonus audience in surrounding counties, appreciate LOU's all-Negro programming. It plays an important part in their religious, social and civic life.*

*They believe in LOU . . . and in her sponsors! It's proved consistently with over 2,000 letters a week from a 60-mile radius.*

*To expand your market in Louisville, sell to this closely knit audience. It's a powerhouse, with 80 million dollars a year to spend! You'll get your share if LOU is selling for you!*

**GET THE BEST RESULTS  
WITH LOUISVILLE'S  
ALL-NEGRO PROGRAMMED  
WLOU**

*National Reps: Forjoe and Company  
Southeast: Dora-Clayton Agency, Inc.*

*A Rounsaville Station*

**LOU'S appeal plus strong merchandising has made her first choice for results with scores of sponsors . . . local and national! See our reps for the facts!**

**NOW UNDER CONSTRUCTION . . . WLOU-TV!**

# WRAP

1000 WATTS DAYTIME • 1050 KC

SPECIALIZING IN THE NEGRO MARKET

*Serving* Newport News - Warwick - Hampton

South Norfolk - Portsmouth - Suffolk

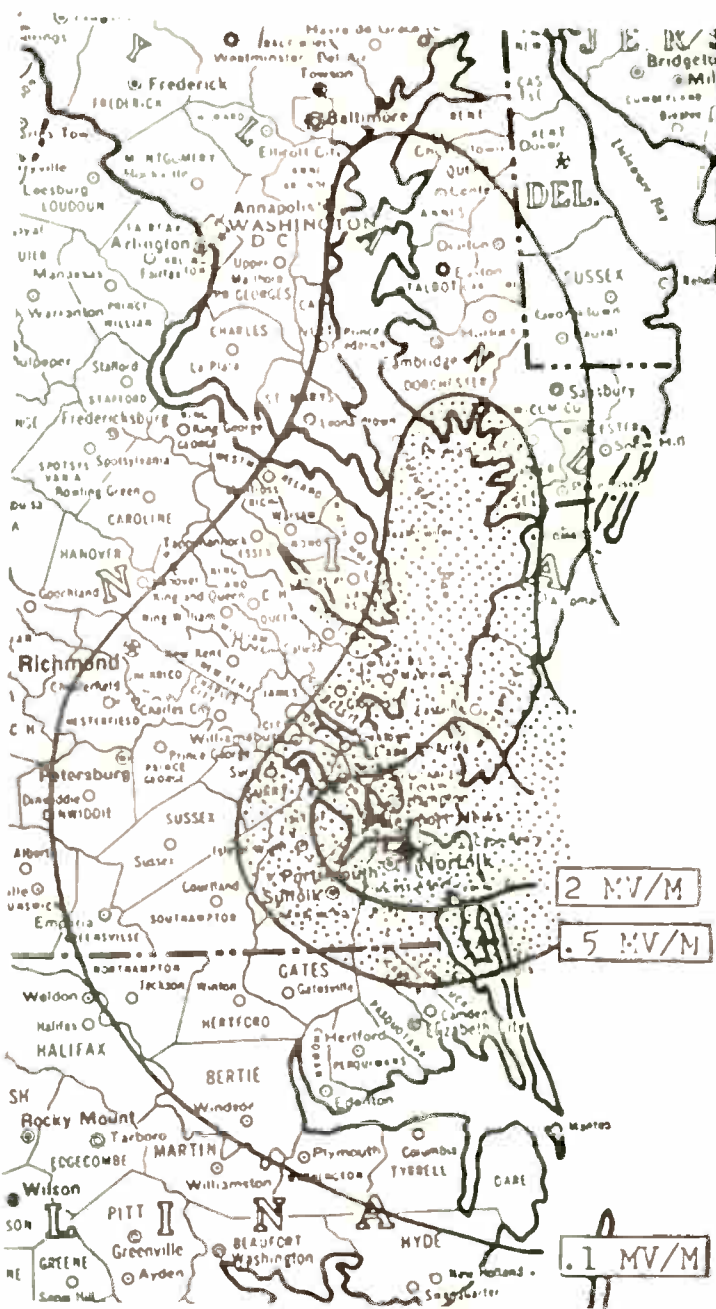
and Chesapeake Shores from **NORFOLK, VIRGINIA**

## VITAL STATISTICS

According to official sources, the Negro birthrate in Virginia's Tidewater area represented more than a third of the total during 1952; more than a third of the marriage licenses issued were for Negro marriages! Logically, more than a third of Tidewater's new households are Negro, and more than a third of family expansion needs in every category, including food and clothing budgets, represent Negro homes! Yet, only *one* radio station broadcasts exclusively to that population!

All announcers, disc jockeys and other talent heard on WRAP are of the Negro race themselves. An efficient program department insures good copy, effective placement and top-notch delivery.

The format, audience and non-directional power of 1,000 watts add up to just one thing . . . you can't sell half a million Negroes in Eastern Virginia without listening WRAP!



## NEGRO POPULATION

WITHIN 2.0 MV M CONTOUR  
**204,000**

WITHIN 0.5 MV M CONTOUR  
**283,100**

WITHIN 0.1 MV M CONTOUR  
**579,000**

You've heard success stories before . . . but where have you heard one like this . . . with *proof*?

ACCORDING TO A SURVEY OF NEGRO HOMES IN THE NORFOLK AREA, MADE BY PULSE, INC., EVERY PROGRAM ON WRAP . . . ALL DAY LONG . . . HAS A HIGHER SHARE OF AUDIENCE THAN OPPOSING PROGRAMS ON ANY OTHER STATION, NETWORK OR INDEPENDENT!

If the product in which you are interested can be sold to a Negro audience . . . and if you feel that more than half a million Negroes represents a suitable market . . . then we feel that we have earned the right to make recommendations to you for the radio time you purchase in the Norfolk area!

SOURCES: census of population and housing, 1950; census of business, 1954; and a fast-growing market for radio time in the Norfolk area.

THE PULSE, INC.

100° YARDSTICK

THE PULSE OF NORFOLK NEGRO HOMES . . . MAY, 1953

RADIO STATION AUDIENCES BY TIME PERIODS.

STATION	WRAP	"B" (Net)	"C" (Ind)	"D" (Net)	"E" (1-1)	"F" (Net)	"G" (1-1)	"H" (1)	"I" (Net)	MISC.	SETS IN USE
MONDAY THRU FRIDAY	33.0%	16.5%	9.5%	9.0%	8.5%	7.5%	5.0%	5.0%	4.0%	2.0%	22.9
SUNDAY	45.5%	12.5%	4.5%	8.0%	9.0%	8.0%	3.5%	2.0%	5.5%	1.5%	17.3

Represents average share of audience

Represented nationally by

**JOHN E. PEARSON CO.**

# WRAP

300 PORTLOCK BUILDING, NORFOLK, VIRGINIA

PHONE 4-8307



**1st ★**  
**IN THE NATIONS**  
**15th NEGRO MARKET**

► **KSAN** ◀  
**SAN FRANCISCO**

(★ PULSE SURVEY APRIL 1953)

**6**  
**HOURS DAILY OF**  
**PERSONALIZED SELLING BY**  
**LEADING NEGRO ARTISTS**

**12-4 P. M. DAILY**  
**9-11 P. M. DAILY**

★ ★ ★

**ALSO DAILY PROGRAMS**  
**IN 7 FOREIGN LANGUAGES**

★ ★ ★

**DON'T OVERLOOK THIS**  
**TERRIFIC BUYING POTENTIAL**

► **KSAN** ◀

— SAN FRANCISCO —

*National Rep.:*

**JOSEPH HERSHEY MCGILLVRA**  
**NEW YORK CHICAGO BEVERLY HILLS**

b. Mention in program schedule.  
c. Pricing labels distributed to trade.

4. *One-minute spots—three or more days per week for 26 week period or more:*

a. Promotional cards or letters to retailers and wholesalers once during schedule.

b. Mention in the program schedule.

c. Pricing labels distributed to trade.

*KNUZ, Houston:* "We maintain a mailing list of stores catering to the Negro trade; one complete list for grocery stores and another for drug stores. Once a year KNUZ maintains a booth at the Houston Home Show which has an attendance of 80,000 to 100,000. Along with the promotion for our other shows, both of our Negro shows' sponsors are given display space along with the other merchandise shown. On June 19 of this year, for instance, we had a booth at Playland Park, featuring our Negro disk jockey, with a show for the benefit of all Negroes attending. Airsold products were displayed and merchandised."

*WVOV, New York:* "Advertisers using one or more broadcasts daily, Monday through Saturday on a minimum 13-week non-cancellable contract, will benefit by WOV's comprehensive merchandising plan aimed at the New York Negro market." Plan includes:

1. Personal calls on grocers, druggists or package stores in Negro areas.

2. Placing window or store streamers in Negro outlets featuring clients' products (streamers to be furnished by advertisers).

3. Letters to grocers or druggists calling attention to advertisers' WOV broadcasting—and urging them to stock and feature the product.

4. Where the advertiser's organization prefers to place the streamers—a procedure that many advertisers find highly effective—WOV will participate up to 50% of the cost of producing the streamers.

5. Advertisers using a minimum of six broadcasts weekly in Italian, in conjunction with six Negro broadcasts weekly, will receive the same type of merchandising support in Italian grocery, drug, and package goods stores.

*WFEC, Miami:* "We do everything possible to aid in the promotion of a sponsor's product. When a sponsor signs up with us—taking one or more announcements per day for a period

of at least 13 weeks—we send out picture postcards of the person or persons whose show they have selected to retail distributors. The card merely informs the retailer that such-and-such a product is now being advertised regularly on a particular show.

"We then follow up with a letter suggesting that they take advantage of the sponsor's campaign by setting up tie-in displays. For retail outlets we cooperate by having our personalities visit the stores to meet their fans."

*WMOZ, Mobile:* "National advertisers can receive local tie-in promotion—in proportion of course to the amount of their order—but including personal letters from the station to local outlets, personal calls, and point-of-purchase placard service. Mailing pieces furnished by the advertiser will be mailed by the station."

*KSAN, San Francisco:* "Normally, the advertiser who buys two announcements daily for long periods of time will receive some or all of these merchandising aids:

"1. Direct mail pieces to retailers.

"2. Point-of-purchase displays in local Negro-area stores.

"3. Personal appearances by KSAN Negro personalities." ★ ★ ★



**OF 118,000 NEGROES IN**  
**GREATER KANSAS CITY**

**KPRS** sells its vast Negro audience. Follow the lead of such satisfied advertisers as Wonder Bread, Admiral, Crosley, Hamm's Beer, Frigidaire, Carling's Red Cap Ale.

**KPRS** is the only station in K.C. beamed exclusively to the Negro market.

1000 W **KPRS** 1590 KC

KANSAS CITY, MO. • HUMBOLT 3100



*In* **PITTSBURGH** *it's* **WHOD**



*Mary Dee*



*Mal Goode*

**At 3:00 P.M. when Mal Goode Does the News  
On the Mary Dee Show PITTSBURGH NEGROES listen!**

STATION <b>A</b> .....	<b>5.4</b>
STATION <b>B</b> .....	<b>.8</b>
STATION <b>C</b> .....	<b>2.6</b>
<b>WHOD</b> .....	<b>12.0</b>
STATION <b>E</b> .....	<b>5.4</b>
STATION <b>F</b> .....	<b>1.2</b>
STATION <b>G</b> .....	<b>.2</b>
STATION <b>H</b> .....	<b>.8</b>
MISC. ....	<b>.4</b>

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**WHOD**

**PITTSBURGH'S**

**NEGRO STATION**

*Represented by* **FOR JOE & CO.**

SOURCE: Pulse of Pittsburgh Negro Homes

# SPONSOR SUCCESS\$

WITH 1000 WATTS

AND NOW...

**5000 WATTS**  
UNDER CONSTRUCTION



# KALI

1430 KC

500,000 SPANISH-SPEAKING

listeners say "Si, Si" when they hear your announcements on our Spanish programs, featuring Latin Lassy, Alma Leonor Beltran, and Tony Garcia, Salvador S. Hernandez, G. G. Solis, Frank Calatayud, Angel Lerma and others.

★ ★ ★ **SUCCESS\$ PLUS\$**

on the  
BROTHER CLARENCE WELCH  
Negro Spiritual Program  
Beloved by 350,000  
ardent listeners.

and  
Negro D. J. "WOODY HOLLAND"  
and  
"Central Avenue Calling"

Complete coverage in the Metropolitan Los Angeles area.

**KALI,**  
Pasadena, Calif.

## NEGRO MARKET

(Continued from page 67)

for a similar income bracket to buy products which can be enjoyed at leisure in the home. This is heightened by the fact that Negro racial identity tends to build a strong community and home life. Thus, the Negro is a good customer for merchants who sell furniture, radios, appliances, TV sets, and home furnishings.

The U.S. Negro market, 1953 style, therefore, shapes up something like this:

The average Negro household—both in the North and the South—is a better-than-average consumer of nearly all of the products regularly advertised on radio anywhere in the U.S., since nearly all of them can be used or enjoyed without risk of embarrassment and can be purchased within the average Negro family's budget.

Consumption of airsold products in Negro homes falls to subnormal levels only when: (1) the product is high priced even by wealthy white standards. (2) the product is sold at such high pressure and low prices that Negroes feel they are being patronized. (3) there is suspicion that the airsold product involves some racial embarrassment, and (4) the airselling does not reach Negro homes effectively.

Those are the highlights of today's Negro market. For other interesting detail—particularly as it applies to Negro-appeal air advertising—SPONSOR has drawn on a variety of sources, including surveys by Negro-appeal radio stations and admen familiar with selling to the Negro consumer.

Here then in question-and-answer format are other data on the buying power of the one out of 10 Americans who is a radio listener and who is a Negro.

**Q. Is the Negro a heavy user of "standard" household products?**

**A.** According to the latest market surveys, the Negro is indeed a big user of most "standard" household items, particularly categories of products which are consistently among the top air advertisers.

This is clearly indicated in a study of the New York Negro Market conducted by WOV, one of several large independent stations (others include WLIB, WWRL, WHOM) aiming programs at the city's million-plus Negro population.

# WOPA

will help you reach

Chicago's 600,000

Negroes forming a

billion dollar market

THROUGH

# WOPA's

sensational Negro Show

featuring the fabulous

## McKIE FITZHUGH

daily 2-4:15 P.M.

The ratings are tops.

The costs are low.

Merchandising

help available.

# WOPA

CHICAGOLAND'S

OUTSTANDING NEGRO

AND FOREIGN LANGUAGE

RADIO STATION

## FORJOE & COMPANY

*national representatives*



# **WERD** — SALES RINGER IN **ATLANTA**

**WERD** delivers a vast, scarcely tapped market—Atlanta's great Negro audience!

**WERD** stimulates sales. Its listeners go out and BUY! They have confidence in their station—the only Negro owned and operated radio outlet in the U.S.

**WERD** wants the opportunity to sell for you. Write for our "Proof of Performance." We're loaded with success stories! Surprising—WERD is your most economical radio buy in Atlanta. Call or write for details.

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.

**only**  
**WLIB**  
 1190 on your dial  
 New York's No.1 Station  
 in the Nation's No.1 Negro Market

**only** . . . . . station in New York with studios in Harlem

**only** . . . . . independent station in New York to win 1953 Billboard Award for merchandising-promotion

**only** . . . . . station providing complete program service to Negro community with music, public service and special events

**only** . . . . . station featuring five daily community newscasts by local reporter

Every morning WLIB has more Negro listeners from 6:30 to 10 a.m. than any New York station, network or independent.

First in 11 of the total 14 quarter-hours.—PULSE

**WLIB** 207 East 30th Street  
 New York 16, N. Y.  
 ORegon 9-2720  
 Harry Novik, General Manager

**FLASH!!!**  
 Soon broadcasting from new transmitter in heart of New York City on East River opposite 86th Street.

In a cross-section of Negro homes, the following usage of several "standard" food and drug products was discovered by the survey:

PRODUCT	USAGE IN NEGRO HOMES
Baked beans	70.0%
Baking powder	85.0
Bread	97.0
Hot cereals	61.7
Cold cereals	74.4
Salad & cooking oils	44.1
Flour	91.8
Margarine	52.0
Canned meat	29.4
Canned fruit	84.2
Canned vegetables	70.2
Catsup	72.7
Coffee (packaged)	71.8
Coffee (instant)	21.3
Frozen fruit	28.0
Frozen orange juice	36.0
Frozen poultry	16.0
Frozen vegetables	46.7
Canned milk	78.0
Peanut butter	55.4
Potato chips	45.3
Rice	96.6
Salad dressing	90.0
Shortening (veg.)	93.0
Soda crackers	75.0
Soup (canned)	79.0
Soup (dry mixes)	17.0
Spaghetti	81.0
Spaghetti sauce	39.0
Tea (bag)	79.0
Tea (loose)	18.6
Biscuit mix	20.0
Cake mix	28.0
Hot roll mix	14.0
Muffin mix	22.0
Pancake mix	46.0
Pie crust mix	16.7
Baby food	21.7
Beer (bottles)	50.0
Beer (cans)	40.0
Cola drinks	60.0
Ginger ale	50.0
Scouring powder	97.3
Bleach	88.0
Starch	81.1
Floor wax	90.7
Paper napkins	78.1
Paper towels	49.5
Toothpaste	88.8
Tooth powder	19.0
Razor blades	73.8
Cigarettes—men	56.1
Cigarettes—women	46.2
Cigars	11.3

**Q. Do Negroes buy the cheapest available brands of household items, or do they buy quality, widely-advertised brands?**

**A.** Market research definitely indicates that the choicer brands of almost any household item are purchased by Negro families. In booming New Orleans, for instance, where three outlets (WBOK, WMRY, WWEZ) do an excellent job of programming to the area's 500,000 Negroes, this is certainly true.

One of the New Orleans Negro-appeal outlets, WMRY, has conducted a series of regular brand-preference

In MIAMI

**WFEC**

offers you the

**NEGRO MARKET PLUS**

For example: In the most recent Negro Pulse, from 12 to 6 PM, WFEC led all Miami stations among Negro listeners. In the most recent overall Pulse from 12 to 6 PM, WFEC led all Miami Independents PLUS one (two on Saturday) network stations. Hit Miami's 100,000 Negroes PLUS a large bonus non-Negro audience with

**WFEC**

Florida's first all Negro program station.

Contact your Pearson Representative or WFEC, Miami

**KWBR**

JUMPIN' GEORGE

IS

TOPS

WITH



CENTRAL CALIFORNIA'S  
 NEGRO AUDIENCE

- REACHES 155,000 NEGROES
- 38 HOURS weekly
- Six Successful Years
- Oldest and longest Programs

OAKLAND, CALIFORNIA

**KWBR**

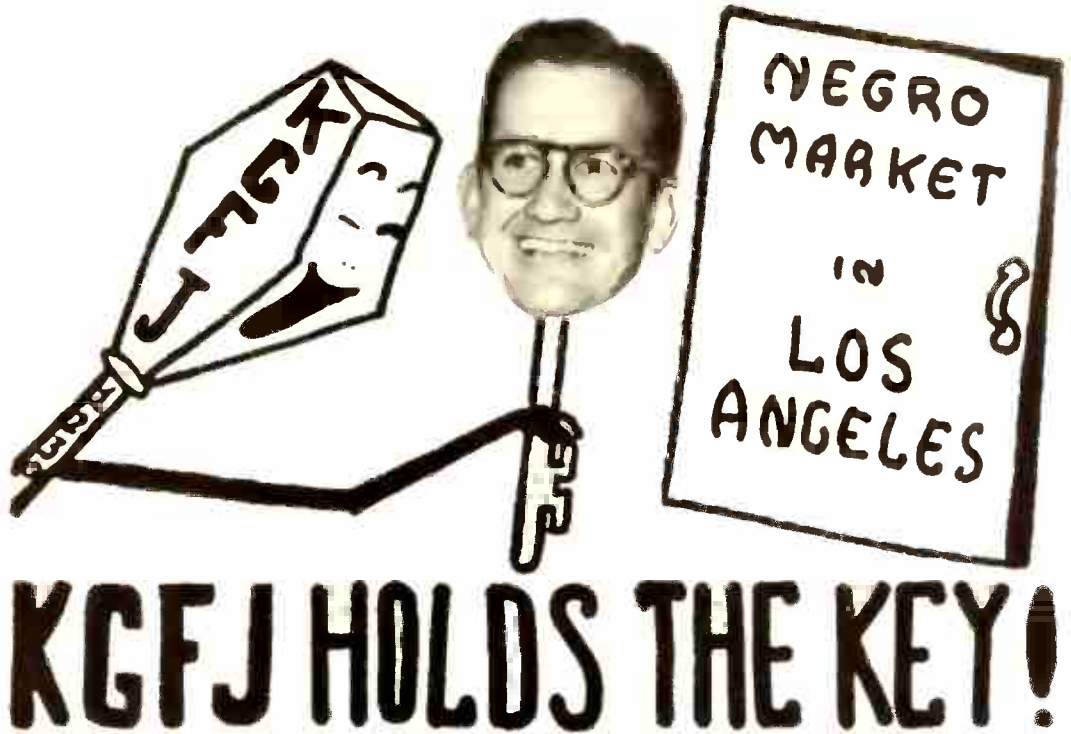
REPRESENTED BY FORJOE

studies among the Negro families who make up about a third of the area's population and who represent, with a total income of over \$500,000,000, about 20% of the purchasing power. The WMRY studies are made among panels that range from around 300 to 500 homes at a time.

The following figures from these reports were gathered mostly during the spring of this year. Admen will note that many top-quality, nationally advertised products appear in the "Top Three" listings in various product categories. However, some unfamiliar names (Jax Beer, Luzianne Coffee, Barq's Root Beer, among others) appear among the leaders. Invariably these are choice-quality local or regional products, priced competitively with national brands and backed by strong local advertising, including Negro-appeal radio.

Here's how actual brand preferences ranked among Negro families in the New Orleans area in a number of different household-product categories:

PRODUCT NAME	NUMBER MENTIONS	% MENTIONS
<i>A. Toilet soap</i>		
1. Ivory	110	21.1%
2. Palmolive	105	20.1
3. Camay	61	11.7
3. Lox	61	11.7
<i>B. Shampoos</i>		
1. Halo	61	22.8%
2. Drene	36	13.5
3. Fitch	29	10.9
<i>C. Cleansers</i>		
1. Ajax	415	89.2%
2. Old Dutch	20	4.0
3. Occagon	20	4.0
<i>D. Local beers</i>		
1. Regal	209	13.2%
2. Jax	151	31.2
3. Dixie	86	17.8
<i>E. Premium beers</i>		
1. Blatz	150	70.8%
2. Budweiser	26	12.3
3. Pabst	19	8.7
<i>F. Flour (all-purpose)</i>		
1. Ballard	106	84.6%
2. Gold Medal	38	7.9
3. Swansdown	9	1.9
<i>G. Shortening</i>		
1. Jewel	151	39.2%
2. Crisco	91	24.1
3. Armour	57	9.6
<i>H. Canned beef stew</i>		
1. Campbell's	10	50.0%
2. Del Monte	4	20.0
3. Libby's	2	10.0
<i>I. Laundry starch</i>		
1. Faultless	227	17.1%
2. Argo	179	37.1
3. Cameo	11	8.5
<i>J. Soft drinks</i>		
1. Coca-Cola	275	26.8%
2. Barq's Root Beer	213	20.7
3. Royal Crown Cola	161	15.9
<i>K. Coffee</i>		
1. Luzianne	171	41.9%
2. "R.I."	44	10.5
2. CDM	44	10.5
3. Ford Howe	13	10.3
<i>L. Tea</i>		
1. Lipton	287	77.4%
2. Luzianne	38	12.4
3. Tokay	9	2.9
<i>M. Powdered soap</i>		
1. Tide	209	29.9%
2. Duz	142	20.3



TO THE NEGRO MARKET IN LOS ANGELES

with

*the only program beamed  
to this special audience  
at the most select time!*

*9:00 to 11:30 P.M.*

*Monday through Saturday*

## "The Hunter Hancock Show"

75% of his original sponsors **STILL ON!**

50% of his current sponsors **RE-NEWALS!**

25% of his current sponsors **INCREASED!**

**THERE ARE MORE THAN 350,000 NEGROES IN LOS ANGELES  
THAT'S MORE PEOPLE THAN THE CITY OF Indianapolis!**

(Plus over 200,000 Spanish-speaking audience)

(Plus a very large White audience)

**GET ON THE HUNTER HANCOCK  
BANDWAGON NOW!**

# KGFJ

1230 ON THE DIAL—"The Original 24-Hour Station"  
6314 Sunset Blvd. Hollywood 28, California  
PHONE: HOLLYWOOD 4-0201

Sheet	115	16.1
1. Colgate	255	78.0%
2. Ipana	31	10.1
3. Pepsodent	11	3.4

With regard to these brand standings in Negro homes, WMRV points out:

"In all these surveys, we try to cover colored homes in all sections of the city and attempt to have fair representation of various earning groups. We also make every effort to eliminate the possibility of 'suggestion' or 'helping the respondent answer the question.'

"In studying these reports, you should bear in mind that these calls

were made during the day to women in the home. Also you should bear in mind that this sample is a small one. Knowing these two facts, you can figure that the results may not be 100% true of the whole Negro market. However, we have found that the relative standing is usually correct, although the percentages may be off.

"No doubt you have a good idea of the standing of the product, in which you are interested, as against competition in the New Orleans market as a whole. These reports give you the facts on the standing in New Orleans Negro homes. You may find that a

special effort toward the Negro market will be beneficial."

**Q. What percentage of Negro family income is spent on products widely advertised on the air?**

**A.** No accurate national figures are available. But an interesting set of figures were provided by WJLB, Detroit, which draws high ratings among the Motor City's 361,925 Negroes (11.9% of the total), 93.7% of whom have radios.

Here are the WJLB figures, from such sources as surveys by the University of Michigan, U. S. Bureau of Census, Wayne University, and the Booker T. Washington Trade Association. They are measured against an annual family Negro income in Detroit of \$3,750.

*How the Negro dollar is spent for an-advertised categories*

Category of purchase	Annual average per family	% of average family income
Food products (all)	\$765.10	20.4%
Household furnishings	\$158.89	4.2%
Gas & oil for autos	\$270.00	7.2%
Clothing, accessories	\$120.00	3.2%
Auto repairs	\$20.00	0.5%

**Q. Do Negro families consume more or less than the "average consumption" of food and drug products in proportion to their share of a city's population?**

**A.** A good example of how important the Negro consumer can be to a city's business life was furnished to SPONSOR by station WDIA, Memphis.

WDIA gathered its information primarily in a house-to-house survey conducted among a cross-section panel of some 500 Negro homes in the Memphis area. Field work was done early in the summer of 1952 by an independent firm, Psychological Service Center. The study also drew on resources of the Memphis *Commercial Appeal* and *Press-Scimitar*.

The study is particularly interesting since it does not represent Negro purchasing solely in either a higher-than-average-income Negro area or in a Negro area whose economy is tied to a single fluctuating source, like an agricultural crop. Memphis is a good combination of both and fairly representative of the "New South."

As Bert Ferguson, WDIA's general manager, pointed out to SPONSOR:

"In an economy which no longer zigs and zags with the price of cotton, the Memphis Negro has found a new financial security and a much higher

## Get the FACTS on . . .

### NEGRO MARKETS and STATIONS!

*Consult the South's most active representative in the negro radio field*

#### PIONEERS IN . . . .

- Negro Programming
- Spot Radio Planning

*We have the Know-How based on long experience. Let us help you cash in on this Rich and Responsive Audience.*

*Full Information available on all Markets and Stations*

## DORA-CLAYTON AGENCY, INC.

502 Mortgage Guarantee Bldg.

Atlanta, Georgia

Alpine 7841



**TOP  
TAN-TOWN  
TUNE-IN!  
HUNTER  
HANCOCK'S  
HARLEMATINEE  
KFVD  
LOS ANGELES**

Represented by  
Joseph Hershey McGillvra, Inc.

**WHAT**

Philadelphia's Leading  
Station for Negro Programs

★ ★

SERVING OVER 450,000  
PEOPLE

★ ★

46 HOURS OF PROGRAMS  
WEEKLY

★ ★

FIRST WITH TOP TALENT &  
VOLUME OF COMMUNITY  
PROGRAMS

★ ★

TO REACH AND SELL NEGRO  
PHILADELPHIA WHAT IS  
A MUST . . .

250 Watts—Unlimited Time  
—18½ HRS. DAILY—  
AM—1340 k.c.—FM—105.3 meg.

Represented by  
Indie Sales, Inc.

standard of living from the present-day industrial growth of the South. In Memphis, he finds steady, well paid employment with a host of local businesses and industries along with the great branches of the Northern giants, including Firestone, Kimberly-Clark, General Electric, Borg-Warner, International Harvester, and many others. Almost overnight the Negro and his power to buy have made the difference between profit and loss for many a Main Street and neighborhood merchant."

This was the basic fact: According to the 1950 U. S. Census, there are 130,185 Negro families in the city of Memphis, representing 37.3% of the total population. By WDIW's estimate, there are 562,212 Negroes in its coverage area (Memphis and 27 counties), representing 46.9% of the total area population.

Compare, therefore, this 46.9% yardstick with the following unit consumption figures discovered in the Memphis survey. (The percentage figures represent the Negro share of all such units sold in the area.)

Air advertisers will notice an interesting pattern in these figures: Negro families consume a larger-than-average amount of certain low-priced items (such as lard, rice, spaghetti). And the purchasing power holds up well in many standard items (such as toilet bar soap, waxes, mayonnaise, deodorants, toothpaste, and tooth powder).

Here are the figures:

ITEM	NEGRO %
Baby food	21.5%
Baking mixes	23.5
Beer	31.2
Beverages (carbonated)	27.9
Bread	15.4
Cereals (cold)	36.9
Cereals (cooked)	66.0
Coffee (instant)	14.4
Coffee (regular)	30.9
Dog food	22.1
Flour (all-purpose)	67.3
Frozen foods	17.8
Fruit juices	39.9
Gelatin desserts	33.1
Lard	94.9
Margarine	37.1
Mayonnaise	19.3
Meat (canned)	51.9
Milk (canned & powdered)	64.1
Peanut butter	12.7
Puddings & pie fillings	33.2
Rice (packaged)	77.1
Salad dressing	46.1
Shortening	49.6
Spaghetti & macaroni	68.1
Soap (laundry bar)	57.3
Soap (packaged & detergent)	41.6
Soap (toilet bar)	49.1
Tea	31.6
Vegetable juices	19.4
Waxes & polishes	46.9



FOR SELLING — The Negro Market in Ultra Rich Charlotte call, wire or write Forjoe & Co. For full particulars write for free brochure on "The Top Buy in Charlotte, North Carolina"

WGIV, P.O. BOX 55  
CHARLOTTE, N. C.



REP.: **FORJOE & CO.**

MGR.: FRANCIS M. FITZGERALD



Each year, more National Advertisers find that Joe Adams is their best choice to reach and sell the over 335,000 Negroes in Los Angeles County.

## JOE ADAMS Bigger than Ever in '53

Coca Cola  
Old Gold Cigarettes  
Folgers  
Barbara Ann Bread  
Gallo Wine  
Royal Crown Cola  
Black Draught  
Feen-a-mint  
Seven Up  
Royal Crown Pomade  
SSS Tonic  
Nehi  
Grove's 4-Way Tablets  
Pream  
Pepsi Cola  
Goebel Beer  
Maxwell House Coffee  
Manischewitz Wine  
Sulfur 8  
Par T Pak



SANTA MONICA, CALIF.

Represented Nationally by:

- ★ George W. Clark, Inc.  
Chicago, Ill.  
New York, N. Y.
- ★ Daren McGavren Agency  
San Francisco, Calif.
- ★ Dora-Clayton Agency, Inc.  
Atlanta, Ga.

The percentage of all the drug items bought in Memphis by Negroes, in many ways, is even higher than that in the food field. Here are the figures:

ITEM	NEGRO %
Deodorants	55.1%
Facial cream	42.5
Face powder	45.1
Hand lotion	47.5
Laxatives	52.9
Lipsticks	22.3
Razor blades	33.5
Shampoo	17.7
Shave cream	18.6
Toothpaste	46.2
Tooth powder or liquid	52.5

A few other highlights: The study estimates that Memphis Negroes accounted for 38% of all department store sales in that city during 1952, a figure less than their population percentage of the area but about the same as the city percentage figure. Also, 74% of the families owned refrigerators, 58% owned gas stoves, 43% owned washing machines (regular or automatic), 28% owned a car, 56% owned their own homes, 70% had telephones, 24% had TV sets, and 92.8% owned at least one radio with 28% of the homes being multiple-set units.

**Q. Do Negro families shop for household items—like food and drugs—primarily in Negro areas?**

**A.** According to sales executives of several national advertisers who make a strong pitch for Negro customers in their air and print advertising, the answer is "Yes."

"We recently checked up on Negro purchases of ordinary household items in several cities along the Eastern seaboard and found that the bulk of them was done in stores in and around city sections where colored families live," the sales director of an Eastern beer company told SPONSOR.

"They are therefore influenced in the buying of these products by the kind of merchandising and display work done in stores in Negro areas," the executive added.

**Q. Are there any notable trends at work in the development of shopping facilities for Negro families?**

**A.** Yes. For one thing, many new Negro housing developments have been built in the past few years in cities like New York, Los Angeles, Memphis, Atlanta, New Orleans, and others. And when such a new apartment or



suburban community is developed there's usually a move on the part of one or more leading food or drug chains to open large new stores—usually of the self-service type—in the community.

The point: Advertising and merchandising aimed at "preselling" Negro customers is going to become increasingly important in the next few years. ★ ★ ★

## NEGRO TIPS

(Continued from page 77)

**WBCO, Bessemer-Birmingham, Ala.:** "Make sure that a Negro handles the announcing. Forget about your fancy white transcriptions. A good local Negro announcer will sell 10 times the amount of merchandise."

**WFEC, Miami:** "Personality spot announcements seem to get much more in the way of results than straight staff announcer spots. Our listeners have developed quite a loyalty to the different personalities on our station."

**WSOK, Nashville:** "If a Negro personality is handed a 'fact sheet' about a product, or handed a piece of regular copy that would be used on any other station and told to put the contents 'in your own words,' that will usually work. The message never comes out the same way any two times. But the meat of the commercial is there every time—in the words of the *personality*, not the *agency*."

**WUSN, Charleston, S. C.:** "It cannot be over-emphasized that the first step in successful Negro programming is to obtain Negro personalities of prominence in the Negro community. For example, WUSN Negro newscasts are presented by Arthur Aiken, editor of the local Negro newspaper. He handles commercials as well. While we have other Negro personalities who might sound just as good or even better, editor Aiken's prestige and recommendations are true selling factors."

**3. Don't expect overnight miracles from Negro-appeal radio with small campaigns. Selling here must be consistent and well planned, just as it is in any radio campaign.**

Some valuable advice on this subject was furnished to SPONSOR by the Dora-Clayton station rep firm, an Atlanta outfit which represents a long list of Negro-appeal stations and which acts

1000 WATTS

**730!** Charleston's most far reaching station

**FAL** says



WPAL Home at the top-flight radio personalities in the Southeast! welcomes a new member Jeff Warner. Jeff joins such stalwarts as Bob Nichols, king of the Southern disc jockeys, and Emmett Lampkin, along with Hill Billy John and Honey on the WPAL star line.

Jeff runs the Jeff Warner Show Mondays through Fridays, and holds forth Saturday afternoons with his lively "Let's Dance" program. Jeff's an old pro with ten radio years behind him, so the jump to the WPAL all-star team doesn't faze him a bit.

Click the WPAL personality line-up for sales results, entertainment, Hooper ratings, and sensible advertising rates.

Hill Billy John runs "Cornfield Frolics", Emmett Lampkin's guiding hand steers "In The Garden", and "In The Garden Vespers" to new successes each and every week. Hill Billy John's wife, Honey, joins him each morning to take the "Hill Billy John and Honey Show" through three hours of fine country entertainment. Jeff Warner, WPAL's newest, has the Jeff Warner Show and finally, Bob Nichols, king of them all, gives you three hours of "Blues n' Boogie" every weekday, plus "Jive Parade" on Saturdays, and "Harlemoods" on Sundays.

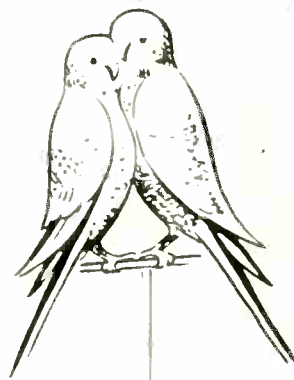
That's WPAL's first team. Check our reps, and see if they can clear a spot for you.

**W-PAL**  
of CHARLESTON  
SOUTH CAROLINA

Forjoe and Company  
S. E. Dora-Clayton Agency

All this and Hoopers too!

Everybody loves KUDL



KC  
Loves

and they love KUDL's  
"Mad Lad" too

That cool character who spins what folks want each day from 1:00 till 3:00

THE ONLY FEATURED COLORED DJ IN  
THE GREAT KC MARKET

Buy "MAD LAD" . . . saturate the KC Market

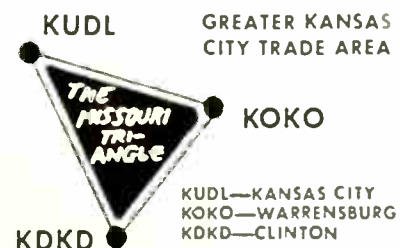
Buy KUDL . . . programmed for all KC

"MAD LAD" participation  
just \$10. Quarter hour \$30.

See nearest FORJOE office.

1000 WATTS . . . 250 WATT RATE

**KUDL**  
STUDIOS: 1012 BALTIMORE BUILDING



Covers The Greater Kansas City Market

# NEW ORLEANS' BEST BUY in <sup>Negro</sup> radio

ACCORDING TO  
**NIELSEN**  
**WBOK**  
REACHES MORE HOMES  
PER \$ THAN ANY OTHER  
NEW ORLEANS STATION!

<b>WBOK</b>		<b>17,012</b>
Station A		621
Station B		5,081
Station C		7,050
Station D		10,435
Station E		12,482
Station F		16,658
Network A		9,330
Network B		12,181
Network C		11,512
Network D		16,776



## HONEY BOY

Top spiritual DJ  
highest mail pull  
and highest  
rated during his  
time periods.

By every rating service including  
Hooper, Nielsen, O'Connor and SAM,  
station WBOK is the top independent

## OKEY DOKEY

Leading DJ by  
every rating  
service. A fran-  
tic race show-  
man that sells  
and sells.

# WBOK

NEW ORLEANS

Represented by  
Forjoe and Co.

as the Southern office of Forjoe & Co.  
Stated Clayton J. Cossé:

"No radio schedule beamed to Negro audiences should be done in a haphazard manner. You seldom hear of a success story on the basis of one spot announcement per week. Very few advertisers in the field succeed by going in and out of the market. Several brands listed in success stories have first started on Negro-appeal radio and grown with the market by using mail order pitches and then switching to retail."

Other comments from stations included these:

*WOPA, Oak Park, Ill.:* "Advertising on Negro programs will achieve results in proportion to the amount of time used. Results will not increase substantially if a client uses a half hour instead of 15 minutes. On the other hand, a regular 15-minute show will produce better results than spot announcements. Past experience has shown us that block programming is of advantage and that a station should have at least two hours of solid Negro programming a day to be effective."

*WBMS, Boston:* "We have found from our own experience and from that of our clients that buying 15-minute programs across-the-board is the most successful."

*WOOF, Dothan, Ala.:* "Our experience has shown us repeatedly that consistency in advertising is the only way to make it pay off. We have also found it a good policy to change commercials frequently."

*WWCA, Gary, Ind.:* "For the past four years, WWCA has been doing an outstanding job of programming to Negroes in the great Calumet industrial area. However, interest in our Negro programming has been growing among the 500,000 Negroes in Chicago. Effective 1 September, we will therefore originate Negro programming from new studios within the South Center Department Store in Chicago, a landmark familiar to that city's Negroes. Programs will feature our d.j., Sam Evans."

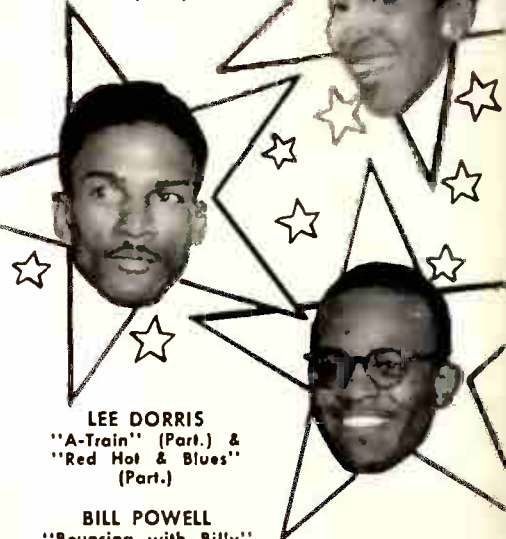
*WLOU, Louisville:* "If a client really wants Negro business, he should indicate it by carrying a schedule substantial enough to create this impression over an extended period. This extended schedule allows the Negro listener to be aware of the fact that the advertiser is supporting the Negro radio station and not just dashing in to grab quick rewards from his drive."

There's a Star and Program  
For YOUR SHARE of the

# WSOK

"PACKAGE AUDIENCE"

LOUISE FLETCHER  
"A Woman Speaks"  
(Part.)



LEE DORRIS  
"A-Train" (Part.) &  
"Red Hot & Blues"  
(Part.)

BILL POWELL  
"Bouncing with Billy"  
(Part.)

Pick any spot or program on the WSOK schedule and you'll be assured of a big "package audience" for your product or service. All day . . . from sign-on to sign-off . . . the loyal WSOK audience (the big NEGRO segment) stays tuned to 1470.

The one-station WSOK daytime "package audience" represents almost 30% of the Nashville radio market. It takes the combination of the other 6 Nashville stations to deliver the balance of the market.

The important NEGRO segment can only be reached through WSOK, day in and day out.

### PARTICIPATING GOSPEL PROGRAMS

"Peace in the Valley," 10:15-10:55 AM  
"Old Ship of Zion" 2:00- 3:00 PM

FORJOE and DORA-CLAYTON  
have complete program schedules

# WSOK

1000 WATTS • NASHVILLE

**CHICAGOLAND'S**

**1/2 MILLION**

**NEGROES SPEND**

**1/2 BILLION**

**DOLLARS AND**

**LISTEN MOST**

**TO**

**SAM EVANS**



**"JAM WITH SAM"**

**DIRECT FROM WWCA's  
CHICAGO NEGRO STUDIOS**

**DAILY**

**2:00-4:00 P.M.**

**11:00 P.M.-2:00 A.M.**

**WWCA**

**1000 WATTS**

**Call JOHN E. PEARSON**

*1. Don't hesitate to seek the advice of Negro-appeal radio stations, or Negro market specialists, in planning air drives.*

With Negro-appeal radio having grown rapidly in the past few years, the advertiser today is in a better position to obtain skilled counsel in the field. Such men as Joseph L. Wootton (Radio Division, Interstate United Newspapers, Inc., a Negro media rep firm), and such firms as Leonard Evans, Dora-Clayton, Forjoe, John E. Pearson, and others have made much progress in gathering facts on Negro radio for advertisers and agencies.

Some agencies have even hired Negro specialists, such as BBDO's Clarence Holte. And distinguished Negro sociologists, like Dr. George Edmund Haynes of Four-Fold Associates, have turned their talents toward market research designed to assist the advertiser using Negro-appeal radio.

But the stations themselves still remain a primary source of ad tips:

*WMRY, New Orleans:* "The most important suggestion we can make to advertisers is that they depend on the station management to help them in making the 'right buy.' A number of our advertisers have taken the advice of others and as a result have put on programs which were not designed to reach the masses. Many advertisers feel that the only way to reach the Negro market is through 'jive programs.' We have been in some cases more successful and in many cases equally successful with spiritual programs and shows directed to women."

*WMFS, Chattanooga:* "Many local distributors are really frustrated over the way national radio spot budgets are spent. For instance, in Chattanooga a local distributor is watching his national dollars going out the window with a no-result station. Of course, the agency could not predict that when they placed the advertising. But locally, the distributor can see trends and would do a good job of placing his own advertising. . . ."

*WERD, Atlanta:* "In normal spot practice, the sponsor and agency usually know more about the technique of reaching and selling an audience than the station does. In using Negro-appeal radio—perhaps because of its fast growth and complex personality—this situation is reversed. Sponsors should not be afraid to seek the advice of a station experienced in handling Negro radio campaigns." \*\*\*

**WWRL**

**New York's No. 1  
Station for America's  
No. 1 Negro Market**



*Dr. Jive  
One of WWRL's  
sales-producing  
personalities*

WWRL has a larger audience in the 1,001,371 New York Negro Market than any other station—network or independent—according to Pulse Reports.

WWRL moves merchandise FAST . . . that's why more and more national advertisers are using WWRL's 8 great Negro audience shows to outsell all competition

They include

Camel Cigarettes  
La Rosa Macaroni  
Aunt Jemima Flour  
BC Headache Powders  
Carolina Rice  
Feenamint  
Rem  
Carnation Milk  
Miles Shoes  
Gallo Wine

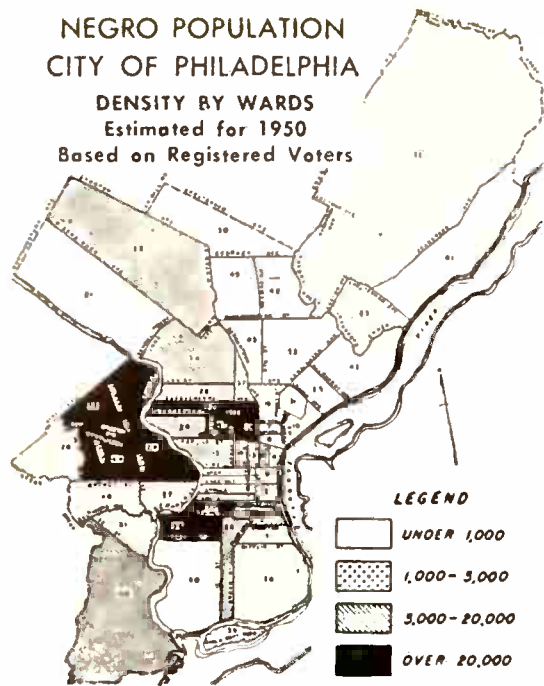
Doesn't even today when WWRL's peculiarly designed programs plus sales creating station merchandising can produce greater sales for you in New York's one million Negro market—at a cost of 12c per thousand listeners.

Remember, New York's Negro population exceeds the entire population of Pittsburgh, Boston, St. Louis or San Francisco.

Pulse Reports on request.

**DEfender 5-1600  
in New York City  
at 5,000 Watts**

**WWRL**



## A MAP FOR TIME BUYERS

Here in a basic 7 wards of Philadelphia is reflected the hard core of a city within a city larger than 90% of all other American cities.

In this tightly-knit, compact area resides the majority of Philadelphia's 450,000 Negro population (3rd largest in the U. S.). Composed of a brand-conscious and advertising-motivated audience whose income is continuously on the up-grade (spending over \$4,000,000 per week in Philadelphia)—they offer a greatly expanding market for all products.

This population segment increased 34.6% from 1940 to 1950, while the total population increase for the same period was 7.3%.

The advertiser in Philadelphia cannot afford to overlook this market.



The above talent and program array has established WDAS as Philadelphia's primary voice to the Negro market. In a Pulse Study taken in Philadelphia's Negro Radio Homes, here's how WDAS' "Ebony Hall of Fame," with Randy Dixon, turned out—it had approximately as many Negro listeners as all other radio stations in the city combined (43.7%).

WDAS now broadcasts 50 hours weekly of the entertainment values this market desires. And over the past year has added many satisfied sponsors. Here's a partial list: Black Draught Calotabs—Chooz 4-Way Cold Tablets—Mauischewitz Wine—Nadinola—Palmer Skin Success—Phila Coke—Quaker Oats—Robert Hall—Schmidt's Beer—Sinclair Oil—Sulfur—Swanee Paper Products—Aunt Jemima.

**WDAS** PHILADELPHIA'S  
 OLDEST INDEPENDENT  
 Represented by **FORJOE & CO.**

## NEGRO RESULTS

(Continued from page 75)

bought a schedule of one announcement a day on the *Genial Gene* morning show. The second morning the announcements ran, 33 customers for fishing equipment said they came to the store because they heard Genial Gene's commercials.

**Auto parts, WMFS, Chattanooga:** Chattanooga Auto Wrecking Co. sponsors two singing groups, including "The Spirit of Memphis Quartet" which is advertised by posters in 35 locations by the client. Since using WMFS, the auto parts firm reports a 30% increase in business.

**Home remodeling, WWCA, Gary, Ind.:** The Steel City Construction Co., which remodels and reconstructs old homes, had tried many media before coming to WWCA for low-cost leads. The firm advertised during the first six months of this year, made \$200,000 in actual sales resulting from WWCA leads. Total cost of radio: \$6,000.

**Used cars, KWBR, Oakland:** A local used-car dealer, advertising Cadillacs exclusively on the *Jumpin' George* program, sold 16 during a three-week campaign.

**Magazine, KNUZ, Houston:** *Ebony* magazine ran a test over KNUZ with announcements on the *Spinner Sanctum* and *Bee Hive* shows. The campaign plugged two issues of the magazine. Comparing newsstand sales with comparable issues the year before, *Ebony* found sales up 38% for the first issue advertised and 58% for the second one mentioned on KNUZ.

**Automobiles, WVEZ, New Orleans:** During May 1953, Terry Motor Co. bought two announcements daily, Monday through Saturday, on *Jack the Cat*. During the week of 11-16 May, Terry sold seven automobiles. Total sales: \$13,000. Total advertising cost for the week: \$48. Cost per car: \$6.86. Five of the seven cars were bought by Negroes.

**Watch repairs, WMOZ, Mobile:** On the very first day that Palace Jewelers advertised their watch repairing on WMOZ, about 100 customers brought their watches in to be fixed. The station reports that practically each one of the customers was traceable directly to the WMOZ commercials. ★ ★ ★

## Jack Willman

NOW

8:30 — 9:55 A. M.

3.7

\*PULSERATING

\*Pulse of New Orleans (May-June '53)  
 8:30 — 9:30 A. M.



Jack Willman says . . .

"Thanks for being patient, you folks who have been waitin' to get on 'Morning Spirituals'. I'm now on from 8:30 to 9:55 A. M. so that you now have the opportunity of joining good company with Carnation Milk, Gold Medal Flour, Bond Bread, Coca Cola, Zodiac Coffee, Soproco, Breast-O-Chicken Tuna and 7-Up."

This is one of many "good buys" to sell the Greater New Orleans Negro Market on New Orleans' top rated Independent Station . . . the only station programming 100% to the Negro Market . . . the only station with an all-colored programming staff.

600KC "THE SEPIA STATION"

**WMRY**

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

in the  
 nation's

**3<sup>rd</sup>** largest  
 market

Personalities . . .

★ **BILL SAMPSON**

★ **JOE WHITE**

. . . attract and sell  
 the more than 350,000+  
 NEGRO listeners . . .

**KWKW** am  
 fm

PASADENA • LOS ANGELES

National Reps.: **FORJOE & CO.**

## MEDIA PITFALLS

(Continued from page 35)

**Barton:** Sam Barton, president, Market Research Corp. of America, cautioned against buying research without having a clearly defined idea of what you want and what you need to know. Example: Don't spend a lot of money on a secondary or a tertiary problem when you haven't solved the primary problem. Example of this: Ordering a study of the duplication of media without first knowing when you want duplication and when you don't.

**Crossley:** Archibald Crossley, president of Crossley, Inc., frowns on trying to measure sales results of specific ads or commercials or even specific campaigns. He prefers measuring the impact or impression the campaign has made.

"Most of us have tended to eliminate the dollar volume of sales from our measurement of effectiveness," he told SPONSOR. "We feel we have enough to do if we stick to measuring the impression a campaign has made rather than its sales results. The primary job of advertising is to create a favorable impression for a product and to do it so firmly it will resist other impressions. I think it's asking too much of an ad to expect it to go beyond that stage and have a measurable effect on sales."

He adds: "If you get into testing campaigns, it's better to stick to one classification of media: outdoor, TV, radio, newspapers, or magazines, not cross media lines, for different media have to be handled in different ways."

To measure impressions, Crossley uses the playback recall technique—before and after the campaign is run. You find someone who knows about the product, then ask him probing questions to learn what he knows, where he learned it, and how. Comparing the before-and-after figures, you can easily determine what impact the particular campaign has had on the consumer public.

**Williams:** Robert Williams, an executive of the Elmo Roper organization (no one has any title over there), offered this well-chosen simile on media:

"Media are like transportation—cars, buses, railroads, airplanes, etc. Most people find it necessary and most efficient to use more than one kind to get to their destination. So it is with advertising efforts. Most of them re-

## CAN MEDIA EVALUATION BE EXPRESSED MATHEMATICALLY?

Ira N. Bix, director of advertising research of the *Farm Journal*, has tried it. Here are his three basic formulas for reducing media evaluation to the status of a mathematical science. (See page 107 for explanation.)

### 1. Net coverage

The "y function"

$$y = k - k_1 \frac{a(u) \cdot b(g) \cdot v}{x(1+c)(1+p)}$$

The factors in this expression are defined as follows:

- y** is net audience coverage (families or individuals) expressed as a percent of total possible audience coverage.
- k** is a constant representing maximum net audience coverage dependent on the media used, the audience definition, etc.
- k<sub>1</sub>** is a constant representing the rate of climb or cumulation of net audience. The value of k<sub>1</sub>, just as k, depends upon the media used, the audience definition, etc.
- a(u)** represents the number of magazines included in the list. (Its actual expression in the equation is probably the form  $\frac{n+1}{n}$ .)
- b(g)** represents the amount of group factor, if any is present.
- v** represents the variance in audience measurement based on thoroughness of readership.
- c** represents turnover of primary circulation (cumulative factor).
- p** represents pass-along (secondary coverage).
- x** is total gross circulation coverage (of families or individuals) expressed as n percent of total possible audience coverage.

### 2. Total impressions

The "z function"

$$z = \sum(ix) = n \cdot \sum a(b \dots u) + 2 \cdot \sum ab(c \dots u) + \dots + n \cdot \sum ab(\dots u)$$

The symbols in this equation are defined as:

- i** is the number of insertions in each magazine.
- n** is the total number of magazine insertions. (That is, the number of magazines plus the number of repeats.)
- y** is the total audience exposed to a specified number of issues. For example,  $^2a(b, n)$  is the audience exposed to issue a and not b, n.  $^{ab}(c, n)$  is the audience exposed to issue a and b, not c, n.

### 3. Total audience with required frequency of impression

The "t function"

$$t = \sum ab \dots f(c \dots u)$$

Over the entire range of audience getting "f" or more impressions.

quire a combination of media to do the best job."

He offers these three "cautions" in using survey research:

1. Try in every way to insure you're getting the honestly held opinions of people. Questions which are badly

written or have not been properly tested can introduce considerable error into the results.

2. Sampling of course is very important, but even more so is the whole contribution to the total error that can come from interviewer variance due to

complexities in the questionnaire and burdensome mechanics of handling the survey in the field. "This is why we strive so hard to achieve simplicity in the questionnaire makeup."

3. Of course the basis of the whole research operation is quality interviewing. It doesn't make any difference how good all of the other operations are; if you haven't got top quality handling in the field, you haven't got anything.

Williams added this cautionary note:

"Make sure the interviewer has been properly trained. If not—if he can't handle fringe questions (the de-

grees of doubt), then the percentage of error is increased and can throw the results off."

Elmo Roper made the CBS radio listening study "Roper Counts Customers" in 1940. Williams' comment on it: "Sure there are some flaws in it as we look at it now, but remember it was done quite a long time ago—before we had as much understanding of the problems involved as we have now. But it is interesting to note that in every case people who listened to the programs used more of the sponsor's products than people who didn't listen."

(For SPONSOR comment on study, see

27 July 1953 issue, page 39.)

**Schwerin:** Horace Schwerin of the Schwerin Research Corp., which uses audiences to test radio and TV commercials and programs, says any single test has too many variables to permit drawing general conclusions from it.

Over-all principles do gradually emerge from a large volume of testing, but even here the "rules" are virtually meaningless unless their application to the problems of a specific advertiser are worked out through actual testing of the commercials.

Schwerin has made this interesting discovery: One TV show can sell as much as eight times as many goods as another, even though the audience size and the commercial may be the same or similar. In addition, he has found that key sales ideas of some products are not readily demonstrable so radio proved as effective as or better than TV. As a result, he has recommended on occasion that a client drop out of TV and return to radio. Could Schwerin give SPONSOR some specific examples?

"The TV people would hang me!"

(A very quotable researcher, Schwerin also made this challenging statement to SPONSOR: "Radio nearly committed suicide in not measuring its qualitative sales effectiveness. In the early days its audience expansion was so terrific it never bothered to count all its listeners. Now it's paying for it.")

**Henrikson:** Carl H. Henrikson Jr., v.p. and general manager of S-M Surveys, is another researcher who believes that you can't measure your profit from each medium. Reason:

"The cumulative results of advertising in future periods make it difficult to measure the long-run net effectiveness of any one ad or any one medium at a given time. For instance, I may be influenced by one specific ad to try a product and continue to buy the product for 20 years because I like the product. True, subsequent advertising may have something to do with my continuing to use your product, but that is difficult to measure, except in general terms of what happens to sales when advertising is changed, expenditures varied, or competitors out-advertise you."

He says of pitfalls in sales tests: "Beware of variations in the effect of local media." (Tests may show newspapers are superior in one town but

# WDAY

(FARGO, N. D.)

## IS ONE OF THE NATION'S MOST POPULAR STATIONS!

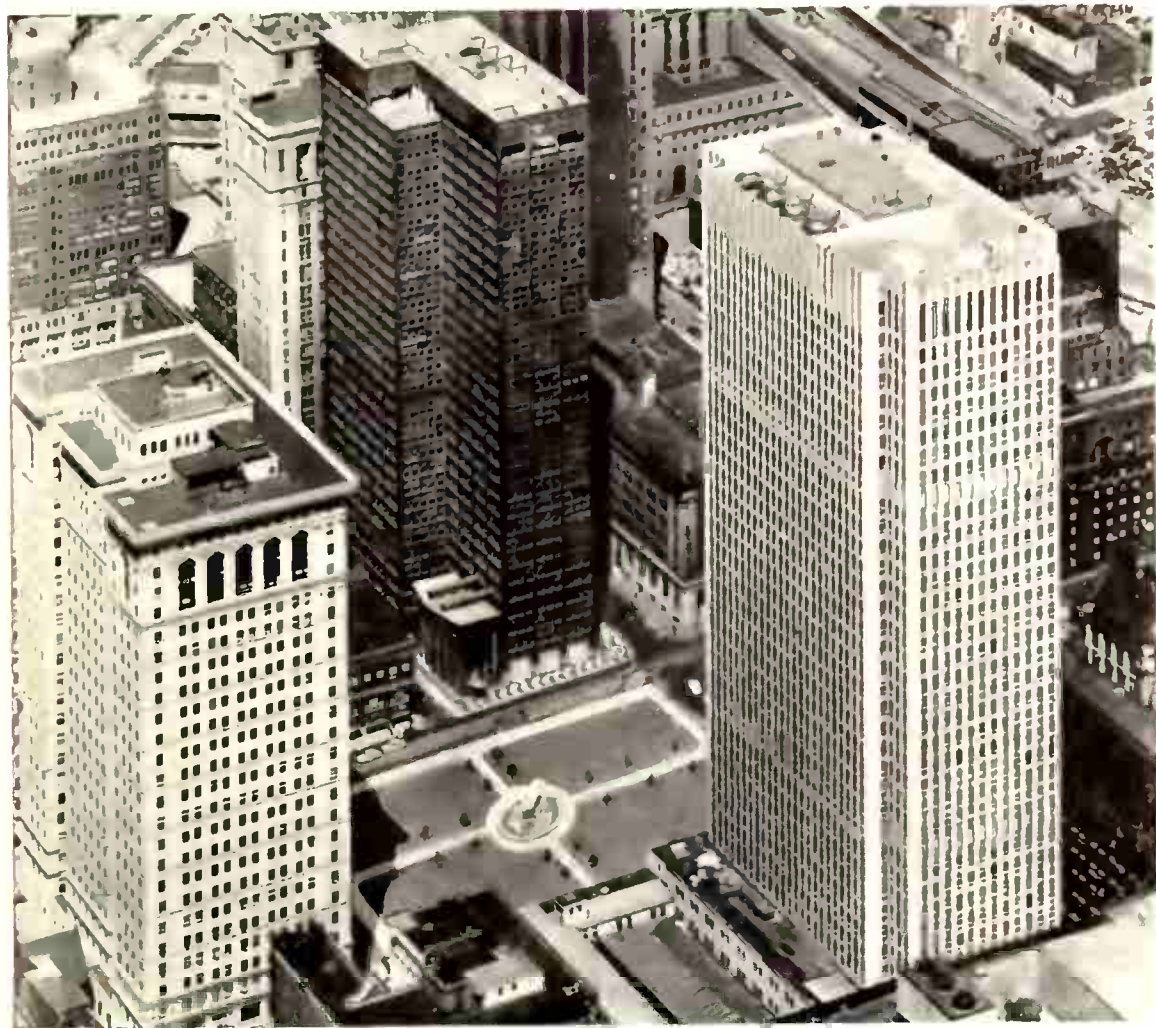
An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the next station—is a 3½-to-1 favorite over all other stations combined!

**NBC • 5000 WATTS  
970 KILOCYCLES**

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



# In the NEW Pittsburgh . . . on the NEW KQV . . .



## . . . Jack Henry walks away with the Top 12:30 News audience!



Here's more amazing proof the one best way to sell the *New* Pittsburgh is on the *New* KQV . . . now CBS Radio! Since taking over as star newscaster on KQV in June, veteran newsman Jack Henry has walked away with the No. 1 rating at 12:30 p.m.—a traditionally favorite news time on Pittsburgh radio. Here are the results of a coincidental telephone survey conducted from July 13-17 by a well-known research organization:

	Share of Audience		Share of Audience
KQV	31.3%	Station "C"	10.5%
Station "A"	20.9%	Station "D"	5.8%
Station "B"	15.1%	Others	16.4%

And Jack is building up the same big audiences on his 8 and 9 a.m. news shows. It's one more example of how KQV's well planned local shows keep pace with the station's high-rating CBS shows. Write or wire for availabilities!

# KQV

NOW CBS RADIO

*Pittsburgh's Aggressive Network Station*

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

you can't apply these results to another.) He also said one of the biggest unsolved problems to date is the acceptance or believability of ads. "Lots of work is needed in this field."

**Gallup:** Another pitfall in media evaluation is attributing lack of sales to the medium, or even the copy, when it might be the star and the kind of audience he attracts. Dr. George Gallup's comment in this regard has already been mentioned (see "How to choose media," SPONSOR, 1 June 1953, page 81). He found that some radio comedians attracted audiences that bought less of the product than was sold to the public generally.

As for pitfalls in using print and air rating services, the subject is so extensive that a separate article will be devoted to it. In brief, complaints about all of them center on three things:

1. The sample is not big enough.
2. Not enough data are supplied.
3. Data supplied are not what the client wants.

One harried researcher commented in discussing this: "There's nothing here that a little money couldn't cure. But will advertisers—or media—part with it?"

**What agencies say:** To William B. Wallace, associate research director of McCann-Erickson, measuring ad effectiveness in terms of reaching people and delivering messages is "infinitely" easier than measuring it in terms of stimulating people to action.

"Advertisers and agencies spend millions through Nielsen, Starch, and a multitude of other services to measure the effectiveness of media in delivering messages," he says. "But I know of no service that has the answer to the second. This is in itself evidence that the pitfalls must be numerous."

He sees two main groups of pitfalls in measuring effectiveness in terms of creating action:

- Isolating the effects of various media.
- Controlling the variables that exist, assuming that the media can be isolated.

He explains the first one thusly: "When you think of the number of influences that have been brought to bear on the consumer's mind over the years for the vast majority of products on the market, the problem of sorting these influences out and putting a yardstick on each one becomes enormous. In addition to the four main media—

#### Should you measure ads?

*Alfred Politz says: "Skeptics have challenged the utility of advertising measurements. Their objections often center around the fact that a given measurement provides only a partial measurement. They say, for example, that the attention value of an advertising message certainly is not identical with its sales power. The critic is right on this point. But he is equally wrong if he concludes that, therefore, the measurement is useless."*

radio, TV, magazines, and newspapers—there are direct mail, point of sale, product displays, the package itself, "Mother used it," the next door neighbor, outdoor, car cards, sky writing, and many others.

"All of these play a role in delivering an impression which can lead to action on the part of the consumer. How in the world does research sort them out?"

And the second point, controlling variables, Wallace explains as follows: "Let's assume that a 'controlled' experiment is set up. This might be done given enough time, money, and patience on the part of the advertiser. (You can add these three to your pitfall list while you're at it.) But there are plenty of pitfalls here, too. If a test market operation is considered, the selected markets must be matched for dozens of factors—size, many population characteristics, distribution characteristics of the test product and its competitors, coverage of the media under test (and those not under test). And how do you include magazines in a test market study?"

Wallace mentions additionally that there is the problem of how are you going to use each medium: announcements on radio and TV (can you buy comparable time in your test markets?): what size space in newspapers (color or not?): does radio take longer to develop customers than newspapers, but will it develop more in the long run, so how long do you run the test?

He poses this question: "How do you control your competitor's activities which might vary from market to market or local conditions such as a strike, the building of a new defense plant, a disaster? One answer to this

**A TRIP TO THE MOUNTAINS WILL DO YOU GOOD! ...**

Yes, a trip to the mountains is just what the doctor ordered for your advertising!

**AND KOA IS THE PRESCRIPTION THAT GETS RESULTS...**

**INDOORS!** Nielsen Reports guarantee 57% of all radio homes in 303 counties in 12 states listen regularly every week!

**OUTDOORS!** KOA is the greatest outdoor advertising medium in all the West. A great bonus audience in automobile listening... more than 12.5 million tourists vacation an average of 8.8 days in the Mountain States, spending more than \$600 million!

**INDOORS AND OUTDOORS—THE PEAKS AND THE PLAINS  
KOA IS YOUR BIGGEST ADVERTISING BUY!**

**NBC**  
National Sales  
EDWARD PETRY & CO.

If you believe more people should be buying what you're selling...  
**KOA is your answer**

**850 KC • 50,000 WATTS**

**KOA DENVER**  
Covers The West *Best!*



# KRNT



**DES MOINES**

## YOUR ALL-TIME BIG-TIME BUY!

▼ Morning Hoopers - KRNT is First . . . 51.1%  
AUDIENCE SHARE

▼ Afternoon Hoopers - KRNT is First . . . 49.8%  
AUDIENCE SHARE

▼ Evening Hoopers - KRNT is First . . . 36.9%  
AUDIENCE SHARE

▼ Morning, Afternoon, Evening - KRNT is the only  
station in Des Moines that can talk Hoopers!

● SURE... you're right when you buy KRNT for your product or for your client's product! You get the All-Time, Big-Time buy on KRNT, the station with the fabulous personalities and astronomical Hoopers! You'll go places with the "Know-How, Go-Now" station!

BETTER BUY that highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines.



SOURCE: JUNE, 1953, C. E. HOOPER AUDIENCE INDEX

24 AUGUST 1953

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is to have enough markets which in turn increases the problem of matching them."

**Reed:** Dr. Vergil D. Reed, v.p. and associate research director of J. Walter Thompson, answers the query on pitfalls in using research to evaluate media and advertising effectiveness by listing the major strengths and weaknesses he looks for in the research, as follows:

1. Who did the research? "This is always my first question in evaluating any research. If I think the individ-

ual or organization has integrity as well as ability and uses good methods, then I am apt to believe the information; otherwise, I am skeptical of it to say the least—and good, healthy skepticism is always a desirable characteristic in evaluating research."

2. Were all the significant findings included in the report, or were only those findings included which showed the desired answers or the desired standing? "Is someone using this particular piece of research like a drunkard uses a lamp post for support rather than enlightenment?"

3. Does the research show weaknesses as well as strengths, disadvantages as well as advantages, undesirable characteristics as well as desirable characteristics?" I am tired of the media and copy research which shows that the one doing the particular job researched is always Number One. I don't believe it, and I also know there is nothing perfect in this world, not even a perfect fool. So when I see a piece of research that points to perfection in the organization, publication, station, or work covered by the research, I don't believe that either."

4. Were sound research methods used, including sampling?

5. Are the facts which are found really significant? "In a recent costly and extensive survey done for a group of magazines, one of the items covered was the average time per page spent in reading in each of the magazines surveyed. Frankly, that doesn't mean a thing to me, and it would mean relatively little even if we had the average of reading for editorial material and

## SELL MORE IN THE SOUTH'S No. 1 State!

A Lucky Strike in the Camel City \*

WSJS

DRUG SALES

for  
WINSTON-SALEM'S

WSJS

15-COUNTY MARKET

\$16,949,000\*

Sales Management,  
\*1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

\* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

#### **Ad manager gives his opinions on research**

*If you want the attitude of one advertising manager who buys quite a lot of all kinds of media, here it is. I look upon all advertising research studies by independent researchers, particularly studies comparing one medium with another, with reactions ranging from mild skepticism to downright disbelief. Some make me mad; how stupid do they think advertising managers are?*

*Figures by ABC, Traffic Audit Bureau, and Advertising Research Foundation are accepted because they are tripartite organizations dominated by the buyers of advertising and so escape the suspicion of bias.*

*Figures on readership and audience by Starch, Nielsen, et al, are accepted for what they are—a general indication, but not to be leaned upon too heavily.*

*And finally, I fall back on personal opinion, prejudice, and experience—and the greatest of these is experience.*

**RALPH H. HARRINGTON**  
Advertising Manager  
General Tire & Rubber Co.

In this 5-Station Market,

**WSYR is FIRST**

**Any way you look at it**

**PULSE OF SYRACUSE**  
**April, 1953**

**72** 15-Min. Periods, 6 a.m. to Midnight  
**WSYR FIRST . . . in 50 periods**  
**WSYR SECOND in  $\frac{22}{72}$  periods**  
*(that's all there is)*

**NIELSEN 1952**

**WSYR FIRST**  
**by 47% to 212%**

**SAMS 1952**

**WSYR FIRST**  
**by 29.8% to 239%**

**WSYR ACUSE**  
570 KC

NBC Affiliate • Write, Wire, Phone or  
Ask Headley-Reed

**WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York**

advertising material separately.

"I believe it is more important that management know how to get the most out of marketing research than how it is done," Dr. Reed says.

Speaking in Toronto recently, he made these additional points:

- Divorce promotion and research. "Real research must be objective."
- Don't confuse trends vs. conditions of the moment.
- Avoid expensive original research until you have gathered and analyzed data already available.
- "Good wine and good research can't be hurried."
- "Shoot at birds—not flocks." (Be specific.)
- Make reports simple and clear.
- Put the results to work.

**Ute:** G. Maxwell Ute, v.p. and research director of Kenyon & Eckhardt, divides media and advertising research pitfalls into three groups of factors, as follows:

1. Factors inherent in the person making use of the research in his decisions. "These factors are related to prejudgments, biases, and fuzzy thinking which tend to cloud the judgment of the person making the decision. Lack of objectivity in the person us-

ing the research tends to be one of the basic pitfalls in the use of research."

2. Factors inherent in the research itself. "Research in media and in advertising effectiveness, even at best is far from adequate. Any man who therefore tends to accept many of the 'near measures' and 'faulty measures' which are today being given wide dissemination will tend to put his blind faith into an instrument which does not fully deserve such faith. The virtual impossibility of getting some of the media and advertising measures we desire frequently makes it necessary for the research man to be satisfied with 'watered-down' versions of these measures. But these watered-down versions in many cases are only partially applicable and in others completely inapplicable. The only defense in a case like this is high professional research ability and high professional research integrity, which call upon the research man to outline specifically and simply the limitations of his work."

3. Factors inherent in the media selling process. "Special pleaders—that is, space and time salesmen—tend to be inadequately prepared to present objective evidence on their medium. This is almost inevitable since objec-

tive evidence practically uniformly shows both good and bad features about a particular medium."

**"Mediamatics":** Most ambitious attempt to reduce media evaluation to a mathematical formula was made last year by Ira N. Bix, director of advertising research of the *Farm Journal*. In his manuscript *Mediamatics*, he presented three major conclusions:

1. "All the numerous bodies of data—gathered by different media analysts at different times for different purposes . . . are related to one another" according to a given equation. He actually worked out three equations which he said describe a complete media analysis.

2. The way to measure a medium's efficiency is in terms of a new measure, called a differential, rather than its increment to a given list.

3. This system works because of a homogeneity of population with reference to media rationale which he developed at great length.

The manuscript contains numerous formulas, diagrams, and algebraic discussions as proof of his theorems.

The three formulas to describe a complete media analysis are presented on page 97 for the mathematically minded.

SPONSOR's media evaluator, however, being no mathematician, turned to Stanley D. Canter, McCann-Erickson's associate research director and manager of the market research division, who analyzed the theory of "Mediamatics" before the American Marketing Association's national conference in Chicago last December. Here is what Canter told SPONSOR about the theory:

"1. The theory and the methods of 'Mediamatics' fall considerably short of even the minimum requisites of the scientific method. None of the formulas is proved or derived in precise, unique form. The terminology is loose and usually confusing. The mathematical forms used are of arbitrary choice, and the only types of proofs offered are geometric demonstrations and are not based on deductive reasoning at any point.

"2. The three equations, which Mr. Bix presents as solving the complete media evaluation problem, accomplish nothing at all. The first equation contains six unknowns and no method is given or suggested as to how to solve

(Please turn to page 114)

The NOSE-IEST STATION in Town!

New WJAS AM & FM

THE MONEY SUNNY SIDE OF THE DIAL

All Pittsburgh wakes up daily to the most complete news coverage in Pittsburgh radio. Herb Morrison's 7:15 AM newscast is a "must" for a news conscious audience . . . and ALL DAY, the WJAS news staff keeps pace with the news AS IT IS HAPPENING!

**FIRST**—with an on the spot report of the air disaster at Milton, Florida Naval Training Base, July 17th.

**FIRST**—with complete coverage of Pittsburgh's Soap Box Derby. Four solid hours charged with the excitement and color of this annual event.

No wonder all Pittsburgh *NATURALLY* turns to WJAS ALL DAY for complete news coverage.

Serving the GREATER PITTSBURGH Metropolitan Area...

5000 Watts 1320 KC.

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

These KYA sports features have proved, year after year, to be the best radio buys in the San Francisco-Oakland Area, so they are sold out for 1953. Plan to get your order in early to reserve these features for '54

*here's the list:*

Notre Dame football season

*Sylvania Television*

49'er football season

*Burgermeister Beer*

Los Angeles Rams football

*Burgermeister Beer*

49'er Preview

*Sold Out*

Follow the 49'ers


*Sold Out*

Major League baseball re-creations

day & night . . . *Sold Out*

Major League Scoreboard

*Roma Wine*



**SOLD OUT!** ... BUT don't go away mad!

Here are some other KYA features that are ready, willing and available right now, to do a real job for you:

***in the morning***

George Ruge's Koffee Klub

*(Leads all Local Independents)*

6:00 to 9:00 A. M. Monday thru Friday

9:00 to 10:30 A. M. Saturday

***in the afternoon***

Car Tunes *(Winner Natl. Safety Award)*

*(Vital Traffic Information to Drivers)*

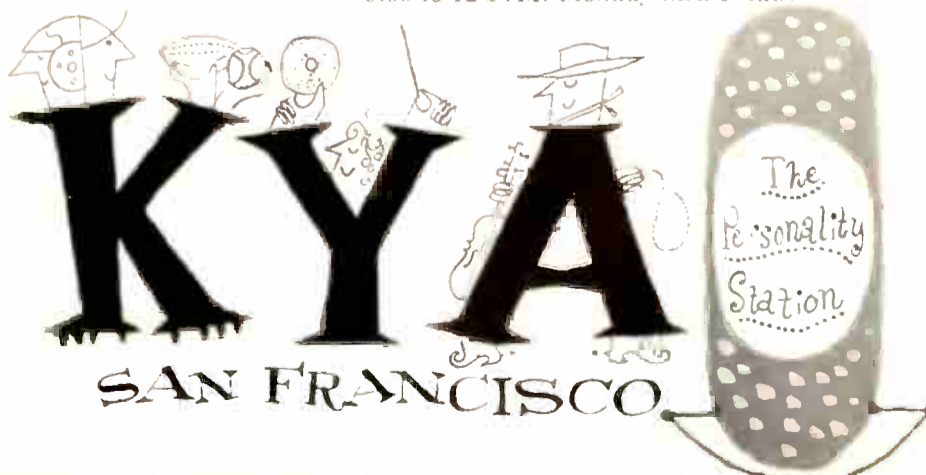
4:00 to 6:00 P. M. Monday thru Friday

***in the evening***

Ramblin' Jimmy Dolan

*(The Leading Local Western Program)*

9:00 to 12 P. M. Monday thru Friday



Represented nationally by George W. Clark, Inc.



## Sails into St. Louis Sales Battle

At long last, St. Louis viewers can make their own choice of television programs. With the advent of KSTM-TV, Television's "Big Mo", the captive St. Louis audience has been released. With a full power of 275,000 watts, ABC and CBS network programs and refreshing, entertaining local shows, KSTM-TV is already a favorite in the St. Louis area.

To adequately cover the country's eighth market, you must have "Big Mo" to fight and win your sales battles. For facts, figures and choice availabilities, contact KSTM-TV . . . now . . . or

**H-R TELEVISION INC.** NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



Channel 36

ST. LOUIS

William E. Ware, President

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

MONDAY

TUESDAY

WEDNESDAY

NBC		ABC		CBS		NBC		ABC		CBS		NBC	
Arthur Godfrey* Mut Omaha, B&J Int'l Cellucotton FC&B alt das Owens-Corning, R 10:15-30 Snow Crop, Maxon alt das Star-Kist Tuna a.w 10:30-45 Rhoades & Davis Lever: pepsodent a.w 10:15-11 McCann-Erickson	No network programming all wk	Ding Dong School Ch m-f L (sponsored tu, th, f)	No network programming m-f	Arthur Godfrey* Mut Omaha, B&J Int'l Cellucotton FC&B alt das Owens-Corning FSR 10:15-30 Snow Crop, Maxon alt das General Mtrs: Frigidaire Div tu,th 10:30-45 FC&B Toni Co tu,th 10:45-11 Weiss & Geller	No network programming all wk	Ding Dong School Minnesota Mining & Mfg: scotch tape Ch tu onl L BBDD 1/2hr \$985	No network programming m-f	Arthur Godfrey* Mut Omaha, B&J Int'l Cellucotton FC&B alt das Owens-Corning FSR 10:15-30 Snow Crop, Maxon alt-das Star-Kist Tuna m.w 10:30-45 Rhoades & Davis Lever: pepsodent m.w 10:45-11 McCann-Erickson	No network programming all wk	Ding Dong School Ch m-f L (sponsored tu, th, f)	No network programming m-f	Glamour Girl Hy m-f L	Glamour Girl Hy m-f L
Arthur Godfrey* Pillsbury Mills m-th 11-11:15 Leo Burnett Liggett & Myers: chesterfields m.w 11:15-30 Grim & Walsh Strike It Rich Colgate: thpst; al, super suds, almolive, fab, Ajax NY L m.w.f \$8000	No network programming m-f	Hawkins Falls Ch m-f L The Bennetts Ch m-f L Three Steps to Heaven NY m-f L Follow Your Heart NY m-f L	No network programming m-f	Arthur Godfrey* Pillsbury Mills m-th 11-11:15 Leo Burnett The Baird Show NY tu,th L Strike It Rich m-f sus tu,th L NY	No network programming m-f	Hawkins Falls Ch m-f L The Bennetts Ch m-f L Three Steps to Heaven NY m-f L Follow Your Heart NY m-f L	No network programming m-f	Arthur Godfrey* Pillsbury Mills m-th 11-11:15 Leo Burnett Liggett & Myers: chesterfields m.w 11:15-30 Grim & Walsh Strike It Rich Colgate m.w.f (see mon) Esty	No network programming m-f	Hawkins Falls Ch m-f L The Bennetts Ch m-f L Three Steps to Heaven NY m-f L Follow Your Heart NY m-f L	No network programming m-f	Glamour Girl Hy m-f L	Glamour Girl Hy m-f L
Bride & Groom General Mills: biscuits NY m.w.f L \$15,000 Love of Life Amer Home Pr NY m-f L \$6000 Search for Tom's P&G: joyt NY m-f L \$6500 Guiding Light P&G: ivory, duzt NY m-f L \$10,000	No network programming all wk	No network programming m-f	No network programming m-f	Bride & Groom Toni Co 47NY tu,th L LB shr \$15,000 Love of Life Amer Home Pr m-f (see mon) Biow Search for Tom's P&G: joyt m-f (see mon) Biow Guiding Light P&G: ivory, duzt m-f (see mon) Compton	No network programming all wk	Bride & Groom General Mills: m.w.f (see mon) DFS, K-R Love of Life Amer Home Pr m-f (see mon) Biow Search for Tom's P&G: joyt m-f (see mon) Biow Guiding Light P&G: ivory, duzt m-f (see mon) Compton	No network programming all wk	Bride & Groom General Mills: m.w.f (see mon) DFS, K-R Love of Life Amer Home Pr m-f (see mon) Biow Search for Tom's P&G: joyt m-f (see mon) Biow Guiding Light P&G: ivory, duzt m-f (see mon) Compton	No network programming all wk	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Garry Moore Eastland: rugs NY st 9/7 L &C (see bel) Hoover Co NY st 9/14 L urnett 1/4hr \$2038	No network programming m-f	No network programming m-f	No network programming m-f	Garry Moore Cats Paw Rubber 56NY st 9/8 L Levyne (see bel) Pillsbury Mills: ballard biscuits 48NY L C-M 1/4hr \$2038	No network programming m-f	Garry Moore Cats Paw Rubber 56NY st 9/8 L Levyne (see bel) Pillsbury Mills: ballard biscuits 48NY L C-M 1/4hr \$2038	No network programming m-f	Garry Moore Purex Corp: FC&B (see bel) Best Fds: rit, shinola 54NY L 1/4hr Ludgin \$2038	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Double or Nothing Campbell Soup NY m-w-f L	No network programming m-f	No network programming m-f	No network programming m-f	Freedom Rings Westinghouse: appliances, TV, radio sets, tur- bojet plane mtrs 35NY tu,th L till 8/25 FSR \$6000 Art Linkletter Kellogg: all pr 28Hy L LB tu 2:30-45 Pillsbury Mills m-th 2:45-3 LB 1/4hr \$4000	No network programming m-f	Double or Noth'g Campbell Soup m.w.f (see mon)	No network programming m-f	Double or Noth'g Campbell Soup m.w.f (see mon)	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Ward Wheelock Lever: surf Hy m,w,f L er (see bel) Pillsbury Mills: flour, mixes Hy m-th L B 1/4hr \$4000	No network programming m-f	No network programming m-f	No network programming m-f	FSR \$6000 Art Linkletter Kellogg: all pr 28Hy L LB tu 2:30-45 Pillsbury Mills m-th 2:45-3 LB 1/4hr \$4000	No network programming m-f	Ward Wheelock Lever: surf m,w,th 2:30-45 Ayer Pillsbury Mills m-th 2:45-3 (see mon) Leo Burnett	No network programming m-f	Ward Wheelock Lever: surf m,w,th 2:30-45 Ayer Pillsbury Mills m-th 2:45-3 (see mon) Leo Burnett	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Big Payoff Colgate: fab, chlorophyll th- st, cashm bqt 2NY m,w,f L (sus tu,th) Esty \$12,000	Paul Dixon Show m-f 3-4 (Participating segs available; see cost below)	Break the Bank co-op m-f 3-3:30 L (1min annets, 1/4hrs available)	No network programming m-f	Big Payoff m-f sus tu,th L	Paul Dixon Show m-f 3-4 10Cinc L (Participating segments avail- able)	Big Payoff co-op NY m-f 3-3:30 L (1min annets, 1/4hrs available)	No network programming m-f	Big Payoff co-op NY m-f 3-3:30 L (1min annets, 1/4hrs available)	Paul Dixon Show m-f 3-4 (Participating segments avail- able)	Break the Bank co-op m-f 3-3:30 L (1-min annets, 1/4 hrs available)	No network programming m-f	Break the Bank co-op m-f 3-3:30 L (1-min annets, 1/4 hrs available)	No network programming m-f
Action in the Afternoon Western drama Phila m-f L 15min: \$1350 1/2hr: \$3200	Vitamin Corp: rybutol, juvenal 10Cinc L m 3:45-55 seg	Welcome Trav'rs Ekco Prods: kitchenware 61Ch alt m 40L DFS (see bel) P&G: prelf 61Ch 51L m-f 3:45-4 Biow 1/4hr \$1200	No network programming m-f	Action in the Afternoon m-f Phila (see mon) L For 10min: \$376.76	Welfare Trav'rs P&G: prell, ivory snowf m-th 3:15-4 seg (see mon)	Welfare Trav'rs P&G: prell, ivory snowf m-th 3:15-4 seg (see mon)	No network programming m-f	Welfare Trav'rs P&G: prell, ivory snowf m-th 3:15-4 seg (see mon)	Welfare Trav'rs P&G: prell, ivory snowf m-f 3:45-4 (see mon)	Welcome Trav'rs P&G: prell, ivory snowf m-f 3:45-4 (see mon)	No network programming m-f	Welcome Trav'rs P&G: prell, ivory snowf m-f 3:45-4 (see mon)	No network programming m-f
Summer School NY m-f L	No network programming m-f	On Your Account NY m-f L sus m, th	No network programming m-f	Summer School NY m-f L	No network programming m-f	On Your Account P&G: tide tu, w, f (see tu)	No network programming m-f	On Your Account P&G: tide tu, w, f (see tu)	Summer School NY m-f L	On Your Account P&G: tide tu, w, f (see tu)	No network programming m-f	On Your Account P&G: tide tu, w, f (see tu)	No network programming m-f
No network programming m-f	No network programming m-f	UN General Assembly NY m-f L	No network programming m-f	No network programming m-f	No network programming m-f	UN General Assembly NY m-f L	No network programming m-f	UN General Assembly NY m-f L	No network programming m-f	UN General Assembly NY m-f L	No network programming m-f	UN General Assembly NY m-f L	No network programming m-f
No network programming m-f	No network programming m-f	Atom Squad Phila m-f L	No network programming m-f	Atom Squad Phila m-f L	No network programming m-f	Atom Squad Phila m-f L	No network programming m-f	Atom Squad Phila m-f L	Atom Squad Phila m-f L	Atom Squad Phila m-f L	No network programming m-f	Atom Squad Phila m-f L	No network programming m-f
No network programming m-f	No network programming m-f	Gabby Hayes Quaker Oats 32NY m-f 30L Per prog: \$3500 S&M Howdy Doody Standard Brands: royal puddings, gelatin 53NY 48L m,th 5:45-6 Bates 1/4hr \$1550	No network programming m-f	No network programming m-f	No network programming m-f	Gabby Hayes NY m-f L sus tu Howdy Doody Kellogg Co: rice krispiest 48NY 34L LB (see bel) tu,th 5:30-45 Colgate: thpst 51NY 5:45-6 48L Bates 1/4hr \$1550	No network programming m-f	Gabby Hayes NY m-f L sus tu Howdy Doody Kellogg Co: rice krispiest 48NY 34L LB (see bel) tu,th 5:30-45 Colgate: thpst 51NY 5:45-6 48L Bates 1/4hr \$1550	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	



	THURSDAY			FRIDAY			SATURDAY					
	CBS	DuMont	NBC	CBS	DuMont	NBC	CBS	DuMont	NBC			
networking	Arthur Godfrey* Mut Omaha, B&J Int'l Cellucotton FC&B alt das		Ding Dong School Scott Paper Co: scott towels, cutrite wax ppr, scotties 38L 42Ch th only JWT 1/2hr \$985		Wheel of Fortune NY L	Ding Dong School General Mills: cereals, mlxes 36Ch f only Tatham- Laird 1/2hr \$985		Junior Crossroads Ch F	No network programming	No network programming all wk	No network programin	
networking	Owens-Corning, FSR 10:15-30 Snow Crop, Maxon alt das General Mtrs: Frigidaire Div tu,th 10:30-15 FC&B Toni Co tu,th 10:15-11 Weiss & Geller	No network programing all wk	Glamour Girl Hy m f L		15 min: \$2675		Glamour Girl Hy m-f L	Smilin' Ed McConnell Brown Shoe Co 37NY F				
networking	Arthur Godfrey* Pillsbury Mills m-th 11-11:15 Leo Burnett The Baird Show NY tu,th L	No network programing m-f	Hawkins Falls Ch m-f L The Bannatts Ch m-f L Threa Steps to Heaven NY m-f L Follow Your Heart NY m-f L		I'll Buy That NY m-f L Strike It Rich Colgate m,w,f (see mon) Esty	Hawkins Falls Ch m-f L The Bennetts Ch m-f L Three Steps to Heaven NY m-f L Follow Your Heart NY m-f L		Space Patrol Ralston-Purina: wheat chex, rica chex L 32Hy L Gardner \$4500 Sky King Derby Fd: peter pan peanut prs 50NY alt wks F NL&B \$22,000 Comedy Circus Ch F	No network programming	No network programming	No network programin	
networking	Bride & Groom Toni Co tu,th (see tu) Leo Burnett Love of Life Amer Home Pr m-f (see mon) Blow Search for Tom*w P&G: joyt m-f (see mon) Blow Guiding Light P&G: ivory, duzt m-f (see mon) Compton	No network programing all wk	No network programing m-f	No network programing m-f	Brida & Groom General Mills: m,w,f (see mon) DFS, K-R Lova of Life Amer Home Pr m-f (see mon) Blow Search for Tom*w P&G: joyt m-f (see mon) Blow Guiding Light P&G: ivory, duzt m-f (see mon) Compton			The Big Top National Dairy Prods: sealtest ice cream, seal- test dairy prods 53Phila L Ayer \$14,000	No network programing all wk		No network programin	
networking	No network programing m-f Garry Moore Swift & Co 59NY th-onl L JWT st 9/3 Norge Div, Borg-Warner 63NY th-onl L JWT 1/4hr \$2038	No network programing m-f	No network programing m-f	No network programing m-f	No network programing m-f Garry Moore Converted Rice 54NY st 9/11 L LB (see bel) Kellogg Co: gro-pup L 57NY L LB 1/4hr \$2038		Warmup Time 10 min before game Cleve L Game of the week (starts bet 1:15 and 2:15) Falstaff Brewing 17Cleve L (also co-op) Time & talent: DFS \$32,000	Lone Ranger General Mills: whaaties, kix 6NY F DFS \$18,000	No network programing	No network programing	No network programin	
networking	Freedom Rings Westinghouse tu,th (see tu) Fuller & Smith & Ross Art Linkletter Green Giant Co: canned peas, corn 28Hy th-onl L LB (see bel) Pillsbury Mills m-th 2:15-3 LB 1/4hr \$4,000	No network programing m-f	No network programing m-f	No network programing m-f	Double or Noth's Campbell Soup m,w,f (see mon) Ward Wheelock Art Linkletter Lever: surf m,w,f 2:30-45 Ayer Kellogg: all pr 28Hy tu,th L LB 1/4hr \$4000		Gama of the week (cont'd)	No network programing	No network programing	No network programin		
networking	Big Payoff NY m-f L sus tu,th Paul Dixon Show m f 3-4 10Cinc L (Participating segments avail- able) Action In the Afternoon Phila m-f L (see mon) For 10min: \$376.76	No network programing m-f	Break the Bank co-op 3-3:15 Gerber's Baby Fds 36NY 3:15-30 L D'Arcy 1/2hr \$10,500 Welcome Trav'rs P&G: prell, ivory snowt m-f 3:45-4 seg (see mon) DFS	No network programing m-f	Big Payoff Colgate m,w,f (see mon) Esty Action In the Afternoon Phila m-f L (see mon) 10 min: \$376.76	Break the Bank co-op m-f 3-3:30 L NY (1-min annets, 1/4 hrs available) Walcome Trav'rs Kelvinator Div. Nash Corp 47Ch f onl L Gayer (see bel) P&G: prellt m-f 3:45-4 Blow 1/4hr \$1200	Game of the week (cont'd)	No network programing	No network programing	No network programin		
networking	Summer School NY m-f L	No network programing m-f	On Your Account NY m-f L sus m, th	No network programing m-f	Summer School NY m-f L	On Your Account P&G: tide tu, w, f (see tu)	Gama of the week (cont'd)	Horse Racing NY L	No network programing	No network programing	No network programin	
networking	No network programing m-f	No network programing m-f	UN General Assembly NY m-f L	No network programing m-f	No network programing m-f	Benton & Bowles UN General Assembly NY m-f L	No network programing	No network programing	No network programing	No network programin		
networking	No network programing m-f	No network programing m-f	Atom Squad Phila m-f L Gabby Hayes Minute Maid 32NY th onl L Bates \$3,500 Howdy Doody Kellogg Co tu,th (see tu) Leo Burnett Standard Brands m,th 5-45 4 (see mon) Bates	No network programing m-f	No network programing m-f	No network programing m-f Atom Squad Phila m-f L Gabby Hayes Quaker Oat: m,f S&M Howdy Doody Int'l Shoe Co 52NY 45L HH&M (see bel) alt f 5:45-6 Welch Grp Juice 49NY 45L alt f 5:45-6 DCSS 1/4hr \$1550	No network programing	No network programing	No network programin			



# WHB in Kansas City

## Swings to

# CBS-TV

Sharing Time with KMBC  
on CHANNEL 9

WITH a jointly-owned transmitter . . . using maximum allowable power, 316 kw visual, 158 kw aural . . . with a thousand-foot tower to transmit from a height above average terrain of 1079 feet . . . with the full schedule of Columbia Network TV programming . . . plus WHB's and KMBC's outstanding AM Radio personalities, in bright, new, smartly-produced local TV shows —

*Channel 9 in Kansas City is really something to see and hear! It is a "must" on every television advertiser's national spot schedule!*

Interim operation beginning in August is from a transmitter and mast atop Missouri's tallest office building, reaching most of the 298,633 television homes\* in the Kansas City market—including the metropolitan trading area of Johnson, Leavenworth and Wyandotte counties in Kansas; and Jackson, Clay and Platte counties in Missouri.

In Kansas City, plan to use Channel 9 for your future TV schedules!  
**WHB-TV NATIONALLY REPRESENTED BY BLAIR-TV, INC.**

May 1953 Statistics of the Kansas City Electric Association

The Swing is to WHB in Kansas City



## And as always

### WHB

- ★ Kansas City's Mutual Network outlet since 1936—17 years.
- ★ Exclusive play-by-play broadcasts, at home and away, by Larry Ray, of the Kansas City *Roots* baseball games (New York Yankee's No. 1 farm team), since 1950—1 years.
- ★ "Night Club of the Air" since 1951—3 years.
- ★ "Club 710" (mid-afternoon show featuring the "Top Twenty" records) since 1952—2 years.
- ★ Sandra Lea (women's program) since 1943—10 years.
- ★ WHB Newsbureau and Associated Press newscasts since 1936 (John Cameron Swayze was our first newscaster) — 17 years.
- ★ "WHB Musical Clock" since 1934—22 years.
- ★ "WHB Neighborly Time" (formerly the "Farmers' Hour") since 1922—31 years.
- ★ Represented nationally for Spot Radio by John Blair & Company since 1948—6 years.

WHB Radio—the AM station with Kansas City's oldest call letters—continues to reach "the most listeners per dollar" via Radio in the Kansas City WHB Market—through the 1,362,929 sets\* in the area.

WHB is KANSAS CITY'S  
OLDEST CALL LETTERS



1922-1953

FREE!

To advertisers and agency executives



DO YOU READ IT? *The Swing*, the 40 page pocket-size magazine published by WHB six times a year. Art, on marketing, advertising and research . . . the culprit of our John Cameron Swayze Radio and Television Commission pictures, sketches and cartoons. Send for a free copy on your next order.

# WHB

10,000 WATTS IN KANSAS CITY

DON DAVIS  
PRES. DEM.

JOHN T. SCHILLING  
GENERAL MANAGER

Represented by  
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

# BMI

## Service In Concert Music

Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.

Included in BMI's *Concert Music Service* are:

**CONCERT PIN-UP SHEET**— A monthly listing of new recordings, contemporary and standard.

**YOUR CONCERT HALL**— A series of half-hour scripts for use with phonograph records of contemporary and standard classics.

**TODAY IN MUSIC** — Dates and facts about the important music events of the month.

*BMI-licensed stations — AM, FM and TV can be depended upon for complete service in music.*

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

*The Only*  
COMPLETE BROADCASTING  
INSTITUTION IN

*Richmond*

**WMBG**—AM

**WCOD**—FM

**WTVR**—TV

First Stations of Virginia

**WTVR** Blair TV Inc.

**WMBG** The Bolling Co.

## MEDIA PITFALLS

(Continued from page 104)

for these unknowns. The second and third equations are truisms and any discussion of them is irrelevant. None of the equations gives us any basic insight into how the various audience measurements are related.

"3. The incremental and differential approach of a measurement of a medium's efficiency are actually the same thing cast into two different forms. Therefore the new terminology adds nothing to our current state of knowledge.

"4. The rationale of the 'homogeneity of population,' developed to explain this theory, is a contrived and rather naive one which is developed after the fact and not before.

"5. Even if all the things which Mr. Bix propounds were true (which I think, by my above remarks, it is evident I do not believe), then 'Mediamatics' is only a partial solution to the media evaluation and research problem. 'Mediamatics' is a purely descriptive work. It leaves completely unsolved all of the problems which currently face us in the evaluation of media and does not even begin to investigate the relative sales effectiveness of the different media."

**Actual tests:** SPONSOR discussed pitfalls in setting up actual tests with numerous experts. Dr. Herta Herzog, McCann-Erickson's associate research director in charge of creative research, mentioned some of the numberless problems involved if you want to test TV against other media in one or more markets, for example. The major problems:

1. How to get a "clean" exposure to the advertising. This means getting a new product. Using a new TV market as an alternative wouldn't be the same, for the old product would have been sold by other media, so the exposure wouldn't be "clean."

2. Measuring the effect of the campaign. You're interested in purchases, not in any intermediate step, such as "What do you remember about our commercials or product?" To get sales results, you would have to measure over a long period of time, probably using the diary technique.

3. Where can the product be sold? If you use super markets and begin running super-market advertising in magazines and TV, you'd introduce a

new factor because women are used to seeing such advertising in newspapers. It's the usage habit.

4. How can you isolate a market from magazine circulation? One possible step: Try to get the magazine to drop out your ad in that particular market.

**Harper:** Marion Harper Jr., McCann-Erickson president, and a member of SPONSOR's All-Media Advisory Board, summarized the status of media analysis in his book *Getting Results from Advertising*, from the Reading Course in Executive Technique, which shows why testing is so filled with problems.

"Though the purchasing of space is the oldest division of modern advertising practice, much research needs to be done in this field," he told SPONSOR. "One of the principal points is that media evaluation cannot be isolated from media *content* evaluation. The audience of an advertisement or commercial is determined by the reader, listener, or viewer traffic created by adjacent editorial and program content. An identical newspaper advertisement can vary from one to three or four times in absolute readership in a group of metropolitan newspapers. The same network program can vary from one to five or six times in absolute ratings in individual city markets.

"Until far more quantitative information is available, creative judgment will be paramount. Every program or story should be examined from the standpoint of the *objectives* of its producer, writer, or editor. What kind of audience is it written to? What kind of response in attention, interest, or impact is it designed to secure? Media researchers and analysts have much to gain from closer understanding and teamwork with the writers, artists, and producers whose words and pictures are the actual creators of the audience, rather than the medium itself. The medium can only offer an *opportunity*; those who make the message are the only real makers of the *audience*."

The above is why McCann-Erickson and other big agencies don't like to rush into media tests, why in fact they won't start them unless they feel reasonably certain in advance that they'll come up with some answers that mean something.

How one \$50 million agency got fouled up on a simple test of four markets has already been mentioned

# SMILIN' ERNIE LINDELL,

## the man

## with the

## 10 gallon smile



Smilin' Ernie Lindell and his troupe are now bringing a bit of country life to listeners in the 17th State\* with RADIO RANCH, presented over WGY Monday through Friday from 1:05 to 2:00 p. m. and on Saturday at 10:00 p. m.

Ernie, Candy, his wife and partner, and the troupe play and sing country songs and ballads. All the troupe are fine musicians who play several instruments and have over 1000 pieces of music at their fingertips. In addition to music, the program includes interesting bits of local news and one or two minutes of devotional verse. Currently, Ernie and the troupe are playing in theaters and drive-ins in WGY land, and averaging over 2000 attendance each night.

RADIO RANCH is a program that has already shown its popularity in WGY land, a listening area that is more populous than 32 of the 48 states. "I want you to know," writes one listener from Richmondville, "I think your western show is one of the best to ever hit the air." Use the friendly convincing approach of Ernie Lindell and his troupe to put across your selling message to listeners in the 17th State.



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

50,000 WATTS

# WGY

Studios in Schenectady, N. Y.

## The Capital of the 17th State

A GENERAL ELECTRIC STATION

Represented Nationally by Henry I. Christal,

New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

24 AUGUST 1953

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in another article of this series. (See "Why evaluate media?" SPONSOR, 20 April 1953, page 103.) Identical copy and media — newspapers and TV — were used. Results were completely thrown off by two unexpected "variables": (1) a distributor's crew, excited by the campaign, dropped pushing all other brands and got 100% behind the one being advertised; (2) commercials for the wrong cigarette were mailed to stations in one market, so the brand being tested wasn't even advertised in that market.

**Advertiser Abrams:** Fifteen years in the advertising profession have convinced George J. Abrams, advertising director of the Block Drug Co. and a member of SPONSOR's All-Media Advisory Board, that "every research project contains a pitfall."

"Some are obvious ones," he says. "Like the usual test city operation where you start out to test copy and wind up testing a mixture of copy and media."

"Some are less obvious—like the questionnaire which produces a result showing that 90% of housewives 'would buy such a product if it were on sale.' (The pitfall: Women will

'yes' you when you give them the product and 'no' you when they have to pay for it!)"

To Abrams, who also teaches advertising at New York University, the basic research pitfall is "failure to keep the test objective in perspective." He explains:

"Through the din of planning, discussing, hassling, revising, etc., the original, clean-cut test mission becomes camouflaged by intersecting ideas and the true objective is obscured."

"Many research projects require, not calculus, but common sense. Not a slide rule, but a leveling device. Some practical guy who will—in the midst of much confusion—separate the apples from the oranges."

"The biggest research pitfall is often the research man himself, who displays his knowledge of standard deviation and correlation to the detriment of the clear, simple facts necessary to reach the proper conclusion."

**Air media experts:** SPONSOR interviewed all six heads of radio and TV networks for this media evaluation study. Most of them agree with recently resigned NBC President Frank White's comment that "we researched

ourselves to death in radio several years back." White's reasoning: Instead of concentrating on how it moves goods, radio came up with so many contradictory facts and figures about its size, ratings, and impact that the advertiser was left confused.

ABC President Robert E. Kintner put it this way: "Radio today is judged by its top success of several years ago, instead of by what other media cost and the number of people they reach. It would be like a sponsor of a show judging his wife by what she looked like on their wedding day instead of judging her on her present performance."

Is TV research headed for the same trouble?

Edward R. Eadeh, Du Mont's research director, says of TV research:

"Although TV research has kept pace with the rapid expansion of TV to a greater degree than in the early days of radio, TV research is still being used in the same manner as in radio. I feel that TV research should be directed away from the pattern of radio research so that a client will have a truer picture of exactly what he is buying. At the present time a sponsor is presented with figures to show that one network's coverage is better than another. We maintain that there is no such animal as a network in television. A program will deliver the same audience in the same markets whether the billing is done through Du Mont or any of the other three networks. I believe comparison of programs should be based on their performance in competitive markets and not weighted by their captive audience in single-station markets. There is evidence to show that, although on a national scale, one program may have a higher rating than another, analysis of the ratings of these two programs in multi-station markets shows that the lower-rated program nationally is a more popular program in these competitive markets."

"Television research makes these data available, but very seldom is the client presented with these facts."

To Maurice B. Mitchell, former Muzak v.p. who has just taken over as president of Encyclopaedia Britannica Films, research from the standpoint of testing ad and media effectiveness is easy once you've defined your objective clearly. "Unfortunately, not all advertisers have a realistic understanding of their objective," he says. "Some of them buy advertising simply to 'keep

## WBNS has more than top ratings . . .



## INTERESTED LISTENERS, TOO!

For a community where listening to WBNS is a habit, WBNS has an amazing hold on the attention of listeners, too. Day-after-day, mail proves our audiences are following every word; gift and premium offers draw floods of replies; our disc jockeys get tongue weary reading off dedications . . . this all adds up to listener loyalty . . . with more folks listening to WBNS Radio than any other station. And this CBS outlet carries the 20 top-rated programs consistently. They'll really listen to your sales message on WBNS.

CBS for CENTRAL OHIO

ASK  
JOHN BLAIR

**WBNS**  
**radio**  
COLUMBUS, OHIO

To sell **LOS ANGELES...**  
 the nation's 2nd TV market  
 use **KHJ-TV, L.A.'s**  
 number 1 television buy

**More Viewers Per Dollar**

Check ratings\*— check availabilities —  
 check costs. KHJ-TV is Los Angeles'  
 best advertising dollar value.

*\*Los Angeles Telepulse (excluding Sat. & Sun. eve.  
 when KHJ-TV does not broadcast full time)*

For program and spot availabilities  
 that will make your budget go farther  
 ... call or write ...

**H-R TELEVISION, INC.**

New York 17, N. Y.: Chrysler Building  
 MUrray Hill 9-2606

Chicago 1, Illinois: 35 East Wacker Drive  
 RAndolph 6-6431

San Francisco 4, Calif.: 110 Sutter Street  
 EXbrook 2-3407

or

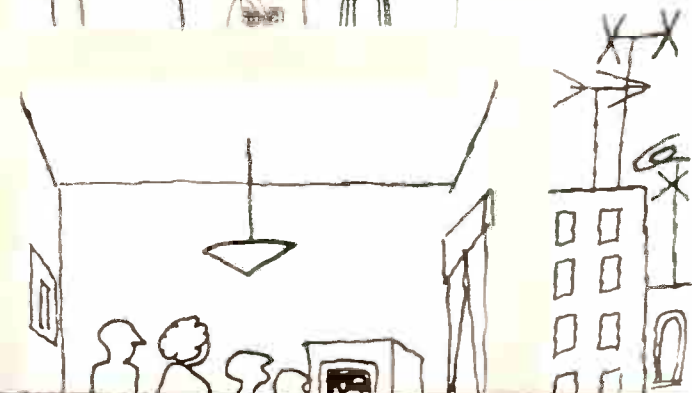
**KHJ-TV DON LEE TELEVISION**

Hollywood 28, Calif.: 1313 North Vine Street  
 HOLlywood 2-2133

*FIRST in the WEST—PIONEER for the NATION*



**DON LEE TELEVISION**  
**KHJ-TV**  
**LOS ANGELES**



**Owned and operated by the DON LEE BROADCASTING SYSTEM, a division of GENERAL TELERADIO, INC.**

The Swing  
is to WHB  
in Kansas City

10,000 WATTS IN KANSAS CITY

WHB

Represented by  
JOHN BLAIR & CO.

DON DAVIS, President  
JOHN F. SCHILLING, Gen. Mgr.

MUTUAL NETWORK • 710 KILOCYCLES • 3,000 WATTS NIGHT

AM  
WEVD  
FM

**4 Reasons Why**

The foremost national and local advertisers use WEVD year after year to reach the vast Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of  
"WEVD'S WHO ON WEVD"  
HENRY GREENFIELD

WEVD 117-119 West 46th St.  
New York 19  
Managing Director

our name in front of the public.' These people are likely to evaluate media on the basis of the effectiveness of a layout or their personal preference for the sound of a radio or TV show. On the other hand, when the ad advertiser knows, for instance, that his primary problem is obtaining distribution for a new product and when he spends the bulk of his money in a single medium, it isn't very hard for him to discover whether or not the advertising is successful and the expanded distribution has been developed. When an advertiser is introducing a new product that replaces an older one and when that is the primary objective of his advertising, it isn't very hard for him to find out whether his advertising works.

"When it comes to testing bulk media, the simplest test of all is obviously to try one at a time. When more than one medium is used at the same time, the advertiser's next resort is to evaluate returns from each medium by using a key of some kind. That is easy to do with mail returns, but much more difficult to do with an item designed for mass sale, like chewing gum or soap.

"In the case of such mass-aimed items, it might be worth the advertiser's while to use the ARBI technique. Since ARBI simply measures the ability of one advertising medium to produce effects as compared with another, I see no reason why the ARBI technique could not be the most useful piece of contributing information in deciding which medium has been most effective.

"Generally speaking, however, it has been my observation that no major advertiser can ignore the fact that every major medium has a substantial audience of its own—a buying group that can best be sold through that medium. Thus the advertiser is far better off wondering why his campaign is effective than he is brooding about the relative effectiveness of a dollar spent in radio as compared with a dollar spent in newspapers.

"His best bet is to start using them both on a 50-50 basis, devoting his energies to producing the best possible kind of advertising for each medium and merchandising it to the hilt."

**Conclusion by Morgan:** Ray Morgan, president of the Raymond R. Morgan Co., Hollywood, and a member of SPONSOR's All-Media Advisory Board, refuses to consider the job of testing

media effectiveness complicated. He says that "one time, long long ago," he wrote a piece for *Printers' Ink* entitled: "Do Copy Tests Tell the Truth?" He concluded that they do not because there are too many variables.

"Suppose it's gasoline and you're measuring gallonage to see what a campaign does," he says. "The weather freezes. The cars stay home. Gallonage goes down. Does that mean the campaign was bad?"

"Or suppose you were testing TV commercials. Up pops the Coronation or the election and you're competing with that.

"Or suppose you're doing a Tea Council job. How do you compensate for what some instant-coffee guy may do that will knock all existing tea figures into a cocked hat?"

"There are just too many variables." Morgan says it's the same with media.

"Advertising has got to get back to mathematics. If it's coffee, the average family uses some 63 pounds a year—or some figures that can be established as right.

"Divide volume by that figure and count your customers.

"Find what makes the customers—over the years so that snowstorms, Hadacol, and the Korean truce are out.

"Find out what made these customers—and bind that force to you with hoops of steel. Find a formula that works and *never* change it—until it slows down or stops working."

Many years ago Morgan asked a P&G president how they bought radio shows. The president said: "We have them recorded and brought to Cincinnati. We play them for the executives' wives. If they don't like a show, we buy it."

Morgan adds: "Buy what *sells* the soup or the soap. That isn't hard to find out. Why does everybody try to make the job so complicated?"

But shouldn't an adman know about Chi Square tests, semi-logarithmic graphs, lines of regression, and Pareto curves as well in order to avoid all these research pitfalls mentioned in this article?

"Hell, no!" says Morgan.

(The next two articles in the All-Media Study will be "How 72 leading advertisers evaluate media." (7 September); "How 90 agencies evaluate media" (21 September). ★★★

# Ask your national representative

*You're on the verge of a decision,  
and a problem.*

*What business papers to pick  
for your station promotion?*

*It's no problem to kiss off,  
for your choice can have a telling  
effect on your national spot  
income.*

*But where to get the facts?*

*The answer is simple. Ask your  
national representative.*

*He knows. His salesmen get around.  
They learn which business papers  
are appreciated, read and discussed  
by buyers of broadcast time.*

*His is an expert opinion.*

*Don't overlook your national  
representative.*

**S**ponsor  
the magazine  
radio and TV  
advertisers  
use

## RESEARCH CRITERIA

(Continued from page 34)

the inventory, panel or continuous type, is so high that it liquidates many of the features of random sampling in the end. Copy testing and other instances where the general, rather than the exact answer, is all that is required lend themselves to well-designed quota samples. In general, *qualitative* in contrast to *quantitative* data can be satisfactorily obtained from quota samples. Where doubt exists, random sampling should be used since this gives the maximum reliability per dollar expended.

### 5. Has the sampling plan been fully executed?

Substitutions for assigned units destroy a probability sample design. In personal interview surveys, refusals can frequently be overcome by repeat efforts. Not-at-homes, who have characteristics known to be different, should be brought into the sample by callbacks, or their answers should be estimated by special statistical formulae. If quotas were assigned, they should be fulfilled exactly. In quota sampling, refusals and not-at-homes are not controllable.

In mail surveys the response as well as the mail-out must be representative.

To reduce biases growing out of personal interests and economic factors, which are common in mail surveys with a low rate of return, it is desirable to get as close to a 100% return as possible. In telephone surveys, refusals, not-at-homes and busy lines must not be ignored.

### 6. Is the sample large enough?

If a probability sample is properly designed and executed, the reliability of its results can be estimated mathematically. Breakdown data should have a large enough numerical base to keep their larger error margins within usable limits.

The desired degree of reliability should be expressed in the definition of the problem or plan of the study. Increase in sample size does not compensate for deviations from a true probability sample though it may provide a better basis for evaluating the effect of non-response.

If a probability sample is not employed, it is a matter of judgment as to what additional error is introduced as a result of using a non-random sample. The error cannot be measured statistically if the sample is non-random.

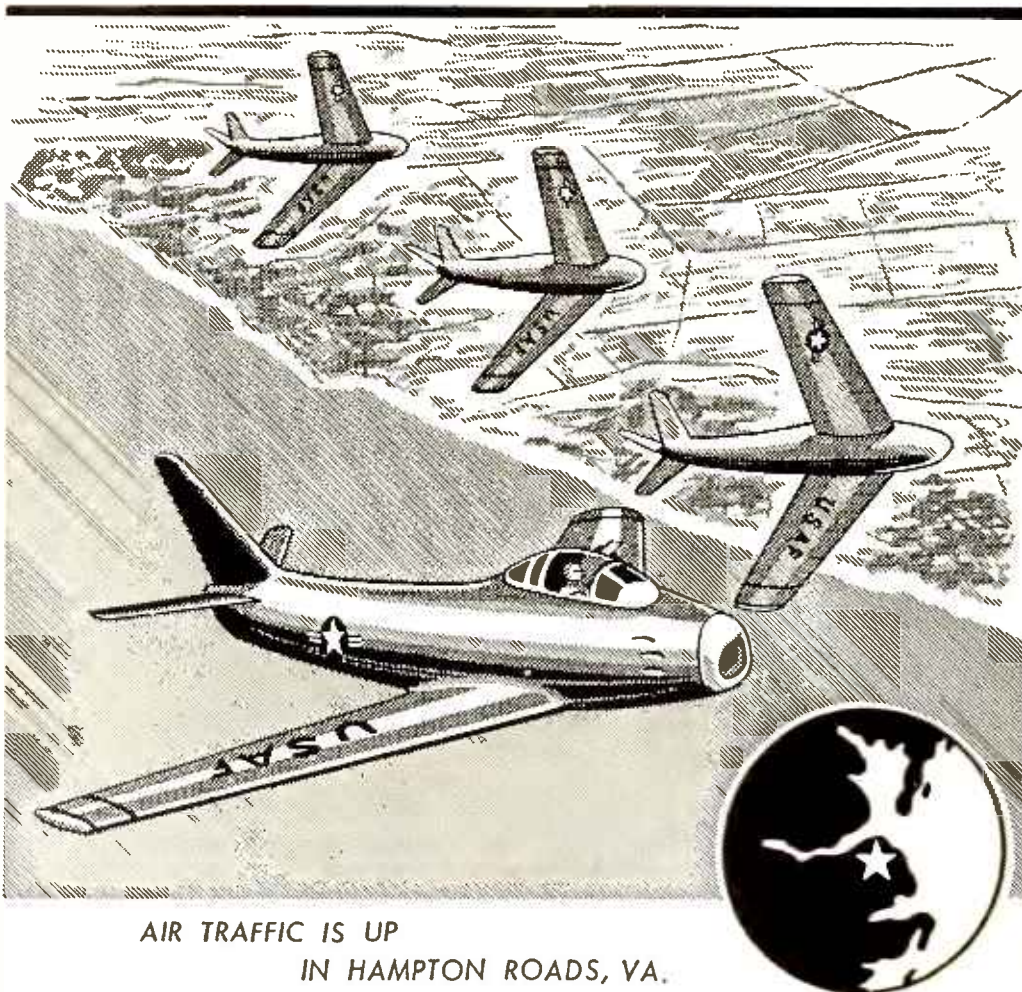
### 7. Was there systematic control of editing, coding and tabulating?

All editing of questionnaires should be completed before any tabulations are made, and a statement to that effect should be made a part of the report.

Editing should not involve guessing as to meaning. Where context rather than form is being edited, the same editor should handle specific related sections of all questionnaires. Local supervisors should edit for form and completeness. Directions for editing should be formulated and explained uniformly to all engaged in the process.

In machine tabulation, pre-coding not only saves time and money but catches errors and incompleteness in questionnaire design. If pre-coding is used, a pilot test should be made to develop the codes; if pre-coding is not used, a sample of the completed questionnaire should be examined to establish the codes, especially on open-end questions.

Questionnaires should be numbered serially to guarantee completeness of card punching and as a check against duplicate punching. Pattern or consistency checking of each separate column of the punched card should be done to verify that only appropriate codes have been punched. Each column



AIR TRAFFIC IS UP  
IN HAMPTON ROADS, VA.

## NOW! Up Your Sales in Norfolk

### America's Miracle Market!

The personnel at the Naval Air Station, Naval Yard, Naval Base, Army's Langley Field and the great Oceana Jet Base buy everything from candy bars to automobiles.

Population is up 17 per cent since the 1950 census... are your sales meeting this pace?

**WTAR: NBC Affiliate**

**WTAR-TV: All Networks NORFOLK, VA.**

Reach and sell this market with both *Dominant* WTAR-AM and WTAR-TV serving NORFOLK, Portsmouth, Hampton, Newport News and Warwick — America's 26th market. Contact Edward Petry & Company, National Sales Representative.





Einstein's theory says  
 Jack McElroy has  
 4½ Trillion Tons  
 of TV impact!

$$(e = mc^2 \text{ or } \frac{300 \text{ lbs}}{G} \times 186,000 \text{ mps})^2 = 4,521,005,280,000 \text{ ft. tons of energy!}$$

This 300 pound one man sales force covers Southern California with the speed of light. Stars helping him are song stylist Ginny Jackson, western warbler Carrot-top Anderson, and music master Eddie Baxter. Jack McElroy sells to 53,000 TV homes each day... and how he sells! Says TAPPAN STOVE COMPANY: "Direct sales results were so definitely felt that we extended our campaign from 13 weeks to 39." SUNKIST extended a 2 week introductory campaign for their bottled lemon juice to 13 weeks. Both of these extensions were across the board! Other sponsors have shown similar enthusiasm over sales! Jack McElroy has the formula to convert theory into solid sales results for you, too!

The JACK McELROY Show  
 4:00-4:45 P.M. MON. THRU FRI.

For details contact KNBH,  
 Hollywood, or consult your nearest  
 NBC Spot Sales Office

**NBC HOLLYWOOD**

**KNBH**

Channel **4**

or group code should be separately counted to establish the varying bases, and to verify that different tables with the same base actually agree.

In addition in hand tabulating, spot-checking of results by individual tabulators is desired. Each step should be separately spot-checked. All transfers of data should be double-checked.

**B. Is the interpretation forthright and logical?**

If casual relationship is assigned to one factor, it must be proved that all other factors are held constant or allowance must be made for other variables.

The basic data which underlie percentages, ratios, weighting systems and breakdown groupings of respondents must be shown. Competitive comparisons should be made on the same bases. Since mean averages are often misleading, especially in income studies, the median should also be examined. Any uncommon mathematical manipulation must be fully explained. Error margins and their reliability should be indicated.

Misplaced emphasis may divert attention from weaknesses in research methods or findings. Complete answers to all questions should be uniformly

reported. Interpretation, especially of responses involving memory or prediction of behavior, must not overestimate the ability of an individual to give valid responses.

Small differences, considering statistical error margins, should not be over-

★ ★ ★ ★ ★ ★ ★ ★

“The time is near, I believe, when television will bring to its audience not only such events as the forthcoming conventions of the two political parties, or sessions of the United Nations, but full meetings of city councils, of state legislatures, and of the Congress of the United States. For democracy to function freely and effectively, the people must see for themselves how their representatives go about the business of government.”

WILLIAM A. BLEES  
Vice President  
Arco Mfg. Corp. chg. Crosley Sales  
Cincinnati

★ ★ ★ ★ ★ ★ ★ ★

emphasized. Charts, tables and text should not be distorted or unduly exaggerated. Simplicity and clarity should be the main objective of the analysis and presentation.

Present the results only for what they are and for what they represent.

★★★

**ADMIRAL ON TV**

(Continued from page 32)

been an admirer of the Bishop's radio program, *The Catholic Hour*, NBC, which had just gone off the air. This program featured the Bishop's talks and a choir to open and close the show.) Replied Father Broderick:

“Bishop Sheen offered his services to CBS and NBC, but was turned down. I don't know whether he's still interested, but I'll ask him.”

He was.

Conferences ensued during which Bishop Sheen discussed production and format details with Du Mont's programming director, Jim Caddigan, and other network executives. Among the Bishop's original suggestions: The studio must be a church.

Du Mont executives worried, and thought, and conferred. They made a counter-proposal: Transform the studio into a library set.

Bishop Sheen agreed to the network's suggestion and got together with Jo Milzener who'd been called in to design this library.

Bishop Sheen's first appearance on *Life Is Worth Living* was over a three-city Du Mont hookup: Chicago, Washington, and New York in February 1952. As viewer mail began pouring in. Du Mont doubled the program's number of outlets, and by May 1952, when the program went off the air for the summer hiatus, it began to look as if *Life Is Worth Living* would soon be more than a prestige and public service effort.

This is how Chris Witting analyzes the program's success:

“Although the star of the program is known primarily as a prominent religious figure, the program itself is so broad in tone and so transcends dogma that millions have accepted it as their guide to what makes life worth living. Adherents of all creeds and no creed write both the Bishop and the network that they find solace in his philosophy and helpful guidance in meeting daily problems through applying the principles that he enunciates.”

It's the program's scope of human appeal that has given it a good track record in terms of viewer interest. The Bishop's Nielsen tells the story of *Life Is Worth Living's* ability to pull steadily and comparatively high ratings opposite *Texaco Star Theatre*.



**SEA-TAC AIRPORT IS  
FABULOUS ENTRANCE TO  
A FABULOUS MARKET**

(Served by KTNT-TV)

The Seattle-Tacoma Airport, known by travelers as one of the finest in the world, is the air entrance to a fabulous market . . . the vibrant, prosperous, growing Puget Sound area. The entrance to this fabulous market for manufactured products of all kinds is KTNT-TV. Write or wire for the complete story of the KTNT-TV area, made up of 1,318,700 progressive, able-to-buy people.

Transmitter strategically located at Tacoma, in Middle Puget Sound, for greater penetration of the entire area.  
Sales representatives:  
Weed Television,  
Nationally  
Art Moore & Son,  
Pacific Northwest

**KTNT-TV**  
CHANNEL 11  
NOW 125,000 WATTS



Affiliated with CBS and the DuMont Television Networks

**KTNT-TV AREA**

QUICK FACTS AND FIGURES

TV sets in Area (July 1)	271,000
POPULATION DISTRIBUTION	
City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%

\*TOTAL (over 1 1/4 Million People) 100.00%

\*Excludes Snohomish and other counties where reception is "Good".

Fabulous Puget Sound cannot be purchased by buying one city alone.



it's

TIME

to add

**KTYL-TV**

to your schedule!

**ARIZONA IS FIRST\***

- ... in Retail Sales Growth
- ... in Population Growth
- ... in Per Capita Income Growth
- ... in Employment Growth
- ... in Bank Capital Growth
- ... in Truck Registration
- ... in Farm Income Growth

\*Source: Research Department, Valley National Bank

**KTYL-TV...NBC and DuMont Affiliate for Phoenix and Central Arizona . . .**

is a *time-buyer's* paradise! It offers you and your client, for example, more helping *hands* from a merchandising standpoint than you'll find in an entire carload of watches!

**AND IT CHAINS UP** a hard-hitting sponsor cooperation package with the greatest coverage in all Arizona . . . a coverage area that *ticks off* 63.2% of the state's free-spending population!

**HAND IT TO KTYL-TV**, too, for providing you with a towering antenna on Phoenix's nearby South Mountains . . . a soaring 1550 feet above average terrain . . . four times higher than any other Arizona station!

**IT'S ALSO WORTH TAKING TIME** to check KTYL-TV's unparalleled reception . . . including a clear picture in areas where other Arizona stations don't even register a signal. And, while you're at it, note KTYL-TV's superb *round-the-clock* programming.

**IT ONLY TAKES A MINUTE** to contact your Avery-Knodel man. So don't lose any precious *time* in adding KTYL-TV to your schedule!

**NBC and DuMont affiliate for Phoenix and Central Arizona**



		<i>Life Is Worth Living</i>	
		% of homes reached	Millions of homes reached
Dec.	1952	18.6	2,409
Jan.	1953	18.6	2,914
Feb.	1953	19.8	3,371
March	1953	19.4	3,457
Apr.	1953	23.6	4,429
May	1953	19.0	3,462

		<i>Texaco Star Theatre</i>	
		% of homes reached	Millions of homes reached
Dec.	1952	57.9	9,326
Jan.	1953	65.8	10,926
Feb.	1953	57.7	9,901
March	1953	58.2	10,288
Apr.	1953	55.3	10,524
May	1953	16.1	8,777

While *Texaco Star Theatre* reaches four times as many homes as *Life Is*

*Worth Living*, its greater coverage area includes many one-station markets which necessarily boost its ratings. The Videodex Audience Composition Report of November 1952 and subsequent audience studies, further, indicate that Admiral Corp. succeeds in reaching the type of people its message is aimed at: the family at home. Out of total viewing audience tuned in to Bishop Sheen, 34.4% are men, 38.9% are women, 16.4% are teenagers, and 10.3% are children.

The problem of finding a commercial format that would combine the

features of dignity in keeping with *Life Is Worth Living* and the hard-sell pitch customary in the electrical home appliance field was turned over to Michael Levin, Admiral account executive and television director in charge of creative production at Erwin, Wasey.

Here's the approach he worked out to Admiral Corp.'s commercials:

Bishop Sheen's talks are never interrupted by a commercial break. His talks, approximately 26 minutes long, are carefully set apart from the actual commercial pitch. Bill Gibberson, who acts as Admiral Corp.'s host, spans the bridge between the prelate's lectures and the commercial copy.

In his 50-second introduction to the program, Gibberson includes some 20 to 30 seconds of institutional copy, enumerating 10 or 12 products manufactured by Admiral Corp. Then he introduces Bishop Sheen. After the Bishop's lecture, Gibberson brings on two other personalities: Murial Williams, who acts as home economist and tells women viewers the various uses of Admiral kitchen and home products; and Glenn Riggs, who is billed as an average Admiral dealer and therefore qualified to tell the viewers some of the technical or engineering features of Admiral products.

The two-minute closing commercial is delivered in the form of dramatic interplay among these three personalities. These dramatic skits are used partly to keep the viewers' attention through a relatively long commercial but mainly to get across the hard-sell without having the dignified host step out of character. This latter effect is achieved by a broad, almost bumptious characterization of the Admiral dealer, who's the logical one to stress prices and to come in with a hard-sell pitch.

These characterizations are not inflexible, however. In a Dual-Temp refrigerator commercial, for example, Riggs pretended to sell another brand (unnamed) refrigerator. He began demonstrating various features of this refrigerator, but after each sales point he made, Murial Williams interrupted with a comparable and superior feature of Admiral's Dual-Temp refrigerator, which she demonstrated. The competitive spirit between the two, Glenn Riggs and Murial, was maintained to the end of the commercial when Riggs finally conceded that he couldn't win in his attempt to sell any brand refrigerator other than Admiral's Dual-Temp:



## 5th of a series

THIS IS ONLY PART OF THE PICTURE

### IN THE MIAMI TV MARKET

(Now 26th among the nation's metropolitan retail areas)

The South's fastest-growing market includes 825,000 permanent year 'round residents spending \$168,000,000. in automotive stores.

FOR THE ENTIRE AMAZING SOUTH FLORIDA TV SALES STORY CALL YOUR FREE & PETERS COLONEL TODAY

Channel 4  
**WTVJ** MIAMI

\* FIRST RESEARCH CORP. of Florida

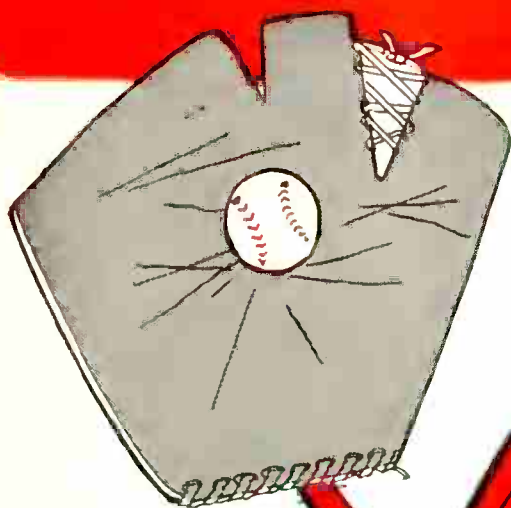
Now Under Construction — 1000 FT.  
ANTENNA — 100,000 WATTS

TV STATION **WTVI** Channel **54**

**St. Louis'** MAJOR LEAGUE

BASEBALL STATION TELEVISES HOME GAMES OF  
THE ST. LOUIS

**Browns**



PRE-GAME  
"Dugout Shows"  
POST-GAME  
"Base Ball Roundup"

Sponsored By  
**FALSTAFF**  
BREWING CORPORATION

SPORTS *Galore on* **54**

Major League Baseball  
Pro Golf  
Pro Football  
(Nat'l Pro League Games)  
Network Boxing  
Pro Basketball  
Network Wrestling  
Local Sports



**WTVI** is the **DU MONT** basic affiliate in **St. Louis**

SIGNAL HILL TELECASTING CORP. BUSINESS OFFICES: 1939 BOATMEN'S BANK BLDG., ST. LOUIS 2, MO.°

GENOVA 5454

Call **WEED TELEVISION**

NATIONAL SALES REPRESENTATIVES:  
NEW YORK • CHICAGO • BOSTON • DETROIT  
HOLLYWOOD • SAN FRANCISCO • ATLANTA

"Try as I can in this demonstration, I lose every time . . . and for a very simple reason: the Admiral Dual-Temp, the original two-temperature refrigerator, is far superior to anything else you can get."

Erwin, Wasey's Mike Levin has used several production techniques in the Admiral commercials which are good cost-cutting devices, including miniature sets and colored picture slides.

His use of miniature sets, Levin says, dates to *The Colgate Comedy Hour* in 1949 and 1950, as well as *The*

*Aldrich Family*, in 1951. He found that he could "cheat" on expensive live-size sets by intercutting shots of the miniature living room, for example, and an announcer standing by a life-size segment of the living room—say, a portion of a wall and drape. By using this announcer's voice over the full frame of the miniature living room just prior to cutting to him on a set, Levin achieved a realistic effect, making it appear as though the announcer had just walked into the room.

In March 1953, Levin introduced

another new production technique: the use of glass transparency stills. Here's how this technique works:

Levin uses a photographer's studio. There he sets up a variety of shots of the living room or kitchen set which he plans to use in future commercials. In this studio he can experiment with different kinds of lightings and various arrangements of furniture without worrying about expensive TV studio rentals, cameramen's and technicians' time.

These stills are filed in Levin's Admiral commercials library, which now contains over 100 different transparencies. Used in combination with segments of live sets as well as miniatures, these stills make it possible for Admiral to have more variety in their commercials, to do jobs that would be extremely costly for technical reasons if they were attempted entirely with studio facilities.

Furthermore, Levin stresses that the lighting he can get with the colored glass transparencies is far superior to what he would achieve by using the TV cameras directly on a live set. This is how the cameramen handle the stills: One camera dollies in on the still, then another camera picks up the live set, on a cross-dissolve. Segments of live sets are used only when a demonstrator or announcer actually appears on the scene.

In addition to Bishop Sheen in 1953 Admiral will sponsor the Chicago finals of the Golden Gloves boxing tournament and the All-Star football game on television. Network radio and TV advertising is handled by Erwin, Wasey. Spot radio and TV is part of Admiral's co-op budget and placed through the various distributors.

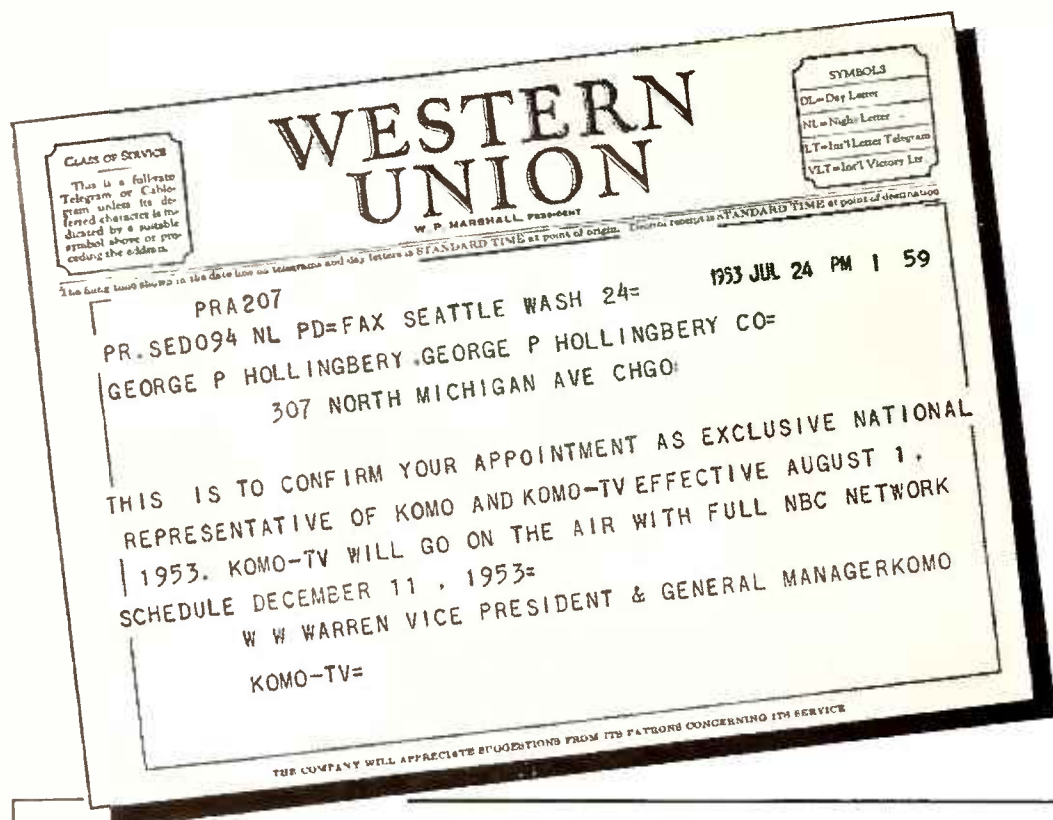
This summer Admiral Corp. has been running two test campaigns—20- and 60-second radio announcements in six cities, varying length TV announcements in two cities—to compare (1) announcements with program sponsorship; (2) spot with network; (3) radio with TV. Results of these tests will determine how Admiral will spend the remainder of its 1953 air media budget.

In the past, Admiral has earned a reputation for sponsoring unusual TV programs. Admiral was one of the first sponsors on television when the medium went commercial in 1947. Its first network TV show: *Admiral Broadway Revue*, Fridays 8:00-9:00

# add Seattle

to your Hollingbery list

Effective August 1, 1953



Fisher's Blend  
Station, Inc.

**KOMO**

50,000 Watt NBC outlet

**KOMO-TV**

Channel 4—Maximum power

—appoint as their exclusive national representative, the—

## George P. Hollingbery Co.

CHICAGO 1  
307 N. Michigan Ave.  
Andover 3-2636

NEW YORK 18  
500 Fifth Ave.  
Bryant 9-3960

LOS ANGELES 13  
411 W. 5th St.,  
Madison 6-3633

SAN FRANCISCO 4  
625 Market St.,  
Douglas 2-7192

ATLANTA 3  
223 Peachtree St.,  
Lamar 5710

p.m. from 23 January 1949 to 3 June 1949. This program starred Sid Caesar and Imogene Coca.

Admiral's next two TV programs were *Lights Out*, NBC TV, Mondays 9:00-9:30 p.m., from November 1949 through 1952, and the 8:00-8:30 p.m. segment of *Stop the Music*, Thursdays on ABC TV.

Admiral's two major competitors are also heavy air advertisers. Philco (through Hutchins Agency in Philadelphia) sponsors the *Philco TV Playhouse*, NBC TV, alternate Sundays, 9:00-10:00 p.m. (\$28,000 weekly production cost), and *Edwin C. Hill*, ABC Radio, Mondays and Thursdays, 10:30-10:35 p.m. (weekly production cost of \$2,500). RCA (through J. Walter Thompson, New York) sponsors *The RCA Victor Show*, NBC TV, Fridays 8:00-8:30 p.m. (weekly production cost of \$20,000), *Kukla, Fran and Ollie*, NBC TV, alternate Sundays 4:00-4:30 p.m. (at \$1,000 per show production), and *Phil Harris-Alice Faye Show*, NBC Radio, Sundays 8:00-8:30 p.m. (at \$12,000 weekly production cost).

Youngest of the "big three," Admiral was started with borrowed capital totaling \$3,400 in 1934. By 30 June 1953 its founder and present chairman of the board and president, Ross D. Siragusa, had catapulted the company into a net worth of over \$51 million.

From its earliest beginnings Admiral's policy was to undersell competition, but during the first two years the firm ran a poor last among 52 radio set manufacturers then in business.

By 1941 Admiral sales had grown to \$9,400,000. At this time, Siragusa decided that the time was ripe for Admiral to make its bid for war contracts.

Admiral's postwar activities have included the manufacture of radios, combination radio-phonographs, a struggle for a place in the home appliance business, and research and production in the new electronics field—television. In 1948 Admiral studied the TV set market and decided that smaller, cheaper sets would meet the public demand. The firm set out to produce and by the end of the year the company registered \$25 million in television sales alone.

In 1949 Admiral claimed first place in the TV field with \$112 million in net sales.

During the subsequent year the company introduced its first full line of

# WNBW

## CHANNEL 4

year after year is  
the leading television station  
in Washington, D. C.\* ...



...where glamorous *Inga* is  
television's "leading lady."

\* ARB, Oct., 1949.

July, 1953

Represented by



SPOT SALES

refrigerators and ranges. Net sales for 1950 reached a record high of over \$230 million, with earnings of close to \$19 million after taxes. These figures were particularly high because of the scare buying which followed outbreak of fighting in Korea.

Last year was more normal, with net sales at \$190 million (second highest) and net earnings just under \$9 million (third highest).

Admiral's production goal of one million TV sets in 1953 is apace with sales increases over the previous year: During the first half of 1953, sales rose 58% over the comparable period in 1952.

Russel Seeds Agency in Chicago handles print media for Admiral's TV sets, while Tatham-Laird, New York, places print advertising for the Admiral appliance line. Erwin, Wasey handles Admiral net air advertising.

*Life Is Worth Living* has proved that sponsors need not shy away from unusual programing. The show may start a trend toward programing built around controversial personalities. One indication: Another bishop recently approached Du Mont with the idea of a lecture program. Any takers? ★ ★ ★

KVOS-TV

CHANNEL 12

---

KVOS

1000 WATTS  
790 K C


---

KPQ

5000 WATTS  
560 K C

---

ABC Network



Here's 55.4% of  
WASHINGTON STATE'S  
CASH FARM INCOME

---

Represented by

Forjoe & Co.

## EX-MAGAZINE MAN

(Continued from page 39)

black-and-white ad is not even noticed (noted) by three-quarters of the readers of the magazine.

Many advertisers, and some radio salesmen, do not know that about 15 out of 16 magazine readers do not read as much as half of the average black-and-white page advertisement! The circulation of the ad, not the circulation of the magazine, is the important fact to an advertiser.

The new Politz study for *Life* makes the same erroneous comparison of total magazine readers with listeners or viewers of individual shows. Even this study shows that *one show* (*Jack Benny*) reaches 80% as many people as see *Life* magazine! In four weeks, 41,950,000 different people hear that show, and presumably its commercials for *one* advertiser, while 52,550,000 different people see copies of four issues of *Life*. But those four issues of *Life* carry *hundreds* of advertisements!

(For SPONSOR articles on *Life*, see "What you should know about *Life's* 4-media study," 29 June 1953, and "Is *Life's* media study fair to radio and TV?," 13 July 1953.)

Radio has been over-modest in its coverage claims. Its coverage is universal. In spite of TV, it still reaches almost everyone. Less than 2% of all homes are not radio homes. The number of radio sets in use (110,000,000) is much more than twice the number of homes. There is a radio set for every person in America over 17!

And they listen to them. Nielsen says that in an average week only about one family in 16 fails to use it. But radio publishes ratings for individual programs, for the circulation of the *advertisers' ads*. No doubt, some people whose sets are turned on miss some commercials, but it's pretty hard to get away from a radio commercial. The Starch designation "noted" also includes those who can't identify the product or the manufacturer, though they recognize the ad.

**3. Costs:** One of radio's misfortunes is that many of the best, creative advertising men are not figure-minded or cost-conscious. Radio is a terrific buy, but to many such men that fact is not exciting. Perhaps it isn't, but it is very basic.

Radio has always had low cost and has kept its costs down when almost

everything and all other media have gone up. In 1946, before TV was a factor in advertising, the average nighttime CBS half hour delivered listeners at 68¢ per 1,000 per commercial minute. In 1953 the cost was up only 2¢ to 70¢.

The cost of the entire average show (three commercial minutes) was \$2.05 per 1,000 listeners in 1946. In the same year, the average cost-per-1,000 ad-noters (B&W page) in eight leading magazines was substantially *less*—\$1.83. In 1953 the situation is reversed with the magazine noting costs up markedly to \$3.06 and radio up only slightly to \$2.11. No one doubted that radio was a good buy when it cost substantially more than magazines. Today it is much cheaper than magazines and a better buy comparatively than ever.

Yet magazines have done better in selling advertising than network radio since the advent of TV. One factor may be the sheer force of sales pressure. One big weekly has as many salesmen as all the networks combined, and there are so many magazines that networks could never match their combined numbers.

**4. Captive audience:** Radio shares with TV an advantage over print media which is often overlooked. The broadcast media have a "captive audience" which has elected to stay tuned to *both* the entertainment *and* the advertising message. This is of particular value when new products are being introduced, in very competitive fields where many very similar products compete, or in the case of public relations or institutional messages. Few people *want* to see or hear this type of advertising.

An indication of this is found in an analysis of the cost-per-1,000 ad noters by classifications. Many people are interested in movies and movie stars so motion picture advertisements reach people for \$1.43 while it costs nearly three times as much (\$4.02) to reach them with advertisements for household supplies (see chart, page 38).

In general, when people have a free choice of many ads, as in magazines,

52 SHOWS READY FOR YOU

Sportsman's Club

15 minutes hunting, fishing and outdoors with Dave Newell. High class panel type entertainment. Write for audition prints.

SYNDICATED FILMS

1022 Forbes Street      Phone: EXpress 1-1355  
Pittsburgh 19, Pa.



they read about products they are interested in or interested in buying. If they need a new car or are particularly interested in cars they read automobile ads. The broadcast media can develop an interest in new cars because listeners hear the messages whether they want to or not. Few people are dissatisfied with their present brand of cigarettes or soap and therefore desirous of reading about other brands. When held as captives of radio or TV, they are nevertheless obliged to hear about the other brands.

5. **Pictures:** A picture may be worth a thousand words for some purposes, but it's pretty hard to make a picture sell. If you don't believe it, turn off the sound on your TV set sometime! In the best-illustrated magazine advertisement, printed words do the selling. A baby, a dog, or a beautiful girl, which has nothing to do with the product, is often used only to get attention. Long before humans could write or read, they could talk. Even at our present stage of development, and in America, Dr. Rudolph Flesch, an authority on semantics, says that reading is work for most people. The *spoken* word can be the most potent force in human communication, and advertising is of course a form of communication. Certainly this is true when one keeps in mind that about 50 million of all Americans over 25 years of age failed to progress in school beyond the tenth grade (1950 U.S. Census).

6. **Ad noting:** The size of the audiences of the big advertising media are so huge that our minds have trouble dealing with the figures. A woman trying to make conversation at a cocktail party once said to me: "Isn't it terrible how the government is spending money? I read that the deficit will be eight million, or was it eight billion, dollars." To her, 8,000,000 and 8,000,000,000 had much in common. They were big numbers! An average issue of *Life* is seen by over 26,000,000 people. CBS TV and NBC TV each reach over 53,000,000 a week. One radio network reaches 62,840,000 different people over 10 with *nighttime radio alone* in an average week. These are big and confusing figures. What really counts to an individual advertiser is: (1) How many people see or hear *my ad*? (2) What is the cost? (3) How many of them really are prospects for my product?

If point (3) is very important, mag-

# 71,759 REPLIES

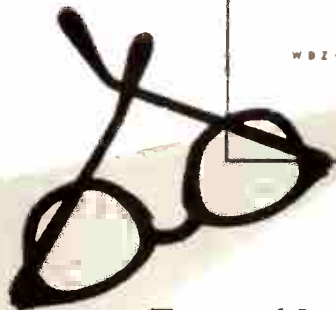
## PRODUCED BY A

## SINGLE PROGRAM FOR

## COMMUNITY OPTICIANS OF BOSTON

## PLACED BY LASKER-RISEMAN AND TELECAST ON

WBZ-TV, THE WESTINGHOUSE TV STATION IN BOSTON, MASS.



Even if you can't read the last line,  
you'd guess that the station  
would be

# WBZ-TV

## B O S T O N Channel 4

According to George J. M. Riseman of the Lasker Riseman agency, response to "Community Auditions," the talent hunt program sponsored by Community Opticians of Boston, has shown steady and terrific gains over a 3½ year span.

One program in April 1951 produced 15,358 pieces of mail. One program in October 1951 produced 20,946 replies. In January 1952 one program drew 67,852 pieces of mail. This spring one program produced 71,759 replies!

As surveys prove, and as so many advertisers have learned, the one New England TV station that gets results like this is WBZ TV. Get details from NBC Spot Sales.



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for TV:

for WBZ-TV and WPTZ, NBC Spot Sales

## YOU GET MORE COVERAGE

38,000 SQUARE MILES!  
496,810 RAD!O FAMILIES!

when  
you  
buy

# WBAL

RADIO BALTIMORE  
50,000 WATTS  
NBC AFFILIATE

Nationally Represented by  
HENRY I. CRISTAL CO.



Same old story  
in Rochester . . .

## WHEC WAY OUT AHEAD!

Consistent audience rating  
leader since 1943.

# WHEC

ROCHESTER, N. Y.  
5,000 WATTS

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



azines may have an advantage over other media. Radio shines brightly on points (1) and (2). As the TV audience has gone up, nighttime radio ratings and audiences have gone down. Now there is evidence that this trend is being reversed. No one worries about daytime radio anymore and the leading networks are well sold out. Even though nighttime audiences are lower than they were, they are still huge. For instance, the lowest rated nighttime radio show (number 70 of 70 programs, Nielsen 18-24 January 1953) reached over 2,000,000 people. There were three full-minute commercials. Surely almost everyone heard at least one of them. The largest magazine has about 26,500,000 readers. As all of us magazine people knew, but seldom mentioned, a Starch "read most" of 6% is about average. This means only about 1,500,000 read half or more of an average black-and-white page ad.

It takes the two largest weeklies plus a biweekly to produce a comparable number of impressions from average black-and-white pages as an average radio network nighttime half hour. Total "notings" for *Life*, *Post*, and *Look* would average 16,260,000. The average evening half-hour program makes almost 18,000,000 commercial-minute impressions (1-7 Feb. 1953). Even *one average* network show is comparable to several magazines!

Top management in a large organization became concerned because the show they have had on the air for a long time has lower ratings than it once had. The agency showed them that in spite of this decrease, it was reaching almost 12,000,000 different people weekly and over 26,000,000 every four weeks. Every 12 weeks, it was making an average of almost 20 commercial-minute impressions on 33,000,000 different listeners.

They estimated it would take 10 black-and-white pages in a leading weekly to produce a number of ad-notings equal to the number of commercial minute impressions produced by a single broadcast of the show! They decided nighttime radio was still pretty big even if it is smaller than it was. Of course, the radio cost-per-impression is only a fraction of the magazine cost, and much lower than that of their own successful TV show.

These big circulation figures and low costs are based on a radio-rating system which has not been able to keep up

with changing radio listening habits. Less than half the radio listening is now in the living room. It's in the kitchen, bedroom, den, on the beach, in boats, at picnics, in barns, on tractors—and in 26,000,000 automobiles. The number of radio sets in cars alone is more than the combined circulation of all morning newspapers in America, more than the circulation of all general weeklies and bi-weeklies together and more than the number of television sets! No out-of-home listening is regularly counted in radio ratings. But estimates indicate it might add from 10 to 20% to present ratings.

**7. TV areas:** There was a period when many advertisers tried to use a combination of TV plus radio in non-TV areas to produce good national coverage. This plan did improve the geographical coverage of TV, but it left lots to be desired. For one thing, the average TV show provides only about 10% coverage, in each broadcast, of U. S. radio homes. The 90% not covered leaves plenty of room for other media.

As Leslie Harris said when he was with Colgate: "We discovered that being out of the cities was depriving us of considerable audience. . . . We figure that there is a 30% or better potential for nighttime radio in these markets. In New York, for instance, that is a lot of people." He made this statement when radio's *Mr. & Mrs. North* was reinstated in the big TV markets after a year out of them.

Last Christmas Edgar Bergen asked for presents for hospitalized veterans. His response was excellent, 40% ahead of the previous year. To his surprise, he found that 60% came from the 10 largest cities, all TV strongholds.

Radio covers the big TV cities economically, too. An analysis of one big evening show indicates that coverage of New York, Chicago, and Los Angeles costs less than the national average. Philadelphia and Boston were covered at not much more than the average (see chart, page 39).

Probably the best testimonials for network radio come from the biggest advertisers. They have advertising experience, top-grade personnel, the biggest and best agencies, and all available research at their commands. Latest figures show that 22 of the top 25 advertisers in all media voted for network radio in 1952. If they think it is valuable, it must be. ★ ★ ★

## MEN, MONEY

(Continued from page 8)

pressing decimation of the film theatre population. Movie spokesmen tried hard to persuade liquor, fur, cosmetic, jewelry, and other luxury-tax trades to refrain from rocking the boat. "Let us," they begged, "establish the precedent of repeal. It will help us immediately and you eventually."

\* \* \*

This argument did not charm the other industries that were being passed by. Obviously enough, selfish interests seldom think unselfishly. Every trade has its own "lobby." Every trade association has its own politics. Almost any executive director or paid propagandist knew instantly that if movies secured tax repeal and he did not, he would look anything but impressive to dues-paying members.

\* \* \*

The more one digs into this subject of relief-for-distress-via-special-tax-status, the more dubious the strategy appears. Take the recent case of the Texas cattle county that wanted a federal handout because of the drought. In the showdown, hardly six cattlemen of that county could or would sign an affidavit of necessity. They were open to the suspicion of seeking a special tax rebate, via drought relief but unwillingness to prove they really needed it. Extend the principle and the steel industry could ask for "a break" in taxes because aluminum and plastics are biting off big chunks of their market. Or coal mines could assert a claim based on the inroads of oil burners.

\* \* \*

Daily newspapers are reduced in number to a bare 1,800 in the entire nation. Many consider this socially unfortunate and regard the single-newspaper city as democratically under-privileged. All of which may be true. But should newspapers, on that account, pay taxes at special low rates? To put the question is to suggest the certain reply. In that direction lies economic absurdity. No industry can be, or is, immune from the threats from new forces. Some magazines are fated to thrive and survive, while others languish and extinguish. So, too, with advertising agencies, radio stations, movie theatres, and enterprises of all sort. The solution does not lie in special tax status. ★ ★ ★

MUTUAL

**CKLW**

**LOWEST COST  
MAJOR  
STATION BUY  
IN THE  
DETROIT AREA**

**ADVERTISING THAT MOVES MORE  
MERCHANDISE PER DOLLAR IN-  
VESTED IS BOUND TO BE THE  
ONE THAT GIVES YOU THE  
MOST COVERAGE FOR THE  
LEAST MONEY!**

CKLW covers a  
17,000,000 population  
area in five  
important states.

**50,000  
WATTS  
800 KC.**

**Adam J. Young Jr., Inc.**  
**National Representative**

**Guardian Building**

**Detroit 26, Mich.**

**J. E. Campeau, Pres.**

National Advertisers

## Select KWJJ

for intensive coverage  
of the Oregon country

The following partial list is typical of the national advertisers who use KWJJ regularly.

Canada Dry Water Inc.  
Dennison Foods  
Ford Motor Co.  
Pabst Brewing Co.  
Tide Water Ass't Oil Co.  
Western Air Lines  
Dulane Fryryte  
Nash Motor Co.  
Maxwell House Coffee  
General Motors  
Lucky Strike  
Paper Mate Pens  
Revelon



**KWJJ**  
1011 S.W. 6th Ave.  
**PORTLAND 5,  
OREGON**

Nat'l Reps.: BURN-SMITH CO.

# WANT TO SELL CANADA?

One radio station  
covers 40% of  
Canada's retail  
sales

## CFRB

TORONTO  
50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES  
United States: Adam J. Young Jr., Incorporated  
Canada: All-Canada Radio Facilities, Limited

## 49TH & MADISON

(Continued from page 18)

\$187,850 is apparently taken from the Foundation's annual report for 1952, recently published, and which reports income from sponsors in that amount. This report, however, covers only the first eight, partially sponsored, *Omni-bus* programs.

GEORGE M. BENSON  
Sales Manager  
The Ford Foundation  
New York

IF

This is directed to all potential TV station operators:

If you can keep your shirt when all about you  
Are losing theirs and blaming it on you,  
If you can trust yourself when sponsors doubt you,  
But make allowance for their pouting, too;  
If you can wait, and not go broke in waiting,  
And quiet your ulcers while expenses rise,  
Nor get discouraged when the Nielsen Rating  
Gives higher points to far less worthy guys—  
If you can talk with clients and keep your virtue,  
Or deal with networks without going broke,  
If neither foes nor loving friends can hurt you  
Who think your trials are just another joke—  
If you can sell each scheduled, costly minute  
To hard-boiled sponsors always on the run,  
Yours is the Earth and everything that's in it—  
And—which is more—you'll be a man, my son!

ROBERTA SCOTT BUNNELL  
WKLO-TV  
Louisville, Ky.

## INSURANCE ON RADIO

We would like permission to reprint, in its entirety, the article titled, "Insurance firm's bonanza: Sales up 400% on \$36,000 radio budget" which appeared in the September 8, 1952 issue of SPONSOR.

We intend to include this in an upcoming BAB Retail Information Folder on insurance which will be distributed to our entire membership.

ROBERT HARRIS  
BAB, New York

• Permission to reprint SPONSOR articles is generally given provided requests are submitted in writing with explanation of way reprints will be used.

## MAIL ORDER RECORD

I have been one of your subscribers for some years and desire to get some information with regard to radio stations. I should like to get a list of radio stations throughout the country which have a good record of getting direct mail orders. . .

The list is to be used in connection with the prospective promotion of a

book on a very unique subject. If it is possible to broadcast only on those stations which have a good record as producers of mail orders, much time and money can be saved in achieving results.

CHARLES L. CUSUMANO  
123 William St.  
New York

• SPONSOR does not furnish lists of direct mail order stations, but some past SPONSOR articles cite stations whose records are specially good in this respect.

## SALES SUCCESS

In less than two months we are starting our television operation on WMIN-TV. To assist our programming and sales staff, I am attempting to locate information regarding sales success stories on department stores using television. If such information is available, I would appreciate hearing from you at your earliest convenience.

FRED H. KAUFMAN  
Production Manager  
WMIN, St. Paul

• To reader Kaufman SPONSOR recommends its 1953 "TV Results," containing a number of case histories on department store TV successes.

## ROUND-UP

(Continued from page 63)

Sponsors interested in getting viewers of their TV show into their place of business may be able to learn something from what took place at the Denver National Bank recently. This bank sponsors pianist Liberace in a filmed show on KBTB. When Liberace came to Denver with his brother George, they both guest-starred on a local KBTB show, then visited the bank to pass out autographed photos. Their supply of 1,200 photos was quickly exhausted when a mob of some 6,000 eager fans jammed into the bank.

\* \* \*

WHAM, Rochester, has published a comprehensive report on the facts and potential of its market. The "WHAM Market Analysis" covers western, southern and central New York State counties which comprise WHAM's primary area. In addition to the usual classifications of market facts (population, income, sales, and so on), the study includes odd informational bits such as annual snowfall in inches. Copies obtainable from WHAM sales dept. or G. P. Holligbery Co. ★★

Remember how you watched TV years ago when you first got your set? That's how

# Sioux City Sue-Land\* is watching KVTV

°33 prosperous Iowa, South Dakota and Nebraska counties whose 1952 effective buying income was \$825,004,000.



# KVTV

Channel 9

Sioux City, Iowa  
CBS, NBC, ABC & DuMont  
Represented by The Katz Agency

## SPONSOR ASKS

(Continued from page 59)

clubs. This group serves the advertiser well for a "test" of products both old and new, moderately priced or expensive.

The personality listenership represents an upgraded rhythm and blues devotee. They do not necessarily regard spirituals as an interest but prefer to think of themselves as modern progressives.

They are the big volume buyers of baby food, modern furniture, and watches, as examples.

Blues and rhythm addicts are by no means a lost cause to the seller of cigarettes, soda water, and products of general big volume, mass consumption. However, the radio advertiser must recognize that they too have more than a fourth grade education, generally, and will be the ever widening market for hard goods in the near future.

National advertisers contemplating using Negro-aimed radio need to keep the fact in mind that Negroes are native Americans, separated from other Americans by the artificiality of color and or race lines. They are a "captive" market group within the total U.S. market pattern and therefore highly identifiable, principally because of color and sectional or regional mores.

Because they are not a language group, the measurement for this market's ultimate response to advertising appeals dictates a more detailed study of bi-racial psychology—especially in southern areas—to understand the best ways to advantageously exploit spirituals, personality, and rhythm shows, the main characteristics of Negro-aimed radio broadcasts.

Even this action when taken by prospective advertisers is by no means the last word in making advertising through Negro radio pay off. It is also a good idea to ask the listeners representing the broadcast segments mentioned above what they think about these broadcast characteristics developed for his so-called "exclusive consumption." They may, to your surprise, have some highly articulate opinions which could be turned into new sources of increased dollar volume.

JOE WOOTTON  
Director Radio Division  
Interstate United Newspapers, Inc.  
New York

Our 833' antenna has to bend to fit this space but it imbends to deliver on 100,000 watts ERP to a potential audience of 398,700 in 30 Texas, Oklahoma, and New Mexico counties. Availabilities are available.

## KGNC-TV

★ Amarillo  
CHANNEL 4

REPRESENTED NATIONALLY BY  
THE O. L. TAYLOR COMPANY

# CBS

## IN THE LAND

### OF

# MILK and MONEY

# WBAY

GREEN BAY  
5,000 WATTS

# are we happy ?

# Si Señor!

SERVING 300,000 LATIN-AMERICANS!!

THE MIGHTY "MIKE" OF  
SAN ANTONIO  
250,000 Milliwatts

# kiww

Spanish Language

National Time Sales—New York  
Gene Grant & Company  
Los Angeles — San Francisco

**NOW! GOOD TV**  
in  
**MOBILE, ALA!**  
**WKAB-TV**

CHANNEL 48

**CBS - DUMONT  
NETWORKS**



**captivatin'  
KABBY  
says:**

"20,000 television sets already in Mobile — and they're still coming fast!"

Also, remember . . .

**WKAB—A.M.**

**the High-Daytime  
Hooper Bargain!**

CALL

**Forjoe**  
AND  
COMPANY

Offices in: New York • Chicago • Atlanta  
Los Angeles • San Francisco  
SOUTHERN REPS.:  
Dora-Clayton Agency, Atlanta

**Newsmakers  
in advertising**



**Lester J. Will**, general manager, American Dairy Association, announced that his organization will sponsor a new Bob Hope series on NBC Radio and two segments per week of the Bob Crasby CBS TV show. Seems a reversal of trend because advertiser is buying nighttime radio and daytime TV. Association members have suffered losses because of inroads of margarine and because weight-conscious dieters have been cutting down on dairy products. The major air expenditure is tended to reverse this trend.



**Comdr. E. F. McDonald Jr.**, president, Zenith Radio Corp., added fuel to the free TV controversy with the release of a 15-minute film outlining the merits of Phoneyvision, Zenith's entry in the pay-as-you-see field. At New York press showing Dr. Millard C. Faught, economic consultant to Zenith, said that free TV will not only permit TV stations to operate in small markets but will prove a means of attracting larger audiences for commercial video thereby benefiting advertisers. He foresees FCC approval of free TV within a year.



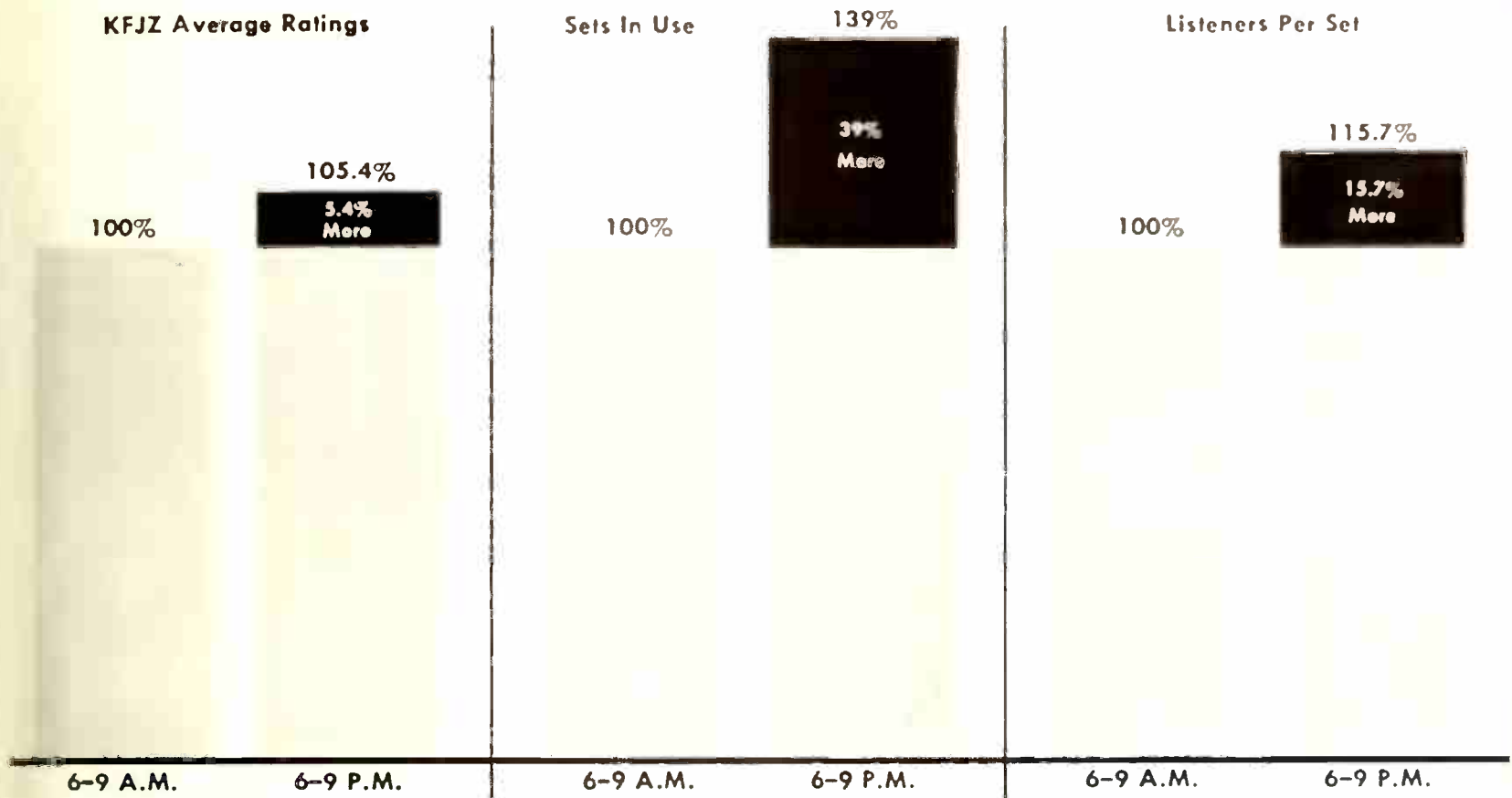
**A. von Gontard**, sales and ad v.p., Anheuser-Busch, Inc., has alerted the D'Arcy Advertising Co. to prepare 520 commercials on Budweiser beer to be used on network radio for the coming year. In first major air buy since the firm dropped the Ken Murray Show on CBS TV in June 1952. Budweiser signed up for sponsorship of a 15-minute sports commentary by Bill Stern at 6:30 p.m. nightly. Stern's ABC show will have human interest slant to attract female listeners as well as scores and interviews to draw male sports fans.



**R. E. Duville**, president, Crosley Broadcasting Co., recently announced the sale of WINS, New York, to the Gotham Broadcasting Corp. for \$450,000. The Gotham group is headed by J. Elroy McCaw, includes Charles P. Skouras, president of National Theatre Corp., and Jack Keating, operator of radio stations in Honolulu and Portland. Either alone or with Keating, McCaw has radio interests in Hawaii, San Francisco, Denver, Washington.

# In Fort Worth, EVENING IS EVEN BETTER

*especially over KFJZ, leader in locally-produced programs*



Comparison KFJZ Average Ratings, Sets in Use, Listeners per Set 6-9 A.M. vs. 6-9 P.M. Mon.-Fri. 6-9 A.M. equals 100%

Source: Pulse of Fort Worth, April-May, 1953

may make you blink twice, but it's a fact! Evening radio time is even better than early morning which you know is a wonderful buy any way you look at it... listeners per set, audience turnover, family-type audience.

Know this to be true in many markets. In Fort Worth, for example, an analysis of radio listening during the three-hour period 6:00-9:00 P.M. versus 6:00-9:00 A.M. Monday through Friday has unearthed this startling comparison:

5.4% higher average ratings on KFJZ in the evening.

39% more sets in use in the evening.

15.7% more listeners per set in the evening.

And all this is happening, mind you, in a mature television market!

So, evening is even better, not just in Fort Worth, but in many other markets across the country... every one with complete television penetration. And higher nighttime radio listening means lower cost per thousand for every advertiser.

Right now nighttime radio is an advertising value no advertiser or agency can afford to overlook. For the figures coast to coast, call your John Blair man today!

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the radio stations chosen for this series are all John Blair-represented outlets... all in major markets.

## JOHN BLAIR & COMPANY

REPRESENTING LEADING  
RADIO STATIONS

NEW YORK • BOSTON • CHICAGO  
ST. LOUIS • DETROIT • DALLAS  
SAN FRANCISCO • LOS ANGELES



**Wanted: media facts**

Art Porter, vice president of Leo Burnett Co., Chicago, wasn't talking out of his hat when he recently told Iowa broadcasters that radio was lagging in getting its basic story across.

The big test, observed Mr. Porter, wasn't the year-by-year dollar increases for any medium, but the percentage of the total advertising dollar that each medium is winning. "Back in 1945," he said, "radio was getting 37% of the national advertising dollar, but by 1952 the figure was 20%."

SPONSOR recognizes the urgent need to get radio's big basic story over to big buyers; so does BAB; so do a number of national station reps. Our contribution includes 1953 *Radio Basics* (30,000 reprints sold last year); continuing reports such as *Nighttime Radio* and *Christal Radio Study* (see 10 August 1953 issue); *Whan Study* analyses of such markets as Iowa, Kansas, New England, and now Texas (see 20 October 1952 issue); *Radio Results*

annually compiled from SPONSOR; and our 19-part *Media Evaluation* series.

Biggest of all these projects is the *Media Evaluation* series, never before attempted, nearly one year in preparation, and enthusiastically received by many advertisers and agencies.

Typical reaction to the *Media Evaluation* project is this from R. F. Hussey, vice president and media director of Foote, Cone & Belding, Chicago: "May I take this opportunity to say how much a lot of us here enjoy and value your magazine? It is almost the only instance I know of where a specialized trade paper is broadminded enough—while heavily supporting its own industry—to give a fair-minded bow to competitive industries. Your recent round-ups of the pros and cons of the various basic types of media are a unique contribution to advertising. Your present series of pro and con debates on the controversial *Life* study is also of outstanding interest. I have recommended it to a number of people." (See page 34 for latest media article.)

Radio and TV offer distinct advertising values. But they must be understood to be appreciated. When the appreciation has risen to a proper level, the radio and TV share of the total advertising dollar will also rise.

\* \* \*

**This we fight for**

Constructive trade journalism as we see it consists of taking a positive stand on dozens of issues through a year. SPONSOR listed 15 of its most notable causes in the 9 February issue under the heading "This we fight for." We do much of our fighting via editorials

and articles which seek to improve industry conditions and solve industry problems.

With this edition of SPONSOR we've instituted a new policy. Each of our articles which relates to one of our 15 major causes for 1953 will carry a box headed "This we fight for" and quoting the cause concerned. It's our way of stressing that this is a cause worthy of your support as well.

The story so labeled this issue concerns Admiral's sponsorship of Bishop Sheen. We think Ross D. Siragusa, president of Admiral, and Erwin, Wasey, its agency for air advertising, have made an important contribution to the cause of better creative programing, one of our 15 causes.

That Admiral's courage is profitable is clearly demonstrated in the article which you'll find starting on page 31.

\* \* \*

**The Negro market**

One announcement by Jockey Jack on the Negro-programing station WMBM, Miami Beach, drew so many people to the station that a traffic jam resulted and both the disk jockey and station manager were arrested. This is one of the more dramatic "results stories" you'll find in this year's special section on Negro radio starting page 65. Meantime the more serious advertiser using Negro radio is becoming aware of the fact that the "Bible-and-Blues"-only type of programing is reaching a saturation point. The market is big enough to warrant your attention; 15 million people with some \$15 billion to spend. Let SPONSOR's four complete articles on the subject bring you up to date.

**Applause**

**Pity the poor timebuyer**

The other day a prominent timebuyer at one of the world's biggest ad agencies was discussing, over lunch, the trials and tribulations of a radio and television timebuyer.

When he had finished we thanked our lucky stars that we had gone into something easier like trade paper publishing.

Here's what this buyer has to put up with.

First, he used to deal with fewer

than 1,000 radio stations (pre-1945). Today he wrestles with over 3,000 sets of call letters (AM, FM, TV) and the figure is growing daily.

He used to be responsible for placement of perhaps \$1,000,000 in billings annually; in 1953 his responsibility has grown to over \$3,000,000.

He used to be only a timebuyer. Now, because of changing philosophy within his organization, he is also learning to be a spacebuyer. And most space salesmen treat him as though

he'll never be smart enough to buy space.

Luckily, this particular agency is more generous than most, both with respect to timebuyer prestige and salary. But in many another shop the timebuyer is way up in complex work and still on a lower rung as far as the rewards are concerned.

Yet the timebuyer needn't despair. Agency management is fast learning that time buying is no occupation for clerks. As they do, the lot of the timebuyer improves.



**In Kansas City...**



**All Eyes are on**

**Channel**



In Kansas City, all eyes are on Channel 9 and KMBC-TV—the eyes of the folks who watch, day and night, the 300,658 television sets in the area (K. C. Electric Association report, June 30, 1953). Advertisers, too, have their eye on KMBC-TV, newest member of the long reliable KMBC-KFRM Team, and newest source of television availabilities in Kansas City.

And most important—that now-famous CBS Television “eye,” identified with the nation’s top television network!

In Kansas City, take advantage of 32 years of radio (KMBC-KFRM), and 20 years of experimental television (W9XAL). Place your television schedule where the eyes of Kansas City will see it—KMBC-TV, Channel 9.

*Represented Nationally by Free & Peters, Inc.*

**KMBC-TV**

**Basic Affiliate CBS Television Network - - - Sharing Time with WHB-TV**

CHICAGO

NEW YORK

DETROIT

BO

*Weed*

SAN FRANCISCO

ATLANTA

TELEVISION

HOLLYWOOD

TELEVISION

STATION

REPRESENTATIVES