

P 10-53 12479  
M S HEDGES  
2 B C  
ROCKEFELLER PLAZA  
NEW YORK 20 N Y

# SPONSOR

magazine Radio and TV advertisers use

7 SEPTEMBER 1953

50¢ per copy • \$8 per year

## BUTTE... *iful*"

NATIONAL BROADCASTING COMPANY, INC.  
General Library  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

### BUTTE

America's RICHEST Secondary Market

A BUTTE of a Test Market!

NOW HAS

A BUTTE of a Television Station

KXLF - TV6

with

A BUTTE of a Rate (\$100 Hr. for time and facilities.)

A BUTTE of a Buy (20% Savings with other XL Stations.)

A BUTTE of a Network (NBC-DuMont)

MONTANA'S FIRST!

on the air August 14, 1953.

**XL**

Stations

PACIFIC NORTHWEST BROADCASTERS

SEATTLE WASHINGTON  
Jones Building  
MUnel 3377

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

HOLLYWOOD 28 CALIF  
6381 Hollywood Blvd  
Hollywood 9-5428

MINNEAPOLIS 2 MINN  
1687 N.W. Mar. Bank Bldg  
GEneral 9631

THE WALKER COMPANY

NEW YORK 17 N Y  
147 Madison Avenue  
Murray 1 3 5830

CHICAGO 1, ILLINOIS  
103 North Michigan  
Andover 3-5771

72 ADVERTISERS  
EVALUATE MEDIA

page 27

What progress has been  
made in UHF in year  
since freeze was lifted?

page 32

Why Block Drug is back  
in network radio after  
hiatus of one year

page 34

Pity the gal timebuyer:  
Page from uninhibited  
diary of New Yorker

page 37

Kenyon & Eckhardt's  
study of merchandising  
done by TV stations

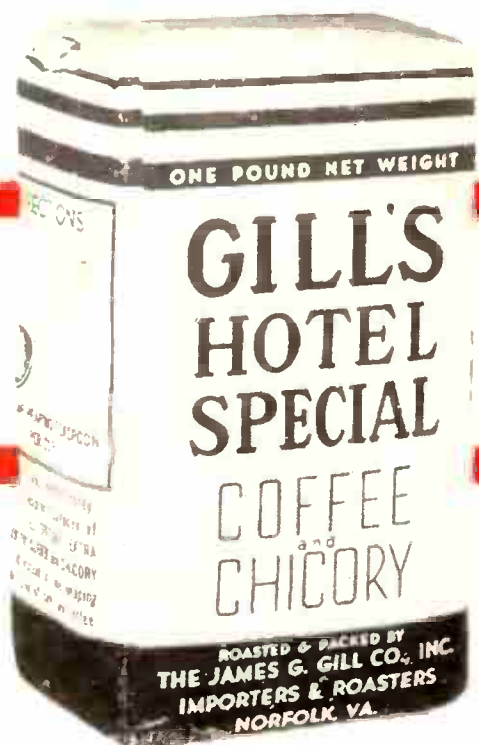
page 38

What to expect in air  
coverage of the pigskin  
parade this fall

page 40

Are children's shows  
harmful? Advertisers  
answer the critics

page 42



**THE JAMES G. GILL CO., INC. DOES A COMPLETE JOB...**

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

**WMBG  
WCOD  
WTVR**

For 51 years the James G. Gill Company has been serving its customers with "Gill's Hotel Special Coffee." The business began in a small shop in Norfolk, Virginia, shown above. Its present day modern equipment is standing evidence that its owners know their business well.

The ever expanding services of the Havens & Martin, Inc. Stations speak well for its owners too. Pioneers in radio, then FM and TV, they established the only complete broadcast institution in Richmond. WMBG, WCOD, and WTVR always have been, and are today, the first-choice stations of listeners and advertisers alike. Try them yourself and see why!



**FIRST STATIONS OF VIRGINIA**

**WMBG AM WCOD FM WTVR**

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

# REPORT TO SPONSORS

7 SEPTEMBER 1953

**Gal confesses** If you want to know what Madison Avenue timebuyer—especially pretty one—really does during day, read "Pity the gal timebuyer," page 37.

-SR-

**Anti-enzyme war takes to airways** Here's how anti-enzyme toothpaste war is developing in air: Lambert Pharmacal, first away with Antizyme, upped ad budget by \$2 million, will put 60% into network radio-TV ("Ozzie & Harriet"), spot campaigns. Block Drug's sinking \$1 million into 6-week print-TV campaign to emphasize anti-enzyme quality of Amm-i-dent. Bristol-Myers stepping up air sked for revamped paste product. Colgate, Whitehall both reportedly preparing anti-enzyme entrants. Dark horse to watch: P&G's Gleem toothpaste, which has special detergent anti-enzyme action. Next 6 months should see \$5-\$7 million spent on campaigns. Question: Will public believe 'em this time?

-SR-

**Ronson to switch ad approach too** Ronson Art Metal Works' switch from Grey Advertising to William H. Weintraub 1 January will be followed by new ad approach. To push its gift line and new line of lower-priced products, firm will stress woman-appeal programing. Possible choice: "Queen for a Day." Ad budget will probably be 50% air media (with network radio and spot TV).

-SR-

**Media: adman refutes admen** One of most articulate of SPONSOR's All-Media Advisory Board members, an agency executive, read following sentence in latest article (starts page 27): "Interviews indicated most advertisers know in general what combination is best for them . . ." Underscoring this sentence, exec scribbled: "The hell they do—but you can't expect them to admit their ignorance! And most of the time it is impossible to know! Don't forget the defensive aspects of media buying—to fight a competitor's special efforts." So if you still think media poop is dull, read current article, "How 72 advertisers evaluate media." It should change your mind about topic.

-SR-

**Packagers turning to radio programs** Some medium-sized packagers returning to building radio shows after forsaking field for TV lo these several years. Reasoning: Profits are small but steady. Three of the nets reported encouraging trend.

-SR-

**Don't get your Kinseys mixed** Carl S. Brown Co., agency for Kinsey Distilling Corp., busy preparing small ads for newspaper campaign in New York, Illinois, California to appear simultaneously with release of THAT BOOK, not as matter of promotion but one of "self-protection." Theme of ads: "Please, we're Kinsey, the distiller, not Kinsey, the author-scientist." Firm's received too many labels soaked off Kinsey bottles requesting "a copy of your free sex book." P.S.: Note difference between restrained news treatment of Kinsey report by air media as compared with print.

**REPORT TO SPONSORS for 7 September 1953**

**NBC Radio leads that other net** NBC execs happy as kid with new toy. Reason: Latest Nielsen Radio Pocket Piece (for 17-25 July) shows NBC Radio leading with biggest audience per commercial minute 4 nights a week, CBS 2, Mutual 1. It's first time NBC's been ahead since May. CBS reaction: "Wait till fall programs return."

-SR-

**Adman says rate deals still on** Phone call from account executive buying over \$1 million of radio-TV time annually: "Somebody pulled your leg on rate-cutting. You say the era of spot radio rate 'deals' is coming to an end. Well, I haven't paid card rates for a single dollar's worth of time I bought during the past year in radio. Some of your biggest New York stations were involved too. As for TV, I can make a deal there too, but it's harder. My advice to stations is to end this sort of thing, for if my competition gets a cut rate, I'll bust a gut to get a lower one." (See SPONSOR, 27 July 1953.)

-SR-

**Most TV stations merchandise: K&E** K&E surveyed radio and TV stations recently, found 138 or 99% of TV stations answering offer some form of merchandising or promotion service to advertisers. For details, see article page 38.

-SR-

**SPONSOR looks at children's shows** Are children's shows bad for children or just badly written? SPONSOR study page 42 shows wide divergence of opinion on whether crime and violence on air harm children. There's less disagreement that quality hasn't gone up. One explanation by Ron Manders, KFI, Los Angeles: Buyers and sellers of products have taken over from radio personnel who were interested primarily in entertainment and education.

-SR-

**Agency changing media department** Big New York agency reorganizing its media department, with time-buyers, spacebuyers under all-media supervisors. Radio-TV department will lose independent status. Unlike Y&R system, however, print and air buyers won't become experts in each other's media. Announcement of the change due soon.

-SR-

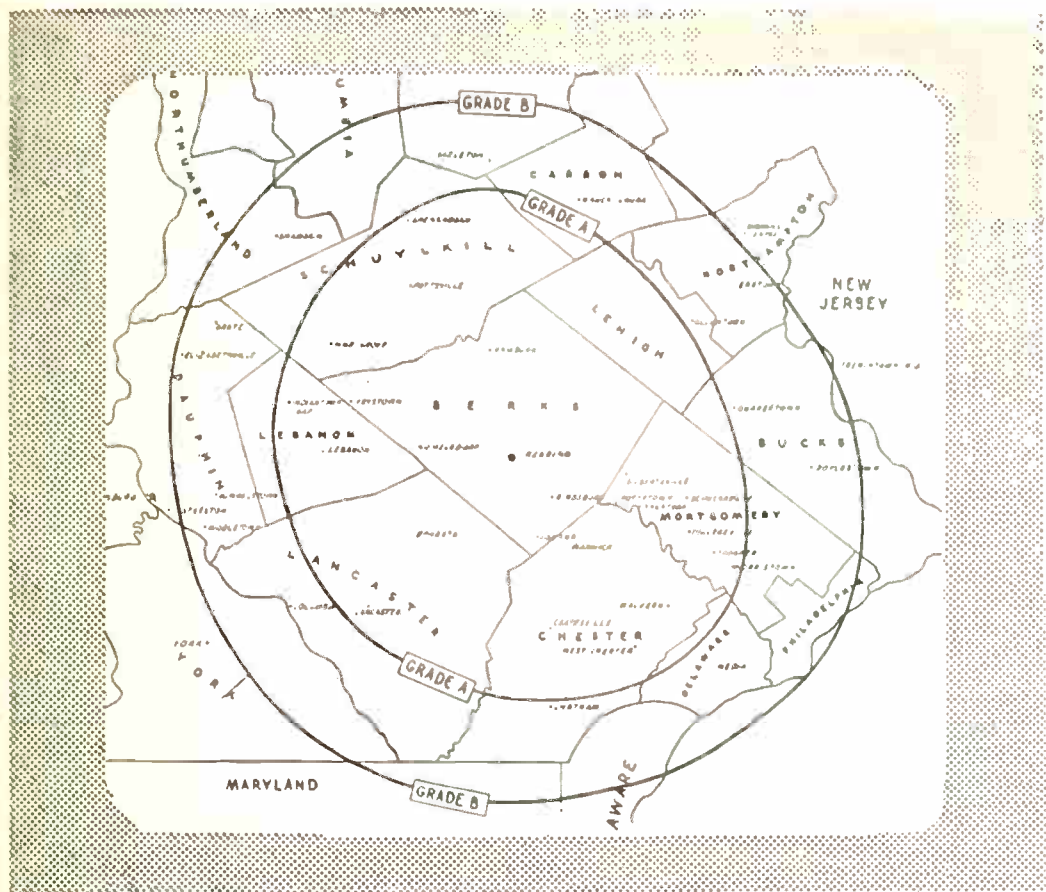
**UHF seen winning sponsor approval** One year of UHF shows following: 55 new stations, 1.5 million UHF sets, growing conviction among advertisers, agencies that UHF is TV, same as VHF. Key to its future seen by many to lie in hands of networks. For latest facts, figures, opinions and problems of this new TV development see "UHF—one year later," page 32.

**New national spot radio and TV business**

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
Packard Motor Co, Detroit	Packard 1953 model	Maxon, NY	30 radio mkts throughout country	Radio: 40 minute anncts, chnbrks; st 28 Aug; 2 wks
Peter Paul, Naugatuck, Conn	Mounds, Almond Joy	Maxon, NY	80 radio, 15 TV mkts throughout country	Radio: 5-, 10-, 15-minute news; minute anncts; TV: 10-, 20-sec Class A anncts; st 1 Sep; 39 wks
Sterling Drug, NY Tea Council, NY	Fletcher's Castoria Hot tea	Carl S. Brown, NY Leo Burnett, Chi	80 radio mkts throughout country 12 major TV mkts, covering 54.6% of U.S. TV homes	Radio: minute anncts; st 1 Sep; 52 wks TV: minute cartoon anncts; st 26 Oct; 26 wks
U.S. Industrial Chemical Co, NY	Pyrenone (plant protectant)	G. M. Basford Co, NY	46 radio stns: Va, Tenn, S.C., N.C., Ga, Miss, Ala	Radio: 20-, 60-sec anncts; 5-, 10-, 15-minute partic; st 24 Aug; 7 wks
Vick Chemical Co, NY	Vick's Vaporub, Cough Syrup	BBDO, NY	30 TV mkts throughout country	TV: 10-, 20-sec anncts daytime; st 28 Sep; 20 wks
Vick Chemical Co, NY	Vick's Cough Drops, Va-tro-nol	BBDO, NY	30 TV mkts throughout country	TV: 10-sec anncts Class A nighttime; st 28 Sep; 20 wks
Whitehall Pharmaceutical Co, NY	Anacin	John F Murray, NY	200 radio mkts throughout country	Radio: minute anncts; st mid-Sep; 13 wks

No More Blue Sky!

# AT LAST—A CLEAR PICTURE OF COVERAGE in the GREAT READING MARKET



## WEEU-TV CHANNEL 33

NOW OPERATING  
WITH FULL POWER

# 165,000

WATTS (ERP)

### ONE OF AMERICA'S "HIGH SPOT" AREAS

Reading: Rated by Sales Management as a "preferred" city; third industrial city in the state; 74th Metropolitan Area . . . with a per capita income 10% higher than national average.

Grade A Area: Population 1,239,000; Retail sales, \$1,113,000,000 (estimated).

### GOOD NEWS FOR ADVERTISERS

Gone are the herringbones of doubt . . . the snow of confusion. Now you can appraise Eastern Pennsylvania in the light of reality. WEEU-TV's power boost now enables you to define the Reading market on a practical coverage basis . . . and to reach ALL of it, at the lowest cost, with the ONE station built to serve it.

### ENGINEERED FOR DOMINANCE

With the newest G.E. 12 kw transmitter . . . and a specially-designed, electronically-tilted antenna. Broadcasting from the top of Mt. Penn, two miles from Reading—the site which engineering research showed was best to cover the READING MARKET.

### PROGRAMMED FOR DOMINANCE

Top NBC and ABC network shows; the most diversified schedule of local programs . . . from Reading's only downtown TV studios; the ZIV and MPTV libraries, exclusive in the market. All backed up by the greatest amount of paid program promotion in the area.



Thomas E. Martin, Exec. V.P., Gen. Mgr.

Ewart M. Blain, Dir. of Sales

NATIONAL REPRESENTATIVES  
HEADLEY-REED TV  
Television Station Representatives

# SPONSOR

the magazine Radio and TV advertisers use

Volume 7 Number 7  
September 1953

## ARTICLES

### *How 72 advertisers evaluate media*

Part 9 of SPONSOR's All-Media Study. First results of SPONSOR's 3,000-questionnaire survey disclose how 72 advertisers spending over \$137 million annually in various media select, test and use media; their reasoning and results

27

### *UHF: one year later*

In just a year at least 55 stations have gone on the air, have built an audience potential of close to 1.5 million. In and out of established VHF areas some UHF operators have made excellent headway, are operating in black in record time

32

### *Block Drug rediscovers radio*

Spiraling TV costs caused this sponsor to take a one-year hiatus from network radio. But after the success of newscasts on Don Lee and Yankee networks, Block bought Gabriel Heatter on Mutual (full net), is looking for another show

31

### *How spot won Liqui-Moly national distribution*

In only four areas last year oil supplement credits spot radio and TV with big share of credit for increased distribution. Air media now get 44% of budget

36

### *Pity the gal timebuyer*

The diary of a busy New York timebuyer discloses that her job usually exceeds "banker's hours" and that her life and work would be much less complicated if station managers, account execs, station reps observed simple rules of etiquette

37

### *Merchandising: what TV stations offer*

Kenyon & Eckhardt's Nat Steen reports that 93% of TV stations responding to poll offer some merchandising or promotion. Here are some examples and ideas

38

### *Football on the air: 1953*

A round-up of the air coverage of upcoming pigskin activities. Despite restrictions placed by both college and professional grid associations, \$10 million will be spent on radio and TV coverage by advertisers this year

40

### *Are children's shows harmful?*

Citizens' groups and critics have been up in arms about the content of many radio and TV shows aimed at children. Advertisers defend their program buys, say crime shows are not harmful, point out many excellent shows now on air

42

## COMING

### *How 94 agencies evaluate media*

Part 10 of SPONSOR's All-Media Evaluation Study. Concluding portion of SPONSOR's 3,000-questionnaire survey of leading advertisers and ad agencies

21 Sept.

### *How ABC will compete*

Here's a report on what's happened at ABC since the ABC-United Paramount Theatres merger last February. Programing of other networks will be highlighted

21 Sept.

## DEPARTMENTS

### TIMEBUYERS AT WORK

### MEN, MONEY & MOTIVES

### 49TH & MADISON

MR. SPONSOR, James Bergman Jr.  
P.S.

### NEW & RENEW

### NEW TV STATIONS

### NEW SYNDICATED TV FILMS

### FILM NOTES

### COMMERCIAL REVIEWS

### TV RESULTS

### SPONSOR ASKS

### ROUND-UP

### AGENCY PROFILE, E. H. Weiss

### RADIO COMPARAGRAPH

### NEWSMAKERS

### SPONSOR SPEAKS

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Secretary-Treasurer: Elaine Couper Glenn

Editorial Director: Ray Lapica

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Department Editor: Lila Lederman

Assistant Editors: Richard A. Jackson, I. ...

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Foreman

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Photographer: Lester Cole

Advertising Department: Edwin D. C. ...

(Western Manager), Maxine Cooper (E ...

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tion Manager), Cynthia Soley, Ed H ...

Vice President-Business Mgr.: Bernard ...

Circulation Department: Evelyn Satz ...

scription Manager), Emily Cutillo

Secretary to Publisher: Augusta Shearm ...

Office Manager: Olive Sherban

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# Things have changed in ARKANSAS, too!

From one-room schools to Fulbright scholars  
from "one-crop" farms to a booming  
economy — Arkansas is getting its share of  
the South's new progress and wealth. One  
example: *Effective Buying Income per family  
up 195.1% over ten years ago\*!*

There's been a big change in Arkansas radio.  
You can now cover almost *all* the State  
on 50,000-watt KTHS from Little Rock — now  
Class 1-B, and the only Class 1-B Clear Channel  
station in Arkansas. KTHS offers *primary*  
daytime coverage of more than a million  
people — secondary, interference-free day  
coverage of more than 3 1/4 million people,  
including practically all of Arkansas (and  
409 radio homes in six adjacent states)!

See your Branham man for all the KTHS facts.  
KTHS.

\*See Management figures



## 50,000 Watts . . . CBS Radio

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

# KTHS

BROADCASTING FROM  
**LITTLE ROCK, ARKANSAS**



**Outstanding  
Brewers  
Choose  
KLX**

**LUCKY LAGER**  
Oakland Baseball Games

**BURGERMEISTER**  
Burgie Roundup

**GOEBEL**  
Golden Gate Races



and KLX-FM

**No. 1 in News • Sports • Music**  
**THE TRIBUNE STATION**  
TRIBUNE TOWER  
OAKLAND, CALIFORNIA  
Represented Nationally by  
**Burns-Smith Company**  
on Pacific Coast  
**Duncan A. Scott & Company**

# Timebuyers at work



**James R. Gentile.** Campbell-Ewald Co., Detroit, says, "When Chevrolet says 'saturation campaign,' they mean saturation. I bought about 24,000 radio and about 1,200 TV announcements for their two-week 1953 New Car campaign in January." With an average of 39 announcements on each of 600 radio stations and two to 13 spots on every TV station, Jim was snowed under by estimates, availabilities and ratings. Chevrolet's aim: to get near top-rated shows that reach the maximum adults. Jim's aim: to watch new TV stations.



**John Forney.** Keegan Advertising, Birmingham, steers clear of "kitchen" and "kiddie" shows when placing chainbreaks and I.D.'s for the Bama Co. (manufacturers of jams, jellies, peanut butter) because he feels these types of programing appeal to housewife who does own canning. This southern manufacturer advertises in large markets to compensate in volume for thin profit margin per item. "I buy principally Class A TV adjacencies, plus some daytime run-of-station radio time," John says. Bama spends 90% of budget on air media.



**Albert Sessions.** Al Paul Leston Co., New York, is lining up the October campaign for his Grayson-Robinson Department Stores account. "Our 'Christmas in July' campaign was such a big success," he explains, "that the client is continuing his radio effort." The two-week campaign in July extended into 14 markets scattered throughout the South and Midwest. On the air regularly with 60 minute announcements per market per month, the firm doubled its frequency for its mid-summer promotion. Result: unexpectedly high sales.



**Norman Schwerke.** Cusick-Schwerke & Wild, San Antonio, concentrates on news and information program sponsorship for Farm and Home Savings. "Our aim has been to supplement this savings association's institutional campaign with local direct-sale impact," Norman explains. "We achieved this through announcements by local personalities in live radio and TV news shows." The campaign covers the Southwest—the region in which the bank has its branches. In the past six months Farm & Home assets jumped from \$76 to \$87 million.





# Champions of the Road and Sports

For more than one hundred years The Studebaker Corporation has been making fine vehicles. For 11 years promotion of the sale of cars and trucks in the Upstate New York Market has been boosted with a sports program on WHAM, Rochester, N. Y., at 6:10 each evening. Studebaker's sales story has been personally enhanced by WHAM's Sports Editor Bob Turner for ten years.

The consistent sales impact of Bob Turner's "Speaking of Sports for Studebaker" on WHAM has contributed greatly to Studebaker's leadership in sales and prestige in the Western New York area served by WHAM.



**11 YEARS OF  
"SPEAKING OF  
SPORTS FOR  
STUDEBAKER"**

**LET WHAM SELL FOR YOU**

• Write, Wire or Phone **WHAM** or Hollingbery for Availabilities.



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

*Effective February 1, 1954*

**WBZ-TV** Channel **4**

*NBC Affiliate in* **BOSTON** *serving 1,314,000\* TV Sets*

**AND**

**WPTZ** Channel **3**

*NBC Affiliate in* **PHILADELPHIA** *serving 1,463,080\* T*

**WILL BE AMONG THE  
OUTSTANDING VHF TELEVISION STATIONS  
REPRESENTED BY  
Free & Peters, Inc.**

\*TELEVISION AGE, AUGUST '53

## EASTERN

		<u>VHF</u> CHANNEL	PRIMARY
WBZ-TV	Boston	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WTVJ	Miami	4	ALL

## CENTRAL

WOC-TV	Davenport	5	NBC
WDAY-TV	Fargo	6	NBC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KMBC-TV	Kansas City	9	CBS
WAVE-TV	Louisville	3	NBC
WCCO-TV	Minneapolis-St. Paul	4	CBS

## WESTERN

KDSH-TV	Boise-Meridian	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KRON-TV	San Francisco	4	NBC

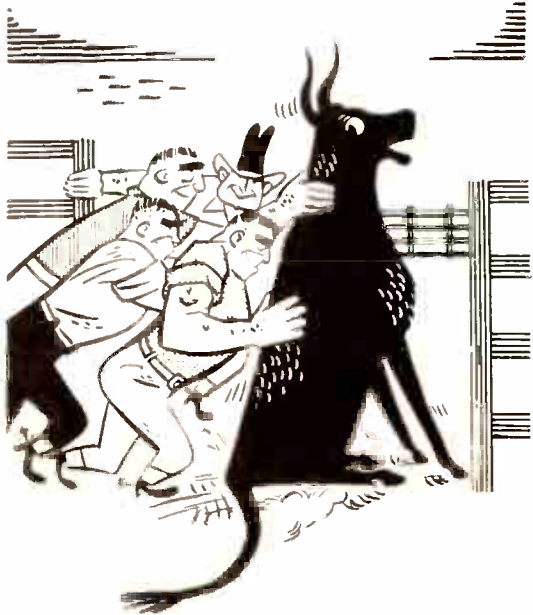


# FREE & PETERS, INC.

*Pioneer Station Representatives Since 1932*

NEW YORK 444 Madison Ave. Plaza 1-2700	CHICAGO 230 N. Michigan Ave. Franklin 2-6373	DETROIT Penobscot Bldg. Woodward 1-4255	
ATLANTA Glenn Bldg. Main 5667	FT. WORTH 406 W. Seventh St. Fortune 3349	HOLLYWOOD 6331 Hollywood Blvd. Hollywood 9-2151	SAN FRANCISCO Russ Building Sutter 1-3798

"TO  
**PUSH**  
 A PRODUCT  
 YOU GOTTA PUT  
**STRENGTH**  
 BEHIND IT"



And we've got the muscle . . .  
 FOUR TOP DISC JOCKEYS,  
 whose programs establish  
 KSDO as San Diego's *first*  
 station . . . the one with *most*  
 listeners.\*

May we show you how KSDO  
 can help you muscle-in on this  
*billion* dollar market.

\*HOOPER and  
 NIELSEN



Representatives  
 Fred Stubbins - Los Angeles  
 Doren McGovern - San Francisco  
 John E. Pearson, Co. - New York

# Men, Money and Motives

by  
 Robert J. Landry

"Where there's smoke . . ."

Tobacco is a five-billion-plus industry. Tobacco is a whopping big category for any advertising medium. The competition for, and the divvying up of, tobacco budget money is always prime advertising news, and probably always will be.

\* \* \*

The above being true-to-obvious, all media and all agencies with a stake in cigarettes should familiarize themselves at this time with the various signs and portents which suggest a growing "social" antagonism to cigarette smoking and to advertising on behalf of the leading brands which aims, in the conviction of such social critics, to "capture" the young very young indeed.

\* \* \*

First of all, chums, take careful note of the phrase which is creeping into the new temperance movement vocabulary: "intemperate smoking." What does that mean? One pack a day? Two? Three? And what follows as a goal of the new drive, if drive it really is, against intemperate cigarette "addiction?"

\* \* \*

We can provide a hint of what the "social" critics may be driving at. Hidden away in an unreported speech against tobacco made by Roy Norr at a Seventh Day Adventists seminar in Loma Linda, Cal., was the following telltale comment: "Public interest requires Congress to declare that it is against public policy to promote tobacco consumption *on the air*."

\* \* \*

This is, of course, the same Roy Norr who authored the lead article, "Cancer by the Carton," in *Reader's Digest*, circulation 11,000,000, plus reprints in 10 foreign-language editions. This is the same Roy Norr who has written other articles, a book, and who plans now a publication against smoking. But don't stop there. Your dutiful student on men, money and motives also points out that it was Roy Norr, then as now a public relations counselor at 11 W. 42 St., Manhattan, who forced the late George Washington Hill of American Tobacco to abandon his famous "Reach-for-a-Lucky-Instead-of-a-Sweet" advertising campaign.

\* \* \*

Another unreported-but-significant comment of Norr's in his California speech was this, and note well: "Temperance and health (sic) forces in every community should demand of the stations which carry such advertising the *right to refute* false cigarette claims."

\* \* \*

Norr's audience in California included many doctors, and the fight about cigarettes may be plausibly described as a fight for the "public opinion" of the medical profession. Speaking about should

(Please turn to page 85)



**Things look good on WCBS-TV**

Look at cigars. (Like Robt. Burns, which reaches more than a quarter-million men viewers nightly on Channel 2's *Sports of the Night*, three evenings a week.)

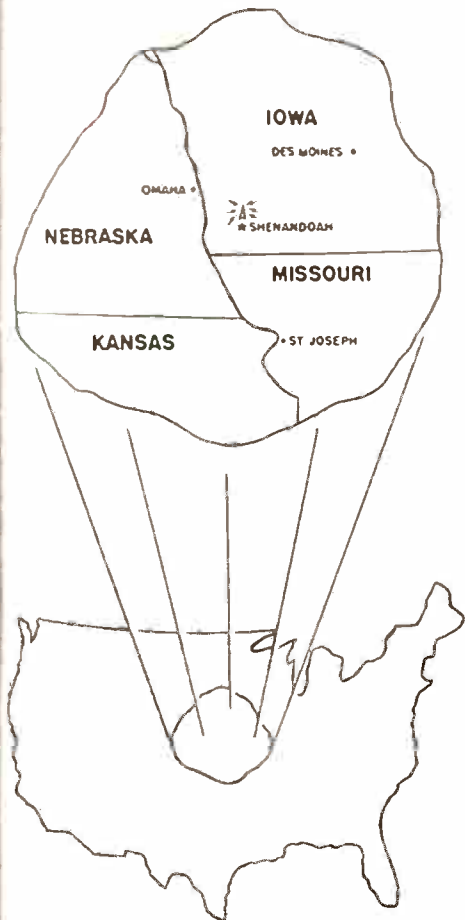
Only on TV, of all media, can you draw a full picture for your prospect of the relaxation and satisfaction a good smoke offers...with sight, sound and motion... when he's most likely to *wish* for a fine cigar.

And only on WCBS-TV will you find the highest average rating, day and night all week long, in the nation's biggest television market... the most quarter-hour wins... the biggest unduplicated audience.

Your product looks good—your business *is* good—when you are on the station most New Yorkers, men *and* women, watch most of the time...

WCBS-TV New York. CBS Owned. Represented by CBS Television Spot Sales

## AMERICA'S TOP SPENDING FARM MARKET



Yes, KMA's 1/2 Millivolt day time contour area shows you that the KMA area gives you complete coverage in this—America's top spending farm market.

At last count 2,779,531 predominantly rural midwesterners lived within the KMA 1/2 Millivolt line. That's a market greater than Iowa, Washington State, or Oklahoma—or Colorado and Nebraska combined.

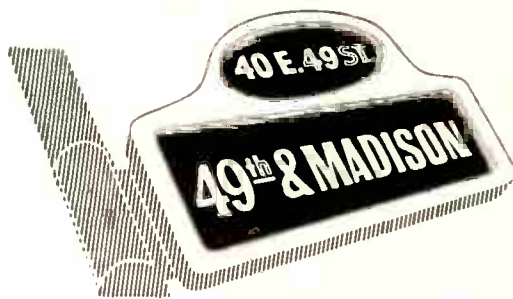
# KMA

SHENANDOAH, IOWA

Represented by  
EDWARD PETRY & CO., INC.

The KMA sponsored "HOMEMAKERS DAY" on August 10th drew capacity crowds—bringing to Shenandoah people from 126 communities in this top spending farm market.

Under Management of  
**MAY BROADCASTING CO**  
Shenandoah, Iowa



### UTILITIES ON THE AIR

We read the letter in your issue of July 13 from Sherwood Armstrong of Brooke, Smith, French & Dorrance's San Francisco office. If it is not too much trouble, we would appreciate copies of the same tear sheets as you sent to him [case histories on utilities' air advertising]. One of our clients is the Tucson Gas, Electric Light and Power Co.

I hope you like your new offices. It's nice to outgrow old ones. We're building a new building. It will be right across the street from the new KVOA-TV studios.

PAT BARBER  
Harwood Advertising  
Tucson, Ariz.

● Sorry, those tear sheets are no longer available. But we recommend our 1953 "TV Results" for new case histories on utilities.

### BASICS SECTIONS

I am very much taken with the section in your *Fall Facts Issue* edition July 13 labeled "TV Basics."

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

Congratulations,

H. LYMAN HART  
President  
Hart-Conway Co.  
Rochester

● Reprints of the 1953 "Radio Basics" and "TV Basics" sections are now available. Price is 30c for single copy, 20c for 25 or more copies, 15c for 100 copies or more.

Will you please enter our order for 400 of the "TV Basics" pamphlets and 200 of the "Radio Basics" pamphlets...

W. L. CHESMAN  
Rosengarten & Steinke, Inc.  
Memphis

If reprints... on "Radio Basics" and "TV Basics" are available, we should very much appreciate having

one copy of each section...

R. E. RIORDAN  
Director of Research  
Ross Roy, Inc.  
Detroit

What would be the price for 200 reprints of "Radio Basics" and/or "TV Basics"?

CHARLES W. BALTHROPE  
President  
KITE, San Antonio

Please send us 10 copies of "Radio Basics" and five copies of "TV Basics"...

J. D. HILL  
Promotion Manager  
WISN, Milwaukee

Please send us 25 copies of your new fall "Radio Basics"...

ED WIEBE  
Program Director  
WLWL, Minneapolis

### TV MARKET DATA

The seventh annual *Fall Facts Issue*, like all the rest, is a honey. In fact, this one is even better than ever. Among the wonderful things that you have featured in this issue is that special and very valuable 10-page section prepared by the media research department of Sullivan, Stauffer, Colwell & Bayles—the status of TV stations in 225 metropolitan county markets (13 July 1953, page 205).

This is the first time, to my knowledge, that this information has been published in this breakdown. We have spent a great deal of time, ourselves, in taking the material which *Sales Management's* recent issue, "Survey of Buying Power," has so completely provided and found for ourselves the wonderful position in which Jamestown finds itself as a metropolitan county market. However, the advertisers, the networks, and the agencies have not had it put in this palatable style for easy digesting until you had it done for this *Fall Facts Issue* of SPONSOR.

With Jamestown in one hundred twenty-third position in the country, we are naturally, very pleased that it will now get in the hands of every advertising agency and be there for all to see. We would like 10 reprints of this section, if you're going to break  
(Please turn to page 15)

# WNBW... Washington's ONLY television station with SUPER POWER...100,000 watts

**SERVING AN AREA OF 15,800 SQUARE MILES  
1,108,600 FAMILIES...OVER 4 MILLION PEOPLE**

• With its new maximum power of 100,000 watts and increased tower height, WNBW now is Washington's most powerful television station, serving a larger number of viewers than any other Washington station. Let your advertising message on WNBW prove these facts on your sales chart.

NBC in Washington

**WNBW 4**  
CHANNEL

Represented by NBC Spot Sales



# WTAR

TV • AM • FM  
NORFOLK  
VIRGINIA

*proudly announce their affiliation with*

# CBS

RADIO AND  
TELEVISION  
NETWORKS

*effective September the nineteenth*

This combination of Norfolk's  
*dominant stations . . . WTAR and*  
WTAR-TV . . . with the Nation's  
most listened to networks assures our  
advertisers greater sales results in  
America's Miracle Market.



it down that way, and if they're available, please send them and bill us for same.

SIMON GOLDMAN  
General Manager  
WJTV & WJTV-FM  
Jamestown, N. Y.

\* Reprints of the 10-page section on TV stations in 225 metropolitan county markets are now available. Cost is 50c each for 100 copies or over.

Among the readers of your excellent *Fall Facts Issue* (13 July 1953) there are many, I am sure, who would be interested to know the standing of Honolulu among the Metropolitan County Markets listed on pages 207-212.

Honolulu, having 88,300 families, would fall in the sixty-seventh place in your list, just after Wichita and ahead of Harrisburg.

Perhaps you will also allow me the opportunity of noting that the average family income in Honolulu, \$6,216, is among the highest in the nation; and that buying patterns and listening-viewing habits are very similar to those of the mainland.

WAYNE KEARL  
Asst. Gen. Mgr.  
KGMB-AM-TV  
Honolulu

#### STATION IDENTIFICATION

SPONSOR prides itself on service to readers, and justly.

Here's a chance to provide a worthwhile good deed: See if you can't get radio and TV stations to identify themselves in promotion pieces, schedules, and availability lists. Too many stations send out mail with their call letters plastered all over the place but you need a microscope to find out what city they're in. We don't buy call letters; we buy markets. It's common sense, therefore, for stations to proclaim their origination points very clearly. It's all very well for them to call themselves, "The voice of the woolly West," or some such thing, but let a fellow know where the voice is coming from, will-ya?

HENRY EISEN  
Moselle & Eisen  
New York

#### FALL FACTS

Your *Fall Facts* was crammed with real meat—one of the best issues of

any publication I have seen [13 July]. I used it to advantage several times while the information was real hot.

HARRY E. CUMMINGS  
Southeastern Radio Station Reps  
Jacksonville, Fla.

Please send us a copy of your big 240-page *Fall Facts* issue.

Evidently we did not receive our copy and know that it will be very valuable to us, as we benefited greatly from your last issue.

JOHN S. ALLEN  
V.P. in charge of Sales  
WTVJ  
Miami, Fla.

I have been looking high and low for the July 13 issue of SPONSOR, which was the seventh annual *Fall Facts Issue*. However, I have not been able to locate it anywhere.

I'm wondering whether or not it would be possible to send me an extra copy.

I want to congratulate SPONSOR for various articles on farm programs. According to the information I received from RFD's these are starting to pay off. . . .

HAROLD J. SCHMITZ  
Farm Service Director  
KFEQ  
St. Joseph, Mo.

\* SPONSOR's biggest and most important farm radio and farm TV project is now in preparation. It will be published in the 19 October issue.

#### KSTM-TV, ST. LOUIS

It is with deepest regret that we announce the death of KSTM-TV's president and general manager, Bill Ware.

He died at 11:30 a.m., Thursday, August 20.

Bill was known in his profession the country over as a fair player, a hard worker, a man who knew radio and television and loved it.

The KSTM-TV staff will miss his optimistic smile, his cheery way of solving every problem, his gentlemanly character.

Knowing that Bill's ultimate ambition was to create a fine television station, we'll carry on with KSTM-TV, just as he would have wanted us to do.

WILLIAM H. BIGGS  
Chairman of the Board  
KSTM-TV, St. Louis



since

**K-nuz TV**

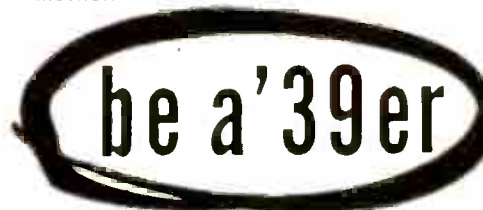
*Channel 39*

introduced the

**SQUARE  
DEAL**

**rate card**

Get every ounce of results for each dollar placed on K-nuz TV — and complete cost per thousand protection on a fair and square basis. The SQUARE DEAL Rate Card charges only rates that can be justified by actual sets in the market!



Join the rush of agencies and advertisers buying K-nuz TV and paying only for what K-nuz TV can deliver.

Write for the SQUARE DEAL Rate Card today!

DAVE MORRIS, Vice Pres.-Gen'l Mgr.  
FORJOE TV, National Representative



**FREE**

*Mr. Sponsor...*

*It costs*  
**LESS**  
*to sell*  
**MORE**  
*in*  
**MONTREAL**

WHEN  
YOU  
CHOOSE  
CANADA'S  
FIRST  
STATION...



in  
3  
years

Population up 11.4%  
Retail Sales up 36.9%  
CFCF local sales up 300%  
CFCF Rates up less than 15%

*Based on latest SM figures.*

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



**Mr. Sponsor**

**James Bergman Jr.**

V.P. charge Sales and Advertising  
River Brands Rice Mills, New York

If ever a firm made a jingle make sweet noises on the cash register, it's River Brand Rice Mills and its product Carolina Rice. After six years of saturating the airwaves with its sweet talkin' Southern-drawl musical trademark, Carolina stands head and shoulders above the competition in the world's toughest market—New York City. As the company's distribution is improved the jingle is used to win customers in cities such as Philadelphia and Chicago.

Eying New York's 8,000,000-plus population, Jim devotes much of the company's budget to keeping the Big Town Carolina-conscious. In order to sell this heterogeneous mass Jim uses a wide variety of radio. And to reach the general market he uses both network and independent stations. The city's growing Spanish-language market is reached via a condensed version of the English-language jingle followed by a half-minute pitch in Spanish on WWRL. The Negro audience is reached via WWRL and WLIB's specialized block programming. More than 90% of Carolina's New York budget goes into spot radio.

Because of the fact that rice is a traditional food with Negroes and people of Spanish extraction a heavy pitch is made to these groups. Says Jim, "You don't have to teach these people how to cook rice; all you have to do is sell them on the superiority of Carolina Rice. And being big rice-eaters, once we've gotten them to try it they stay sold. There's the difference between the minority groups and the general public: The general public, not using too much rice, has to be sold and resold on the factors which make top quality. The minorities recognize quality instantly."

Jim Bergman could be an agencyman's nightmare. Having spent seven years at the Hanff-Metzger agency (now Buchanan & Co.), Jim insists on a minimum of meaningless double-talk and a maximum of solid thinking.

Joining River Brands 20 years ago, he has played a strong role in the change from bulk to package-selling of rice. To further this trend Jim and the firm's agency, Donahue & Coe, went into TV last year, used the members of the *Paul Dixon Show* (10 stations DTN) to pantomime the famous Carolina jingle.

Married and the father of two children, Jim makes a hobby of getting as close to water as a grain of rice—he's a yachtsman. ★ ★ ★

# EXCLUSIVE

DETROIT'S YEAR ROUND SPORTS STATION

# WJBK

FIRST AGAIN FOR  
FALL and WINTER



Key Station—Entire Schedule

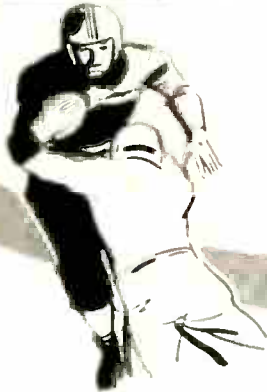
**Only on WJBK**

## RED WING HOCKEY

Entire Schedule

**Only on WJBK**

## University of Detroit FOOTBALL



Cash In On the Station That Captures the Huge Sports Audience  
In The Nation's Hottest Sports Town!

Your sales story really scores when you pitch it to the loyal listeners of WJBK, the station that's a "must" for sports fans. Another plus that makes WJBK your best radio buy.

# WJBK Detroit



Represented  
Nationally by

THE KATZ AGENCY

Tops in MUSIC, NEWS and SPORTS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-765

**RING AROUND A ROSY**  
*A pocket full of posies  
 Last one down's a cry-baby!*  
 The KMBC-KFRM Team has welded a ring around the "rosy" Heart of America. And the pockets full of posies are the nice green-backed kind that always look good in the pockets and purses of advertisers who use The Team.

If your sales are down and you feel just a little like weeping, call KMBC-KFRM, Kansas City, or your nearest Free & Peters office, for time availabilities on The Team.

The folks who can fill your pocket with posies in the great Kansas City Trade Area aren't crying—they're too busy buying the things they hear about on the radio station they listen to most . . .

**the KMBC KFRM Team**  
 CBS RADIO FOR THE HEART OF AMERICA



Check  
 First

**CLEVELAND'S  
 CHIEF STATION**

5,000 WATTS—850 K.C.  
 BASIC ABC NETWORK  
 REPRESENTED  
 BY  
**H - R REPRESENTATIVES**

**WJW**  
 CLEVELAND'S Chief STATION



**See:** "How Camel stays on top"  
 "How Pall Mall zoomed to No. 4"  
**Issue:** 21 April 1952, p. 28  
 23 March 1953, p. 28  
**Subject:** R. J. Reynolds rumored to hit stands with king-size Camel

Arc Camel cigarettes ready to succumb to the king-size rage?

Industry rumors indicate that the top-selling cigarette brand will be on the stands in king size by spring 1954. R. J. Reynolds' popular brand has been making a valiant stand against king-size encroachments in the cigarette market despite the slightly declining sales curve that has been hitting the regular-size brands.

Camel's 1952 sales are estimated to have been over 105 billion cigarettes, one-third higher than Lucky Strike, its nearest competitor, whose 1952 sales tallied 73.5 billion ciggies. However, during the first half of 1953, Camel sales began to dip slightly from king-size competition. Camel's strength derives from non-king-size areas—rural markets, particularly the South.

When king-size Camels hit the stands, R. J. Reynolds may follow its traditional advertising pattern for introducing a new cigarette: first spot radio and TV, then expansion into network TV and radio. On the other hand, with regular Camel's unquestioned lead in cigarette sales, the R. J. Reynolds Co. might possibly launch the king-size Camel with a network TV show all its own.

The question now: Would a king-size Camel hurt sales of R. J. Reynolds' present king-size contender, Cavalier?

Cavalier's track record, after a stand-still at .8 billion in 1951 and 1950, leaped to 2 billion in 1952.

In the \$3 million bracket, Cavalier's 1953 ad budget is devoted mainly to air media, although R. J. Reynolds' agency, William Esty, is characteristically reluctant to reveal vital statistics in the highly competitive cigarette race.

Until mid-1953 Cavalier sponsored *My Friend Irma* on both CBS Radio and CBS TV. This program's production cost on a per-show basis for radio and TV was \$7,000 and \$24,000, respectively. For its summer replacement, Cavalier sponsored *I've Got a Secret*, CBS TV, Wednesdays 9:30-10:00 p.m. (a panel show costing \$7,000 per production), has extended its contract through the fall.

Cavalier's long-range network TV plans include an agency-packaged drama series, *The Hunter*, which William Esty is currently filming. An anti-Communist spy thriller, the program is slated to go on network sometime this winter.

The 1952 roster of king-size cigarettes stacks up thusly in order of volume sales: Pall Mall (an estimated 43 billion cigarettes sold) is first, followed by Tareyton, king-size Chesterfields, king-size Philip Morris, king-size Raleighs, Fatimas, Viceroyes, Cavalier (eighth), Embassy, Dunhill and Regents.

Pall Mall, with an estimated \$6 million 1953 ad budget, follows the cigarette tradition of heavy broadcast media expenditures. Here is Pall Mall's approximate budget breakdown: 62% for TV, 11% for radio, 16% for magazines, 5% for comics and 6% for newspapers.

Camel's estimated \$19 million 1953 ad budget is divided approximately this way: 56% for TV, 14% for radio, 15% for magazines, 7% for comics and 8% for newspapers.

(SPONSOR's guesstimate for the 1953 ad budgets of the various king-size cigarettes lines up as follows: Cavalier, \$3.2 million; Fatima, \$2.8 million; Dunhill, \$2 million; Tareyton, \$1.5 million; Embassy, \$1.1 million; Regents, \$300,000.)

\*\*\*

SPONSOR

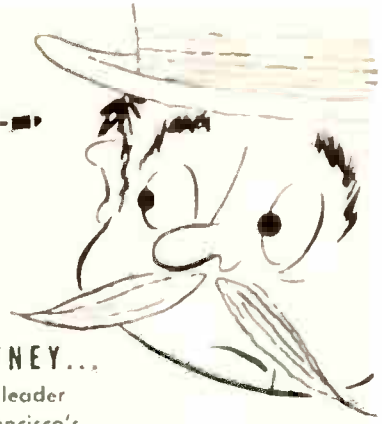
**IN SAN FRANCISCO...**

**THEY DON'T  
SHOOT YOU  
FOR HOLDING  
5 ACES...**

**NOT  
THESE  
FIVE!**



**DEL COURTNEY...**  
famed band leader  
mc's San Francisco's  
most popular daytime  
participation show.



**FAYE STEWART...**  
whose household hints  
lighten household  
stints... whose KPIX  
Kitchen is every  
woman's kitchen.



**CAPTAIN FORTUNE...**  
turns the younger  
world into results with  
San Francisco's  
favorite multi-weekly  
local kid show.



**WILLIAM WINTER...**  
Internationally-known  
commentator and  
Northern California's  
top TV news analyst.



**SANDY SPILLMAN...**  
Quizmaster, magician,  
who quizzes and  
mystifies on a favorite  
audience participation  
program.

FIVE ACES for you who have  
spot problems. One or more is a  
sure-enough answer when it  
comes to spotting promotions where  
they'll get the mostest of the bestest.  
Ask your Katz man for full details.



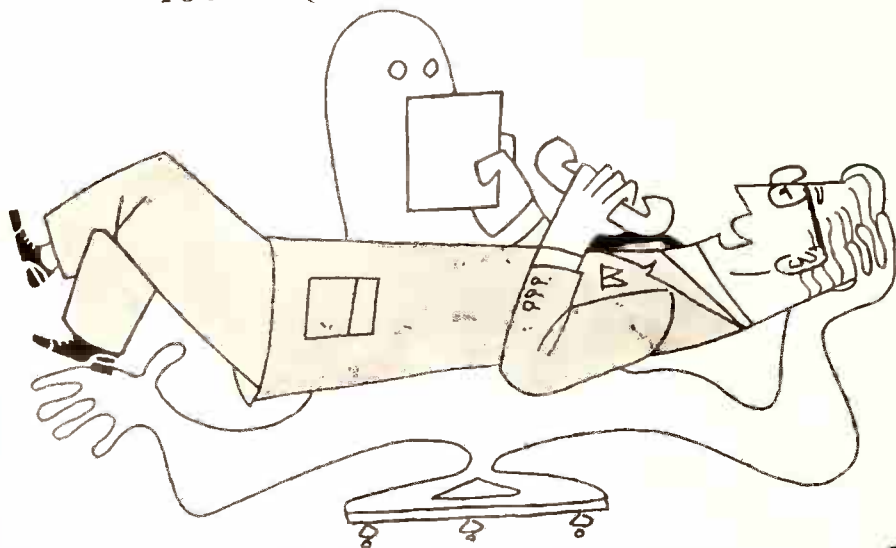
**KPIX**

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

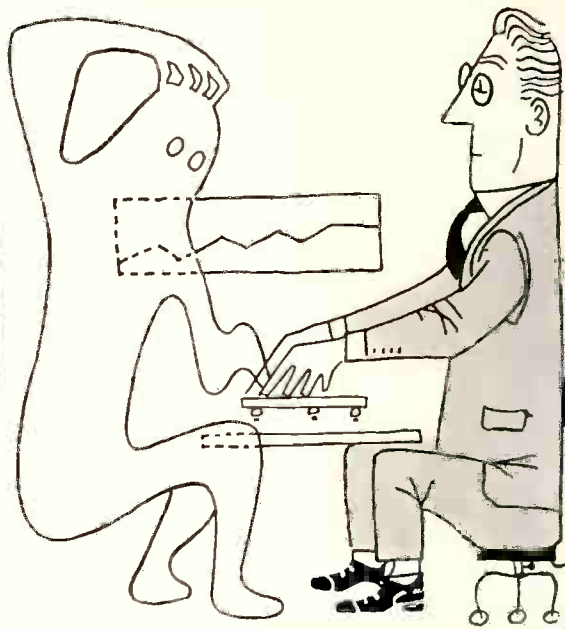
Affiliated with CBS and DuMont Television Networks  
Represented nationally by the Katz Agency

## THE MEDIA DIRECTOR

of Smelton and Hector  
To the heights of his trade quickly soared.



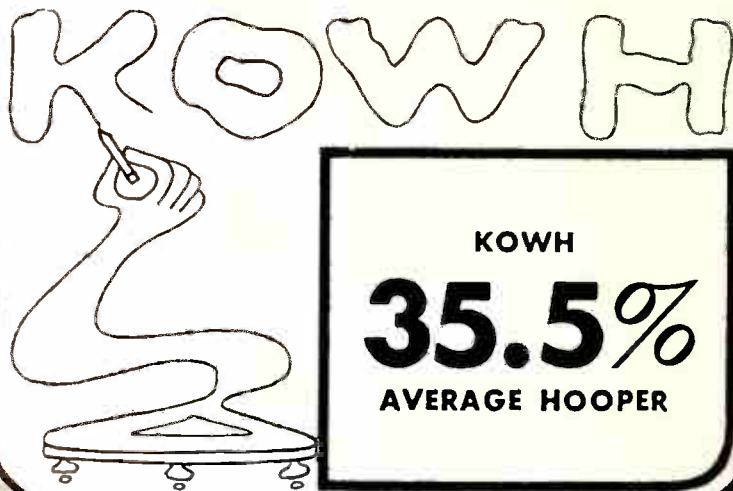
He didn't think much of surveys  
and such . . .  
His tool was a hot Ouija Board!



But from ail records kept, the spirits were hep  
To the answers all surveys had shown —



When radio was mentioned, the ghostly  
invention  
Always clicked out, "KOWH STANDS  
ALONE!"



### Moral

EVERY GOOD TIME-BUYER  
KNOWS KOWH HAS THE:

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

# Kowh

O M A H A

"America's Most Listened-to Independent Station"



# New and renew

SPONSOR

7 SEPTEMBER 1953

## 1. New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
American Cig & Cig, NY (Pall Mall)	SSCB, NY	ABC TV 76	Ray Bolger Show; alt Th 8:30-9 pm; B Oct; 26 telecasts
American Dairy Assn, Chi	Campbell-Mithun, Chi	CBS TV 33	Bob Crosby Show; T, Th 3:30-4:45 pm segs of M-F 3:30-4 pm show; 22 Sep-52 wks
American Oil Co, Balt	Joseph Katz	CBS TV 45	Person to Person; F 10:30-11 pm; 2 Oct; 52 wks
Armour & Co, Chi	FCGB, Chi	ABC TV 57	Pride of the Family; alt F 9-9:30 pm; 9 Oct; 26 telecasts
B. B. Pen Co, Hywd	Hilton & Riggio, Hywd	ABC TV 54	Georgie Jessel Show; alt Sun 6:30-7 pm; 13 Sep; 26 telecasts
Hazel Bishop, NY	Raymond Spcctor, NY	ABC TV 67	Peter Potter Juke Box Jury; Sun 9:30-10:30 pm; 4 Oct; 52 wks
Block Drug Co, Jersey City	Cecil & Presbrey, NY	NBC TV 72	Name That Tune; alt M B-B:30 pm; 7 Sep; 52 wks
Bristol-Myers, NY	Y&R, NY	ABC TV 57	Pride of the Family; alt F 9-9:30 pm; 16 Oct; 26 telecasts
Brown Shoe Co, St Louis	Leo Burnett, Chi	ABC TV 54	Smilin' Ed's Gang; Sat 10:30-11 am; 22 Aug; 52 wks
Cats Paw Rubber Co, Balt	S. A. Levync, Balt	NBC TV 57	Your Show of Shows and All Star Revue; Sat 9-10:30 pm; sp 10-min seg betw 10-10:30 pm; 12 Sep-5 June '54
Corn Prods Refining Co, NY	C. L. Miller, NY	NBC TV	Kate Smith Hour; M 3:45-4 pm seg; alt wks; 21 Sep-11 June '54
Cemex Watch Band Co, Union, NJ	BBDO, NY	ABC TV 22	Georgie Jessel Show; alt Sun 6:30-7 pm; 20 Sep; 13 telecasts
Gerber Prods, Fremont, Mich	D'Arcy, NY	NBC TV	Kate Smith Hour; W 3:45-4 pm seg; 23 Sep-16 Dec '53
Hamm Brewing Co	Campbell-Mithun	CBS TV 11	Person to Person; F 10:30-11 pm; 2 Oct; 52 wks
Int'l Silver, Meriden, Conn	Y&R, NY	CBS TV 35	My Favorite Husband; alt Sat 9:30-10 pm; 12 Sep; 22 telecasts
Johnson & Johnson, New Brunswick, NJ	Y&R, NY	NBC TV 57	Your Show of Shows and All Star Revue; Sat 9-10:30 pm; sp 10-min seg betw 10-10:30 pm; 12 Sep-5 June '54
Knemark Mfg Co, Brooklyn, NY	Emil Mogul, NY	CBS TV 39	Arthur Godfrey; M-Th alt days 10-10:15 am; 31 Aug; 52 wks
Jacques Kreisler Mfg, North Bergen, NJ	FCGB, NY	Du Mont 47	Rocky King, Detective; Sun 9-9:30 pm; 27 Sep; 13 wks (co-sponsor with Amer Chicel)
Lady Esther, Ltd, Chi	Biow, NY	NBC TV 66	Bonino (with Ezio Pinza); Sat 8-8:30 pm; 3 Oct-26 Dec; (co-sponsor with Philip Morris)
Landers, Frary & Clark, New Britain, Conn	Goold & Tierney, NY	NBC TV	Kate Smith Hour; W 3:30-4:45 pm seg; 14 Oct; 10 wks
James Lees & Sons, Bridgeport, Pa	D'Arcy, NY	NBC TV	Kate Smith Hour; M 3:30-4:45 pm seg; 21 Sep; 39 wks
Liggitt & Myers, NY (Chesterfields)	Cunningham & Walsh, NY	CBS TV 50	Arthur Godfrey; M, W 11:15-30 am; 3 Aug; 52 wks
Philip Morris & Co, Ltd, NY	Biow, NY	NBC TV 66	Bonino (with Ezio Pinza); Sat 8-8:30 pm; 12 Sep-26 Dec
Mutual of Omaha, Omaha	Bozell & Jacobs	CBS TV 41	Arthur Godfrey; M-Th 10-10:15 am; alt days; 3 Aug; 8 wks
P&G, Cincinnati	Y&R, NY	NBC TV	Paul Winchell Show; Sun 7-7:30 pm; 30 Aug-27 June '54
Sccman Bros, NY	Weintraub, NY	CBS TV 37	I'll Buy That; T, Th 2-2:30 pm; first 15 min; 29 Sep; 52 wks
Shcrwin-Williams Co, Cleve	Fuller & Smith & Ross, Cleve	ABC TV 76	Ray Bolger Show; alt Th 8:30-9 pm; 8 Oct; 26 telecasts
Simmons Co, NY	Y&R, NY	CBS TV 35	My Favorite Husband; alt Sat 9:30-10 pm; 19 Sep; 22 telecasts
Simoniz Co, Chi	SSCB, Chi	NBC TV	Kate Smith Hour; Th 3:45-4 pm seg; 24 Sep; 39 wks
Speidel Corp	SSCB, NY	ABC TV 149	Danny Thomas; alt T 9-9:30 pm; 6 Oct; 52 wks
Toni Co, Chi	Weiss & Geller, Chi	CBS TV 52	Arthur Godfrey; T, Th 10:45-11 am; 4 Aug; 52 wks
Toni Co, Chi	Leo Burnett, Chi	CBS TV 52	Bride & Groom; T, Th 12-12:15 pm; 4 Aug; 52 wks
U.S. Steel Corp, NY	BBDO, NY	ABC TV 105	U.S. Steel Theatre; alt T 9:30-10:30 pm; 6 Oct; 52 wks
Wine Corp of America, Chi	Weiss & Geller, Chi	Du Mont 62	Dollar A Second; Sun 10-10:30 pm; 20 Sep; 52 wks



Numbers after names refer to New and Renew category  
 L. E. Miller (3)  
 Richard S. Bean (3)  
 William R. Seth (3)  
 R. C. Robertson (3)  
 Sam Ballard (3)

## 2. Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
American Home Prods	Biow	CBS TV 65	Love of Life; M-F 12:15-30 pm; 21 Sep; 52 wks
Benrus Watch Co, NY	Cecil & Presbrey, NY	NBC TV 57	Your Show of Shows and All Star Revue; Sat, 10-min seg betw 9:30-10 pm; 12 Sep to 5 June '54
Campbell Soup, Camden, NJ	Ward Wheelock, Phila	CBS TV 42	Double or Nothing; M, W, F 2-2:30 pm; 5 Oct; 52 wks
Green Giant Co, Le Sueur, Minn	Leo Burnett, Chi	CBS TV 41	Art Linkletter; Th 2:30-4:45 pm seg; 3 Sep; 52 wks
Griffin Mfg, Brooklyn, NY	Birmingham, Castleman & Picce, NY	NBC TV 57	Your Show of Shows and All Star Revue; Sat, 10-min seg betw 9:30-10 pm; 12 Sep to 5 June '54
Kellogg Co, Battle Creek, Mich	Leo Burnett, Chi	CBS TV 38	Art Linkletter; T 2:30-4:45 pm; F 2:45-3 pm segs; 1 Sep; 52 wks

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

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

**Now and renew**

## 2. Renewed on Television Networks (continued)

Mars Inc, Chi Pillsbury Mills, Mpls	Leo Burnett, Chi Leo Burnett, Chi	ABC TV 54 CBS TV 44	Super Circus; Sun 5:30-6 pm; 6 Sep; 52 wk Arthur Godfrey; M-Th 11-11:15 am; 31 A wks
Schick, Inc, Stamford, Conn	Kudner, NY	CBS TV 77	Jackie Gleason; Sat 8-9 pm; 19 Sep; 52 w
Schick, Inc, Stamford, Conn	Kudner, NY	CBS TV 88	This Is Show Business; alt T 9-9:30 pm; 1
S.O.S. Co, Chi	McCann-Erickson, NY	NBC TV 57	Your Show of Shows and All Star Revue; Sa min seg betw 9:30-10 pm; 5 Sep-29 Ma
Thor Corp, Chi	Henri, Hurst & McDonald, Chi	ABC TV 36	Quick As A Flash; Th 10:30-11 pm; 10 S telecasts

## 3. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Sam M. Ballard Richard S. Bean S. W. Brown Jr	Gardner Adv. St Louis, chmn mgmt comm & dir Dancer-Fitzgerald-Sample, NY, media dir Brown Bros. St Louis, pres	Ceyer Adv. NY, vp, chmn of acct policy con Grey, NY, media dir Gardner Adv. St Louis, radio-TV acct ex Purina Chows (eff 1 Oct)
Daniel M. Burns Thomas C. Butcher Jack Daly French L. Eason Parker Ekren Richard E. Goebel Henry B. Grandin Melvin G. Grover	Don Gussow Publs, NY, vp Lennen & Newell, NY, sr vp Daly & Richardson, SF, partner FC&B, Chi, acct exec Doremus & Co, Chi, creative dir Own agcy, SF Western Family mag, adv, prom mgr Fawcett Publs, NY, adv dir	Wm. Esty, NY, mdsg, sls prom stf Same, dir acct planning Caples Co, SF, acct supvr J. R. Pershall Co, Chi, acct exec Same, vp Caples Co, Phoenix, acct supvr N. W. Ayer, Phila, plans-mdsg dept Wilson, Haight, Welch & Grover, Hartford, vp & dir Wm. H. Weintraub, West Coast rep, Revlon Ruthrauff & Ryan, Detr, acct exec Hicks & Greist, NY, asst acct exec
Robert Guggenheim R. W. Heizer Robert H. Higgons	Major TV Prodns, gen mgr Compton, Chi, acct exec, Socony-Vacuum Amer Paper Goods, Kensington, Conn, adv, sls prom mgr	Same, vp BBDO, LA, media dir Grant Adv, NY, creative dir Young & Rubicam, NY, acct exec Kenyon & Eckhardt, NY, acct exec Walsh Adv Ltd, Toronto, dir mktg res Lennen & Newell, NY, vp, mgmt accts supvr Same, vp Hilton & Riggio, vp chg new West Coast (1680 Vine St, Hywd)
Douglas Huntington Porter Harder John H. Jackson William P. MacFarland James S. MacVickar Penn McLeod L. E. Miller Frederick A. Mitchell Robert L. Nourse Jr	Doremus & Co, Chi, copy chief FC&B, SF, acct exec Gardner Adv. St Louis, exec N. W. Ayer, NY, acct exec Benton & Bowles, NY, acct exec, Norwich Pharm Head, own mkt research org, Toronto Metro Group, NY, sls exec Needham, Louis & Brorby, Chi, acct exec Roy S. Durstine, LA, acct exec	Same, vp Same, radio-TV dir Ceyer Adv. NY, vp, mktg dir
George C. Papineau Carol Pauker Ralph C. Robertson	Needham, Louis & Brorby, Chi, mdsg dir Brooke, Smith, French & Dorrance, SF, copy chief Colgate-Palmolive-Peet, NY, asst adv mgr chg budgets & media	G. M. Basford, NY, asst acct exec Lewin, Williams & Saylor, NY, vp chg radio & SSCB, NY, exec, radio/TV dept N. W. Ayer, NY, radio-TV dept, prog stf
John W. Schoeffler William R. Seth William R. Stuhler Warren F. Warner	Shell Chemical, NY, exec Needham & Grohmann, NY, vp Price, Robinson & Frank, Chi, partner & vp WLW-C, Columbus, prog dir	



## 4. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
James Beam Howard R. Bloomquist	Victor Adding Mach Co. Chi, sls prom mgr Lever Bros, NY, gen mgr, prom div	Paper-Mate Pen Co, Culver City, Cal, adv mgr Gen Fds, Post Cereals Div, Battle Creek, Mich dir mktg
G. A. Bradford Matthew Cantillon	Gen Electric, Syracuse, adv mgr, tube dept Dobeckmun Co, Cleve, dir adv, sls prom	Same, mgr adv, sls prom, radio-TV dept Owens-Corning Fiberglas, Toledo, adv mgr, tex prods div
Barney Corson	Tidy House Prods, Shenandoah, Ia, sls prom mgr & dir mkt devel	Same, dir mdsg
F. F. Duggan	Crosley Div, Avco Mfg, Chi, gen sls mgr, major appliances	Deepfreeze Appliance Div, Motor Prods Corp, C vp, gen mgr
J. A. Hoban	B. F. Goodrich, Akron, Ohio, tire & equipment div, gen mgr, mdsg	Same, vp
David P. Jaicks Bernard M. Kliman Harold T. Leiskau	Leo Burnett, NY, exec Hirshon-Garfield, NY, exec staff B. F. Goodrich Rubber of Canada, Ltd, asst adv mgr	Gen Fds. Franklin Baker Div, NY, asst product Omega Watch Co, NY, dir adv, sls prom Same, adv mgr
C. L. McCall Edwin P. McIntyre J. J. Moffatt	G. Heileman Brewing Co, LaCrosse, Wis, sls exec R. T. O'Connell Adv, NY, acct exec Free Sewing Mach Co, Beverly Hills, Cal, vp, gen sls mgr	Same, vp chg sls & adv M. J. Merkin Paint Co, NY, adv mgr Necchi Sewing Mach Sales Corp and Elna Sa Corp, NY, gen sls mgr
Chester T. Morledge	B. F. Goodrich, Akron, Ohio, mgr, auto & home supplies dept	Same, tire & equipment div, gen mgr, mdsg
M. J. Roche L. J. Sorensen	Lever Bros, NY, adv exec Deepfreeze Appliance Div, Motor Prods Corp, Chi, vp, gen mgr	Same, gen mgr, prom & adv serv div (new div) Same, exec vp

Numbers after names refer to New and Renew category

- C. L. McCall (4)
- L. J. Sorensen (4)
- F. F. Duggan (4)
- Daniel M. Burns (3)
- J. S. MacVickar (3)

- B. M. Kliman (4)
- J. J. Moffatt (4)
- M. J. Roche (4)
- Barney Corson (4)
- H. R. Bloomquist (1)












# Buy **WHO**

and Get Iowa's Metropolitan Areas..

*Plus* the Remainder of Iowa!

## TAKE FOOD SALES, FOR INSTANCE!

4.4%	CEDAR RAPIDS . . .	
10.7%	TRI-CITIES . . . . .	
10.7%	DES MOINES . . . . .	
3.1%	DUBUQUE . . . . .	
4.7%	SIOUX CITY . . . . .	
4.3%	WATERLOO . . . . .	
65.4%	REMAINDER OF STATE	

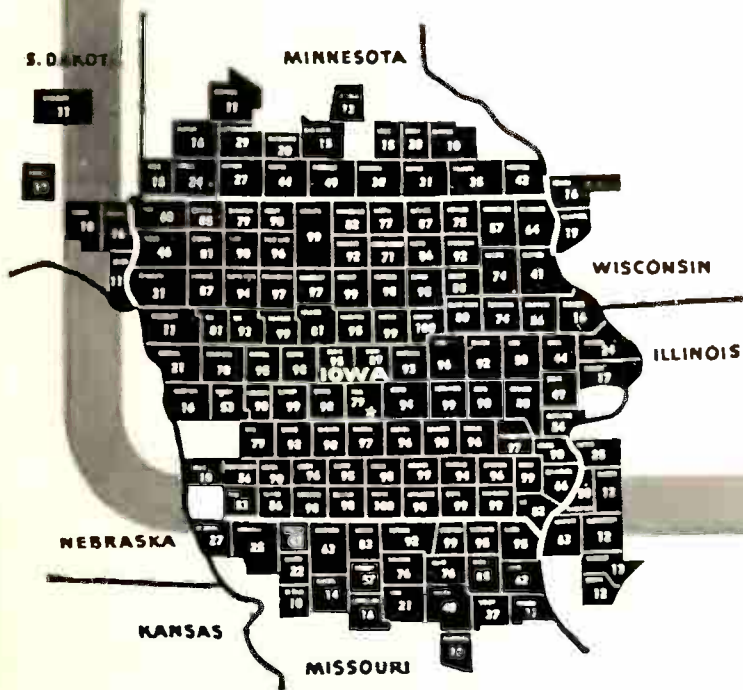


Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

## THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES: (Which You MISS Unless You Cover the Entire State)

- 65.4% Food Stores
- 61.6% Eating and Drinking Places
- 44.8% General Merchandise Stores
- 55.6% Apparel Stores
- 60.7% Home Furnishings Stores
- 65.1% Automotive Dealers
- 73.2% Filling Stations
- 79.6% Building Material Groups
- 60.4% Drugstores

Source: 1952-'53 Consumer Markets



**BUY ALL of IOWA—  
Plus "Iowa Plus"—with**

**WHO**

**Des Moines . . . 50,000 Watts**  
**Col. B. J. Palmer, President**  
**P. A. Loyet, Resident Manager**

# Continuing **BIG** in **RADIO** **NOW STANDOUT SHOW**

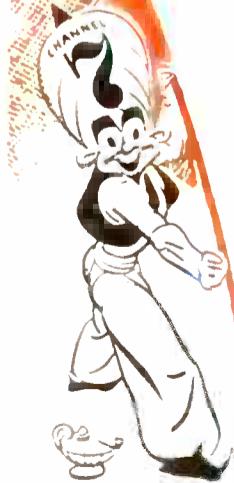
## A SUCCESSFUL LEADER IN RADIO STEPS OUT FRONT IN TV.

KLZ-TV with CBS Television programming and bright, smartly produced local shows will find a solid, responsive audience when it goes on the air November 1st. Westerners who have welcomed the friendliness and showmanship of KLZ into their homes for 32 years will expect...and get...the same high standard of creative programming...the same fine variety of entertainment as a vehicle for advertising commercials...when they turn to...and stay on... Channel 7, KLZ-TV.

## FINEST TELEVISION FACILITIES IN THE DENVER AREA . . .

- 34,000 square feet of floor space.
- 2 large studios, with easy access for cars and trucks, plus outdoor studio area 100' x 100'.
- Studio and field cameras.
- Mobile TV remote unit.
- The latest in film and projection facilities.
- Complete rear screen projection equipment.
- And a staff composed of KLZ people in active training for more than five years, integrated with finest professional television experience available.

Local advertising, promotion, publicity and merchandising  
to exploit top programs.



# FRANSHIP in TV

**KLZ**  
TELEVISION



**ON THE AIR NOVEMBER 1st**

**MAXIMUM POWER  
APPROVED...  
316,000 WATTS**

*Top coverage from antenna  
2380 ft. above mile-high Denver.*

# **KLZ-TV**

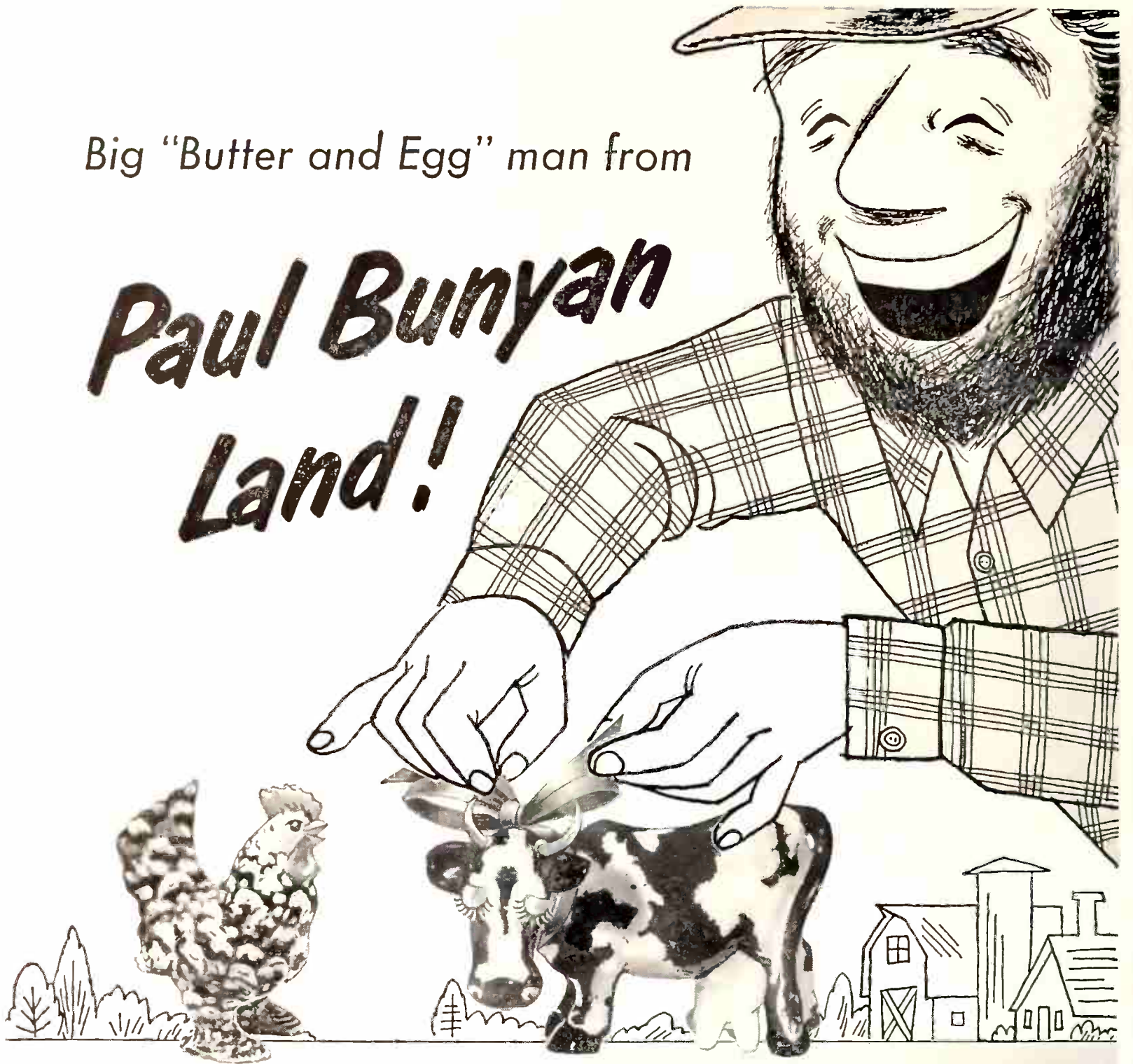
**CHANNEL 7 DENVER**

REPRESENTED BY THE KATZ AGENCY



Big "Butter and Egg" man from

# Paul Bunyan Land!



The Farmer (and his wife) in Paul Bunyan Land sell eggs and chickens each year for over 146 million dollars. They own 1½ million dairy cows—more than you'd find in New York State.

Combine these figures with wages of the big cities! Paul Bunyan Land has high income, a million radio homes and a half million TV sets. They are tuned to WCCO more than any other station.

The One Station Buy in a land of Giant Earnings

MINNEAPOLIS

# WCCO

SAINT PAUL

## CBS

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

(Radio Spot Sales)

(Free and Peters)

### **11 most important facts SPONSOR uncovered in media survey**

1. Firm's president helps choose media only fifth of time.
2. Market and how best to reach it is most important single factor in choosing media for most admen.
3. Half of advertisers depend on agency for media data.
4. Few advertisers are satisfied with media data sources.
5. Most advertisers think of print media before air media in planning new campaign.
6. TV has affected media-use pattern of 5 out of 10 advertisers. Most cut other media, especially radio.
7. Only one of five advertisers tested different media in different cities. TV won more often than other media.
8. Despite #7, most advertisers are sure they know which media combination is best for their product.
9. But fewer than one in five has established a correlation between sales and advertising medium or media used.
10. Advertisers use two different systems for determining print and air advertising costs. This penalizes air media.
11. Product rather than adman's background seems to have more effect on which media he uses.

# How 72 advertisers evaluate media

**Part 9 of SPONSOR's 19-part All-Media Evaluation Study reveals the first results of 3,000-questionnaire survey of major advertisers and agencies**

*by Ray Lapica*

**S**PONSOR mailed 3,000 questionnaires to 2,000 advertisers and agencies earlier this year to find out how they evaluate media.

The 20-question inquiry went to 1,000 leading advertisers and 1,000 agencies last February, March and

April. One follow-up mailing went to the 500 top names in each list.

Among the advertisers, 72 of them spending well over \$137 million a year in all media returned questionnaires that could be tabulated.

The questionnaire was pre-tested and

revised before mailing. Personal interviews in Chicago, Cleveland, White Sulphur Springs, West Va., and Hot Springs, Va., as well as in New York, were used to obtain additional data and check on those not responding. Results were quite similar.

#### **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  
**Arlyn E. Cole** — pres., Mac Wilkins, Cole & Weber, Portland, Ore.  
**Dr. Ernest Dichter** — pres., Inst. for Research in Mass Motivations  
**Stephens Dietz** — v.p., Hewitt, Ogilvy, Benson & Mather, New York  
**Ben R. Donaldson** — ad & sales promotion director, Ford, Dearborn

**Marion Harper Jr.** — president, McCann-Erickson, Inc., New York  
**Ralph H. Harrington** — ad mgr., Gen. Tire & Rubber Co., Akron  
**Morris L. Hite** — president, Tracy-Loche Co., Dallas  
**J. Ward Maurer** — ad director, Wildroot Co., Buffalo  
**Raymond R. Morgan** — pres., Raymond R. Morgan Co., Hollywood  
**Henry Schachte** — ad director, Borden Co., New York

**Three-month SPONSOR survey reveals media selection is usually based on habit rather than careful testing**

This article gives the results of the 72 questionnaires returned by advertisers spending over \$137 million a year in all media. The next article will tabulate the responses of the 90-some agencies which replied.

Included in this portion are the tabulated answers of such multi-million advertisers as Ford, Block Drug, Borden, National Biscuit, Ralston Purina, General Tire & Rubber, Firestone, Kraft, Wrigley, U.S. Rubber, American Chicle, Libby, McNeill & Libby and others. Of the 70 who listed media, 54 or 77.1% used radio during the past year, 47 or 67.1% used TV.

The names were selected on the quota basis from the *Standard Advertising Register*. Only criterion was that the corporation chosen had to be listed as using more than one medium.

Here in brief are highlights of what

SPONSOR learned from its questionnaire survey of the nation's top advertisers:

1. The corporation president helps determine the choice of media in only 20.8% of the cases. The ad manager helps decide 90.3% of the time.

2. Most important factor in choosing media for 81.9% of the advertisers (59 of 72) is the market and how best to reach it (or "who buys and how to reach"). One advertiser mentioned "editorial support" as a factor.

3. Asked what they want to know about a medium before starting on a campaign, 64 advertisers or 88.9% checked "How well does it cover the market?" Sixty or 83.3% checked a similar question, "Does it reach the buyers of my product?"

4. Most important source of media data for most advertisers (38 or 52.8%) is agency media department.

5. Of the measurement and research services used, Nielsen for radio and TV and Starch for print received the most mentions.

6. What's wrong with the information sources available to advertisers in their work? Most answers fell in the category of "contradictory," "unreliable," "promotional rather than objective."

7. Thirty-three of 68 respondents or 45.8% think of magazines first in planning a campaign; 31 or 45% think of newspapers; 21 or 30.2% listed radio, and 20 or 29.4% put down TV as among the first media considered. (Answers exceed 68 or 100% because some listed more than one medium as "think of first.")

8. The respondents collectively use most media, 61 or 87% mentioning magazines and newspapers, 54 or 77% listing radio, 51 or 72.9%, business papers, and 47 or 67%, TV.

9. Thirty-seven of the 61 answering or 60.7% said TV had affected their media-use pattern: 24 or nearly 40%

**Here are the 16 questions and answers based on 72 questionnaires returned**

**1. Who determines the medium or combination of media to be used in a campaign?**

ADVERTISER		
EXECUTIVE	NUMBER*	PERCENTAGE†
Ad manager	65	90.3
Sales manager	25	34.7
President	15	20.8
Regional or district sales manager	5	6.9
Sales staff	4	5.6
Board of directors	3	4.2
Other‡	14	19.4
AGENCY		
Account executive	38	88.1§
Media director	31	72.1
Plans board	9	20.9
Research director	5	11.6
President	4	9.3

\*Total exceeds 72 because of multiple answers. †Based on 72 responses. ‡Includes exec. com., exec. v.p., marketing v.p., research director. §Based on 43 responses.

Ad manager has most to say about choosing media for campaign with president taking part in only 20% of cases. Treasurer, comptroller, public relations manager, product officers and others are among those who help determine media in some cases. Ad manager seldom works alone, as agency part of chart shows. At agency he depends mostly on account executive and media director, but plans board, research director and president often help select media to be used.

**2. What influences the choice of medium or combination of media for a campaign?**

MEDIA INFLUENCES		
FACTOR	NUMBER	PERCENTAGE
Market (who buys) and how best to reach*	59	81.9
Goals of campaign	31	43.1
Amount of appropriation	14	19.4
Type & cost of product	9	12.5
Experience with medium	8	11.1
Cost of medium per M	7	9.7
Type of copy used	5	6.9
Merchandising & program or editorial promotion by medium	5	6.9
Prestige of medium	3	4.2
Experience stories in trade press	2	2.8
Recommendations of dealers, others	1	1.4
Experiment (test)	1	1.4

\*Two separate answers on questionnaire ("Who buys and how to reach" and "Market and how best to reach") were combined in tabulation because they mean about same.

These answers were for first choice only. Each influence was rated in various order of importance (from second to fourteenth position) by some advertisers. Fourteen choices were offered in all. No adman checked off "time and space salesman's talks" as of prime importance, but 13 listed this factor in fourth to ninth position. One adman told SPONSOR: "All these factors are considered and influence our choice of media. But after a while we do it instinctively, by habit."

### 3. What do you want to know about a medium before starting a campaign?

#### Data Wanted

FACTORS	NUMBER	PERCENTAGE*
HOW WELL DOES IT COVER THE MARKET? . . . . .	64	88.9
DOES IT REACH THE BUYERS OF MY PRODUCT? . . . . .	60	83.3
HOW EXPENSIVE IS IT? . . . . .	49	68.1
HOW DOES IT RATE IN A PARTICULAR MARKET AGAINST OTHER MEDIA? . . . . .	39	54.2
ANY RESEARCH AVAILABLE (OR WHERE DO I GET MY FACTS ABOUT THE MEDIUM)? . . . . .	35	48.6
WILL I NEED OTHER MEDIA TO COMPLETE THE COVERAGE? . . . . .	34	47.2
WHAT MERCHANDISING OR PRODUCT COOPERATION WILL I GET FROM THE MEDIUM? . . . . .	29	40.3
WHAT IS THE MEDIUM'S PRESTIGE OR QUALITY? . . . . .	27	37.5
WHICH OF MY COMPETITORS IS USING IT NOW? HOW MUCH? . . . . .	25	34.7
CAN I SATURATE THE MARKET QUICKLY? . . . . .	17	23.6
IF MY PRODUCT IS NEW, HAS THIS PARTICULAR MEDIUM EVER BEEN USED TO SELL A SIMILAR PRODUCT? . . . . .	8	11.1
OTHER† . . . . .	2	2.8

\*Based on 72 respondents. †Listed by advertisers: "Does it sell goods?" (1); "Proof of audience or readership" (1)

This chart shows advertisers want to know everything they can about a medium before they buy. The 13 points cited should be of especial interest to media representatives anxious to sell an advertiser. In

view of the opposition of many stations to merchandising, note that 40.3% of the advertisers who answered mentioned merchandising or product cooperation as important factors in choosing a medium.

said it had had no effect. In the first group most said they had cut other media, especially radio.

10. Most advertisers (46 of 59 answering or 78%) say they test or judge effectiveness via sales results, among some seven methods listed.

11. Only 15 or 20.8% had tested different media in different cities. Results? Six said they couldn't tell; five said TV came out on top; two said the results were even (once when newspapers and TV were opposed); one said radio won, and one said newspapers won against radio.

12. Advertisers are perfectly willing to put down what medium or combination they have found best for their products, as follows: Seven mentioned one medium (TV was cited most often); 20 listed a two-media combination (radio and TV, newspapers and radio, and magazines and newspapers received the most mentions); nine found a three-media combination best (radio, newspapers and magazines received two mentions, all other combinations one each); nine advertisers listed four media as most effective for

them (newspapers, magazines, direct mail and business papers were cited most often—by industrial or distillery corporations). Others depend on as many as nine media. Conclusion: The more media the advertiser uses the more often radio and TV will be on his list.

13. Only 13 of 54 advertisers or 24.1% said they had established a correlation between sales and advertising media used. The rest said "in part," found no correlation or didn't answer.

14. Only a small percentage of advertisers use Starch, Gallup or other readership ratings to determine cost-per-1,000 readers of ads, but most use air rating services to measure cost-per-1,000 listeners or viewers. This penalizes air media if comparisons are made. (More detailed explanation will be given later.)

15. There seems to be only a slight correlation between a man's back-

ground before he got into advertising and the media he buys. Product seems to be the determining factor. Some ex-newspapermen use air media heavily; at least one ex-radio man buys magazines and newspapers almost exclusively.

Before the detailed results are given, a word of caution is necessary: These results are indicative only. They contain no specific rules for using media; neither do they provide any answers on how best to use them. Instead they show what 72 advertisers spending over \$137 million a year think of media, how they choose them, and how they test them. In a field as broad as media evaluation there is plenty of margin for error—room for a variety of opinion. These results are offered as only signposts to help guide you, if you wish, along the road to better evaluation of media.

Results of 12 of the questions are tabulated on pages 28-31. The other six follow. (Questions are not in the same order as they appeared in the questionnaire. Of 20 questions asked, answers to two could not be tabulated

**NEXT ISSUE:** "How 94 agencies evaluate media." Second part of SPONSOR'S 3,000-questionnaire survey of United States admen

and two were combined with two others so only 16 questions and answers are given in this article. For complete text of questionnaire see SPONSOR, 9 February 1953, pages 87-89.)

**11. Which of the following research and measurement services do you use?**

**SERVICES USED**  
Radio & TV  
(31 of 72 answered)

Service	Number	Percent*
NIELSEN	24	70.6
HOOPER	11	32.4
PULSE	11	32.4
VIDEODEX	9	26.5
AMERICAN RESEARCH BUREAU	7	20.6
TRENDEX	6	17.6
ADVERTISER'S AGENCY	6	17.6
CONLAN	4	11.8
STANDARD AUDIT & MEASUREMENT SERVICES	2	5.9
MARKET RESEARCH CORP.†	1	2.9
NO ANSWER	38	....

\*Based on 31 respondents †Written in by advertiser.

**Print Media**  
(33 of 72 answered)

Service	Number	Percent*
STARCH READERSHIP STUDIES	22	66.7
ADVERTISING RESEARCH FOUNDATION READERSHIP STUDIES	10	30.3
READEX	7	21.2
IMPACT STUDIES OF GALLUP & ROBINSON	6	18.2
OTHER†	4	12.1

\*Based on 33 respondents. †Own research (1), agency (1), "other" not listed (1).

The above is not a popularity poll and is not to be used as such. It merely shows some of the services advertisers use in evaluating media. One questionnaire was sent to each advertiser, so large and small firms are given equal weight. Additionally some advertisers use these services through their agencies. The above does not show which actually buy the services direct and which use the agency copy.

**12. What's wrong with the information sources available to you in your work?**

**CRITICISM OF DATA**

(31 of 72 responding)

Criticism	Number	Percent*
INCOMPLETE	13	41.9
INACCURATE	12	38.7
NOT COMPARABLE	3	9.7
DATED	3	9.7
COST TOO MUCH	1	3.2
NO COMMENT	11	....

\*Based on 31 respondents.

Under "incomplete," such criticisms were listed as sample not broad enough, inadequate breakdown of readership or audience, not factual and specific enough, inadequate coverage

(Please turn to page 100)

# Advertisers list media they found

## 4. What medium or media combination have you found most effective in selling your products?

MOST EFFECTIVE MEDIA (54 of 72 responded)

I MEDIUM	NUMBER	PRODUCT	REASON
TV	3	Gum, jewelry, cleanser	"Sight, sound,
Magazines	1	Industrial, sports goods	"Nat'l coverage penetratio
Newspapers	1	Not listed	"Known circula
Business papers	1	Bldg materials	"Specialized m
Direct mail	1	Industrial, farm feeds	"Can use coup
Radio	0		
2 MEDIA	NUMBER	PRODUCT	REASON
Radio, TV	3	Drugs, food, tobacco	"Get best res
Radio, newspapers	3	Razors, banks, soft drinks	"Intense local
Mags, newspapers	3	Transp, industrl goods, men's wear	"Color, dealer
Mags, Sunday sup	2	Pipes, canned food	"Color, low co
Mags, bus papers	2	Planes, bldg matls, glass	"High readerst
Dir mail, bus papers	2	Med, chems, appliances	"Rifle-shot me
Radio, farm mags	1	Commercial feeds	"Continuity, ser
TV, mags	1	Drugs & drug products	"Sales"
Mags, dir mail	1	Office equipment	"Reach busines
Newspapers, outdoor	1	Fresh fruit	"Saturation che
Bus papers, exp pubs	1	Industrl products	"Nature of pro
3 MEDIA	NUMBER	PRODUCT	REASON
Radio, newsp, mags	2	Resort, phonographs	"Heavy impar
Radio, TV, outdr	1	Confections	"Reach masse
Radio, TV, newsp	1	Rubber goods	"Action medic
Radio, TV, mags	1	Major appliances	"Saturation c
TV, mags, bus papers	1	Notions, jewelry	"Prestige of T
TV, mags, newsp	1	Watches	"Covers our
Newsp, mags, Sun sup	1	Sewing machines	"They work"
Dir mail, bus papers, exp pubs	1	Bakery flours	"Specialized r
4 MEDIA	NUMBER	PRODUCT	REASON
Newsp, mags, dir mail, bus papers	3	Motion pic, industrl eqpmnt, distilleries	"Specialty" "air"
Radio, TV, mags, newsp	1	Drugs	"Need time to
Radio, TV, mags, Sun sup	1	Cleaning products	"Sales results"
Radio, TV, newsp, Sun sup	1	Drugs	"TV's personal manship"
Radio, TV, newsp, outdr	1	Petroleum products	"Hit most pec cheapest"
Radio, mags, newsp, bus prs	1	Steel	"Reach our bu
Radio, mags, dir mail, bus prs	1	Animal, poultry feeds	"Reach farm, aud"
5 MEDIA	NUMBER	PRODUCT	REASON
Radio, TV, newsp, mags, outdr	1	Petroleum products	"Economic ma age"
Radio, TV, newsp, Sun sup, mags	1	Life insurance	"Parallels sales distrib"
TV, newsp, mags, bus papers, Sun sup	1	Paper products	"Results"
6 MEDIA	NUMBER	PRODUCT	REASON
Radio, TV, newsp, outdr, dir mail, wkly papers	1	Petroleum products	"Best covers te
Radio, TV, newsp, mags, Sun sup, comics	1	Drugs & cosmetics	"Faith"
7 MEDIA	NUMBER	PRODUCT	REASON
Radio, TV, newsp, mags, dir mail, bus papers, Sun sup	1	Fashion accessories	"Best national age"
TV, newsp, mags, dir mail, outdr, bus papers, transit	1	Bank	"Effect checked vey"
8 MEDIA	NUMBER	PRODUCT	REASON
Radio, TV, newsp, mags, outdr, dir mail, Sun sup, comics	1	Automotive	"Tell well-round story"
9 MEDIA	NUMBER	PRODUCT	REASON
Radio, TV, newsp, dir mail, mags, bus prs, wkly prs, exp pubs, forgn lang	1	Tires, auto supplies	"Reach mass au

Total media and combinations: 40. Listed by 54 advertisers

Chart above reveals this important fact: Only 7 advertisers out of 54, or consider only one medium to be most effective for them. All others cite 2 or up to 9. Moral: It seems to be the combination you use—plus how you use which single medium, that pays the biggest dividends. Note how the 5 drug com and 3 oil firms vary in their answers as to which media are "most effe



# How do they get most data, how TV has changed their media pattern

## Which sources give you the most media data?

(In order of importance in your work.)

### SOURCES FOR MOST MEDIA DATA

(Only those listed for first position were tabulated)

SOURCES	NUMBER*	PERCENT*
MEDIA DEPARTMENT	38	52.8
EXPERIENCE WITH MEDIA	26	36.1
AGENTS	11	19.1
STATEMENTS	13	18.1
RECORDS, PIB DATA	9	12.5
SPACE REPS	8	11.1
OTHER COVERAGE REPORTS	6	8.3
MEASUREMENT SERVICES (RATINGS)	6	8.3
RESEARCH FOUNDATION READER-STUDIES	4	5.6
ADVERTISER (PUBLICATION)	3	4.2
MAIL PROMOTION	3	4.2
TRADE PRESS	1	1.1

\*Total exceeds 72 because of multiple answers. †Based on 72 respondents.

Most agencies have a media department and his own experience with media is his main source of information, but he does use all standard information sources. Among these is Starch, whose studies were checked as useful but drew no first places.

## Which medium is first choice for campaign?

FIRST MEDIUM CHOICE (68 of 72 answered)

MEDIUM	NUMBER	PERCENT*
TV	33	48.5
NEWSPAPERS	31	45.6
RADIO	21	30.9
NEWSPAPERS	20	29.1
FOR	19	27.9
OR	13	19.1
SUPPLEMENTS	6	8.8
PUBLICATIONS	6	8.8
NEWSPAPERS	5	7.3
MAIL	5	7.3
	2	2.9
	2	2.9
LANGUAGE PRESS	2	2.9
OF PURCHASE	1	1.5
OTHER	1	1.5

\*Based on 68 respondents.

Advertisers listed more than one medium. Nearly all consumer firms cited 4 main media. Industrials lowered air average.

## Is TV affected your media use pattern?

### EFFECT OF TV

YES	NO
37	21
51.1	33.3
NUMBER	PERCENT

(NO ANSWER—11; PERCENT—15.3)

Explained by those answering "yes" (28 of 37 gave explanation):

EXPLANATION	NUMBER	PERCENT†
OTHER MEDIA, INCLUDING RADIO*	15	53.6
REPLACED OR CUT USE OF RADIO	6	21.1
EXPANDED BUDGET TO ACCOMMODATE*	5	17.9
FIRST, FILL IN WITH RADIO AND PRINT	1	3.6
TEST FOR DEMONSTRATION MERCHANDISE	1	3.6

\*Cases firm cut other media and expanded budget †Based on 28 explanations.

## 8. How do you test media effectiveness?

MEDIA TESTS (59 of 72 responding)

TESTING METHOD	NUMBER*	PERCENT†
SALES RESULTS	16	78.0
TEST MARKETS	27	45.8
COUPONS	25	42.1
RATING SERVICES	16	27.1
USE DIFFERENT MEDIA IN DIFFERENT CITIES	11	18.6
SURVEYS	4	6.8
PUBLIC RESPONSE	1	1.7
DON'T TEST OR NO ANSWER	13	22.0

\*Includes multiple answers. †Based on 59 respondents.

Personal interviewing disclosed that the above question and some of the answers were slightly ambiguous because of 2 factors: (1) some advertisers considered "checking" on advertising effectiveness and "testing" individual media to mean the same; (2) there's no way of telling from the above whether the advertiser was testing product, market, copy or media, except for the fifth method: "Use different media in different cities." Nevertheless the tabulation is of some use: It shows that the overwhelming majority of the advertisers answering are vitally concerned with media testing, that most depend on sales results as the ultimate test. One advertiser wrote: "I wish we could find a sure-fire test. But it isn't possible at present."

## 9. If you used different media in different cities (newspaper in one town, radio station in second, TV in third), what was the result?

RESULTS OF MEDIA TESTS (15 of 72 answered)

RESULTS	NUMBER	PERCENT*
COULDN'T TELL	6	40.0
TV WON	5	33.3
MEDIA CAME OUT EVEN	2	13.3
RADIO WON	1	6.7
NEWSPAPERS WON OVER RADIO	1	6.7

\*Based on 15 respondents.

Testing media in different cities is hard, expensive. Above shows why it's not done very often. Some sample comments: \$5 million drug advertiser: "Newspapers vs. radio showed newspapers better. Newspapers and TV vs. newspapers showed TV addition better." \$2 million confectionery advertiser: "Radio scored 1, TV 2, newspaper 3." \$1.5 million drug advertiser: "Tested newspapers vs. TV in 2 cities and TV results were over 100% greater." A bigger drug firm: "About even." \$9 million food advertiser: "TV most effective." Another major food firm: "No worthwhile indication." Watch company: "Good results from both TV and newspapers. It's impossible to make exact comparisons."

## 10. Have you ever established a correlation between sales and advertising media used?

SALES-MEDIA CORRELATION

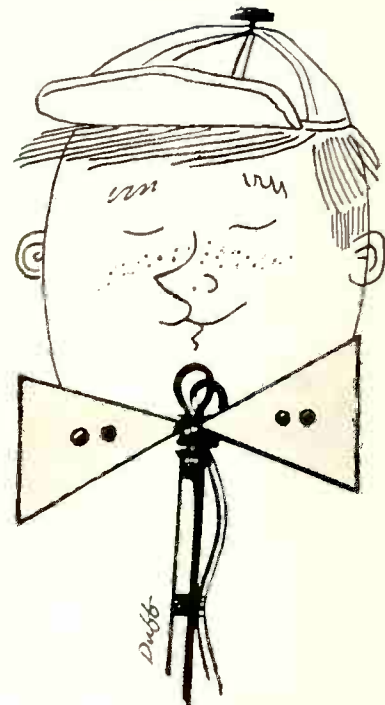
ANSWER	NUMBER	PERCENT*
YES	13	21.1
IN PART	18	33.3
NO	23	42.6
NO ANSWER	18	21.1

\*Based on 51 respondents.

Results of this key question were disappointing. Answers seemingly contradict those to Question 4 as to which media combination the advertiser has found most effective in selling his products. Interviewees indicated most advertisers felt they know in general which combination sells best for them but are hazy about specific media. Above indicates far more work needs to be done in testing individual media.

(Chart 11 starts page 30)

# UHF: one year later



**Battling prejudice and technical bugs, UHF operators have put more than 55 stations on air, can reach close to 1.5 million homes**

*by Alfred J. Jaffe*

Commercial UHF television saw the light of day a year ago this month.

Since last September, UHF station operators have hacked through a jungle of prejudices about the technical abilities of UHF.

They have cleared land and put 55 stations on the air (up to the middle of last month), with the total expected to be more than 100 by the end of '53.

Together with set manufacturers, they have built up a full head of steam in promoting UHF conversions and UHF set sales. While no one knows exactly how many UHF homes are in the U. S., rough estimates put the total at nearly 1.5 million through June

1953, with a possible total of nearly 4 million by the end of the year.

What is most important, UHF station operators have convinced advertisers and agencies that UHF is television—nothing more, nothing less. UHF is now beginning to put itself in the position of any substantial ad medium: ready to stand or fall on the strength of its circulation.

In one sense, UHF's progress since its commercial birth has been no small accomplishment. No birth and infancy have ever undergone such pitiless publicity. No baby has ever been peered at, poked at, examined and watched like UHF TV.

It was almost unfair. After all, any new business has problems in getting established: It was not UHF's fault that VHF got there first. Any new technology is bound to have its bugs: It was not UHF's fault that the electronics industry could not produce a 1,000,000 watt transmitter (the maximum power permitted UHF by the FCC) without any difficulty.

It was almost as if the advertising industry, up to its neck in an era of fantastically rapid changes in consumer tastes, had forgotten the early troubles of VHF.

Regarding VHF's early days, one UHF man, Howard H. Wolfe, manager

Test of how top network programming can induce conversions is going on in Norfolk, where NBC's UHF affiliate WVEC-TV is promoting its name programs. Below, left, a store placard distributed by station

Where outside VHF signals are offering competition, UHFers build circulation with live programming of local interest. Below, right, WWLP, Springfield, presents air force officer from nearby field

## BEAT THE RUSH!

**JIMMY DURANTE** says:

get your TV set converted to see me  
this fall on

CHANNEL 15 **WVEC-TV**





Consumer has choice of converters. They include all-UHF-channel type, left; single-channel type, center, and strip. There is some question whether strip will provide strong enough signal in UHF

fringe area. Early fears that UHF signal could not travel an appreciable distance have been put to rest. At right, WGLV, Easton, signal received at Empire State Building 70 miles away

of WKNN, Saginaw, Mich., told SPONSOR recently:

"We can remember when VHF first came to our state. It was some 12 to 14 months before anyone would buy a television set to pick up the fringe signal. Today, some three years later, that same fringe signal is available. . . . Yet, there are thousands of television sets in our area.

"The answer is that the manufacturer built a better TV set and a better antenna and the service man learned how to handle VHF. But it took a couple of years. In the three months we have been on the air, sets have sold at a much more rapid pace compared

with the VHF pace, the service man has learned to handle UHF, and the manufacturer of transmitting equipment also has learned more."

What is there about UHF that has caused the distinction between it and VHF? It is basically nothing more than another portion of the broadcast band. This portion covers Channels 14 to 83 and they are called ultra high frequency because more waves are transmitted each second; that is, they are more frequent. Since UHF waves are shorter they cannot get around obstructions as easily as VHF waves but the FCC has allotted UHF stations more power to get their signal around

these obstructions.

While there is a sizable gap between VHF Channel 13 and UHF Channel 14, there is also a sizable gap between VHF Channels 6 and 7. The frequency of UHF Channel 14 is a little more than double the frequency of VHF Channel 13 but the frequency of Channel 7 is just about double the frequency of Channel 6.

This comparison is not completely apt since practically all of VHF's engineering bugs have been eliminated while engineers are still working on some UHF bugs. And VHF never had to bother its head about converters, (Please turn to page 103)

As shown below, left, more UHF than VHF stations have come on the air since the freeze. UHF totals are expected to pass VHF totals (including pre-freeze stations) during 1954. Chart at

right, below, shows UHF set growth in WSBT-TV area. Figures were gathered from dealers, distributors by station. The sharp rise followed by leveling off is typical of many UHF markets

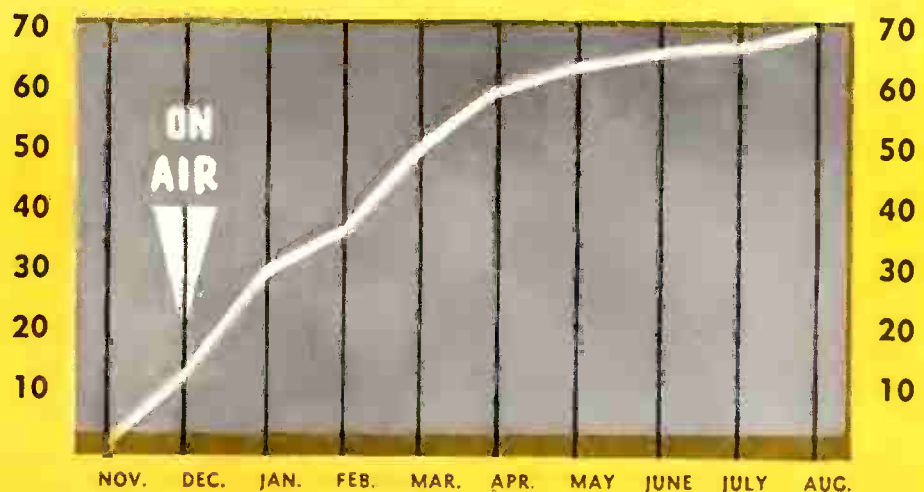
**Number of new UHF and VHF commercial stations in U. S.**

PERIOD	UHF	VHF
JULY '52	..	1
AUGUST	..	..
SEPTEMBER	1	..
OCTOBER	..	1
NOVEMBER	..	2
DECEMBER	1	4
JANUARY	3	4
FEBRUARY	3	3
MARCH	3	11
APRIL	10	2
MAY	9	6
JUNE	7	4
JULY	8	8
AUGUST*	7	6
<b>TOTAL</b>	<b>55</b>	<b>52</b>

\*Up to 17 Aug. 1953. Source: NBC.

(000) UHF SETS

**UHF set growth in South Bend**

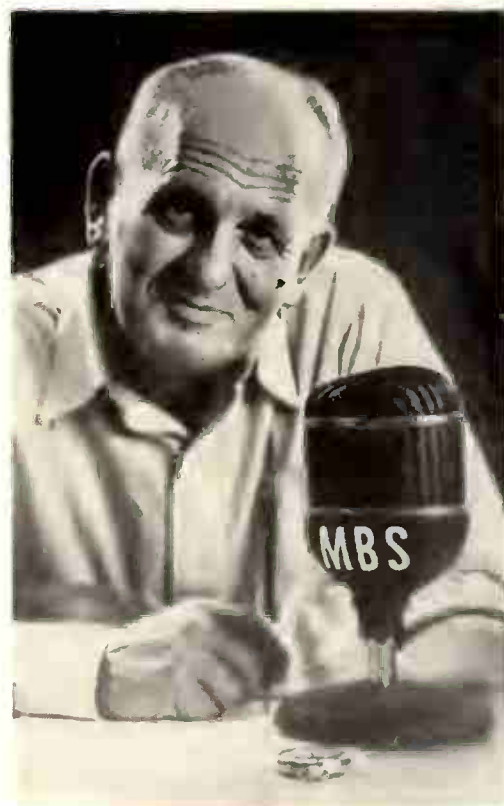


# Block Drug rediscovers radio

Repeating the news formula again, it signed for 360-station Mutual lineup with Gabriel Heatter. Now Block wants another net show: radio to get \$1 million in '53.

Block added Nelson Churchill's newscasts on Yankee Net for other products whose sales spurted.

In January '53 Block Drug bought Cecil Brown (news), Don Lee net. Product sales rose 300%.



## Regional radio newscast successes spurred Block's re-entry into network radio this year after soaring TV costs forced 12-month hiatus

**B**lock Drug, currently a \$5.5 million advertiser, has executed two about-faces in its attitude toward radio in the past three years. In 1950 the major share of the firm's budget was expended for sponsorship of the *Burns and Allen Show* on CBS Radio. A year later network radio got less than \$550,000; in 1952 network radio got a flat zero, spot radio about \$500,000.

And although TV will account for two-thirds of Block's \$3.3 million air budget this year, radio billings will run over \$1 million. In addition to sponsoring two regional radio news shows and coast-to-coast coverage of Gabriel Heatter on MBS, Block is now shopping around for another network

radio show for the fall. (It has just bought its second network TV show.)

Why is Block's Advertising Director George Abrams sold on radio? Here are the five reasons he gave SPONSOR:

"1. *Low cost.* In every measurement we've made of the ratio of advertising costs to sales, radio has been the most economical medium.

"2. *Resultfulness.* Radio has almost always proved its ability to move goods for us. And in the few instances it didn't, we blamed our commercials, not the medium.

"3. *Part of over-all strategy.* We use TV and newspaper supplements to get good coverage in the big cities, but radio, in addition to covering the

metropolitan areas, hits the smaller cities which are good markets for Ammident and our other products.

"4. *Speed of action.* We have found that we can see the results of radio advertising within a month. Other media take longer.

"5. *Merchandising tie-ins.* We get maximum promotional tie-in value out of our featured personalities such as Gabriel Heatter, Cecil Brown and Nelson Churchill. We promote them strongly to consumers and retailers."

And Abrams' reasoning is based on some of the most comprehensive media testing in the drug field. His slogan ("Test, test, test; then ride, ride, ride") is not taken lightly. Before

Block and its agency for Amm-i-dent, Cecil & Presbrey, bought the *Burns and Allen Show*, radio had been tested in a large number of markets for other Block products and for Amm-i-dent.

Because Amm-i-dent had a somewhat complicated story to tell about its ability to reduce tooth decay, brief announcements weren't even considered. Known personalities on homemaker programs were used because of their high degree of believability and their local following. Margery Mills (New England Regional Network), Agnes Clark (WJR, Detroit's *Mrs. Page*), Margaret Arlen (WCBS, New York), and Mary Margaret McBride (then WNBC, New York) "helped get listeners excited about the new way to reduce tooth decay," according to a previous story in SPONSOR ("Amm-i-dent sets the pace," 10 October 1949).

By June 1950 Amm-i-dent was chugging along at a merry pace and George Abrams decided that a change of strategy was in order. At that time he told SPONSOR, "We're going to test a nighttime TV mystery show and switch to daytime radio. These decisions are based on the downward trend in evening AM radio listening, the upward trend in evening television viewing and the stability and increasing importance of daytime radio."

To back up this reasoning the firm bought *Quick as a Flash*, Tuesdays and Thursdays, at 11:30-11:55 a.m., ABC Radio at the same time it sched-



**George J. Abrams, advertising director, Block Drug Co., Inc.**

*Only in his mid-thirties, George Abrams will oversee the spending of an advertising budget of \$5.5 million this year. A newspaper reporter at 16, he got his advertising training with National Biscuit Co. and Whitehall Pharmaceutical, learned market research with the Eversharp Co. Abrams now teaches advertising at N.Y.U., is chairman of the drugs and toiletries committee of the A.N.A. His new home in Summit, N. J., keeps him too busy these days to play once-favorite sport, golf.*

uled *Danger* for Tuesday nights on CBS TV. Outlay: About \$14,000 a week for TV, \$13,000 weekly for network radio, plus spot radio tests in six cities. Air expenditures for 1950 broke down about like this: Network radio, \$750,000; network TV, \$195,000; spot radio \$100,000.

After 39 weeks of *Quick as a Flash*, Block decided to test a moppet show in order to take advantage of maximum 52-week discounts. During the summer of 1951 the firm sponsored *No School Today* Saturday mornings on ABC Radio.

The first of Block's regional radio efforts was the use of newscaster El-

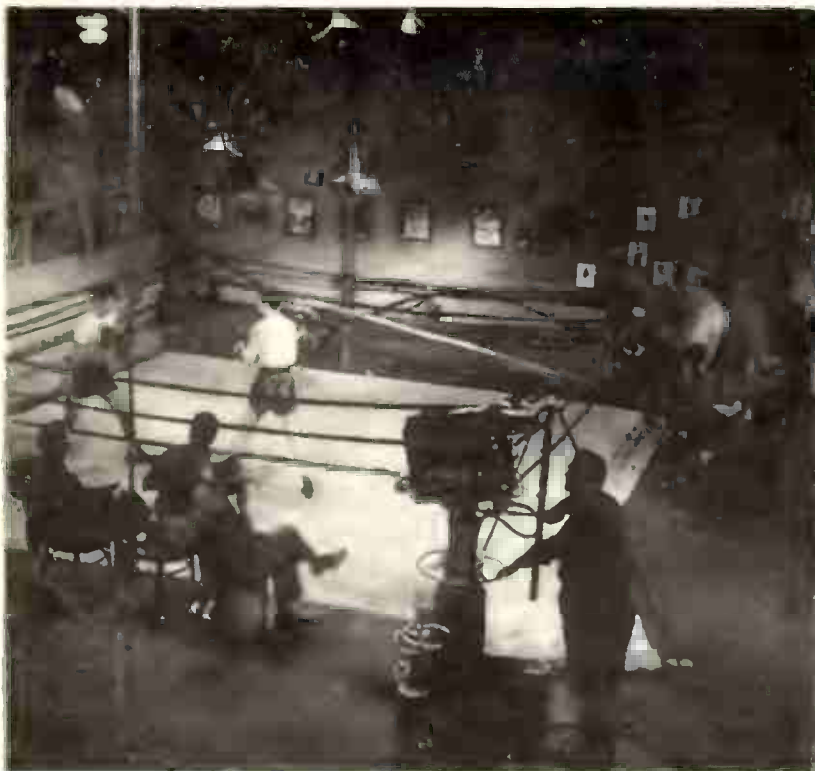
mer Peterson on the Western NBC net, Saturdays, 5:45-6:00 p.m., for 13 weeks in summer 1951.

Block's 1951 air outlay was spread out like this: network radio, \$536,000; network TV, \$1,310,000; spot radio, (Please turn to page 96)

*This we fight for.* SPONSOR is publishing this article on Block Drug's "rediscovery" of radio because it represents one of the things we fight for, as expressed in a SPONSOR editorial 9 February 1953: "We fight to convince the advertiser that radio has a place in the American home which neither television nor any other medium can usurp; that there is a secure place for television as well. . ."

Biggest item in Block's ad budget for past three years has been CBS TV program, "Danger." Now on 55 stations, program costs \$1.6 million

Announcer Dick Stark is Block's star salesman, plugs Amm-i-dent dentifrices via warm, sincere, friendly approach which viewers believe





# How spot won Liqui-Moly national distribution

**Limited-appeal oil supplement was sold in four areas. In less than one year it became mass-produced product with aid of radio, TV**

Spot radio and TV speeded Liqui-Moly's metamorphosis from a limited, specialty lubricant foundation to a mass-distributed product for all car owners.

When Friend, Reiss, McGlone took over the Moly Motor Products account 11 months ago, Liqui-Moly (pronounced lick-wee-molly) was distributed in some four or five markets, used chiefly by sports or racing car enthusiasts. The product had never been promoted nationally.

Today, less than a year later, the firm has distribution throughout the country, has sold over two million cans during the first nine months of the ad campaign. And 1953 sales figures will be well over last year.

Its initial year of advertising will cost Moly Motors approximately \$227,000, SPONSOR estimates, of which 44%, or \$100,000, will go into radio and TV. Radio is currently getting a slightly larger share of the \$100,000 than is television.

The agency was faced with two main problems in building national distribution for Liqui-Moly:

1. Although the product had been in existence for several years, it had never been widely advertised. During the initial months of the drive, therefore, advertising would have to reach the maximum number of people as fast as possible, on a limited budget.

2. Because oil additives are fairly new in the auto lubricant field, car owners as a whole are uninformed about the properties of such products. The major task for advertising to per-

form, therefore, is that of education.

Moly Motor Products President George Seedman; Harold Reiss, agency partner handling the Moly Motor account, and Ed Ratner, radio-TV director, mapped out a campaign to introduce Liqui-Moly on a market-by-market basis.

The basic plan: Radio announcements and newspaper ads were to be used simultaneously to launch the product in a given market. After a few weeks, TV announcements or programs would be used to give additional support to the campaign.

Liqui-Moly's initial radio drive started in October 1952 in four areas (New York, Florida, New England and

Pennsylvania), ran for a four-week period. Approximately 25 one-minute announcements a week were scheduled for each city. At the same time, the product was plugged in newspaper ads.

Television entered the picture simultaneously in the New York area, when the agency purchased adjacencies to World Series baseball games over WPIX. Because the adjacencies were made available only at the last minute, slides were used to demonstrate the product.

"Reaction was so favorable," says Ed Ratner, "that we immediately went into production of film commercials to be used for sports shows, late-night

*(Please turn to page 82)*

Dealer shows are held in every new market preceding an ad campaign as part of merchandising plan. Actors give scientific data and sales tips in skits like the one below



## case history

# Pity the gal timebuyer



SPONSOR'S ANONYMOUS TIMEBUYER WORKS 'ROUND-THE-CLOCK; BUSINESS CRISES PURSUE HER EVEN AT HOME

**This diary of a busy New York timebuyer proves a lot can happen to a girl between 8 a.m. and 8 p.m. on Madison Avenue**

*Anonymous*

I'm called the Lorelei Lee of radio and television.

Now, before Dr. Kinsey decides to revise his recent tabulations, let me explain that I'm a timebuyer. And, while there's no special section in his book devoted to our species, scientific information about timebuyers stacks up just about like this:

*Economically*, we fall into a \$6,000 to \$13,000 range.

*Sociologically*, we're toiling members of J. P. Marquand's middle middle class, working hard to graduate into the upper middle class.

*Romantically*, some of us fall in love and some of us don't, but try to explain the difference to the typical visit-

ing station manager.

*Specifically*, I'm female, blonde and in my late twenties. I have a passion for French perfume, and my ambitions are simple: (1) I'd like to persuade agency and station men that my interests in "time" and "availability" are strictly limited to office hours; (2) I'd like to get some of that graft and kick-back people keep talking about.

My loot in four years as a timebuyer (including Christmas): three lace handkerchiefs, seven assorted bottles of liquor and perfume, one paperweight, one large topaz ring at wholesale price, 36 ash trays with my name printed on them and one stuffed French poodle.

My pet peeves after four years in the business: (1) estimating campaigns for clients who never buy; (2) having to "chisel" to get low rates; (3) being left in the dark by my own agency.

(Please turn to page 74)

## **Here are tips on how to work better with your timebuyer**

Few sponsors know how important the timebuyer is in the success of their ad campaign—or how hard is the timebuyer's lot. To help you understand the timebuyer's problems better, sponsor went to one of New York's busiest timebuyers for this inside report. For a behind-the-scenes peek at how a gal timebuyer spends a typical day, read this page from Miss Anonymous Timebuyer's diary—and treat her accordingly. In brief, whether you're a station manager, a sponsor, or an agencyman, don't consider the timebuyer date bait, don't ask her for or offer her deals on time. Do give her both the information and the reference tools she needs in her work. Treat her as the expert she is—and leave her alone after office hours.

# MERCHANDISING: What

**K&E found 138 stations or 93% of those reporting offer some form**

*by Nat Steen*

Apparently Kenyon & Eckhardt hit a live subject when we decided to survey all radio and television stations in the country to ascertain their merchandising practices.

Our objectives, as defined by Research Director Max Ule and Promotion Director Hal Davis, were the following:

1. Acquaint buyers of air time with the merchandising and promotional services that each radio and television station will supply.

2. Acquaint sellers of air time with what other stations are providing by

way of merchandising and promotion.

3. Summarize for the benefit of all concerned the extent to which stations are supplying merchandising and promotional services.

In May of this year, we mailed questionnaires to about 175 television stations which were either on the air or scheduled to go on by the first of June. Follow-up letters were sent after a four-week interval. Responses were extreme-

|||||  
**merchandising**  
|||||

ly good. About 85% of all stations cooperated.

While we do not, as yet, have the tabulations on radio, we do have the complete "score" on television stations.

Briefly, 138 TV stations told us they had some merchandising and promotion service. Ten had no merchandising. We didn't hear from the other 15% of stations. (See box, page 39.)

Going down the list, it is obvious that many stations do not have the personnel available for the kind of merchandising job advertisers have learned to expect from magazines and

Reviewing results of K&E's Radio and TV Station Merchandising and Promotion Survey are (l to r) author Nat Steen, promotion department; Robert Kibrick, media research director; Hal Davis, v.p. in charge

of promotion; Irving Dunston, account research director. Inset: G. Maxwell Ule, v.p. in charge of research, who planned survey with Davis. Author Steen was with FC&B, Gimbel's before joining K&E 6 years ago





# tations offer

## merchandising or promotion

newspapers. Often the merchandising at a TV station is merely a title given to a harried individual who has to lock the door at night. However, it is obvious that more and more attention is being paid to merchandising as a competitive necessity.

Our questionnaire covered the following points:

**Trade calls:** We asked the stations whether or not they called upon retailers to discuss their clients' advertising campaigns. Also we queried them on whether or not they asked retailers to use client point-of-purchase material. We wanted to know whether or not the stations took counter cards from clients and placed them in retail outlets. And we also asked whether or not they made store checks on distribution and sales of client products. Many of the stations reported success with tie-in advertising.

**Trade mailings:** Over-all, we wanted to know the extent of station mailings on the station's own letterhead; whether letters, jumbo or regular postcards, four-page folded broadsides, bulletins, trade supplements under station name or telegrams were used. Also, we wanted to know the extent of imprinting station name and mailing client-supplied broadsides.

**Advertising support:** We covered newspaper tune-in ads, displays in lobby windows controlled by station, billboards and car cards.

**On-the-air support:** Use of product demonstrations, give-away prizes, mentions on various shows, courtesy tune-in announcements, special programs saluting industries or business leaders and use of taped interviews with personalities plugging client product.

**Other support:** We listed consulta-

tions with local client representatives in helping to solve sales problems and special merchandising plans whereby retail outlets give preferred space to clients' display material.

We found that some stations, such as WBBM-TV in Chicago, advertise in local *TV Guides*. However, most stations confine their main line of merchandising support to the tried and true mailings. This is not a practice unique to television; magazines and newspapers are extremely fond of this retailer approach.

Interesting comments were frequent. Lee Gorman Jr., WABI-TV in Bangor, Me., said, "Our merchandising policy is a simple one. Any account advertis-

ing exclusively with us in the Bangor market receives 5% of their total budget towards merchandising. Once we've decided how many dollars are involved, we then formulate a specific merchandising policy that fits in with the particular account's needs and problems."

William Fay, of WHAM-TV, Rochester, N. Y., reports that the station does not carry a fixed minimum requirement for merchandising aid. However, he reports, "We wouldn't do it for one announcement per week for a few weeks."

Kelley Gaines, of WFMY-TV, Greensboro, N. C., reports that his sta-

*(Please turn to page 70)*

## WHAT K&E LEARNED FROM SURVEY

1. **138 TV stations or 93% of those responding have some merchandising and promotion service. (175 were polled; 10 do no merchandising.)**
2. **Nine out of 10 stations reporting do some trade calls.**
3. **Over 90% do trade mailings.**
4. **Fewer than one out of 10 back up client advertising support, but nine out of 10 have some on-the-air activity.**
5. **Of the same stations, eight out of 10 will help a client sales force with distribution; four out of 10 offer merchandising plans whereby retail outlets give preferred space to client display material.**
6. **Some stations noted they plan to increase their services in this field.**
7. **37% of the stations which do display merchandising for clients require minimum purchase of air time first.**
8. **Fewer than one out of 10 stations report that they charge advertisers for handling display work.**

### SPONSOR's stand on merchandising

This K&E survey shows that virtually all TV stations offer some kind of merchandising and promotion service. SPONSOR's stand on merchandising is this: We're against it if it's used as a price-cutting, rate-deal-making device. We'll be glad to hear from sponsors, stations and other agencies on this subject.



**PRE-SEASON PLANS:** One of the largest football schedules this fall will be National Professional League games on Du Mont sponsored by Westinghouse, Miller Brewing, Atlantic Refining and Carlings. In photo above, executives of Westinghouse's agency meet with Du

Mont staff to discuss commercials, schedules. Left to right: Jack Mitchell, WDTV technical operations; sportscasters Ray Scott and Jim Britt; Lance Lindquist, Ketchum, MacLeod & Grove; Harry Coyle (dir.), Lynn Cleary (sls. svc.), Tom McMahon (sports), all of Du Mont

# Football on the air—1953

**Some \$10 million will be spent by sports sponsors for gridiron coverage this fall. Schedules call for more professional, fewer college games**

The 1953 football rule book—as far as sports sponsors are concerned—was written by lawyers. But a sizable number of advertisers have managed to side-step their way nimbly through this newest set of barriers to carry their contracts right down to the dotted line.

As a result, the football sportscast lineup—1953 style—has changed considerably from what it was a few years ago. For example:

1. There will be plenty of college football broadcasts on radio. But, so far, they will be aired mostly on a sus-

taining or local co-op basis. Big exception: several regional football operations sponsored mostly by leading oil companies (see chart of sponsored football, page 41).

2. Big-time college football on TV is more limited than ever. Only one

## Top-flight sportscasters add appeal to football coverage



**Red Grange**

Famous ex-star will call play-by-play action on ABC TV's schedule of pro football games



**Al Helfer**

Man behind mike of Mutual's "Game of Week" college tilts will have local co-op sponsors



**Mel Allen**

Veteran sportscaster Allen's air beat will cover NCAA games for NBC TV, GM cars



**Red Barber**

CBS "Round-up" show will feature up to 20 games each week with Ole Redhead supervising

major video network NBC TV has a lineup of sponsored college games. Reason: Due to the effect of TV on college football's box office, the National Collegiate Athletic Association has O.K.'d for TV only a 19-game schedule sponsored by General Motors.

3. With most of the big college games denied to TV, the air coverage of professional football is bigger than ever. Video sponsors of the pro version of the gridiron sport include firms like Westinghouse, Miller Brewing, Atlantic Refining, Standard Oil of Indiana and Brewing Corp. of America. Except for blackouts in the home towns of pro teams, coverage is virtually nationwide.

4. Despite all the limitations and coverage restrictions surrounding it, football on the air this fall represents a tremendous advertising investment—one that's larger than ever. At least \$10,000,000 will be spent in time, talent and game rights charges during the coming season for coverage of football in radio and TV, industry officials estimate. And another \$1,000,000 will be spent by big advertisers like Gillette to sponsor the annual post-season bowl games.

That briefly is the fall outlook for sponsored football broadcasts.

Gone apparently are the days when every radio network, including the regional webs, could count on waiting lists of sponsors for its lineup of college football games. Pro football has taken away much of the play.

As an executive of N. W. Ayer, agency for years-long sports sponsor Atlantic Refining, told SPONSOR:

"It's virtually impossible to arrange a schedule of radio *and* TV coverage of a college's football schedule today under the present NCAA rules. Except for a 'blackout' in a pro team's home town or in an area where a pro game is being played, you can make a package arrangement much more easily with professional teams, which have gained rapidly in audience appeal lately. It might be possible to sponsor college football on radio and pro football on TV, but football sponsorship has many problems and it's better to keep it under one roof."

Gone too are the days of the late 1940's and early 1950's when college  
(Please turn to page 94)

## round-up

### Sports sponsors turn to pro teams as new NCAA rulings limit colleges

*Lack of available college games for both radio and TV sports coverage has caused many top advertisers to use bigger-than-ever slates of professional games, as chart below shows. Industry estimates of schedules below, including post-season games and bowl contests amount to whopping \$10,000,000*



SPONSOR	NETWORK	EVENTS
Westinghouse, Miller, Atlantic, Carlings	DU MONT	Various teams of the Natl. Professional Football League through Championship game 27 December. Over 84 stations.
General Motors, with Pontiac and Olds Divisions of GM	NBC TV	NCAA-approved college TV games, 19 Sept.-5 Dec. GM divisions have pre-game, post-game shows. Over 83 stations.
Standard Oil of Indiana	ABC TV	Cosponsorship of home games of Chicago Bears, Cardinals, on eight outlets. Rest of 22-station lineup is co-op.
Tide Water Associated Oil Co., Western Div.	ABC PACIFIC & DON LEE	TV: half-hour film highlight shows on seven stations. Radio: 20 games on two West Coast webs, starting 18 September.
Atlantic Refining	VARIOUS	Regional coverage of eastern pro teams in three mid-Atlantic radio and TV loops. Part of schedule is on Du Mont.
Texas Co.	VARIOUS	Radio coverage of full schedules of five southern college teams on small networks, totaling 16 radio stations in all.
Miller Brewing	SPECIAL	Green Bay Packers games on a network of some 28 Wisconsin and two Minnesota stations, originating at station WEMP.
Local co-operative	NBC RADIO	"College Football Game of the Week," starting 19 September and ending 5 December. Various originating locations in U.S.
Local co-operative	CBS RADIO	"Football Round-up" show, with Red Barber. As many as 20 games will be spotlighted each week-end, five covered direct
Local co-operative	ABC RADIO	Various college football games covered during season, one each week, on full ABC Radio web. Runs 26 Sept.-28 Nov.
Local co-operative	MUTUAL	"Game of the Week" series of college matches, scheduled to start 26 September for 13 weeks. Sportscaster: Al Helfer.



## *Is violence on the air bad for children?*

### YES

*Those attacking crime shows believe they are disturbing to children and one cause of juvenile delinquency. Children are impressionable and tend to emulate what they see and hear. The full diet of violence and murder on the air makes children think it is normal and proper and they may adopt the methods they see on radio and TV. The U. S. Office of Education and many mental health experts feel that crime shows on the air are bad*

### NO

*Defenders of crime shows say they offer healthy outlet for surplus emotions of children. Children have always been exposed to stories of violence—fairy tales, the Bible, Shakespeare contain tales of crime. The popular Western stars actually provide models of moral action that young ones can emulate. Broadcasting codes protect youthful minds against bad impressions by specifying that crime should always be punished in the end*

# Are children's programs harmful?

**Radio and TV's diet of crime and violence is a favorite target of consumer groups. Here are some pros and cons on the issue**

Are the rootin' tootin' cowboys on radio and TV turning children into violence-prone little monsters or neurotics or do they provide a safety valve for the boundless energies of the young?

This question has been batted back and forth frequently of late.

The tender, impressionable minds of children have always been a subject of concern but never so much as in recent years.

Because of the growth of mass communications—especially radio and TV—groups of educators, social scientists and parents have risen to attack the contents and techniques of the mass media. Air programming for children is a favorite target and a common attitude of these groups toward such programming is this:

Much of the program fare for children on the air is either of outright harm to young minds or is just plain dull, unimaginative and/or monotonous.

An example is the recent report on children's programming seen or heard

in Los Angeles. It was put out by the National Association for Better Radio and Television, one of the more vocal of the consumer groups, and represents its third annual report on the subject. Here are some of NAFBRAT's conclusions in the report:

*On radio:* "The decline in the number of fine radio programs for youngsters is of particular concern. Today there is less than half the volume of

## controversy

'excellent' radio programming for children compared to our findings in 1951." It is significant that of all the radio programs rated as "excellent" by NAFBRAT only one was sponsored, while of all the programs rated as "objectionable" only one was unsponsored.

*On TV:* "Probably the most startling fact pointed up by our study is the alarming failure of the film industry

to provide television programs which meet the fundamental standards of acceptability for child audiences." Of the 22 "objectionable" and "most objectionable" programs all but one were primarily film presentations. On the other hand, all but one of the 22 "excellent" and "good" programs were live.

While NAFBRAT listed a number of evaluation standards, it is obvious from its evaluations that the most important reason for turning thumbs down on a program was the use of crime and violence.

Pointing particularly to film presentations, NAFBRAT said:

"We strongly suggest that broadcasters, who have the primary responsibility for the content of programs, acquire courage to reject programs for children which use crime as their basic theme. Reports from the U. S. Office of Education and statements by the overwhelming majority of educators and mental health experts who have expressed views on this subject stress  
(Please turn to page 108)

ratings of children's shows compare with listener group's evaluation

### TELEVISION

PROGRAM	RATING*	EVALUATION
Autry	6.3	Objectionable
Vizard	2.2	Excellent
Hippodrome	2.2	Poor
Fran & Ollie	7.9	Excellent
Parade	2.7	Excellent
Circus	4.8	Excellent
Dong School	2.9	Excellent
Hayes	3.3	Objectionable
Doody	5.2	Fair
Kazootie	2.5	Fair
Patrol	4.0	Objectionable
Bill Hickok	8.5	Objectionable
Long Cassidy	9.7	Objectionable
Man	10.4	Objectionable
Parson	10.7	Objectionable

### RADIO

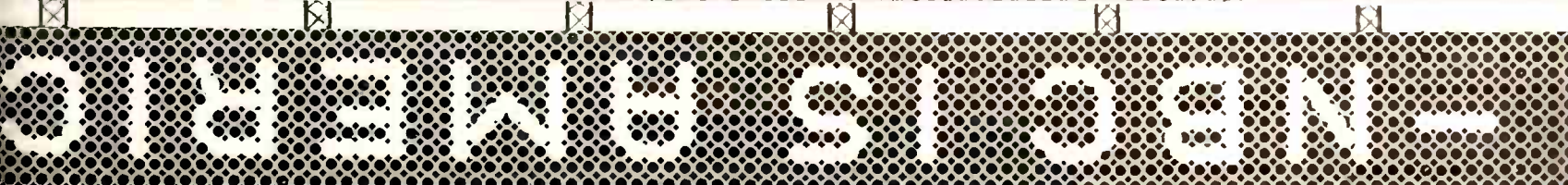
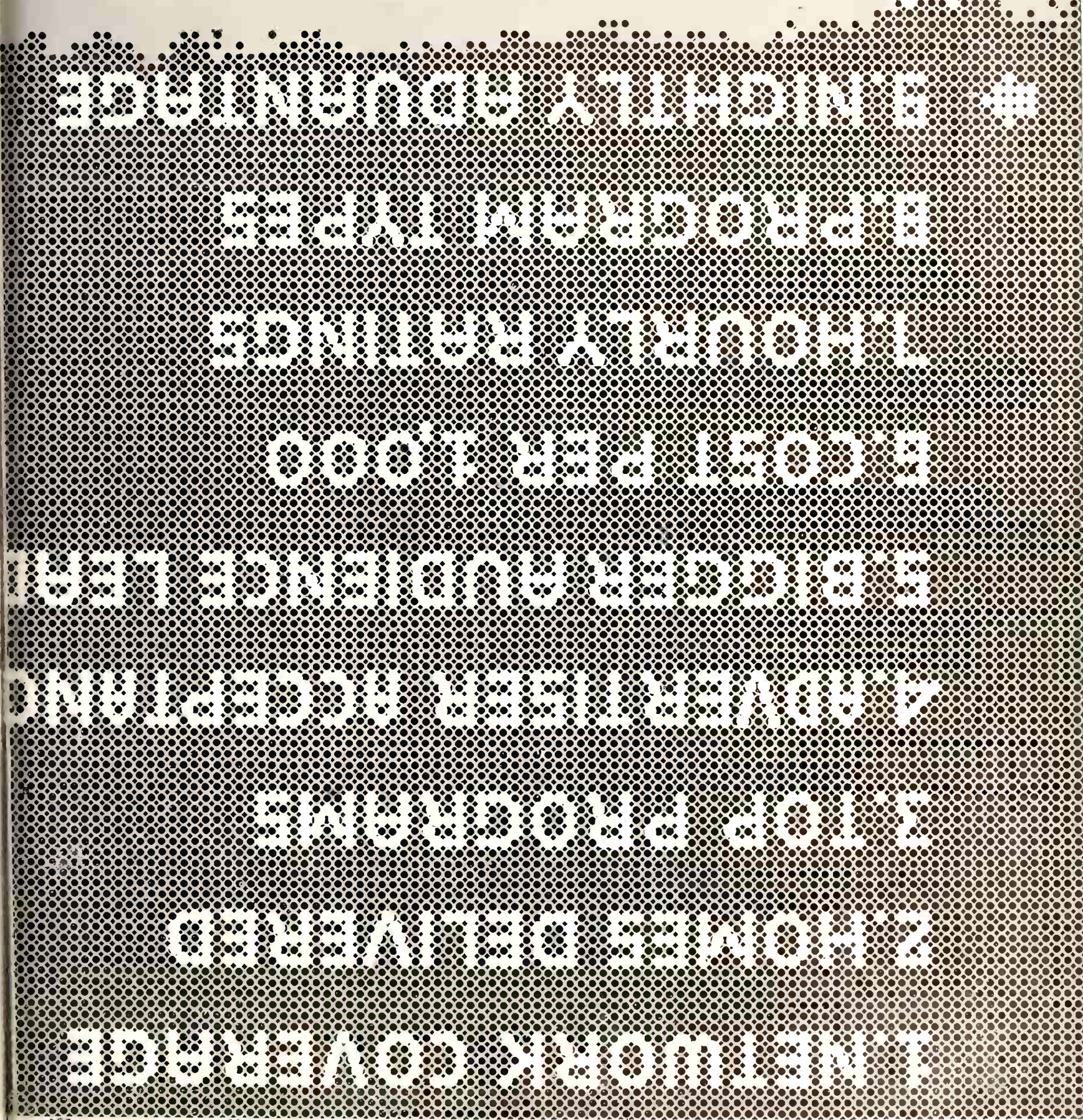
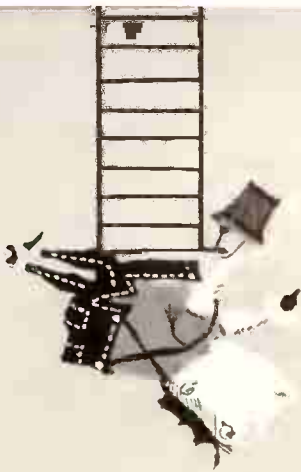
PROGRAM	RATING*	EVALUATION
Sky King	2.9	Objectionable
Bobby Benson	2.8	Objectionable
Sgt. Preston of Yukon	2.6	Objectionable
Lone Ranger	3.3	Objectionable
Silver Eagle	3.1	Objectionable
Tarzan	3.4	Objectionable
Clyde Beatty	2.0	Excellent
Jump Jump	2.4	Excellent
Let's Pretend	3.8	Excellent
Story Circus	1.0	Excellent
Carnival of Books	2.3	Excellent
Funny Paper Man	1.8	Poor
Young America Speaks	1.7	Excellent
Junior Town Meeting	1.3	Good
Boy Scout Jamboree	1.8	Good

\*E: Pulse, Los Angeles  
 Ratings are for August, except "Tootsie Hippodrome" (July) and "Rootie Kazootie" (May). Radio ratings are for May-June.  
 "Let's Pretend" (March-April) and "Junior Town Meeting" (March). Where programs are on for more than a quarter hour, are  
 days a week or share time with other programs, ratings are averaged. Evaluations: Natl. Assn. for Better Radio & TV, in L. A.

Consumer groups generally like educational programs on air



National Association for Better Radio and Television considers "Ding Dong School" on NBC the outstanding achievement of the year in the way of children's programming





## NBC-TV programs rate highest five nights a week

At night, when viewing is at a peak, NBC consistently delivers the largest audiences in television.

*In five out of the seven nights of the week during NBC network option time\*, NBC shows reach the largest audience average. And on each of the five nights NBC has the highest rated show.*

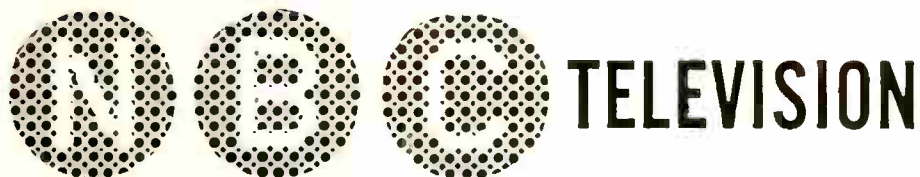
Here is NBC's score:

Nights	Highest Rated Show
Sunday . . . . .	Colgate Comedy Hour
Tuesday . . . . .	Star Theatre
Thursday . . . . .	Dragnet
Friday . . . . .	Gillette Cavalcade of Sports
Saturday . . . . .	All Star Revue

NBC's audience strength is maintained throughout most nights of the week, rather than concentrated on one or two nights. Advertisers recognize NBC's great nightly advantage: their advertising investment on NBC is greater than on any other network. Proof once again that **NBC is America's No. 1 Network.**

Next week . . . further proof.

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

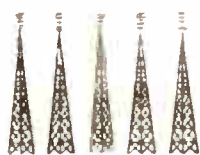


*a service of Radio Corporation of America*

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

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

*\*7:30-10:30 PM*



# 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	RADI REP
					VISUAL	AURAL				
ALLENTOWN, PA.	---	39	10 Aug.	---	288	144	0	NFA	Queen City TV	---
BOSTON, MASS.	---	44	12 Aug.	---	282	145	2	1,079 VHF	J. D. Wrather Jr.	---
CEDAR RAPIDS, IA.	---	9	12 Aug.	---	33.1	16.6	0	NFA	Cedar Rapids TV Co.	---
EVANSTON, ILL.	---	32	12 Aug.	---	24	12.9	0	NFA	Northwestern TV Bdstg. Corp.	---
FRESNO, CAL.	---	53	12 Aug.	---	282	145	1	33 UHF	John Poole Bdstg.	---
JACKSONVILLE, FLA.	WOBS-TV	30	12 Aug.	---	18.6	9.33	1	131 VHF	Southern Radio & Equipment Co.	Forloe
JOLIET, ILL.	WJOL-TV	48	20 Aug.	---	13.7	6.85	0	NFA	Joliet Television	Hai Hol
MILWAUKEE, WIS.	WMIL-TV	31	19 Aug.	---	15.1	8.13	1	447 VHF	Cream City Bdstg.	Forloe
OWENSBORO, KY.	WVJS-TV	14	19 Aug.	---	178	93.3	0	NFA	Owensboro on the Air, Inc.	Rambeau
STEUBENVILLE, O.	WSTV-TV	9	12 Aug.	---	229	115	0	NFA	WSTV, Inc.	Pearson

## 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					
AUSTIN, MINN.	KMMT	6	17 Aug.	18.7	9.35	CBS, ABC, Du Mont	1	NFA	Cedar Valley Bdstg. Co. L. L. McCurnin	John E. Pearson
BUFFALO, N. Y.	WBUF-TV	17	17 Aug.	166	83	CBS, ABC, Du Mont	2	328 VHF	Chautauqua Bdstg. Corp. Sherwin Grossman	H-R Rep
DECATUR, ILL.	WTVP	17	16 Aug.	17	8.5	All four	1	15 UHF	Pralrie Television Co. Harold G. Cowgill	Geo. W. Clark
MACON, GA.	WETV	47	16 Aug.	22	11	NBC, ABC	1	NFA	Macon Television Co. Frank Crowther	Headley-Reed
MEDFORD, ORE.	KBES-TV	5	2 Aug.	19.2	9.7	All four	1	NFA	Southern Ore. Bdstg. Co. William Smullin	Blair TV
MONROE, LA.	KFAZ-TV	43	16 Aug.	20	10	---	1	NFA	Delta Television Howard E. Griffith	Headley-Reed
SCRANTON, PA.	WTVU	73	18 Aug.	12.8	6.5	---	2	50 UHF	Appalachian Co. Jan King	The Bell Co.
TEXARKANA, TEX.	KCMC-TV	6	16 Aug.	28.2	14.5	CBS	1	9 VHF	KCMC Inc. Frank O. Myers	The Taylo. Co.
TYLER, TEX.	KETX	19	24 Aug.	2.4	1.3	NBC, Du Mont	1	NFA	Jacob Newborn Jr. Jacob Newborn Jr.	---
WICHITA, KAN.	KEDD	16	22 Aug.	20	10	ABC, NBC	1	35 UHF	The C. W. C. Co. Ben B. Beyer Jr.	Edw. Pet & Co.

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

Abilene, Tex., KRBC-TV, ch. 9, new target, 30 Aug. '53; gen. mgr., Howard Barrett; comm'l mgr., Robert E. Scott; nat'l rep, Pearson; NBC primary affil.; est. sets, 7,100

Akron, O., WAKR-TV, ch. 49 (on air), interim power, 18.24 kw visual, 9.1 kw aural; authorized power, 182.4 kw visual, 91 kw aural

Anchorage, Alaska, ch. 2, call assigned, KFIA; target 15 Oct. '53; mgr., James G. Duncan

Birmingham, Ala., ch. 13, new call WABT (formerly WAFM-TV)

Charleston, W. Va., WKNA-TV, ch. 49, new target 1 Sep. '53; to be ABC, DuM affil.; gen. mgr., Joe L. Smith Jr.

Columbia, Mo., KOMU-TV, ch. 8, target fall '53; mgr., George Kapel; nat'l rep, H-R TV; affil. with all 4 nets

Elkhart, Ind., ch. 52, new call WSJV (formerly WTRC-TV)

Fairmont, W. Va., WJPB-TV, ch. 35, new target, 30 Jan. '54; to be DuM, CBS basic affil., NBC, ABC supplemental; est. sets, 13,930 VHF

Kansas City, Mo., KCMO, ch. 5, new target, 27 Sep. '53

Knoxville, Tenn., WROL-TV, ch. 6, target 15 Oct. '53; gen. mgr., W. H. Linebaugh; nat'l rep, Avery-Knodel

Meridian, Ida., ch. 2, new call KBOI (formerly KTOO)

Oklahoma City, Okla., KTVQ, ch. 25, new target 10 Oct. '53

Portland, Me., WCSH-TV, ch. 6, target, 1 Dec. '53; est. sets, 25,000 VHF; nat'l rep, Weed TV

Quincy, Ill., WGEM-TV, ch. 10, target, Sep. '53; gen. mgr., Joseph S. Bonansinga; nat'l rep,

Walker; to be NBC, ABC affil.; est. sets, 26,800 (CBS)

Salinas, Cal., KSBW-TV, ch. 8, new target, 1 Sep. '53; gen. mgr., John C. Cohan; nat'l rep, Hollingbery; est. sets, 32,000

Temple, Tex., KCEN-TV, ch. 6, gen. mgr., Harry Stone; nat'l rep, Hollingbery; NBC affil.

Topeka, Kan., WIBW-TV, ch. 13, new target, 1 Nov. '53; est. sets, 40,310 (Electr. Assn. of K.C.)

Valley City, N. D., ch. 4, call assigned, KXJB-TV target July '54

Wheeling, W. Va., WTRF-TV, ch. 7, new target, 1 Oct. '53; to be NBC, CBS, ABC affil.; est. sets, 91,000 VHF (Nielsen-CBS)

Wilmington, N. C., ch. 6, WMFD-TV, target early spring '54; mgr., R. A. Dunlea; est. sets, 4,000

Worcester, Mass., WAAB-TV, ch. 20, nat'l rep Hollingbery; to be CBS affil.

*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 (27 Aug. '53)	<b>220</b>	No. of grantees on air	<b>113</b>	No. of TV homes in U.S. (1 Aug. '53)	<b>24,895,000</b> §
No. of markets covered	<b>150</b>	No. of post-freeze CP's granted (excluding 18 educational grants; 27 Aug. '53)	<b>423</b>	Percent of all U.S. homes with TV sets (1 Aug. '53)	<b>55.3%</b> §

\*Both new C.P.'s and stations going on the air listed here are those which occurred between 14 August and 27 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 new TV operation. Since at presstime it is generally too early to confirm TV representations of most 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 the new TV stations. NFA: No figures available at presstime on number of sets in market.



Get On Board  
NOW!



## For Bigger Sales and Profits

Television's "Big Mo" is the talk of St. Louis. For the first time in history, the nation's eighth market has multiple television programming. Now the *individual viewer* makes the choice of shows!

For ABC and CBS network shows, plus unique, entertaining local programs, St. Louis tele-viewers are turning more and more to the Channel 36 spot where they find KSTM-TV with its 275,000 watts power.

Advertisers . . . national and local . . . are turning to KSTM-TV, too, for they've learned that "Big Mo" is a favorite in the St. Louis area. For a big chunk of sales and profits from this rich Mississippi valley market, get aboard KSTM-TV, Television's "Big Mo."

**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

# TV film shows recently made available for syndication

Programs issued since May 1953. Next chart will appear 5 October

Show name	Syndicator	Producer	Length	Price Range*	No. in series	Show name	Syndicator	Producer	Length	Price Range*	
<b>ADVENTURE</b>						<b>MUSIC</b>					
Adventure Is My Job	Lakeside TV	Hal H. Harrison	12½ min.	open	13	Oklahoma Chuck-wagon Boys	Lakeside TV	Lewis & Clark	12½ min.	\$25-500	
<b>CHILDREN'S</b>						<b>NEWS</b>					
Jump Jump of Holiday House	Goodman	Mary & Harry Hickox	12 min.	50% of air time	65	Opera & Ballet	Lakeside TV	Transatlantic TV	12½ min.	open	
King Calico	Kling	Kling	12 min.	\$22-142	65	Operettas & Ballets	Hoffberg Prod.	Hoffberg Prod.	13 min.	open	
Uncle Mistletoe	Kling	Kling	11½ min.	\$25-156	26	<b>SPORTS</b>					
<b>COMEDY</b>						<b>DOCUMENTARY</b>					
Life with Elizabeth	Guild Films	Guild Films	30 min.	open	39**	How Does Your Garden Grow	Intl. Film Bureau	Intl. Film Bureau	30 min.	26	
<b>DRAMA, MYSTERY</b>						<b>VARIETY</b>					
Badge 714	NBC TV Film Sales	Mark VII Prod.	26½ min.		41†	All-American Game of Week	Consolidated TV Sales	Sportsvision	30 min.		
Captured	NBC TV Film Sales	Phillips Lord	26½ min.		26†	Boxing from Rainbo	Kling	Kling	26½ min.	\$40.50-675	
General Electric Theatre	Stuart Reynolds	Sovereign Prod.	25 min.	100% Class A	26	Madison Square Garden	Du Mont	Winik Films	26½ min. 12½ min.	\$55-500	
I Led Three Lives	Ziv	Ziv	30 min.		39	Play Golf with the Champions	Consolidated TV Sales	Sportsvision	15 min.		
Inner Sanctum	NBC TV Film Sales	Galahad Prod.	26½ min.		39	Shooting Straight	Princeton Film Center	Princeton Film Center	30 min.	on request	
Joe Palooka	Guild Films	Guild Films	30 min.		78**	<b>VARIETY</b>					
On Stage with Monty Wooley	Dynamic Films	Dynamic Films	15 min.		13	Interviews of the Century	Academy Films	Academy Films	15 min.	\$50-400	
Pulse of the City	Telescene	Telescene	12½ min.	\$50-750	26	Old American Barn Dance	Kling	Kling	26½ min.	\$50-675	
Sovereign Theatre	Stuart Reynolds	Sovereign Prod.	26 min.	100% Class A	26						

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



**get set... GO!**

Soon . . . within a day or two of October 1st . . . Memphis—capital city of the Mid-South Empire . . . Memphis, center of the nation's eleventh wholesale market . . . Memphis—serving four million people with purchasing power in excess of two and one-half billion dollars will

have a new and powerful sales force ready to work for you. Soon WHBQ—a Columbia TV affiliate—will be on the air.



It's not too early—nor too late—to get information on rates and availabilities.

***WHBQ-TV***

**CHANNEL 13 • A New Columbia Affiliate**

OFFICES: HOTEL CHISCA • MEMPHIS, TENN. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

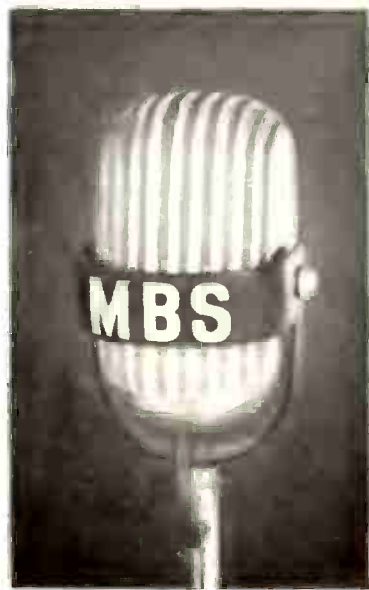


If the shoe fits...

for total-U.S. coverage  
for better daytime selling  
for TV-resistance after dark  
for dominance of Non-TV America  
for mass audience, day or night  
for campaign results, '53 style  
for sales economy, *your* style  
for maximum flexibility  
for immediate details



100 stations in the world's largest network  
A stronger-than-ever lineup of daytime programs  
News, music, drama upgraded at peak evening hours  
2-to-1 listener preference over any other network  
New ways to win cumulative audience, all week long  
Consistent highs in homes-per-dollar performance  
Consistent lows in actual time-and-talent cost  
Network radio geared to *your* needs today  
Engage 4-8000 in New York and  
Whitehall 4-5060 in Chicago



Actual Broadcasting System ...built to LAST

# WKJF-TV

Channel  
53

PITTSBURGH



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

## WKJF-TV

Takes Pittsburgh's  
2¼ Billion

MARKET OUT OF THE  
SINGLE STATION CATEGORY

Phone Wire or Write  
for Complete Data

\*EFFECTIVE SEPT. 1

### WEED TELEVISION

350 Madison Ave.  
NATIONAL REPRESENTATIVES

## Film notes and trends\*

(This issue SPONSOR inaugurates a new feature in the Film Notes column. Every column from now on will contain an article by a different syndicator giving tips on how best to use syndicated TV films; posing problems, or citing case histories of advertisers who've successfully used the films. The first article appears below.)

### Offer exclusive product to make merchandising pay

by Arthur Gross, operations director,  
Guild Films Co., New York

Mr. Jones, an appliance dealer in Middletown, U. S. A., buys a half-hour 13-week syndicated film show in July. He gets his ad agency to prepare some three-minute commercials. He sends out some of the publicity releases and pictures the syndicator has supplied.

Then he sits back and waits. He gets calls from viewers thanking him for the show and complimenting him on his good taste. Some of his regular customers drop by to congratulate him. But by September he's getting worried. Why? His sales are just about the same as before he started sponsoring the program.

What was wrong? The show was a good show—the comments proved that point—and it was backed up by standard merchandising procedure. Wasn't that enough?

The answer, in many cases, is, "No." You've got to go beyond preparing promotion kits and feature story material to get dollar results for the local advertiser.

At Guild Films, we keep three things in mind when planning a merchandising campaign:

1. Offer the public some product or service it can't get anywhere else.
2. Make sure the product or service has prestige value.
3. If the show is built around a single personality, make the personality work for the sponsor off the TV screen as well as on it.

Example: For our *Liberace* show,

\*See *New TV Films* chart, page 48.

we prepared a complete advertising and exploitation kit. In addition, we arranged a promotion scheme in conjunction with Columbia Records. The promotion involved the diskings of a special record, unobtainable anywhere else. The record (Liberace playing "Dark Eyes" on one side, his own arrangement of Brahms' Lullaby on the reverse) was offered to all sponsors of the film. By ordering in quantities of 1,000 or over, a particular sponsor would get his firm's name printed on the record label. Advertisers are free to use these records as they like to tie in with the show (for instance, a bank offered the record free to anyone opening an account with a \$10 initial deposit). Advertisers were advised to play up the recordings as collectors' items (here's where the prestige comes in) unavailable anywhere else in the area. In just 10 weeks we've gotten orders for over 30,000 disks.

Or, take the merchandising setup we're now planning for our *Joe Palooka* show. The show is built around Ham Fisher's comic strip character who symbolizes the ideals of Americanism to 70 million readers.

To tie in with the show, we're organizing local Joe Palooka fan clubs. The purpose of these clubs will be to encourage kids to carry out the ideals Joe Palooka embodies. Because membership kits are obtainable only from the sponsors of the show, they'll work to sell his product.

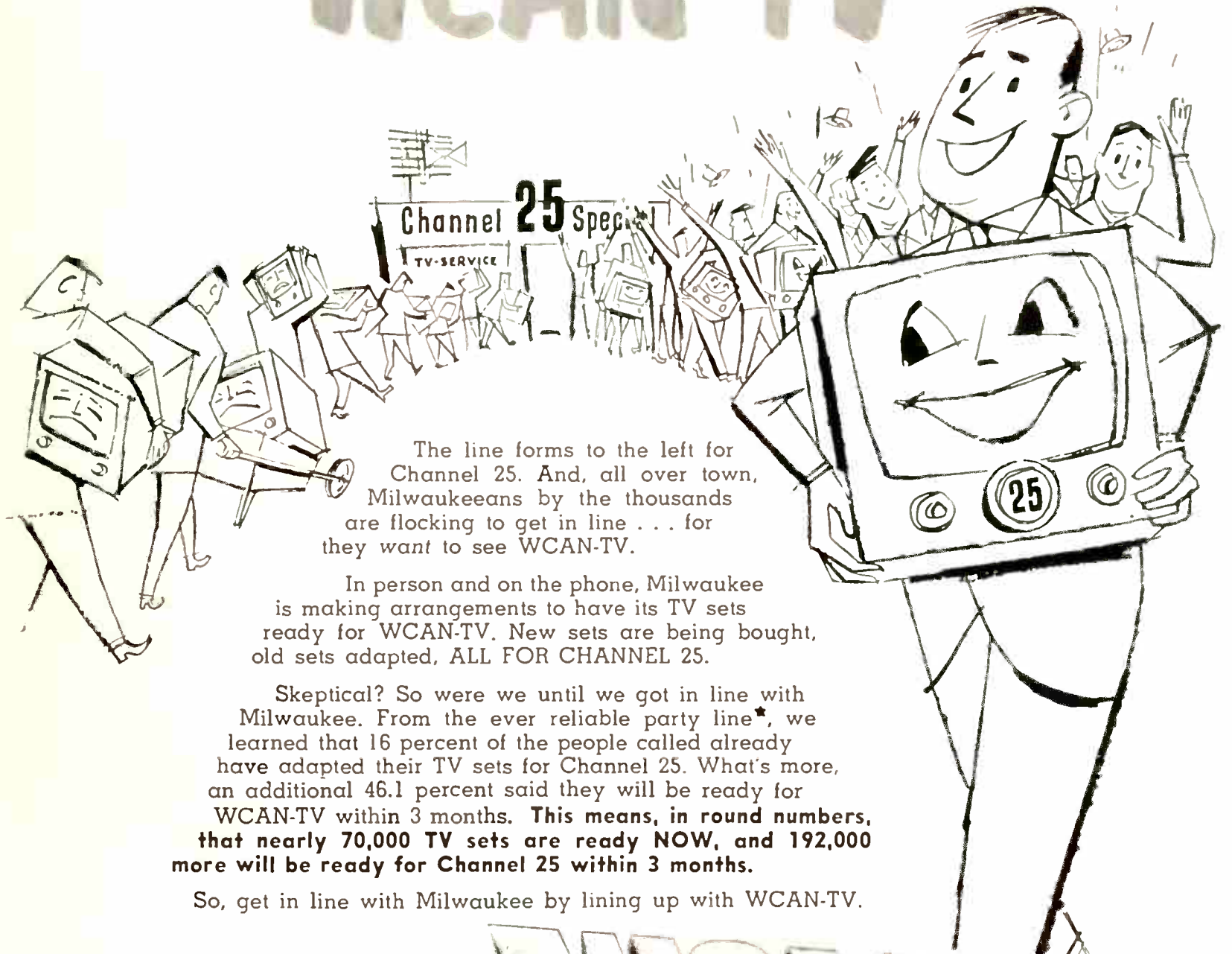
Right now, we're assembling complete fan club kits (including club cards, buttons, autographed pictures of Joe and Knobby) which we'll make available to sponsors. These kits can be given away for box tops, for new bank accounts, for can labels. Here again you have the elements of exclusivity, of prestige and of making the show's "star" work for the sponsor.

Sure, merchandising always helps. But to make it really pay you've got to go beyond what everybody else does and find a new angle geared to suit your own situation.

**Consolidated hits \$3 million:** Consolidated TV Sales grossed \$3,000,000 in its first year of operation (year ended 1 August 1953), Peter M. Robeck, general manager, has announced. Of a total of 753 sales made during the year, 82% were made directly to stations, the remainder to agencies and advertisers. ★ ★ ★

# Milwaukee is switching to

# WCAN-TV



The line forms to the left for Channel 25. And, all over town, Milwaukeeans by the thousands are flocking to get in line . . . for they want to see WCAN-TV.

In person and on the phone, Milwaukee is making arrangements to have its TV sets ready for WCAN-TV. New sets are being bought, old sets adapted, ALL FOR CHANNEL 25.

Skeptical? So were we until we got in line with Milwaukee. From the ever reliable party line\*, we learned that 16 percent of the people called already have adapted their TV sets for Channel 25. What's more, an additional 46.1 percent said they will be ready for WCAN-TV within 3 months. **This means, in round numbers, that nearly 70,000 TV sets are ready NOW, and 192,000 more will be ready for Channel 25 within 3 months.**

So, get in line with Milwaukee by lining up with WCAN-TV.

\*An impartial telephone survey supervised by Dr. A. A. Suppan, Director of Extension program Wisconsin State College.

# WCAN-TV

For WCAN-TV is catching the  in Milwaukee

## channel 25 Milwaukee

represented nationally by O. L. Taylor & Co.  
Alex Rosenman, New York, Business Mgr.

# GOING FAST!

# The program

IN JUST 4 WEEKS THESE SMART STATION OPERATORS SIGNED THIS GREAT SHOW 5 HOURS PER WEEK FOR MAXIMUM PROFITS!

SAN ANTONIO <b>WOAI</b> 50 K W -NBC	DETROIT <b>CKLW</b> 50 K W -MBS	SAN FRANCISCO <b>KGO</b> 50 K W -ABC
BOSTON <b>WHDH</b> 50 K W -IND.	INDIANAPOLIS <b>WFBM</b> 5 K W -CBS	MEMPHIS <b>WMC</b> 5 K W -NBC
JACKSONVILLE <b>WMBR</b> 5 K W -CBS	ST. LOUIS <b>KSD</b> 5 K W -NBC	DALLAS-FT. WORTH <b>WFAA</b> 5 K W -ABC
BURLINGTON, VT. <b>WCAX</b> 5 K W -CBS	MIAMI <b>WIOD</b> 5 K W -NBC	HOUSTON <b>KXYZ</b> 5 K W -ABC

WGST	Atlanta, Ga.	5 KW.	ABC	WFLO	Farmville, Va.	1000 W.	IND
KFJI	Klamath Falls, Ore.	5 KW.	MBS	WBCU	Union, S. C.	1000 W.	ABC
KWBU	Corpus Christi, Tex.	50 KW.	IND	WDLP	Ponoma City, Fla.	1000 W.	MBS
WNOW	York, Pa.	1000 W.	IND	KOTA	Rapid City, S. D.	5 KW.	CBS
WLAK	Lakeland, Fla.	1000 W.	NBC	WFSC	Somerset, Ky.	250 W.	MBS
KVOC	Casper, Wyo.	250 W.	NBC	KWYO	Sheridan, Wyo.	1000 W.	IND
WHOS	Decatur, Ala.	1000 W.	IND	WLIO	East Liverpool, Ohio	1000 W.	MBS
WIKC	Bogaluso, La.	250 W.	NBC	KRNR	Roseburg, Ore.	250 W.	CBS
WCSI	Columbus, Ind.	250 W.	IND	WRUM	Rumford, Moine	250 W.	IND
WSAI	Cincinnati, O.	5 KW.	ABC	KGNC	Amarillo, Texas	10 KW.	NBC
WPLA	Plant City, Fla.	250 W.	IND	WWBZ	Vineland, N. J.	1000 W.	IND
WSPD	Toledo, O.	5 KW.	NBC	KOSY	Texarkana, Texas	1000 W.	MBS
KJFI	Webster City, Iowa	250 W.	IND	WJMA	Orange, Va.	250 W.	MBS
WDOV	Dover, Del.	1000 W.	IND	WKBZ	Muskegan, Mich.	1000 W.	ABC
WTWN	St. Johnsbury, Vt.	250 W.	IND	KRDO	Cala. Springs, Colo.	250 W.	IND
KCRA	Sacramento, Calif.	5 KW.	NBC	KBLO	Hot Springs, Ark.	1000 W.	IND
WGGH	Marion, Ill.	500 W.	IND	WHOK	Loncaster, Ohio	500 W.	IND
KWBG	Boone, Iowa	1000 W.	IND	WCRS	Greenwood, S. C.	250 W.	NBC
WING	Doyton, O.	5 KW.	ABC	WBRN	Big Rapids, Mich.	500 W.	IND
WSNW	Seneca, S. C.	1000 W.	IND	WHUN	Huntingdon, Pa.	250 W.	IND
WATM	Atmore, Ala.	1000 W.	IND	WOBT	Rhineland, Wisc.	250 W.	MBS

NEW CONTRACTS ARE POURING IN DAILY...  
HURRY! HURRY! WRITE, WIRE OR PHONE TODAY!  
YOUR MARKET MAY BE SOLD TOMORROW!

**TONY MARTIN**

"The A"

FILLED WITH MUSIC! MUSIC! MUSIC!

RADIO'S GRE



... ang you need . . . . from ZIV!



GALEITY!

EXCITEMENT!

FUN!

**DICK  
POWELL**

**PEGGY  
LEE**



**OUR of  
STARS**  
ORCHESTRAS AND SINGING STARS!

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

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

**Radio**

...and now a message from our sponsor

**TV**

by Bob Foreman

**B**ack in the good ole days when folks were adjusting headphones nightly on their superheterodynes, they had little trouble identifying program sponsors. Everyone who was hep enough to know that KDKA was in Pittsburgh was also quite aware that Pepsodent had the *Amos 'n' Andy* show and that a singer named Crosby was on for Cremo Cigars and the A and P Gypsies weren't paid for by Bohack's.

In that era, program-product association, now referred to as sponsor identification, was automatic, essential and effective. In fact, there are many products still up front on dealers' shelves which owe their start in life to their close relation to a specific radio program or radio star.

Them days has gone forever. The new monster, television, has all but made it impossible for advertisers with less than astronomi-

cal budgets to get into television with programs that are solely their own. Sharing is the order of the day—or as Pat Weaver once predicted (he it was who designed NBC's *Your Show of Shows* and *Today*)—TV is like a magazine in which a number of advertisers buy into the editorial content.

Not only the economics of the medium but such facts as the expandability of a Godfrey added further grist to the mills of those who believed that television sponsors should be lessees (participants) rather than property owners in the medium.

Scarcely a 13-week cycle goes by that another advertiser who had the luxury of sole sponsorship doesn't go alternate weeks with some non-competitor picking up the intervening weeks. And the list is growing. With it has come a new philosophy, one which may or may not be wishful thinking.

In Thirties, sponsor identification was automatic. For example, everyone connected "Amos 'n' Andy" (below) with Pepsodent. Today, high TV costs force split sponsorships, says Foreman



It is this: An advertiser, regardless of budget, is better off participating in several shows rather than sinking all his dollars in one. It is a philosophy of *diffusion*—a credo based upon the widest dissemination of advertising copy and a desire to reach as many new eyes and ears as possible. Even if you have a successful show, successful in audience as well as selling, the Theory of Diffusion dictates that you parcel off alternate weeks, utilizing the dollars saved to co-sponsor somebody else's successful (you hope) vehicle.

Since no one has ever been able to set a measuring stick of any kind alongside the emotional impact of show-ownership and how it affects the viewer—since nobody has ever been able to set a dollar value on sole-ownership—there is little evidence that diffusion is anything but wisdom itself. However, because of the importance of the question, it seems incumbent upon at least one of the dozens of research organizations who are living off the medium that some basic criteria be established.

Meanwhile there is an expanding sheaf of evidence that dual (or triple or quintuple) sponsorship does work over and above merely making it possible for limited budget advertisers to indulge in TV.

Godfrey, parlayed across more products than a rack jobber carries, seems to perform yeoman service for all. Spot broadcasting, long a proven method of attack, is much akin to participating sponsorship. Split sponsorship with cross-plugging of commercial copy to maintain weekly message continuity is a growing rather than lessening approach—even for the big-league spender.

The only real problem created, as far as I can see, is that the harassed account man under the influence Saturday nights, sounds a little silly boasting about "my television show" when there's a good chance someone else at the same bar is saying the same thing about the same show.

# T. V. story board

*A column sponsored by one of the leading film producers in television*

## SARRA

NEW YORK: 200 EAST 56TH STREET  
CHICAGO: 16 EAST ONTARIO STREET



SARRA proves how exciting a nutrition story can be in this new series of TV commercials for the American Dairy Association. Dr. Herrell De Graff, outstanding food authority and Professor of Food Economics at Cornell, gives the weight of his expert knowledge to the message: "Drink one—two three glasses of milk a day." Stop motion shows the glasses mysteriously filling up. Human interest scenes dramatize milk's value in low calory diets . . . in baby feeding . . . and for all ages. Produced by SARRA for American Dairy Association, through Campbell-Mithum, Inc.

SARRA, Inc.  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



An aura of oriental magic introduces each of a series of 1-minute TV spots made by SARRA for La Choy American-cooked Chinese foods. To the clang of Chinese gongs swirling mists dissolve to reveal this girl with a La Choy package. Appetite-appeal and "how to" live action shots show how easy it is to prepare a delicious, money-saving La Choy meal. Expert photography and lightness of touch, combined with hard sell, give the effectiveness you expect of SARRA commercials. Produced for Beatrice Foods Company, through Foote, Cone and Belding.

SARRA, Inc.  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



SARRA rings delightful changes on a strong-selling theme in a series of 1-minute TV commercials for Champagne Velvet Gold Label Beer. In home, tavern, picnic and sports settings, expertly cast "folks" are shown enjoying their evening beer. Ingenious "time" devices mark off the hours between 5 and 7 P.M. to symbolize the message: "After work, before supper . . . a beer that tastes better when your taste is keenest." Deft product identification climaxes each closing. Produced by SARRA for Terre Haute Brewing Company, Inc., through Weiss and Geller, Inc.

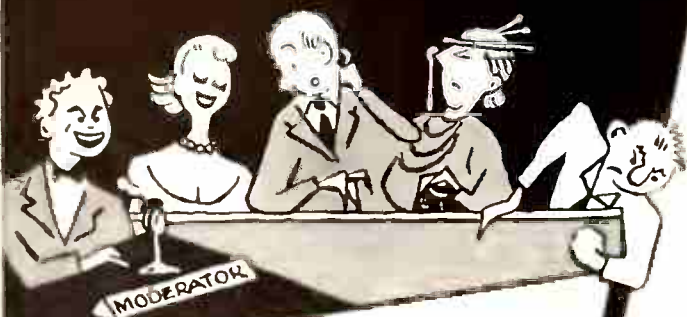
SARRA, Inc.  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

**NEW!  
NEW!  
NEW!**

# KOAT-TV

## ALBUQUERQUE, N. M.

**25,000  
watts**  
(RADIATED POWER)



1. Albuquerque's population has skyrocketed from 40,000 in 1940 . . . to 100,000 in 1950 . . . to a metropolitan area of 175,000 in 1953 . . . has more than quadrupled in 13 years!
2. KOAT-TV's coverage area includes over 267,000 people.
3. These people spent \$380 million dollars in 1952 . . . will spend more this year.

**MAKE A  
"BLUE CHIP FLIP"  
TO KOAT-TV**

**ON THE AIR SEPTEMBER 15**

DuMont Multi-Scanner  
Large Rear Screen  
Projection  
Mobile Microwave  
UP Telephoto Pictures  
Outside Shooting Area  
1950-52 Feature Movies  
15 Top TV Film Programs  
under exclusive contract  
Spanish Feature Movies  
**PLUS: Superior Production  
Experience, Showmanship,  
and Salesmanship**

Take a long, evaluating look at KOAT-TV in Albuquerque (mushroomingest city in the U. S.). Albuquerque is the hub of a headline-making market area which includes big-time oil and gas wells, fabulous uranium "finds", king-size Government projects, prosperous farming, multi-herd cattle raising, and construction in addition to its industries.

Siphon off your share of this prosperous and receptive market!  
**BUY KOAT-TV . . . TODAY**

National Representative  
**GEORGE P. HOLLINGBERY**  
Company  
Atlanta  
Los Angeles

Chicago  
New York  
San Francisco

# KOAT-TV Channel 7

**25,000** watts E.R.P. **ALBUQUERQUE, N. M.** **ABC-TV** affiliate

A. M. CADWELL, President      PHIL HOFFMAN, Vice Pres.-Mgr.      H. W. WIMBERLY, Secy.-Treas.

**Affiliated with KOAT RADIO**

## commercial reviews

### TELEVISION

SPONSOR: **Bobbi Pin Home Curl Wave (Toni Co.)**  
AGENCY: **Tatham-Laird, Chicago**  
PROGRAM: **Announcements**

This spot opens up with a couple of cute looking girls, each featured on the cover of *Seventeen* magazine. Having established this, the magazines dissolve off and we move in close and unfreeze one of the girls (who hardly needs unfreezing). She then goes into a very effective demonstration of the product that even I, with my minimum of hair, could follow.

The key words are superimposed to add video impact to the demonstration and to please Mr. Gallup and Mr. Robinson.

All in all this copy represents a most effective use of television, since it is fast-paced, makes effective use of demonstration and has good visual continuity as well as impact. A most convincing announcement, I'm sure, to the people at whom it is beamed.

SPONSOR: **Super Coola**  
AGENCY: **Ted Bates & Co., N.Y.C.**  
PROGRAM: **Announcements**

Super Coola intends to carry the fight against glass containers in as dramatic and boisterous a fashion as possible. By use of such violent opticals as burst wipes and a real punchy sound track, this product does a most effective job in its attempt to put the bottle in the same category as the surrey with the fringe on top.

A lot of empty bottles open up one of the spots. Also there are broken bottles. And there is a most graphic comparison proving that both bottles and Super Coola cans contain the same amount of beverage despite the smaller look to the Super Coola can—plus an effective and quick insert showing how neatly the cans store.

But the Super Coola people are smart enough not to let the entire sales pitch fall on the container. In order to make clear that theirs is a tasty beverage, too, we see a cute youngster enjoying the product to get the story of the various flavors. In a field where competition is heavy and well established, the hard-hitting approach of these announcements, given sufficient frequency and time to establish the product, should make some sort of a dent in the market. ★ ★ ★

# RAMBLIN' JIMMY DOLAN

*In San Francisco, he's the shortest distance between you and your customer.*

Jimmy Dolan's western music program on KYA rambles along very comfortably until time for his sponsor's commercials...then he's gently but firmly direct.

Clearly, he gets his sales points across . . . . .



★ 77 room groups, priced at \$129.00 each, sold for one sponsor within two weeks.

★ 09 automobiles sold for one dealer in one week.

★ Selling everything from watches to wading pools for a retail jewelry chain with stores in all parts of the San Francisco Bay Area.

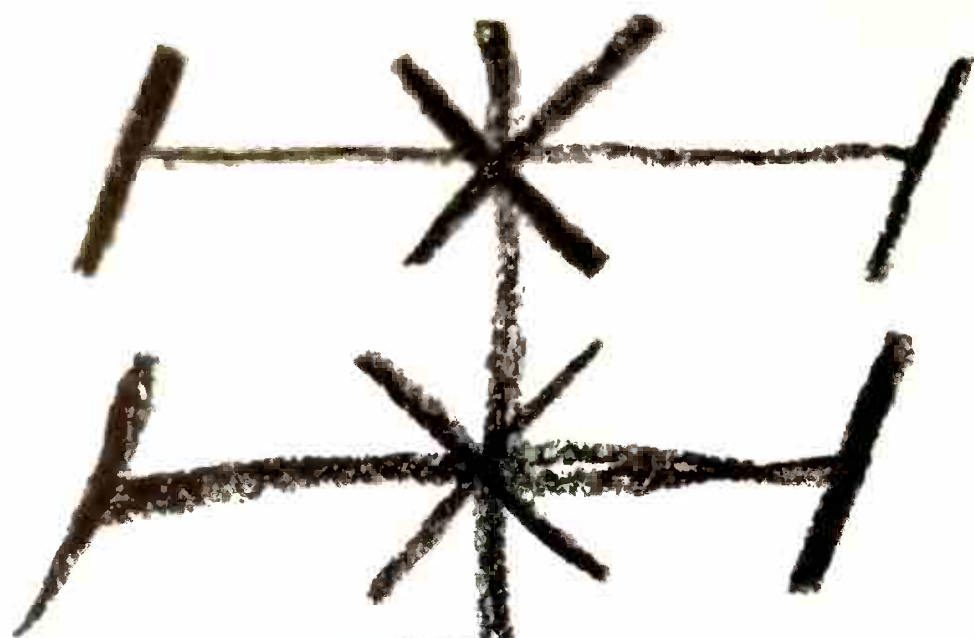


National advertisers of these and allied products . . . appliances, automobile accessories, fountain pens, etc. . . . can get the same benefits by buying participations in Jimmy Dolan. For that matter, so can anyone who wants to sell his products in the San Francisco Bay Area.

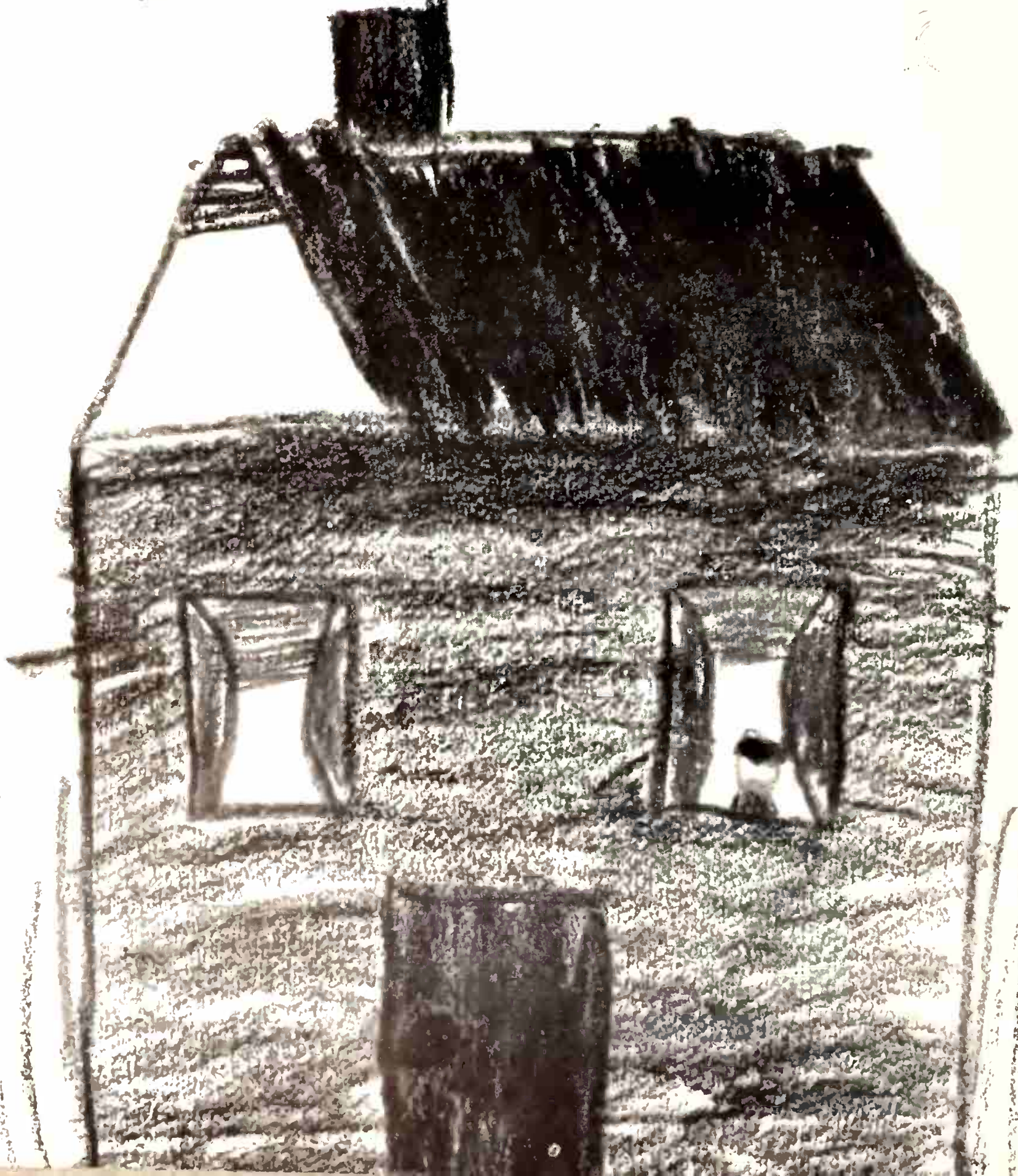
We look forward to your inquiries.



Represented nationally by George W. Clark, Inc.



THIS



# S A HOUSE

Ask a youngster to draw a house, and the chances are he'll top it off with an antenna—almost without thinking about it. The way you used to curl the chimney smoke in your own small-fry pictures.

This may surprise you if you still think of television as a new advertising medium. But a house today is hardly complete without television. Television is already part of everyday living in 25 million homes—and a half million additional sets are installed every month.

For a television antenna is a sign of welcome to people with something to say—and *show*—in advertising, as in entertainment, sports, news, and public affairs. It's a sign of almost five hours of *daily* welcome on the average screen—which displays products to more people, with more appeal and impact, than any other medium in advertising history.

What assures you the biggest welcome in customers' homes is a good program. And the network with the most popular programs is CBS Television—which consistently wins most of the top ratings where popularity can be compared: *in the major markets where networks compete*... It's the network that can take your program—and product—with the greatest economy into American homes. **CBS TELEVISION**

## CHILDREN'S PLAY SET

SPONSOR: Ploto Products

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Cartoon Time was the KTTV program this sponsor chose to plug a \$2 children's play item—a tracing device made of celluloid which enables anyone to draw cartoon characters. The show is telecast each afternoon 5:30-6:00 p.m., features KTTV personality Sheriff John. One participation on one program brought in 366 orders for the tracing set. This was \$732 worth of orders for an air investment of \$100.*

KTTV, Los Angeles

PROGRAM: Cartoon Time



**TV**  
**results**

## WATERPROOF WATCH

SPONSOR: Feder's Jewelers

AGENCY: Direct

**CAPSULE CASE HISTORY:** *To push a waterproof watch selling for \$17.95, this sponsor bought a Front Page Detective program (film series distributed by Consolidated TV Sales). The next day, as a result of the one telecast, Feder's sold 122 watches at a sales gross of \$2,189.90 on this item alone. In several instances, says Feder President Arthur Cohen, they were able to sell a better-grade watch to those who came in as a result of the program. The sponsor's investment was about \$275.*

KROD-TV, El Paso

PROGRAM: Front Page Detective

## FROZEN FOOD PLAN

SPONSOR: Radio & Appliance Corp.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *This Nashville distributor of Admiral Appliances wanted to develop leads for Admiral's food plan (which involved purchase of a large quantity of frozen foods plus an Admiral home freezer). It bought a half-hour program on WSM-TV, included a phone number in the commercials so that people could call for additional details. Within two hours 120 calls had come in. Out of these leads 15 Admiral freezers, ranging in price from \$429.95 to \$799.25, were sold in the next two weeks.*

WSM-TV, Nashville

PROGRAM: Half-hour show

## BOYS' OVERALLS

SPONSOR: Henke & Pillot

AGENCY: Aylin Ad

**CAPSULE CASE HISTORY:** *Late one Wednesday evening super-market chain Henke & Pillot telecast on 20-second announcement advertising boys' overalls at a reduced price (\$2.29 per pair). Thursday at 9:00 a.m. all 30 of the chain's super markets were thronged with customers for the overalls. By 12:00 noon they had sold 1,200 pairs at a sales gross of \$2,748. The stores were forced to order additional stock to meet the demand. The announcement cost the sponsor \$96.*

KPRC-TV, Houston

PROGRAM: Announcement

## SEWING MACHINES

SPONSOR: Bryson's Sewing Machine Exchange

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Bryson's first investment in TV advertising was on WTVJ's Bob Lynn Show (Monday through Friday, 9:00-9:30 a.m.). The first participation brought in six calls within one hour after the show and resulted in four direct sales of sewing machines at a cost to the sponsor of \$35. Sponsor is now on five daytime participating shows on WTVJ, Miami.*

WTVJ, Miami

PROGRAM: Bob Lynn Show

## RUGS

SPONSOR: Nassif Rug Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *For its first venture into television the Nassif Rug Co. of Sioux City purchased a 15-minute newscast on a Sunday evening (8:45-9:00 p.m.). The next day, Monday, the company's gross receipts ran up to \$2,000, which reflected about a \$1,000 increase over usual business for that day. This, according to owners Nick C. and O. J. Nassif, proved to be representative of business the rest of the week—it was just about doubled. Cost of the program: \$125. Sponsor bought the Sunday night newscast for 52 weeks.*

KVTV, Sioux City, Iowa

PROGRAM: Newscast

## BANK

SPONSOR: Eagle Savings & Loan Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *The Eagle Savings and Loan Co. was out to get new depositors—or at least to enlarge the accounts of old depositors. It turned to WLW-T, purchased a schedule of 22 10-second I.D.'s per week. Commercials offered a steam iron free to each depositor who either added \$1,000 to his present account or who opened a new account of \$1,000 or more. At the end of the first week, the bank's coffers had been swelled by more than \$1,000,000 in new deposits. After four months, Eagle had increased its deposits by more than \$4,000,000.*

WLW-T, Cincinnati

PROGRAM: 10-second I.D.'s



# THE PROOF OF THE MARKET

is in the mail-pull



**NBC**  
TV-Affiliate



## JACK'S JUKE BOX

## WDEL-TV

Wilmington, Delaware

## CHANNEL 12

A four-state favorite—Jack's Juke Box, WDEL-TV Saturday night disc Jockey show featuring Jack Reynolds, pulls loyal, enthusiastic audience response from Delaware, Pennsylvania, New Jersey and Maryland—a market whose people have \$1,730,561,000 to spend every year. To reach this big prosperous market—to increase sales for your product—buy WDEL-TV—featuring top local, NBC and Du Mont shows.

Represented by

## MEEKER

New York • Chicago  
Los Angeles • San Francisco

## WDEL

AM TV FM  
Steinman Station

# SPONSOR Asks...

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

## What can be done to stimulate conversion of sets to UHF in established VHF areas?

### THE PICKED PANEL ANSWERS



Mr. Pearson

The usual stock answer to this question would be—get a good network affiliation with a strong lineup of top shows.

However, it's apparent that scores of UHF stations won't be able to affiliate with any of the four TV networks and will have to go it alone to survive.

Therefore, the problem of stimulating conversion in established VHF areas is one that calls for the closest cooperation between the UHF station and all the set dealers and service men.

In the first place, UHF installations must be correctly and very carefully handled. Proper placement of the antenna seems to be the most important factor in determining the quality of UHF reception and most certainly superior reception provided by UHF must be guaranteed if set owners are to go to the expense, however nominal, to convert their sets to UHF. No one questions the fact that UHF is outstanding from a quality signal standpoint.

It is imperative that station operators and dealers and service organizations must work hand in hand, checking frequently with each other on results obtained. Trouble spots should be thoroughly investigated promptly and steps taken to correct the cause.

Programming also must be made attractive, and the quickest and surest way to win friends and influence viewers is to give them good programming that they cannot or do not get from the competitive VHF station. Regional news coverage and sports are generally

regarded as sure fire, especially in multiple-station markets. The station clever enough to arrange the most interesting program fare is the station that will get the audience, whether it be UHF or VHF.

Where VHF covers a market from outside, it is sound logic to have dealers demonstrate in the stores and display windows the picture quality from the outside VHF as compared with the home-town UHF. In practically every instance the UHF quality will be much clearer and sharper and energetic sales people will be quick to see the opportunity to close immediate sales for either new sets or conversion units strictly on the basis of superior performance. Viewers seek the best and if UHF does the job, UHF will win viewers.

In the final analysis, "The show is the thing" and if a UHF station cannot provide network programming, then it must meet the challenge with intriguing local and regional features plus smart film buys. Independent radio stations have survived and profited against network programming and we feel independent UHF or VHF stations can do the same.

JOHN E. PEARSON

President

John E. Pearson Television, Inc.  
New York, N. Y.



Mr. Welch

WSBT-TV went on the air on Channel 34 on December 21, 1952 in South Bend, Ind., in a fringe area in which VHF reception was consistently poor rather than good. That viewers re-

ceived this station with open arms is evidenced by the fact that there are now nearly 70,000 UHF-equipped sets in the station's coverage area.

From the very start of operations WSBT-TV received plentiful orders from all four TV networks that enabled the station to present top-notch chain programs with pictures that gave the area a new concept of television quality. The network shows were supplemented by local programming of special events, news, sports and weather, plus high-rated syndicated films and the station put a big feather in its cap by bringing the Indiana State High School Basketball Championship games to its coverage area for the first time on TV.

Immediately after receiving its CP, WSBT-TV started a series of dealer meetings at which the station management gave out information on its plans and programs and gave instruction in the basic elements of UHF. These meetings were supplemented by regular mailings to dealers and distributors that kept the merchandising end of the industry up to date on station progress.

In January, the station and its newspaper-owner, the *South Bend Tribune*, staged a massive TV display at Notre Dame's Navy Drill Hall and 30,000 people saw television shows staged and received simultaneously on the hundreds of sets on display. Dealers and distributors having displays at the show filled a special 48-page TV section published by the newspaper.

Close dealer cooperation, good programming, consistent promotion and excellent pictures have since combined to create thousands of new television viewers in the South Bend area. WSBT-TV's picture is now simply regarded as *television*. Whether it's UHF or VHF is no longer a factor as far as

WSBT-TV's audience is concerned.

NEAL B. WELCH  
General Manager  
WSBT-TV  
South Bend, Ind.



Mr. Dodge

A tremendous job can be done to stimulate UHF conversions provided certain existing conditions are recognized and met. This of course is particularly true in the single VHF station markets.

The first thing that must be recognized is that the public's demand for television and more television is growing to cyclonic proportions, hence it is obvious that program promotion is of vital importance. By the same token, in those markets where single VHF stations have been enjoying a virtual business monopoly, their efforts to maintain their position and ignore the people's desire for a greater range of entertainment and a choice of programs is somewhat reminiscent of the ill-fated King Canute and his demands upon the sea.

While the importance of programing cannot be overemphasized, probably the most vital factor in stimulating set conversion is the need for educating both the public and the dealers concerning UHF. Set owners generally do not understand the difference between UHF and VHF and what they must do to convert. Television dealers are equally vague in their understanding and have had little experience with the characteristics of the UHF signal. The result is a state of general confusion that must be clarified before a substantial number of conversions can be expected.

Ample technical information and instruction for the dealers and simple, easily understood, printed material of the "question-and-answer" type for the public are a *must*. Obviously with this condition, it is important that the new UHF station gets its test pattern on the air as far ahead of the initial programming date as possible.

The local dealer organization is of the utmost importance in converting a market, for the simple reason that practically every set owner in the area

(Please turn to page 85)

## Best in Baton Rouge

In the 3rd largest Louisiana Metropolitan Market More  
and More National Spot Advertisers are Using WBR.

### Because

- ★ Lowest cost per thousand
- ★ Largest audience gain of any area station in past three years—  
based on Hooper\*
- ★ Only fulltime independent station in market.
- ★ Leads all network stations in total quarter hour Hooper rated time  
periods daytime.
- ★ 8 new National Advertisers in last 30 days.

\*Hooper—June, July 1953

1000 W  
fulltime

BATON ROUGE  
LOUISIANA

Robert Earle  
General Manager

check any Walker Representation Company office  
for details and availabilities



### **Humor group develops comedy talent for television**

Comedy has always been in demand on the airwaves, pulling down top ratings. Now with TV getting bigger and more program-hungry every day, there's a fresh and ever-growing market for comedy shows and stars.

Aside from network efforts along these lines (NBC TV, for instance, ran a Comedy Development project last year), one organization which has been working for some time toward meeting the demand for more comedy on the air is the National Association of Gag-writers. This group, with almost 100 local chapters in key cities from coast to coast, devotes itself exclusively to the development of comedy talent, both writing and performing.

The association sponsors "comedy workshops" wherever chapters exist. The workshop in New York City meets twice a week, devotes Mondays to nurturing comedy scriptwriters, Wednesdays to cultivating budding comedians. Experts from all aspects of the comedy

field appear as guest lecturers. Among those scheduled to speak this "semester" (the ninth annual) are Jay Burton, staff writer for Milton Berle; Bill Berns, ABC program director; Stan Dreban, comedy writer, CBS; Joe Laurie Jr., Senator Ford and Harry Hershfield. (The latter three were members of the old joke-panel show, *Can You Top This?*)

For practical broadcasting purposes the association is making available to both TV and radio networks a *Comedy Workshop* program, an all-comedy talent show with a panel format, using writers and performers discovered by the Gagwriters. This is planned to serve not only as a program but as a source for new talent and comedy show ideas for the network.

Organizer and head of the National Association of Gagwriters is publicist George Lewis, who can be reached for further information, at 292 Madison Ave., New York. ★ ★ ★

### **Gals like homemaking shows best, recent survey finds**

Ladies across the land like homemaking subjects best on radio and TV.

This was one of the findings in a national survey recently conducted by the New York Chapter of the AWRT (American Women in Radio and Television) to discover what type of programming was most popular with local audiences.

The AWRT mailed a questionnaire to some 2,500 women broadcasters all over the country last spring. Response showed that, due to high audience interest, 61% of all radio and TV women's programs carry "homemaking" news. Runners-up in interest, according to the study, are: fashions, interviews, cooking and beauty.

A wider purpose of this project, the AWRT states, is to set up a central clearing house for information concerning women's programs (especially daytime shows) in order to provide

both buyers of program time and performers with a guide to listeners' interests and program preferences.



AWRT survey aims to aid timebuyers, actors

This year, a similar survey will be conducted, according to Dorothy Kemble, president of the N. Y. Chapter of the AWRT. It will be recommended as a yearly project so as to keep the information up to date. ★ ★ ★

### **Ad agency uses radio to woo new clients**

Philadelphia ad agency W. S. Roberts, Inc., is using radio to advertise its services.

Radio station KYW, through Robert H. Teter, sales manager, reports that the W. S. Roberts agency has bought a schedule of announcements calling attention to the imagination they inject into commercials for their clients and the results they get in terms of sales. The messages end with a bid to businessmen to contact the agency.

The pitches are carried on KYW's early-morning *Jack Pyle* program. They point out specific commercials the agency has placed on the same show in order to get maximum tie-in identification. Accounts the agency cites as examples of those for which it has done a good air job include MacDonald and Campbell Men's Store, Snedaker Custom-Built Kitchens, Broad Motors (Ford Dealer). ★ ★ ★

### **KXOL axes announcers, hires "air salesmen"**

The word "announcer" is now obsolete at KXOL, Fort Worth, Tex.

The other day, all four members of the station's announcing staff were handed pink slips. When they came wrathfully to station manager, Earle Fletcher, demanding an explanation, they were told that the station was going to operate entirely without announcers from there on in, planned to use "air salesmen" instead. Then each man was officially re-hired as an "air salesman."

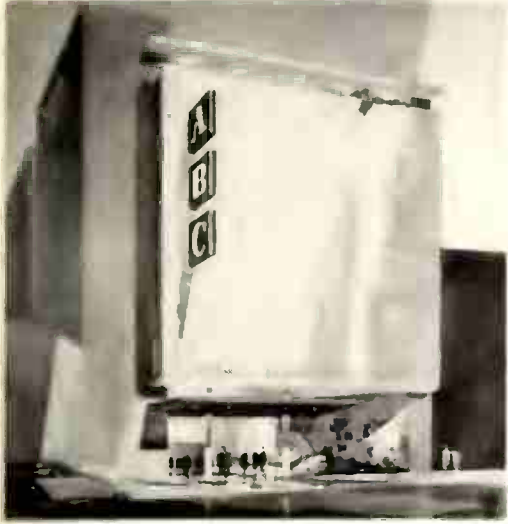
The KXOL management's philosophy is that "the man behind the mike is the ultimate salesman of the work done by the sales force, continuity writers and everyone else connected with the operation of the station. The days are over of a man sitting in a control room or announcer's booth with his feet propped up on his desk reading a magazine, interrupting his reading occasionally to open the mike and make a station break or announce the name of another record."

The KXOL air salesmen will attend regular weekly sales meetings just as do the time salesmen, says manager Fletcher.

The entire KXOL staff has been instructed to drop the word "announcer" from its vocabulary. ★ ★ ★

**Briefly . . .**

The new ABC Radio-TV Center in San Francisco, on which construction was started last month and which will house KGO and KGO-TV, will cost \$1,500,000. The modern, streamlined five-story building on Golden Gate



New ABC Center plans operations by Feb. '54

Ave. will contain a total of eight studios, 15 cameras, dressing rooms, scenery shop, paint shop, art department and all other facilities necessary for radio and TV production, as well as the stations' business offices. Broadcasting from the new premises is planned to start in February 1954 with the final completion set for May 1954.

\* \* \*

Wise Advertising of Baltimore has hit on a simple but effective way for a small agency to personalize itself to the "field." Though organized over a year ago, it has just issued a little brochure introducing its personnel and its advertising philosophy. It describes in detail the background, experience and qualifications of President Hamilton Wise, Executive V.P. Fred Sorensen, Art and Production V.P. Charles Hazard, Copy and Media Supervisor Elizabeth Koke and CPA Melvin Bergartt—showing photos and infusing the sketches with some of the personality "flavor" of each.

\* \* \*

Toronto radio rep Stephens & Town-drow is sending out cash by mail. To each radio-TV trade publication, it mailed a little black sack containing 12 shiny new Canadian pennies. These pennies represented the "new" executives at CHLO, St. Thomas—new in the sense that each one had advanced to a different, higher position at CHLO in the past few months. ★ ★ ★

# STANDING ROOM ONLY



**Erudite, debonaire, morning man VERN COOK has a waiting list of distinguished advertisers.**

**He occupies the major share of WTRY time before ARTHUR GODFREY, and consistently outrates all local and network competition.**

**He's another reason for the extraordinary length of WTRY's lead in Albany—Troy—Schenectady.**

**WTRY 980 KC.  
5000 W.  
ALBANY—TROY  
—SCHENECTADY**

**CBS Radio  
Network**

**Represented by HEADLEY-REED CO.**



**E**ven with a tower rivaling the Eiffel, WHEN's reception in France is doubtful, but people in Paris, N. Y., enjoy WHEN daily.

High on the hills southeast of Syracuse sits Paris — only one village in a vast 26-county area covered by WHEN. There are 2¼ million people in this WHEN market — people like the ones in Paris — who watch and enjoy TV at its best over Channel 8 and form buying habits by what they see and hear. Your message, too, can bring response (and response means dollars) by telling this rich upstate market about your product over WHEN.

SEE YOUR NEAREST  
KATZ AGENCY

*Everybody*  
WATCHES

CBS  
ABC  
DUMONT  
A  
MEREDITH  
STATION

**W·H·E·N**  
TELEVISION  
SYRACUSE



**agency profile**

**Edward H. Weiss**

President  
Weiss & Geller, Inc., Chicago

Many people in the agency business wish that Ed Weiss would act as relaxed as the copy turned out by his agency for such clients as Mogen David wine, Wrigley gum or Toni home permanents. Instead he is reputed to work 48 hours a day and still have time to make a few very important speeches a year. The interesting part of it is that practically every one of the speeches is widely quoted in newspapers and trade magazines. They're that good. He is undoubtedly one of the most quoted men in the ad industry.

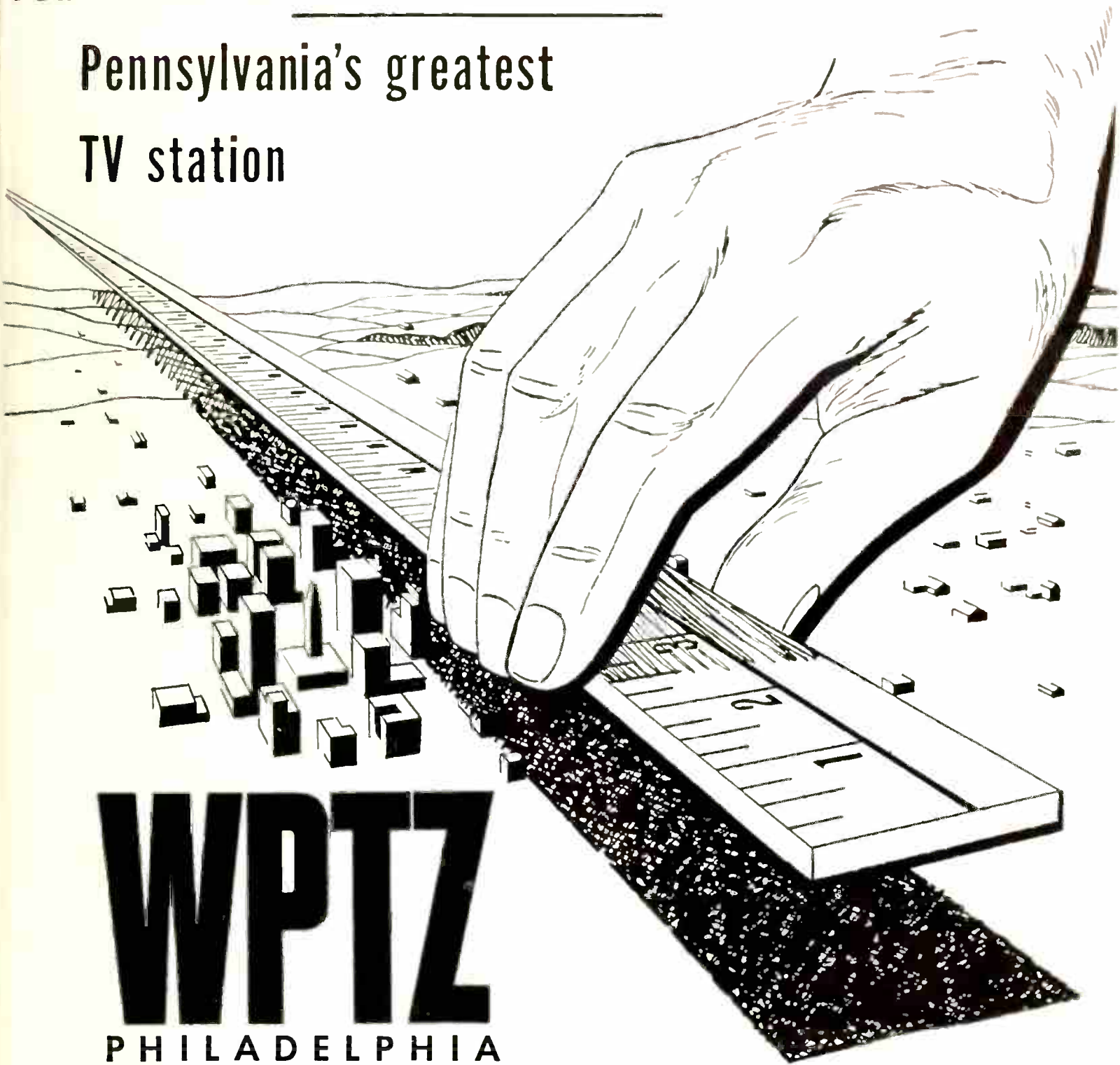
One of the reasons why so many ad people listen when Ed talks is that his subject is usually a highly interesting one: human motivation. He believes that use of social sciences is the big new development in agencies. A sociology major in college himself, Ed has remained a student (and often teacher) of the subject. He is a member of the boards of the Menninger Foundation, Topeka; the Institute for Psychoanalysis, Chicago, and the Chicago Medical School, as well as many advertising associations.

His interests must pay off. When Ed Weiss started his agency in Chicago in 1938 his only two accounts were the Selby Shoe Co. and Visking casings for skinless frankfurters. Both these accounts are still with the agency, but today, the agency's billings are in the neighborhood of \$11 million. A nice neighborhood—and the way to gain admittance is to raise your clients' sales. The year before Weiss & Geller won the Wine Corp. of America over to TV, the company had sold 1,200,000 gallons of Mogen David wine. That was in 1949; sales for 1953 are conservatively estimated at 4,200,000 gallons. (See "TV and psychiatry boom Mogen David," SPONSOR, 26 January 1953.)

In view of Ed's predilection for motivational factors it is not surprising to learn that his agency has its own social science library containing several hundred volumes. Says Ed. "Every department member of our organization—art, copy, research, media, account executive, radio, television—all of us meet regularly with social scientists and explore with them specific advertising and sales problems and possible solutions."

Married and the father of one son, Ed finds that he doesn't get enough chance to express himself at the office or at speaking engagements. So he paints for a hobby. ★ ★ ★

You'll need a BIGGER YARDSTICK to measure  
Pennsylvania's greatest  
TV station



# WPTZ

PHILADELPHIA

With maximum power on its favored low channel, WPTZ now delivers a better signal to more people over a wider area than any other television station in Pennsylvania!

In the A and B areas live some 6,390,000 people. These areas embrace more than 15,000 square miles in Pennsylvania, New Jersey, Delaware and Maryland.

In addition to the many communities newly served by WPTZ, this territory includes important markets such as Allentown, Reading, Wilmington, Trenton, Atlantic City... cities which have long looked to WPTZ for their favorite TV shows. Now they receive a signal as strong and clear as that delivered to the city of Philadelphia itself, or elsewhere in the booming Delaware Valley.

More than ever, WPTZ is your greatest buy among Philadelphia television stations. With the best coverage, programs, and production, it is Philadelphia's first television station. For availabilities, check WPTZ or NBC Spot Sales.



WESTINGHOUSE RADIO STATIONS Inc  
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

## MERCHANDISING

(Continued from page 39)

tion, in addition to other merchandising services, also makes up local point-of-sale material with the client paying print costs. WDAY-TV, Fargo, N. D., says Jack Dunn, has its own TV promotion show. Bill Ashworth of WSPD-TV in Toledo, Ohio, feels that the station's number one service is a meeting with local client representatives to discuss sales and distribution problems. Then the services are custom-tailored to the needs of the advertiser.

WKRC-TV, Cincinnati, reports no merchandising department. And WTMJ-TV, Milwaukee, advised that station policy would not permit providing requested information.

David M. Baltimore, WBRE-TV, Wilkes-Barre, Pa., says there are no "yes" and "no" cut-and-dried answers. The station does merchandising when it has time and client's schedule is large enough to warrant the effort and expenditure.

Robert Reuschle, WHUM-TV, Reading, Pa., feels the station is too new to judge the extent of its merchandising services. However, the station does have a retail outlet merchandising plan and does on-the-air promotion.

WFIL-TV, Philadelphia, has three retail merchandising plans, two for grocery outlets and one for drug stores. Additionally, the station does direct merchandising through a promotion called "Luncheon is Served."

WCSC-TV, Charleston, S. C., runs a weekly movie trailer in a leading Charleston theatre.

WTVR, Richmond, Va., offers an auditorium at no charge to advertisers wanting a place for sales meetings. They also supply personnel at regular hourly rates for calls upon retail trade. This station supplies a mimeographed outline of all free and cost services.

William R. McDaniel, WSM-TV, Nashville, points out that merchandising activity of his station is more often undertaken because of special need rather than because the advertiser is spending a certain amount of money. For that reason, the station finds it impossible to list standard rules and conditions under which these services are available.

Owen Saddler, KMTV, Omaha, says his station will do special promotions to fit the occasion. Also, in addition to standard promotional procedures, the station prepares and distributes a TV column to weekly newspapers in

the station's primary area.

Harold Anderson, KOLN-TV, Lincoln, Neb., comments that the size of the account determines the amount of services. Fred Weber, WFPG-TV, Atlantic City, plans to offer merchandising services when rates justify the station expense.

KOB-TV, Albuquerque, N. M., adds daily program listings of all sponsors, with trade names, to its merchandising services, according to J. I. Meyerson.

Bob Patt, WCBS-TV, New York, replied that the station's established policy would not permit acknowledgement of our questionnaire. However, he points out that it does not mean WCBS-TV doesn't merchandise for advertisers. Each one is handled as a separate case.

John Mitchell, WABC-TV, New York, reports that the station adds P.A. systems at amusement parks and on daytime river boats as merchandising plusses.

WNBT's Max Buek, New York, adds super market consultation service, drug store displays, laundry truck posters, sampling, personal appearances of stars and movie trailers to a long list of merchandising services. This station also has "Operation Chain Lightning" which has apparently accelerated the trend to chain store tie-ups the country over.

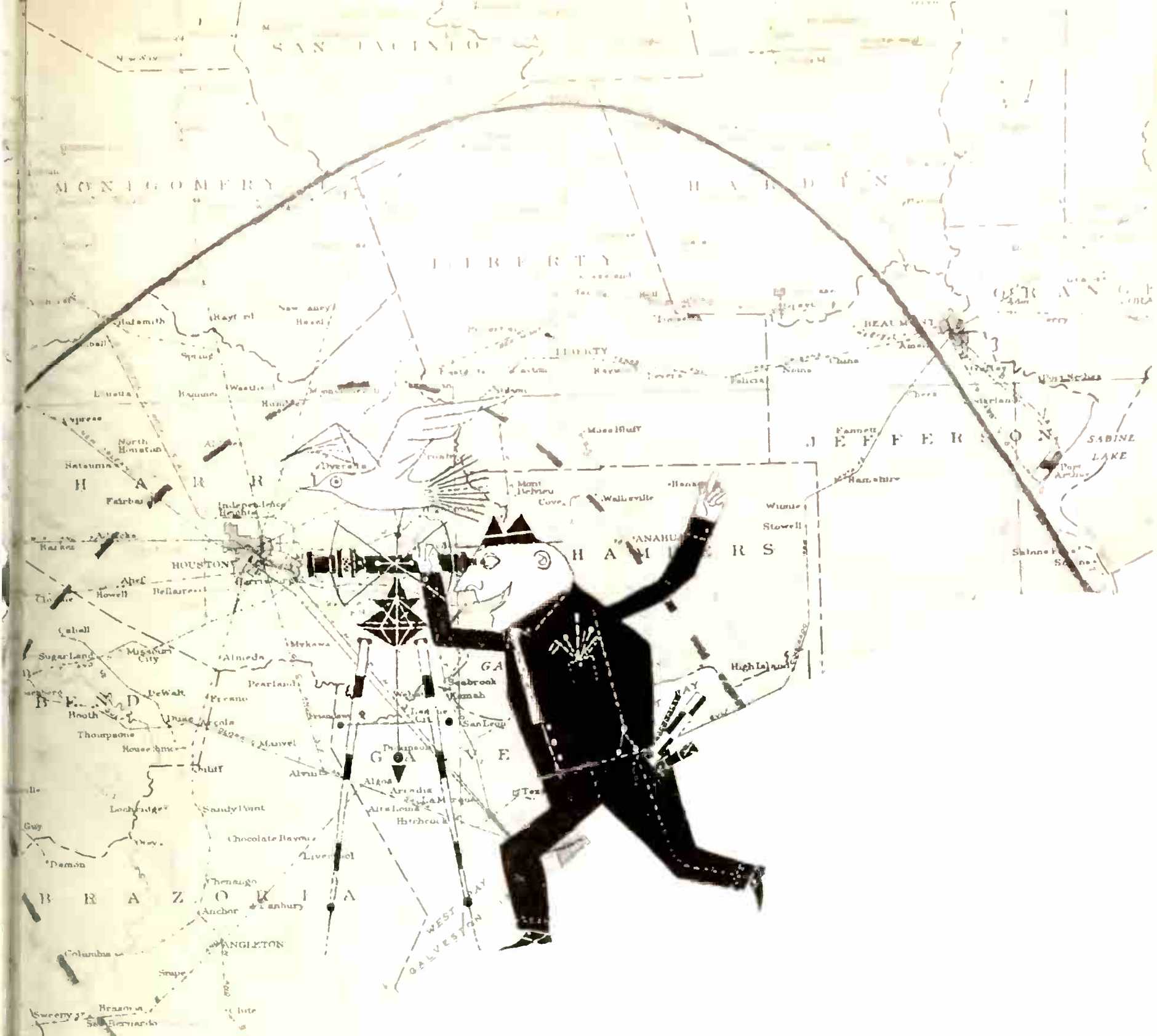
The WLW organization (Cincinnati) is a study in depth merchandising. No stranger to this sales tool through radio, the company gives the television operation the benefit of past experience. And Jerome "Tad" Reeves at WBNS-TV, Columbus, Ohio, adds excellent ideas in the field of creative merchandising to the standard list of station services.

Paul Goode, KSWO-TV, Lawton, Okla., is in the usual predicament of a new station which has limited personnel. The station plans a merchandising program this fall. Lucille Marlowe of KPTV, Portland, Ore., reports that the station has just organized a merchandising department. They intend checking store figures on advertised products after all important tie-in promotions. Harold Lind, WDTV, Pittsburgh, adds about 20 locations for display signs featuring client programs. And WJAC-TV, Johnstown, Pa., takes Tele-Ads in Western Union offices, according to Alvin Sehrott.

XELD-TV, Brownsville, Tex., says Burt Metcalf, has never been asked for trade mailings by an advertiser. And







## Bigger than predicted!

And in Texas, that's *big*! KGUL-TV, with the most powerful signal in the Southwest—

- ... wings not only to Houston, but 25 miles beyond!
- ... brings into range a greater metropolitan area than ever—Galveston and Houston combined, now 14th in the nation!
- ... one of the top dozen richest areas in the U. S. in family income, with an average of \$6,342 a year!
- ... spans more people than ever, now 1,218,400, and more total income, now \$2,179,947,000! sources on request.

Any way you measure, KGUL-TV covers one of the biggest and wealthiest markets in all television.

Your CBS Television Spot Sales representative will be pleased to show you how you're really on the map when you are on...

**KGUL-TV**



Channel 11  
Galveston-Houston  
Basic CBS Television Network

Represented by CBS  
Television Spot Sales

KDUB-TV, Lubbock, Tex., works closely with distributors. It also uses cards on outside of city busses and taxicabs.

Phillip Allen, WLVA-TV, Lynchburg, Va., budgets 5% of net monies from schedules for promotional work. And A. P. Hunter, KING-TV, Seattle, plans a merchandising department in the near future.

Lawrence Rogers, WSAZ-TV, Huntington, W. Va., passes along that news also. Their merchandising department is in process of formation. Robert Moore, WKAB-TV, Mobile, has a \$500

minimum buy on merchandising services. The station maintains complete merchandising facilities.

Phil Hoffman, KECA-TV, Los Angeles, says the station does not charge for merchandising services at present but may at a later date. Herb Bachman, KPIX, San Francisco, explains that while the station does a complete job on audience promotion, it will charge them at cost for retail merchandising services. Don Norman, KNBH, Hollywood, says the station does a complete job on audience promotion, it will charge sponsors at cost

for retail merchandising services. Don Norman, KNBH, Hollywood, says the station does a tailored merchandising job for each client and its *Food for Thought* show provides direct retailer tie ins.

KTTV, Los Angeles, says Richard Moore has its "Smash" merchandising plan with in-store promotion features by station men keyed to their *Star Shoppers* show. Harold See, KRON-TV, San Francisco, says the station charges for unusual services which seem out of line with the advertiser's schedule.

KFEL-TV, Denver, reports Gene O'Fallon, has an extensive newspaper and trade advertising schedule. KKTU-TV, Colorado Springs and Pueblo, informs James Russell, has an extensive drug merchandising program and is developing one for grocery outlets.

WAGA-TV, Atlanta, has a "Super Sales" plan with A&P tie-up. WSB-TV, same city, plans a chain tie-up service in the near future. Ken MacDonald, WBKB, Chicago, points to *Stopper Shopper*, with a chain store tie-up on A&P and National. Don Kynaston, WEEK-TV, Peoria, Ill., stresses merchandising services for good customers of the station.

WFBM-TV, Indianapolis, says Harry M. Bitner Jr., will promote according to the size of the schedule. WTTV, Bloomington, Ind., reports a tieup with IGA stores. WOC-TV, Davenport, Iowa, sends along a mimeographed statement of merchandising policy, varying according to spot, announcement and network schedule. Because of WOI-TV's limited commercial basis, reports Richard Hull from the Ames, Iowa, station, he is not allowed to provide merchandising assistance to clients.

Robert Tincher, KVTU, Sioux City, Iowa, considers consultation with local client representatives a must in station merchandising. Harold Christian, WXYZ-TV, Detroit, reports 30 women demonstrators available to clients for two-day store demonstrations. This is the only part of the station's merchandising services charged to the client. It's on a cost basis.

Don DeGroot, WWJ-TV, Detroit, sends along a copy of the *Marketer*, a mailing to various retail outlets. WKNX-TV, Saginaw, Mich., according to William Edwards, has been credited with forcing distribution of new products. The station does trade mailings at client request. And Francis Van

6th in a series

*This is only part  
of the Picture*  
IN THE MIAMI  
TV MARKET



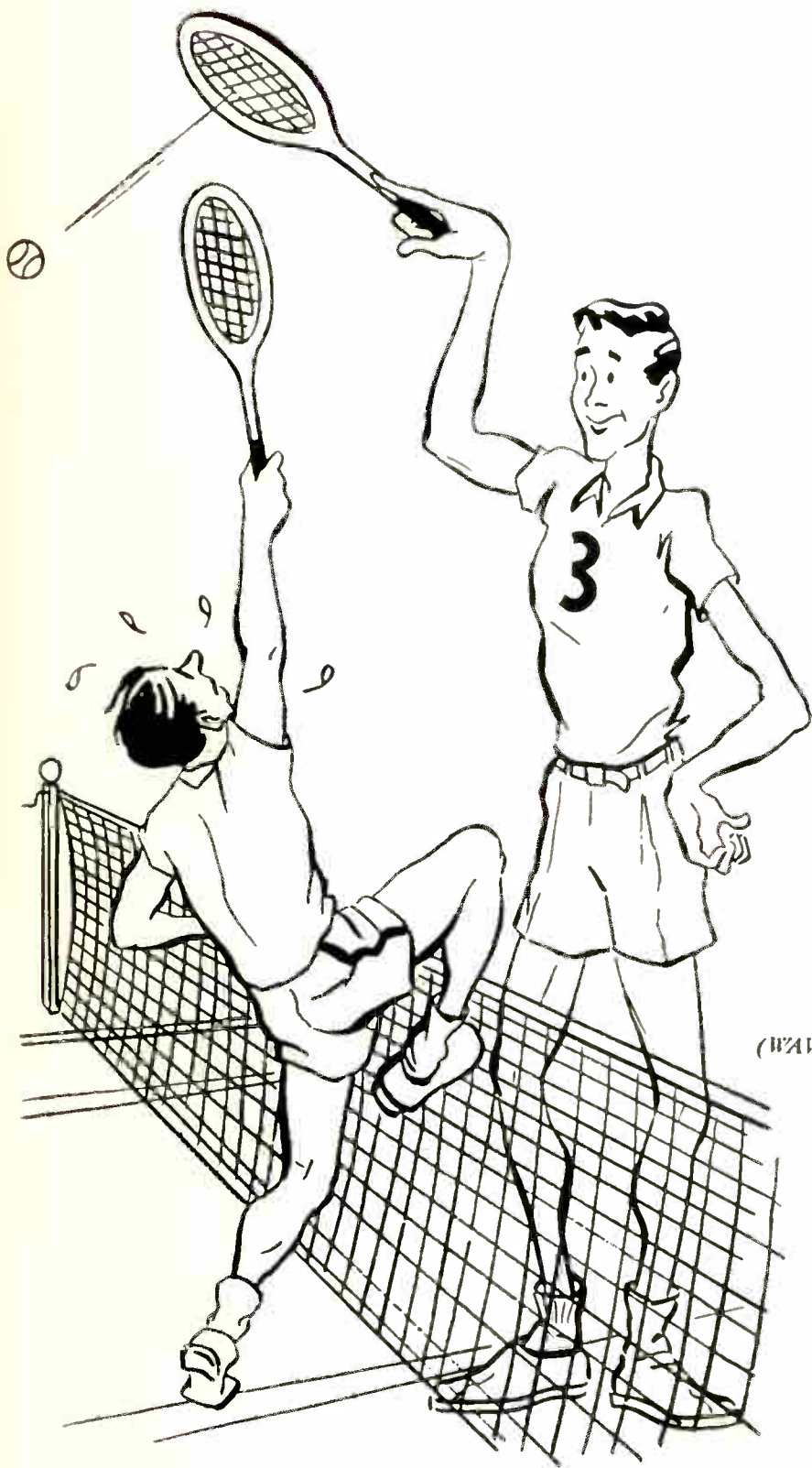
Now 26th among the nation's  
metropolitan retail areas.  
THE SOUTH'S FASTEST-GROWING  
MARKET INCLUDES 825,000  
PERMANENT YEAR 'ROUND RESI-  
DENTS SPENDING  
**\$49,700,000.**  
IN FILLING STATION SALES\*

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 - 1,000 ft. Antenna - 100,000 Watts



# HEIGHT COUNTS MOST!

*WAVE-TV Delivers:*

**66.7% GREATER COVERAGE AREA**  
than any other television station  
in Kentucky and Southern Indiana!

**19.8% GREATER CIRCULATION**  
than the area's leading  
**NEWSPAPER!**

**627.3% GREATER CIRCULATION**  
than the area's leading  
**NATIONAL MAGAZINE!**

*(WAVE-TV's superiority as of July 1, 1953, and still growing!)*

In television, Tower Height is by far the biggest factor in delivering a strong, clear picture to fringe areas. Low Channel is next most important, and Power is third.

WAVE-TV's new tower soars 1585 feet above sea level—*much the highest in this area, and 419 feet higher than Louisville's second station!*

WAVE-TV's Channel 3 is the lowest in this area!

WAVE-TV's 100,000 watts of radiated power is the *maximum permitted by the FCC for Channel 3*—is equivalent to 600,000 watts from our old downtown tower on Channel 5!

Ask Free & Peters for all the facts about WAVE-TV's amazing new coverage and about the great WAVE-TV television market.

LOUISVILLE'S

# WAVE-TV

## Channel 3

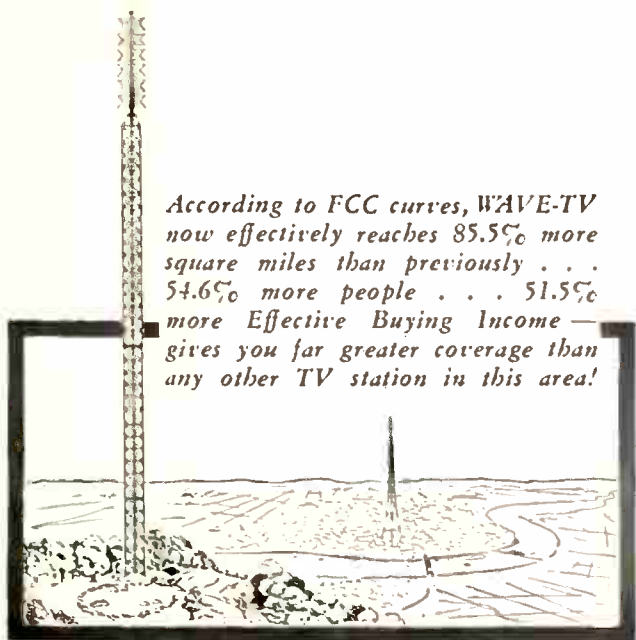
**FIRST IN KENTUCKY**

Affiliated with NBC, ABC, DUMONT

Free & Peters, Inc., Exclusive National Representatives



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



in the fabulous Southwest

**KROD-TV**

**CHANNEL 4**

**EL PASO, TEXAS**



**CBS  
ABC - DuMONT**

**WE HAVE  
THE  
CABLE**

On October 1st, El Paso joins the growing list of interconnected cities. Already the leader in entertainment in El Paso—KROD-TV will now bring the top cable shows to the largest TV audience in the Southwest.

**NOW YOU'LL SELL EVEN MORE  
ON CHANNEL 4**

Availabilities are going fast. Let the BRANHAM MAN help you select choice availabilities adjacent to top network shows.

**RODERICK BROADCASTING CORP.**

**D. D. RODERICK**  
Chairman of Board

**VAL LAWRENCE**  
Pres. & Gen. Mgr.

**DICK WATTS**  
Gen. Sales Mgr.

Now Nationally Represented by  
**The BRANHAM COMPANY**

**WSYR-TV**

**Syracuse, N. Y.**

**Channel 3**

**100 kw**

**The Only Low-Band  
V.H.F. Station in  
Central New York**

**Headley-Reed  
National Representatives**

**NBC Affiliate**

**WSYR-TV**

Konynenburg, of WCCO-TV, Minneapolis, reports the station is adding its first merchandising men. He expects this will develop into a major station department.

In Memphis John H. Cleghorn told us from WHBQ-TV that merchandising support is based on a percentage of the gross time purchase. Val Lawrence of KROD-TV in El Paso, Tex., has a completely staffed promotion-merchandising department serving clients. The station maintains a regular schedule of 24 sheet, four-color, premium location posters free to clients.

John Hopkins of KFDA-TV, Amarillo, reports he seldom gets client requests for store checks. David Murdoch, KSL-TV, Salt Lake City, says his well-established merchandising department was primarily designed as an aid for spot business. KDYL-TV's S. S. Fox reports a wide range of services, including grocery and drug merchandising bulletins, in Salt Lake City.

John K. Clarke, of KVOS-TV, Bel-

★ ★ ★ ★ ★ ★ ★ ★

"We are just coming to the end of an interlude in history in which hot war, cold war, and vast economic expansion made many of us forget what it means to have to sell and merchandise. During this period the pent-up demand was so great, the public was so hungry for new radios, television sets, appliances, and automobiles that there were no accurate yardsticks by which to measure selling effectiveness. . . . We need again some of that old-fashioned grass roots hard selling that those of us who were beating the bushes back in the Twenties and Thirties remember."

**H. C. BONFIG**  
Vice President  
Zenith Radio Corp.  
Chicago

★ ★ ★ ★ ★ ★ ★ ★

ingham, Wash., supplies monthly inventory, display reports to TV sponsors.

It is obvious from station replies that spot advertisers can get more merchandising help than national advertisers. However, it is also equally obvious that television stations, by and large, are much more conscious of merchandising than their older radio brothers have been until recent times.

Competitively it looks like an impossibility for stations not to develop merchandising programs for future client bait. Certainly local sponsors need and want this help. Clients with spot and national shows will be expecting this aid in all local markets.

Whatever occurs will be of great interest to clients and agencies alike. ★★★

## GAL TIMEBUYER

(Continued from page 37)

to wit: They'll buy time from the stations directly. won't let me tell the reps about it, then five days later I'm snowed under by nasty (justified) complaints from the reps. Remember, boys, the reps are the guys I work with. (4) Visiting station managers who think that a hand squeeze under the table, and over a cocktail, will assure them that I'll be buying the most time at the maximum rates from their stations. (5) Visiting station managers who think that a hand squeeze under the table, and over a cocktail, will assure them of a "riproaring" time in New York. (6) Reps who feel that the best way to prove to their clients on what intimate terms they are with the timebuyers is to show the clients on what intimate terms they are with a timebuyer. (7) Account executives who say "Let's be sure to . . ." because every time an a/e says "we" it means I've got that much work to do after 5 o'clock, while he rushes off to catch the 5:10 to Connecticut.

To show how the radio-TV industry affects the life of a girl-timebuyer, let me outline one of my more routine days:

**7:45 a.m.** Marge called to ask whether I'd need her very badly today. Her grandmother is sick, her mother has to go to work, and Marge doesn't want to leave grandmother alone. Marge is my secretary. She took off a week during the middle of last winter to go to her grandmother's funeral. I guess they buried her prematurely.

**8:30 a.m.** Al from Riterate Rep Agency called to apologize for not taking me home from the Stork Club last night. He called early because he wanted to catch me before I went to the office. (Where does he think I live, Staten Island?)

**Available Soon**

**The Pacific Coast's No. 1 Market  
in Effective Buying Income Per  
Family. (40th in the Nation)**

California's Capital  
Television Station

**KBIC-TV**

**SACRAMENTO CH. 46**

JOHN POOLE BROADCASTING COMPANY  
6540 SUNSET BLVD., HOLLYWOOD 28, CALIFORNIA

# W DAY - TV

(FARGO, N. D. — CHANNEL 6)

## COVERS

## THE NATION'S

## THIRD-BEST\* COUNTY

## IN RETAIL SALES

## PER FAMILY!

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)



And besides — Cass County, Fargo's home county, is the nation's 73rd wholesale market. Fargo ranks higher in wholesale sales than many larger cities such as Camden, New Jersey and Wilkes-Barre, Pennsylvania.

Which is just to say that our Hayseeds throughout the rich Red River Valley make a *whole lot* of mazzoola — and spend it rapidly on practically everything you can think of, including television receivers and your products!

May we — or Free & Peters — give you the whole story?

*\*Cass County is third-best among all U. S. counties of over 50,000 population.*



Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives

**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.*

For an enthusiastic — and  
growing — TV audience,  
come to

## Sioux City Sue-Land\*

\*33 Iowa, South Dakota and Nebraska counties rich in retail sales (\$670,313,000 last year), effective buying income (\$825,004,000), people (589,800), and sets (56,896 last count). See your Katz man.



Sioux City, Iowa  
CBS, NBC, ABC & DuMont  
A Cowles Station

**9:35 a.m.** I walked into my office to find that they've moved my desk into the conference room. "Only while we're remodeling," our media director told us.

(The last time the agency decided to remodel the offices was during an unseasonably cold November three years ago, while I was lining up a short-term saturation pre-Christmas spot radio campaign for a cosmetics manufacturer. Every time a rep called me on the phone to give me availabilities I had to open the window, reach out across the fire escape, lean into my office [they were putting in wall-to-wall carpeting] and pick up the phone on the ice-covered window sill.)

Before I could order coffee, my phone rang. It was Jim.

"Do you want to step into my office for a moment," he suggested. "I want to talk to you about Rover Dog Food."

Now that is a miserable way to start off the day. Rover Dog Food has been one of Jim's accounts for the past five years. The client's ad manager is very air-minded, but the firm's radio-TV budget is just about big enough to buy a one-way plane trip to Fire Island (30 miles from Manhattan).

"Rover wants an intensive 10-week spot radio campaign to promote its new line of artificially flavored dog food," Jim told me. "Now we're having a client meeting here at 4:30 this afternoon. Why don't you get me some estimates on the campaign and map out the availabilities? Bring them to me, say at 4 o'clock, so that we have a chance to go over them. And be sure to stick to markets with 50,000 or more dogs, to reach the maximum number of potential buyers."

**10:05 a.m.** I got back to the conference room. On my desk was a note from Rosie, our switchboard girl. It read: "Frank Ross from All-Over Spot Sales wants you to have lunch with him and Mr. Smith, Station XXX. Please call him back."

I shuddered. The last time Mr. Smith came to town for his one-week fling from Castoria, Wisconsin, he sailed into my office with a bottle of home-made apple cider and the usual corn about, "Let's discuss business over dinner."

I called Frank back and begged off. "I've got to work through lunch, 'cause my account exec's going out of town tonight. I've got to have some presentations worked out for him by then."

That's standard. When it's that sort of a lunch invitation, my account executive is always either just leaving town or just returning.

**10:10 a.m.** Dick Noonas called. Dick Noonas is the air-minded ad manager of Rover Dog Food.

"Did Jim tell you about our novel idea for this campaign?" he asked me.

The only novel thing about a Rover Dog Food campaign would be actually getting the thing off the paper and on the air.

"Now there's just one little thing I want to talk to you about," Mr. Noonas continued. "We want to be sure to get some real top-notch adjacencies. Get us some spots near *Show of Shows*, *I Love Lucy*, *The Colgate Comedy Hour*. Know what I mean? Incidentally, we don't want to spend more than \$2.55 per minute, so talk tough to the boys about rates. Know what I mean?"

I knew what he meant. Weakly, I protested.

"Oh, you can do it," he interrupted me jovially. "Know what I mean?"

Sure. I wish he'd tell me how.

**10:20 a.m.** I started calling reps about availabilities for Rover Dog Food. And I guess I'm kind of glad that I'm a girl, after all, because, when they started to tell me that they could not have them for me by afternoon, I cajoled, and begged and flattered them.

They'll be falling over each other in my office this afternoon with the stuff.

**11:30 a.m.** I worked on estimates for the Robo-Ride campaign. This is a dilly—a 20-second announcement campaign aimed at truck-driving grandmothers in one-station markets throughout the Midwest. And don't think it's ever a cinch to get market data. I'm constantly hounding the reps and the research departments at the networks for information.

(Of course, if the office here could be persuaded to subscribe to the various services and publications that are a timebuyer's guide, life would be much easier.)

**12:01 p.m.** I called Ben from Top-Spot-Sales Co.

"Ben," I said sweetly, "I think there

### WANT A DIFFERENT TV SHOW?

Popular, well rated, entertaining?

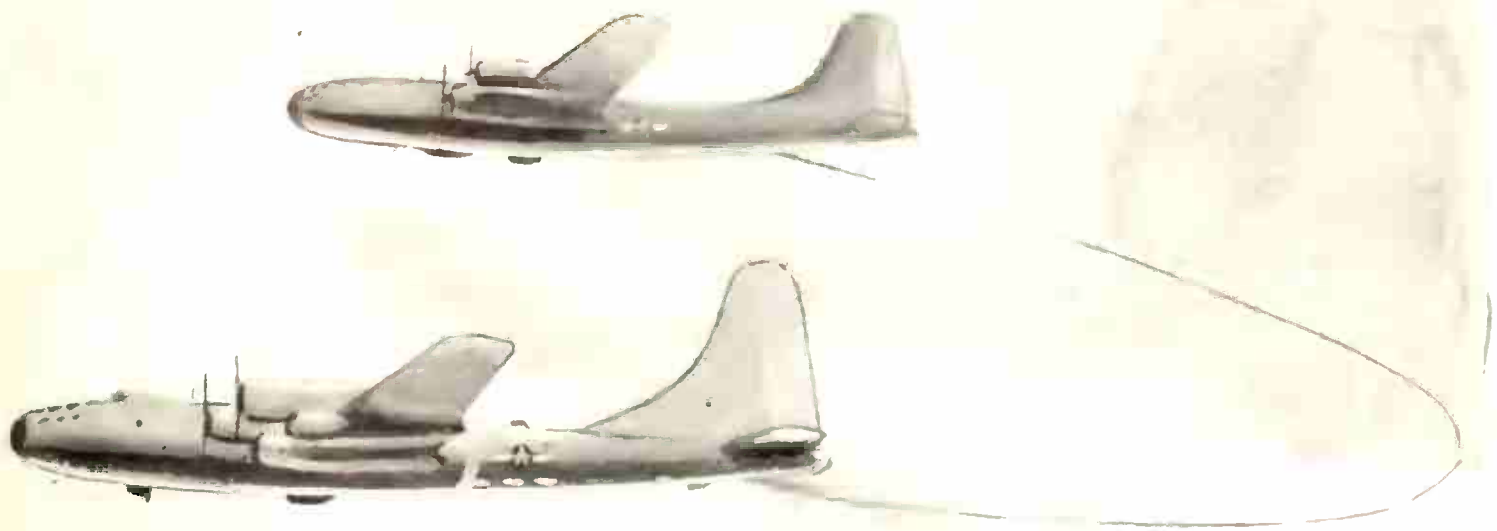
### The Sportsman's Club

52 great 15 minute hunting, fishing and outdoor panel shows. Write for audition prints.

SYNDICATED FILMS

1022 Forbes Street Phone: EXpress 1-1355  
Pittsburgh 19, Pa.

**YOU MIGHT FLY NON-STOP AROUND  
THE WORLD\* —**



**... BUT...**

**YOU NEED**

**THE FETZER STATIONS**

**FOR "AIR SUPREMACY"**

**IN WESTERN MICHIGAN!**

#### TELEVISION

(80,000 WATTS VIDEO—40,000 AUDIO)

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo—Grand Rapids. It delivers a strong Channel 3 picture into more than 300,000 TV homes in 27 Western Michigan and Northern Indiana counties—a far larger television market than is available in Rochester, Houston or Denver, for example. Nielsen and Pulse Reports prove that WKZO-TV dominates this market. For instance: The April, 1953 Pulse credits WKZO-TV with more than *twice* as many viewers as Station "B", *morning, afternoon and night!*

*\*The United States Air Force did, in 1949.*

#### RADIO

WKZO, Kalamazoo and WJEF, Grand Rapids, deliver tremendous radio coverage of Western Michigan. The March, 1953 Nielsen Report credits WKZO-WJEF with a 12-county daytime audience of 151,050 homes—a 12-county nighttime audience of 130,530 homes. The February, 1953 Pulse shows that in Kalamazoo and Grand Rapids, WKZO-WJEF get 41% of the morning and afternoon audience, 40% of the nighttime. The next-best two-station choice costs about 14% more—yet gets only 24%, 20% and 29% of the morning, afternoon and evening audience, respectively!

Write direct for all the facts. Or ask Avery-Knodel.

**WJEF**

*top 4* IN GRAND RAPIDS  
AND KENT COUNTY

(CBS RADIO)

**WKZO-TV**

*top 4* IN WESTERN MICHIGAN  
AND NORTHERN INDIANA

**WKZO**

*top 4* IN KALAMAZOO  
AND GREATER  
WESTERN MICHIGAN

(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

**FETZER BROADCASTING COMPANY**

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

must be some mistake here. . . . On the rates you gave me for the Robo-Ride campaign, there's one that just can't be right. . . . You quoted me \$350 for 20 seconds in Class C time on that 1 kw. in Broken Bow, Iowa. . . ."

"Yeah?" he replied pugnaciously. (Broken Bow is a one-station market.) "Well, that's the rate, kiddo." He chuckled. Take it, or leave it, girl.

**12:05 p.m.** I finally looked through my mail. One gem, enclosed in an envelope from Station YYY, Cloochoo-town, N. C., was a note from the sales manager of said station:

*"You lovely creature, you:*

*"Am coming to New York again next week, you lucky girl. Will you have dinner with me Thursday night, by candlelight? (That's poetry, sweetie . . . yuk yuk.)*

*Love,  
B."*

The one thing I'd been waiting for wasn't in the morning mail, namely a list of availabilities on a radio station in a four-station market which I had requested from its rep a week earlier. Since I had to make up my mind by sometime this afternoon, I called

the rep. His secretary said he was in Bermuda. I called the sales manager of the station. His secretary said he was at Virginia Beach. I asked for the president of the station. His secretary said he was vacationing in New York.

Now we were getting closer to home.

I called him at the Hotel Pierre, as his Girl Friday had suggested. He was very impressed with my detective work. Only three people knew where he was staying, including his wife and secretary. (I didn't mention the fact that one of the three had squealed.)

Twenty minutes after I'd told him my problem, he was up at the office with the availabilities.

**12:30 p.m.** Lunch with aforesaid president of aforementioned station. His wife was with him. Lovely people. When they said "vacation," they meant "vacation." We didn't talk business.

**1:00 p.m.** After a cocktail, the station president told me that he owns some radio stations "on the side." His main business is wholesale jewelry. Would I like a diamond?

I sure would, I told him, but I couldn't afford one on a timebuyer's salary. He chuckled. His wife smiled.

**1:35 p.m.** After the entree he confessed he'd be real tickled to come back from his vacation with an order in his pocket. "That would show the boys. . . ."

**1:50 p.m.** After dessert he asked me what sort of a ring I would like to own. I thought it over. "Well," I replied shyly. "I have always wanted a big chunky topaz. . . ."

I saw a sympathetic light in his wife's eyes. "That's what I wanted when I was your age," she told me.

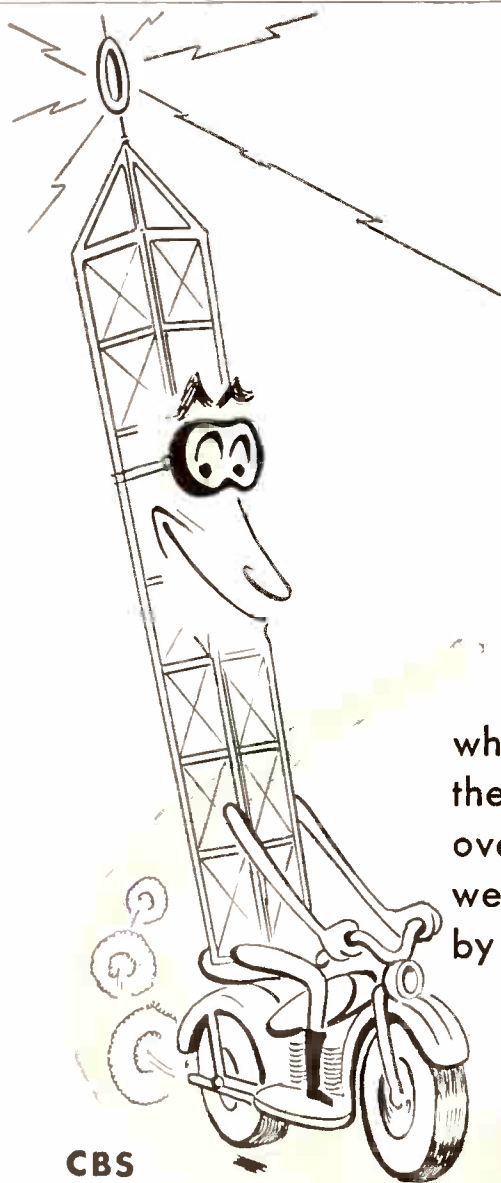
**2:15 p.m.** The station president was back at my office. He'd brought a big, chunky topaz with him.

**2:17 p.m.** He left my office, having sold me a \$300 ring for \$65. He went back home with a contract for \$150—that's \$4 per announcement.

**2:20-2:35 p.m.** Seventeen phone calls from various reps. Theme: "We hear Wicked Night Perfume is planning to spend \$2 million on a spot radio campaign. Why didn't you let us know?"

Why didn't someone let *me* know? I didn't even know we had the account.

The timebuyer is always the last to

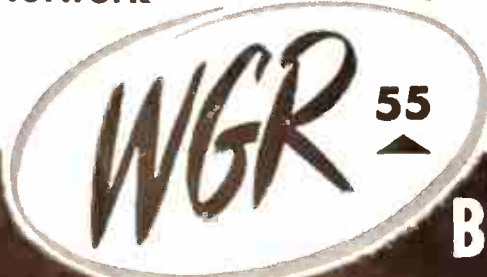


**CBS  
Radio  
Network**

**W  
G  
R** herever you  
o there's  
adio

You ride with the winner when you ride with WGR . . . the most listened-to station all over Western New York, Northwestern Pennsylvania and near-by Ontario.

For example: WGR's vivid broadcasts of baseball, basketball, football, plus all-around sports coverage win top audiences throughout the year.



**BROADCASTING  
CORPORATION**

Leo J. ("Fitz") Fitzpotrick  
I. R. ("Ike") Lounsberry

**RAND BUILDING, BUFFALO 3, N. Y.**

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





## it won't help you if it's not available

A lot of ratings being quoted these days look like the answer to your sales problem, but are they available to you?

*Remember* this when you're scheduling spots in Los Angeles, San Francisco and San Diego. Your DON LEE or Blair man CAN supply you with consistently good ratings that *are* available and which

will start selling for you immediately.

Best of all, the low, low daytime rates on DON LEE apply to nighttime too.

DON LEE delivers sales impressions at the lowest cost per thousand of any other sales medium.

Call DON LEE or Blair when you're ready to sell in Los Angeles, San Francisco and San Diego.

**KHJ**



LOS ANGELES  
5000 W 930 KC

**KFRC**



SAN FRANCISCO  
5000 W 610 KC

**KGB**



SAN DIEGO  
1000 W 1360 KC



Represented Nationally by JOHN BLAIR & CO.

hear the client's budget. The f.o. (that's front office to the uninitiated) seems to feel that such top-level information can't be entrusted to the girl who's figuring out where to spend the budget.

**2:40-3:51 p.m.** Talked to the various reps I'd called about Rover Dog Food. They're good boys, rushing up here on such short notice.

**3:53 p.m.** Marvin, the shoe-shine boy, stopped by.

"Congratulations," he said. "Hear your agency's just gotten the Wicked Night Perfume account."

**3:55 p.m.** Eddie, the office boy, brought me a memo from the f.o.

"Meeting at 5:10 p.m. to discuss a new account."

**3:59 p.m.** Al from Riterate Rep Agency called me.

"Have you made up your mind about Gopherville yet?" he asked me.

Gopherville is a two-station market that we may go into with the Sugarpie Face Cream campaign. I hedged.

"Well look, girl. About those rates I gave you. Find out what the other station offers, and we'll see what we can do for you. . ."

**4:01 p.m.** I brought the availabilities and my estimates to Jim. "Nothing wrong with this presentation *per se*," he conceded.

**4:25 p.m.** Frank called me into the den to see some film commercials he's just made for Sugarpie Face Cream. Campaign is to be aimed at teen-age girls without boy friends in South-eastern industrial areas.

Frank is our radio-TV director.

**4:58 p.m.** Phone call from Charlie from Everywhere Rep Co.

"I've been calling you all day," he panted. "About Sugarpie Face Cream. . . You haven't bought into Sowaat, Nebraska, yet, have you?"

Sowaat's a three-station market.

I told him I hadn't decided yet.

"Well hold off, girl," he told me eagerly. "Let me buy you a drink later this afternoon. Incidentally, no matter what the other two stations tell you, we'll give you better rates."

**5:00 p.m.** I went in to see Jim about the Rover Dog Food campaign.

"Well," I asked.

"Well," he answered.

"About the campaign," I insisted.

"Which campaign?" he replied coyly.

"The one I spent all day lining up. The one there was such a rush on. The one for which I called every rep in town, pestered them to death, dragged them over here through mud and rain. . . Rover Dog Food, what else?"

Jim hid behind a large economy size can of Rover Dog Food.

"The client loved the presentation." He peered cautiously around the green can.

"I know. But are they buying?"

"Next year."

**5:10 p.m.** The Great White Father called a general staff meeting.

I sat down to his right, because the G.W.F. always lists to the right when discussing weighty subjects.

"You've all been doing a great job," he began, when we were all gathered in the f.o.

I sighed unhappily. When the boss

tells us that we've been doing "a great job," that means he isn't satisfied, because if he were satisfied, he wouldn't mention it. Heaven forbid we should ask for a raise.

". . . but, I think *we* can do a greater job. . ."

"Here it comes," I thought. When the powers that be say "we," it means more work for the salaried ones.

**5:49 p.m.** ". . . I don't have to tell you what this new account means to us," the boss continued.

Frank gave me his "here-comes-the-pitch-for-overtime" look.

I crossed my legs.

"Young woman, are you trying to distract me?" the boss scolded.

I dropped my eyes demurely and pulled the skirt over my knees.

Well, that hadn't worked.

**6:50 p.m.** ". . . so, let's all pitch in and do a bang-up job for this account," the G.W.F. concluded.

I limped out of the f.o. into the conference room. Hopefully I looked over my calendar for rep or station managers' parties. Nary a one in sight.

"You'll have steak and champagne every day," my boss had told me when I first joined the agency.

As a matter of fact, during my six tyro months in the media department, I was deluged with party invitations. But did I accept? I did not. Didn't think it was right, because I wasn't placing much business at the time. Now I place over \$1.5 million a year. Do I get any more party invitations? I do not. The reps know I have to work with them, party or no party.

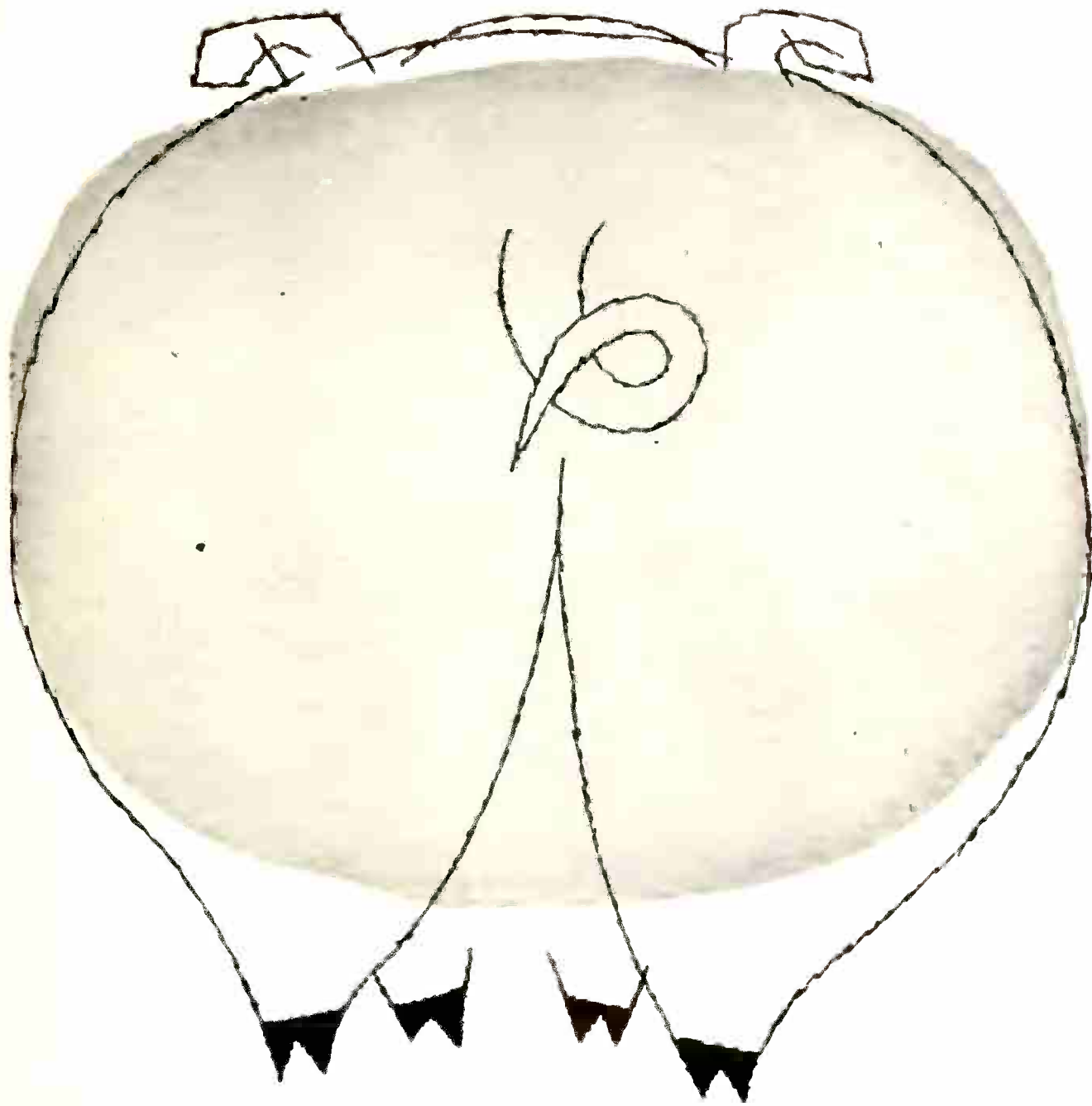
So, I picked up my stuffed poodle and went home. Steak, indeed. Scrambled eggs, anyone? ★ ★ ★

**WBEL** 5000 WATTS AT 1380  
NEWS AND MUSIC  
BASIC INDEPENDENT

THE ONLY STATION SERVING  
**All 3 HIGH INCOME Markets!**

- ROCKFORD, ILLINOIS
- BELOIT, WISCONSIN
- JANESVILLE, WISCONSIN

WRITE FOR DETAILED COVERAGE MAP



## Round Number: Twelve Million

Adding very little to a pig's weight but much to his appearance, a tail also serves radio stations. Chambers of Commerce, statistically minded copywriters, and packing houses, than which there are few things better to stay upwind of (packing houses, that is).

To come to the point, in 1952 Iowa again was the Nation's top pork producer, being instrumental in supplying 12,057,000 tails, each attached to a going concern subsequently rendered into squeals, bacon, ham, pork, sausages, billfolds, brushes and an infinitude of et cetera.

The official U. S. census puts Iowa's farm living index at 177, which places the Iowa farmer on top. The national average is 122. Iowa also leads the nation in the percentage of farms with automobiles. The percentage of farms served by electricity, telephones and radios has practically reached the saturation point.

These facts aren't put here to bore you. They're more reason for you to call the Katz Agency and try this market for size. It fits big sales and small (or large) budgets.

**WMT Cedar Rapids** • 600 kc • 5000 Watts • Basic CBS Network • Represented nationally by the Katz Agency.

WMT-TV • Channel 2 • CBS • On the air Sept. 27



## LIQUI-MOLY

(Continued from page 36)

movies and news shows."

The films were used for the first time last fall in 13 markets coast to coast for 13 weeks, two to four times a week in each market.

The average car owner, statistics show, is a man. To reach a predominantly male audience, Reiss and Ratter scheduled announcements as follows:

**Radio:** In the morning, 7:00 to 8:00 a.m. disk jockey adjacencies, to catch

the car owner on his way to work. In the afternoon to early evening (5:00-8:00 p.m.) sports adjacencies were sought to reach men while their favorite sportscasters were giving the day's scores. Eleven o'clock news adjacencies were also sought.

In addition to these basic time slots, the agency looks around for good buys no matter what the time of day, won't hesitate to break its own rules whenever an exceptional availability is offered. (Example: Liqui-Moly currently is using one-minute announcements preceding or following New York Yan-

kee games over WINS.)

**Television:** In the afternoons, one-minute announcements are placed adjacent to sportscasts, or five-minute sports programs are sought. In the evenings, late news adjacencies, d.j. and movie participations are sought. Here, too, however, there are exceptions to this basic time buying pattern. (Example: Liqui-Moly sponsored a sports show in Seattle, Wash., preceding the Walcott-Marciano fight this past June. Because the fight lasted only two minutes, Liqui-Moly received just as much commercial time before the fight as the sponsor of the bout got.)

Liqui-Moly's commercials are carefully planned to combine effective presentation with education about the product itself.

The first radio commercials were designed to surround the new product with a feeling of prestige, familiarity. Authoritative-sounding Westbrook van Vorhees, announcer for *The March of Time* film series, was selected to record the initial commercial. In later commercials Fred Uttal, a well-known radio announcer, delivered the straight sell as "the man who knows." And Kevin Kennedy is used on other disks as the "neighborly" type who gives the "reminder to buy."

Attention-catching sounds, such as the roar of jet planes, police whistles and running car engines are used for added effectiveness.

The copy itself concentrates on Liqui-Moly's ability to achieve certain specific results when added to car oil. Here's a sample radio commercial combining dramatic effects with straight sell:

(Dub in: "Science marches forward.")

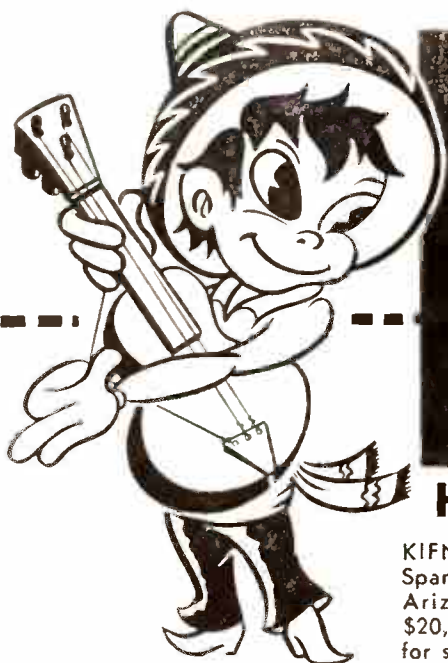
**Announcer:** "This winter for the first time you need never have trouble starting your car. You need never worry about dry starts like this—"

(Dub in: Sound of dry start.)

**Announcer:** "The new wonder lubricant Liqui-Moly guarantees a faster start and engine warm-up *even in the coldest weather.*"

(Dub in: Sound of engine turning over quickly.)

**Announcer:** "All you do is add Liqui-Moly to your motor oil. It actually plates the vital part of your car's engine with magic, friction-reducing Molybdenum Disulfide. Thus Liqui-Moly gives you instant lubrication, instant starts, the instant you press the



# WHEN I SEENG SEÑOR THEY LEESTEN

## Here's Why . . .

KIFN, and only KIFN, reaches more than 85,000 Spanish-speaking people\* in Phoenix and central Arizona. This Spanish population spent nearly \$20,000,000 in retail sales during 1952. They account for some 20% of Arizona's population.

Remember, if you sell in Arizona . . . you should sell in Spanish. And to reach this rich market, you must use KIFN, Arizona's only full time Spanish language station.



### Pinto Beans? Si, Señor, I Love Them!

And, to prove it, I helped sell 10 tons of them for Basha's Markets, Phoenix, during a recent week-end. Ask Mr. Ed Kerns at Basha's. He'll tell you!



### Ah, Señor, What An Angle For A Siesta!

But I wasn't sleeping when I helped increase Quality Furniture Company's sales to Mexican people from 5% of volume to over 40% in less than 2 years. But why, believe me? Ask Mr. Al Garcia, President.



### Senora Cow, She Never Give Milk Like Thees!

In one year my Mexican friends sent 187,500 can labels to Borden's Evaporated Milk Company in return for china plates. You can check these figures with Mr. Sporleder at Borden's.

\*Statistics from Valley National Bank Survey.

# KIFN

"LA VOZ MEXICANA"

860 Kilocycles • 1000 Watts

Ask These Yanquis About Me!

HARLAN G. OAKES  
AND ASSOCIATES  
672 S. LaFayette  
Park Place

LOS ANGELES, CALIF.

NATIONAL TIME SALES  
17 E. 42nd St.  
NEW YORK, N. Y.

REACHING PHOENIX, AND ALL OF CENTRAL ARIZONA



GREEN BAY — Paper



FOND DU LAC — Leather-Milling



SHEBOYGAN — Furniture



MANITOWOC — Shipbuilding



APPLETON — Machinery



OSHKOSH — Lumber



WAUSAU — Electrical Equipment



IRONWOOD, MICH. — Mining



TRAVERSE CITY, MICH. — Canning

**THE LAND**

**OF**

**M**

**MILK and HONEY**

*Industry-wise*

WISCONSIN'S MOST  
*Show-Full*  
 STATION IN GREEN BAY

HAYDN R. EVANS, Gen. Mgr.  
 Rep. WEED TELEVISION

starter—even in the coldest weather! Yes, Liqui-Moly — L-I-Q-U-I dash M-O-L-Y — eliminates unlubricated, dry, grinding starts, the biggest cause of engine wear. And Liqui-Moly gives you more miles per gallon, too. Get Liqui-Moly, only \$1.50 per can—available at all gas stations and auto supply stores. Beware of inferior imitations with similar names. Get genuine Liqui-Moly today!”

(Dub in: Engine turning over quickly.)

The agency has disked nine different radio commercials with seasonal, regional variations, in some cases narrated by local personalities. For TV it uses just one basic film. The film was so planned to allow for a 20-second change in the middle to make it usable year 'round. In the winter the central portion of the film is devoted to general talk about the product; in the summer the 20 seconds are spent demonstrating engine vibration.

Radio's ability to dramatize and television's ability to demonstrate make these media “naturals” for introducing a new product, according to George Seedman, president of Moly Motor Products.

“You can catch attention very easily

with radio,” he said, “but with print media, the reader may just skip over the whole advertisement. And with television you can bring home to the viewer the actual results to be obtained through using a particular product. Demonstration adds impact.”

Merchandising plays an integral part in the air drives in every market. Before the announcement drive is to begin in a particular area, the station mails out cards or letters to every gasoline station dealer and auto accessory store in the region. The letters point out that Liqui-Moly has signed up to sponsor announcements adjacent to sports shows (or news, d.j. shows) or is a participating sponsor in such shows. Dealer reaction to these mailings, Ratner reports, has been consistently good.

For example, this past spring, WINS, New York, mailed letters to 4,000 service stations in connection with Liqui-Moly's sponsorship of New York Yankee games. Many dealers wrote the station asking it to make sure that distributors took their orders for Liqui-Moly, according to Ratner.

In addition to the mailings Moly Motors holds a regional dealer show for every new market preceding its ad

campaign there. At the shows dealers are given scientific information about the product. Professional actors demonstrate the right and wrong ways to make sales in specially written skits.

When George Seedman created the Moly Motor Products Corp. last summer, Liqui-Moly was being used by a limited number of sports car, racing car and foreign car fans. It was distributed only in about four or five markets.

Seedman, who owns Times Square Stores, a chain of auto accessory stores, believed that car owners as a whole could be educated quickly to see the benefits of special auto lubrication. He felt that Liqui-Moly could be transformed from a specialty product to a mass-produced lubrication foundation with nationwide distribution.

Liqui-Moly is a lubricant containing Molybdenum Disulfide ( $MoS_2$ ). It has long been known that this compound is an effective lubricating agent. In fact,  $MoS_2$  has been used in heavy industry for many years.  $MoS_2$  in dry solid form is unsuited for use in conventional oiling, greasing equipment.

However, during World War II, A. J. Lockrey, lubricating engineer, was given the task of adapting Molybdenum Disulfide to withstand high pressures and temperatures, so that it could be used in motors, guns and planes.

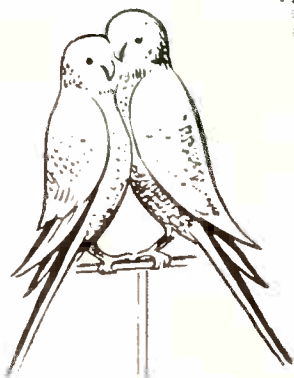
Through what Moly Motor Products calls a “micronizing” process, Lockrey was able to hold  $MoS_2$  particles in suspension, thus transforming it into a liquid. Further refining processes adapted the product to ordinary automotive use. Liqui-Moly is now manufactured for use in standard automobiles in the firm's plant in College Point, Long Island.

Although Liqui-Moly today is among only a handful of oil supplements with national distribution, several firms are manufacturing similar products on a regional basis, and several major gasoline companies are now eyeing the field.

In addition to radio, TV and newspaper advertising Liqui-Moly is now being advertised in auto accessory trade papers and in such national magazines as *Look*, *Saturday Evening Post*, *American Weekly* and *Popular Science*.

Although ad plans for the future have not yet been formulated, the air media will continue to get a large slice of Liqui-Moly's budget, and there's a possibility that air advertising may go network if sales warrant it. ★ ★ ★

## No. 1 in Kansas City



KC  
Loves

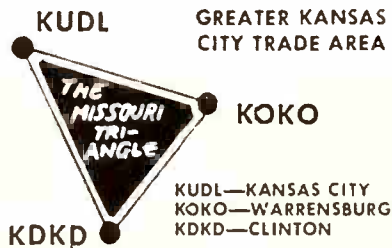


A new survey shows KUDL to be No. 1 independent station in Kansas City

8 a.m. to 6 p.m. Monday thru Friday

FORJOE can show you why KUDL is in the number one spot . . . call him NOW!

KUDL . . . the Best Money Can Buy!  
1000 WATTS . . . 250 WATT RATE



Covers The Greater Kansas City Market

## MEN, MONEY

(Continued from page 10)

der-shrugging doctors who require absolute proof, Norr was pointedly sarcastic. If there was, said he, as much evidence to link spinach with stomach cancer as there was evidence to link intemperate cigarette smoking with lung cancer, then the cry would ring through the land, "Spinach must go!" But, sneered Norr, the tobacco industry enjoyed (his phrase) addicts, apologists and sycophants.

\* \* \*

In short, in Norr alone, the tobacco industry has a formidable foe capable of mobilizing plenty of organized antagonism. The whole morbid maniacal fear of cancer plays into the hands of the temperance movement. Millions of church members are already conditioned to an attitude of disapproval. The dramatic issue of lung cancer, the dramatic diary which 50,000 members of the American Cancer Society are keeping now—and for the next several years—tracing individual deaths to smoking habits, all add up to a problem for the tobacco industry in the immediate future.

\* \* \*

Is the tobacco industry being too complacent about the threat? This columnist had an interesting discussion on tobacco's public relations problem with the PR officer of a big whisky combine. He had been the neighbor at a banquet of a cigarette company vice president. Said the PR officer about the cigarette v.p.: "I tried to tell him that the same forces which promoted prohibition are being stirred up against cigarettes, but he only smiled. He said opposition to cigarettes was Epworth League, 1905, and had no real public support. 'You cannot convict a community, everybody smokes!' was his attitude." The whisky man shook his head, considered this a case of none so blind as they who will not see.

\* \* \*

Not accidental, chums, not accidental at all have been the two recent attempts to get tobacco declared a "drug" by legal definition and thus subject to a whole new series of curbs upon its advertising claims! Watch this whole subject. It is a burning—pardon the pun—one. ★ ★ ★

## SPONSOR ASKS

(Continued from page 65)

is on some dealer's books either as a purchaser or service client. However, in most cases, with the aura of confusion that exists, there are usually only a few leaders who are self-starting and the others must be stimulated into making an extra selling effort. Further, depending upon the speed with which it is desirable to convert the market, the dealers' capacity (number of technicians employed and trucks operated) for making conversions must be studied and possibly temporarily augmented. The local dealers, in anticipation of the advent of a new UHF station, should also acquaint their bankers with the unusual requirements of the situation so that adequate financing may be arranged.

The foregoing just about tells the story except for one other important conversion factor—the multiple-housing units, such as apartment buildings, hotels and housing projects. In the majority of instances the landlords prohibit tenants from using outside antennas because of the fire hazard and possible roof damage. The solution to this is the master antenna system and that calls for another educational job with the landlords. However, with the master antenna, the converting is done at the antenna and the apartment dweller with a VHF set has nothing to do, or buy, as his set will receive the UHF signal on one of the unused VHF channels.

FRED N. DODGE  
*Director of Merchandising  
NBC, New York*



Mr. Hyatt

WTVI, Channel 54, located in Belleville, Ill., just six and a half miles from downtown St. Louis, was granted its construction permit on November 20, 1952 and hit the air with commercial programming on August 10.

Due to delays and delivery of equipment we find, in looking back, that we have had over eight months during which time we have publicized and promoted UHF in this area in a very intense manner, hitting the air with some-

where around 100,000 UHF sets.

Our ground work actually started with the dealers and distributors. Starting almost simultaneously with our grant, the executives of WTVI attended every dealer and distributor meeting in this area night after night.

We pointed out that over 500,000 VHF sets in use in the Greater St. Louis area needed some type of conversion. We stirred up a tremendous amount of enthusiasm with the dealers and distributors since our market had a high concentration of saturation, somewhere around 82%, which meant that the dealers and distributors were almost out of business shooting at an 18% market. Now with the advent of UHF they were back in business in a big way. And they could look forward to conversion of existing sets and trade-ins of seven, 10 and 12-inch sets (of which there were some 125,000 in use, all four or five years old) for larger-screen UHF-VHF sets. Also, that many homes would now want a second set with the advent of a second station.

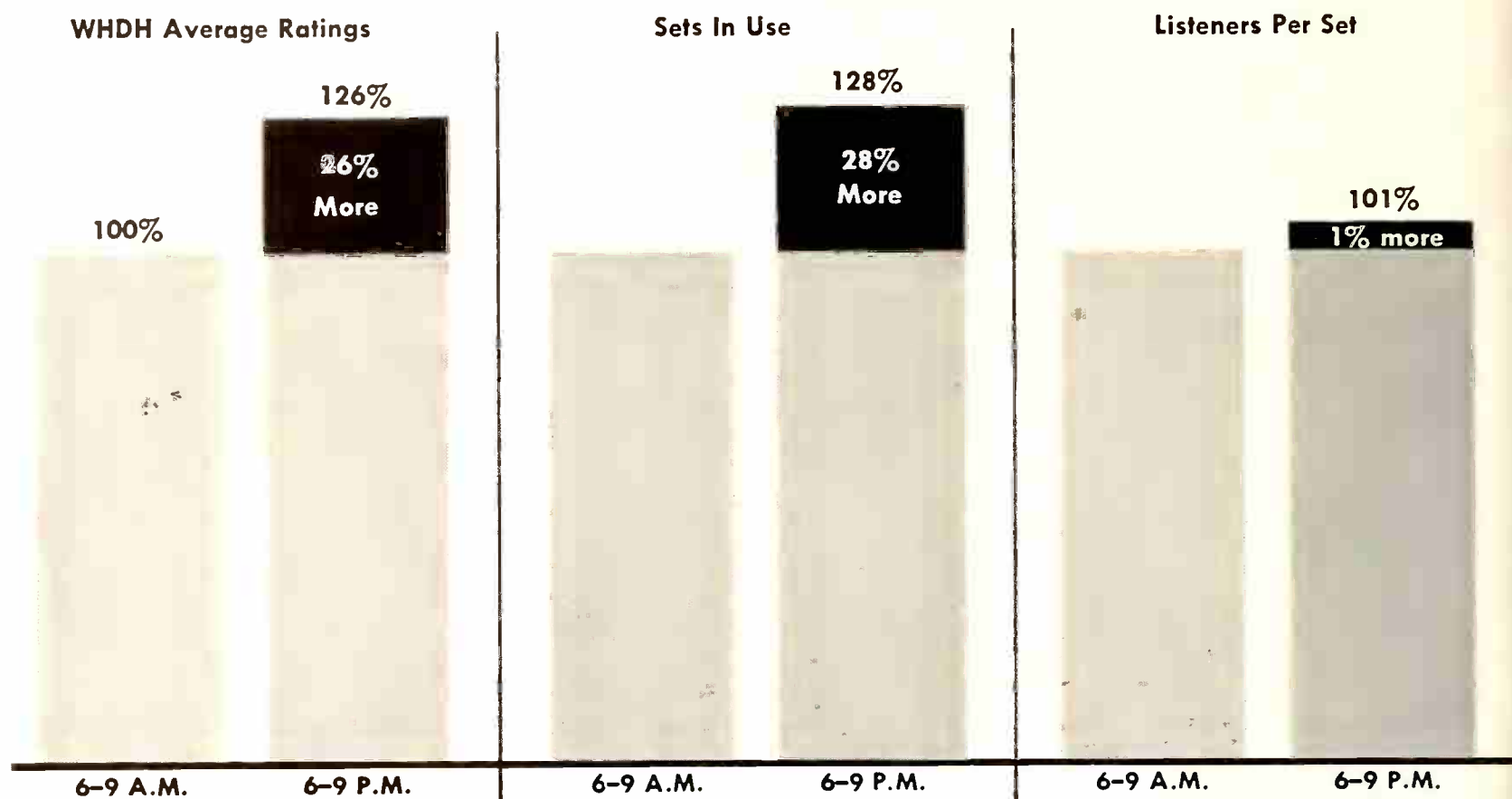
Public enthusiasm was whipped up through a promotion campaign that started immediately after the Christmas holidays. We spent somewhere around \$100,000 in promotion of UHF through the use of almost every type of advertising media—newspaper ads, tens of thousands of Scotch-glow bumper tags, saturation radio campaigns, bus cards, department store promotions, such as a special UHF Fair at the May Co. store in St. Louis, also a later promotion in the same store where we put all of our studio equipment on display, closed circuit telecasts in department stores, special sections in local daily papers and weekly community newspapers on UHF and WTVI, window streamers and decals for taverns, dealers and service companies promoting UHF and our programming—particularly sports and the fact that we were carrying a full schedule of Major League baseball.

We now have learned that around 90% of all new television sets sold in St. Louis since January 1 have UHF built in, which gave us a flying start of some 30,000 to 40,000 sets now in use with UHF built in, in addition to the tremendous amount of strips, plugs and all-channel converters sold in the area that put us up around 100,000 UHF units in the St. Louis area.

JOHN I. HYATT  
*General Sales Manager  
WTVI, St. Louis*

# In Boston . . . EVENING IS EVEN BETTER

*particularly over WHDH, one of the nation's foremost independent stations*



Comparison WHDH 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: Boston Pulse, May-June, 1953

Some very surprising figures prove it—evening radio time is even better than early morning which everyone recognizes as a bargain buy in view of listeners per set, audience turnover and family-type audience.

Specifically, an analysis\* made in Boston of the three hour periods 6:00 to 9:00 P.M. versus 6:00 to 9:00 A.M. Monday through Friday brings to light this amazing comparison (which, incidentally, warranted a major investment by WHDH in top talent from 6:45 to 8:00 P.M.).

26% higher average ratings on WHDH in the evening.

28% more sets in use in the evening.

1% higher listeners per set in the evening.

Giving still more significance to these figures is television's thorough penetration into the Boston area!

And Boston is typical of many other markets across the country—including mature television markets—where greater nighttime radio listening gives the advertiser a most attractive cost per thousand.

We have the facts to show that right now evening radio is a tremendous advertising value which every alert advertiser and agency will want to investigate. Call your John Blair man today!

This is one in a continuing series of advertiser reports 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



MONDAY

TUESDAY

WEDNESDAY

Table with columns for CBS, MBS, NBC, ABC and rows for various radio programs and networks. Includes program titles, times, and network affiliations.

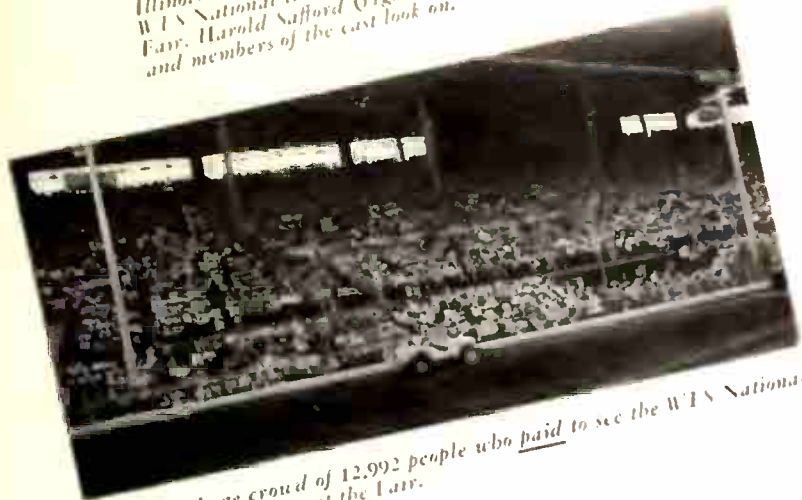
Table with columns for THURSDAY, FRIDAY, SATURDAY and sub-columns for networks (BC, CBS, MBS, NBC, ABC). Rows list various programs, times, and sponsors.

# Our Biggest Year

## AT THE STATE FAIR!



Illinois' Governor William G. Stratton welcomes the WLS National Barn Dance crowd to the Illinois State Fair. Harold Safford (right) WLS Program Director and members of the cast look on.



Part of the huge crowd of 12,992 people who paid to see the WLS National Barn Dance broadcast at the Fair.



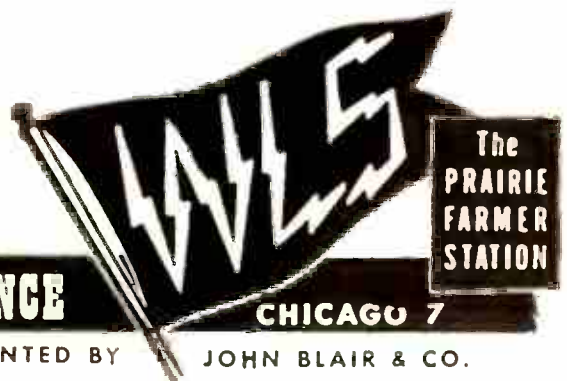
Twirling Square Dancers from LaSalle and Bureau counties, Illinois, perform during the National Barn Dance show on the Fairgrounds.

THIS was the biggest State Fair year for WLS! Enthusiastic crowds jammed WLS tents at the Illinois and Wisconsin State Fairs, where WLS entertainers broadcast direct daily.

As in 13 previous years, the WLS NATIONAL BARN DANCE was the opening Saturday night feature at the Illinois State Fair . . . and played before the largest post-war crowd ever to see the famed program at the Fair! 12,992 people *paid* to see the 29 year old NATIONAL BARN DANCE broadcast in front of the Fairground Grandstand.

This personal touch with the WLS audience . . . this acceptance, helps prove that in the concentrated Midwest area, more people are listening to WLS—on more radios—than ever before. The WLS audience, ever-increasing in size and importance, again demonstrates the power of radio to educate—to entertain—to contribute to the American way of life—and to create favorable public opinion—and sales—for articles and services that deserve it.

LISTENER LOYALTY  
 PREDICATES  
 ADVERTISING RESULTS



**CLEAR CHANNEL HOME of the NATIONAL BARN DANCE**

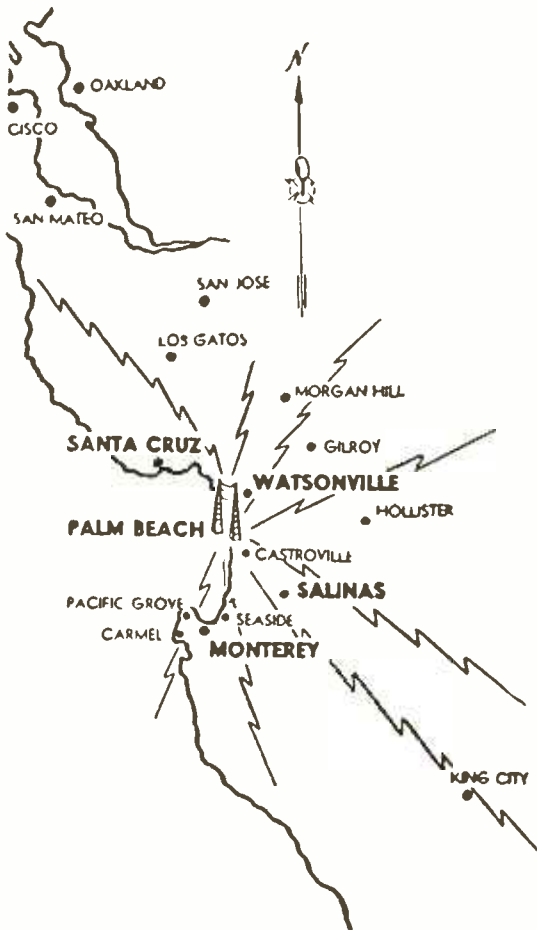
**CHICAGO 7**

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

5000 WATTS

KDON

POWER PROGRAMS PERSONALITIES



DON PANCHO

100,000 LOYAL SPANISH LISTENERS

COLORFUL SPORTS-CASTER

JOHN LAMB

KDON

SUCCESSFUL PROVEN MERCHANDISING

FOOTBALL ON THE AIR

(Continued from page 41)

teams and university athletic associations had no objections to TV deals. From a special study prepared by National Opinion Research Center last fall, NCAA learned that TV puts a big dent in college football attendance. In areas where there was no TV competition last season, the NORC study showed, paid admissions to college games were up 10.5% over pre-TV years. But in areas where TV competed with the actual stadium game, attendance was off 16.2%—or 26.7% below the non-TV areas. Result: NCAA will continue its "controlled telecasting" plans, deciding in advance what games will be covered where.

Asa N. Bushnell, TV director of the NCAA, explained the association's views on unlimited telecasting thusly to SPONSOR:

"Radio arouses the interest of fans in football. TV satisfies it."

Meanwhile sponsors in all parts of the country last week were completing various football lineups. Here's how the situation shaped up, nationally and regionally, as this issue went to press:

Nationwide

Two networks and a handful of sponsors dominate the national coverage of football this fall.

On NBC TV, General Motors will be sponsoring a package of some 19 NCAA-approved college football games, starting with the Nebraska-Oregon tilt on 19 September and running through the Notre Dame-SMU contest on 5 December. The latest lineup of TV stations numbered 83 as of the end of August.

Like tugs surrounding the Queen Elizabeth, two big GM divisions—Oldsmobile and Pontiac—will have pre-game and post-game TV shows in connection with the NCAA schedule. Olds will sponsor a 15-minute *Preview from Press Box* show with Bud Palmer just before GM's own quarter-hour warmup show. Following the games, Pontiac will sponsor *Scoreboard* with Russ Hodges and Dick Kazmaier.

Best guesstimate of the total GM package: over \$4,000,000 for time and talent.

General Motors commercials for the games will be, according to NBC TV's sports department, mostly on film.

Du Mont has a solid lineup of pro football and big-time sponsors with

which to compete with the NCAA schedule. A total of 48 games will be aired over DTN during the season with Westinghouse sponsoring a total of 28 (nine on Saturday nights; 19 on Sunday afternoons). The other games will be sponsored by Miller Brewing, Atlantic Refining and Brewing Corp. of America, largely on a regional basis. Total value of the package: \$4,750,000.

The radio webs of NBC, ABC and MBS have all scheduled weekly college football games, and CBS Radio plans to repeat last year's *Football Round-up* show in which as many as 20 games each week will be spotlighted. No national advertisers have as yet signed for any of these four network radio packages.

Even though the football season hasn't started, some of the large post-season bowl games have been signed by the networks. NBC will carry the Rose Bowl game on both radio and TV for Gillette. The same sponsor has also contracted with CBS to air the Orange Bowl contest on both radio and TV. Other unsponsored-as-yet bowl packages include: Cotton Bowl on NBC (radio and TV); Sugar Bowl on ABC (radio and TV); East-West on Du Mont.

Pro football's top game, the Professional Football League Championship match on 27 December, will be aired on Du Mont, sponsored by Miller Brewing. The coverage will be widespread; Miller asked Du Mont to "place the game in every city in the country with television facilities as of that date."

East

Probably the biggest fall football deal in the eastern U.S. is the upcoming schedule of Atlantic Refining, a sports advertiser on the air since the 1930's.

Atlantic's schedule no longer includes college games. This year, it's strictly an all-pro slate, in both radio and TV. Here's the lineup:

Radio: WMGM, New York will feed the games of the New York Football Giants to a network totaling 13 stations in upper New York and Connecticut. Miller Brewing will cosponsor these games with Atlantic. In Pennsylvania and New Jersey, Atlantic will feed radio sports coverage of the Philadelphia Eagles to a 15-station network from WCAU. From Pittsburgh, via WWSW, Atlantic will air games of Pittsburgh Steelers to 17-station web,



For an  
exciting  
sports show...

## Add Penfield

Add Penfield, WBIG Sports Director, has attracted a huge following of fans because he is really hep on all types of sports. Whether reporting or review of national sports news, or giving an on-the-spot broadcast of some local event, Penfield builds up that tingling excitement the fans love. At basketball, golf, football or baseball, his flawless style brings every detail of the contest into sharp focus for the listeners. Add has been the announcer for the Duke University football games for many years.

Penfield is also a very popular newscaster with a large local following. His "News Roundup" utilizes AP and local news facilities. It's a habit among listeners in the Greensboro area to tune in Penfield for an expert and authoritative report on the news.

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

Represented nationally by Hollingbery



TV: From WABD, New York. Atlantic will televise the Giants to a nine-station video network extending as far as Boston. WFIL-TV, Philadelphia, will relay the Eagles games to seven TV stations in the area, including Atlantic City. WDTV, Pittsburgh, will originate the games of the Steelers for a three-station lineup of video outlets in Pennsylvania. WNEL, Cleveland, will feed the games of the Cleveland Browns to a four-station web. In addition, Atlantic will share the Green Bay Packers-Detroit Lions game with Miller Brewing on 39 stations in Atlantic's marketing area.

No official price for the Atlantic schedule was given, but it's understood to be over \$1,000,000.

Several eastern radio outlets, including WWDC, Washington and KYW, Philadelphia, have plans for local college and professional radio football coverage.

#### South

Below the Mason-Dixon Line, where football is taken quite seriously, the Texas Co. has signed for a schedule of college games to be aired on a series of small regional networks. Games of Georgia Tech and the universities of Oklahoma, Alabama, Geor-

gia and Tennessee will be heard over a total of 16 stations, with the average network being about three outlets. The full season will be covered, but no post-season games are included so far in Texas' plans. Sportscasters will be drawn from the ranks of regional sports personalities.

Unlike some of the southern radio and TV deals, where the network sizes grow larger or smaller each week because of NCAA or pro league regulations, the Texas lineups are for full schedules, and the networks will be the same from week to week. Also unlike many of the northern games, where sponsors (like Atlantic and Miller) often sign up the games and then buy station facilities, each of the Texas Co.'s five teams were signed by local outlets, which offered them to the oil firm afterward.

#### Midwest

Most of the big college games in this region will be covered on radio by the weekly football broadcasts of the major networks, although a few contests are expected to be covered locally.

Pro football in the Midwest is something else again. On a network of some 22 TV outlets, ABC TV will air the home games of the Chicago Bears

and Cardinals. Standard Oil of Indiana will cosponsor these games on eight outlets with local advertisers; the other 14 will be co-op.

In radio Miller Brewing will sponsor the Green Bay Packers games on a network of some 28 Wisconsin and two Minnesota stations, originating the series at WEMP, Milwaukee. Both the ABC and the Miller schedules start 27 September and run for 12 weeks.

#### West

Another of the country's oldest football sponsors, the Western Division of Tide Water Associated Oil Co. has a sizable lineup of gridiron contests scheduled for West Coast radio and TV sports fans.

Starting 13 September and running through 10 December, Tide Water will sponsor a series of half-hour TV sports films, *Pacific Coast Conference Highlights*, on a total of seven TV stations, from KING-TV, Seattle, to KGMB-TV, Honolulu and KFMB-TV, San Diego.

On 18 September, the big regional oil firm will start the first of 20 sports-casts covering top inter-sectional college football tilts. These will be aired on both ABC and Mutual-Don Lee regional webs, plus a number of independent outlets.

One unofficial estimate of Tide Water's total radio-TV sports expenditure: over \$1,500,000. Incidentally this is Tide Water's twenty-eighth straight year of sportscasting West Coast events. ★ ★ ★

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

**WDBJ...Roanoke's LARGE ECONOMY SIZE**



Virginia has:

- 891,500 families
- 861,890 RADIO families
- 292,520 TV families
- 413,740 CAR-RADIO families

And the WDBJ area

Includes about

1/4 of Virginia's Population  
and Retail Sales.

Source: A C. Nielsen Co., Inc.

**WDBJ** Established 1924 • CBS Since 1929  
AM • 5000 WATTS • 960 KC  
FM • 41,000 WATTS • 94.9 MC  
ROANOKE, VA.  
Owned and Operated by the TIMES-WORLD CORPORATION  
FREE & PETERS, INC., National Representatives

#### BLOCK DRUG

(Continued from page 35)

\$1,000,000: spot TV, \$130,000.

By 1952 the cost of the TV effort was skyrocketing. Addition of new stations and upped rates on the old ones caused Block to reshuffle the budget. Network radio was dropped entirely except for eight weeks' use of Carroll Alcott on the Columbia Pacific Network in May and June. Spot radio took a trimming, too, as did spot TV. So the 1952 breakdown looked like this: network radio, nothing; network TV, \$1,920,000; spot radio, \$500,000; spot TV, \$100,000.

Late that year Block got an opportunity to buy into a "grasscutter" operation on the Don Lee Network. Under this arrangement Block would share the 8:00-8:15 a.m. Cecil Brown newscasts with the Borden Co., each

getting sponsorship five mornings every two weeks. (For example, Block would get Monday, Wednesday, Friday one week, Tuesday and Thursday the following week.)

Block began sponsoring Cecil Brown under this arrangement this past January. Just about that time, Cecil Brown switched from straight newscasting to a commentary type of coverage. Swinging out at Senator McCarthy and other controversial figures in the government, Brown soon doubled his rating and his mail pull was the talk of the Coast. This meant a far greater audience and considerably lower cost-per-1,000 for Block Drug.

The Cecil Brown program was used primarily for Amm-i-dent but Green Mint mouthwash and Poslam ointment and soap were hitchhiked on the show. Within a month Poslam sales were up 300% over the same period in 1952.

Encouraged by this, Block bought a 40-station lineup on the Yankee Network for the 7:00-7:05 a.m. newscasts of Nelson Churchill. Sales of Omega Oil and Stera-Kleen Denture Cleanser have spurted since this buy, and the newscast has been renewed for its second 13-week cycle.

With the demonstrated pull of these morning newscasts firmly established, Abrams was highly receptive to the opportunity of buying Mutual's Gabriel Heatter commentary at 7:55-8:00 a.m. on a "grasscutter" plan, sharing the program with Vitamin Corp. of America. This show is set through the end of 1953 on 387 stations.

In the field of TV, Abrams' test-and-ride theory is immediately apparent. The firm bought *Danger* in September 1950 and, convinced of its effectiveness, has stuck with it ever since without a hiatus. Starting with a lineup of 15 ABC TV outlets, the firm has added as it went along, now has the program on 55 stations.

Then in 1951 Block took a 26-week fling with *Dick Tracy* on WABD, New York, and KSTP-TV, St. Paul. Next, Block tried *Crime with Father* on ABC TV for six weeks starting October 1951. In June 1952 the firm signed for *Blind Date* on NBC TV for a special introductory campaign on chlorophyll Amm-i-dent, dropped it after seven weeks.

Kate Smith on NBC TV proved more durable. Block sponsored the 4:30-4:45 p.m. segment on Tuesdays for 26 weeks commencing November 1952 and ending May 1953.

# Precision Prints

**YOUR PRODUCTIONS  
BEST REPRESENTATIVE**

## CLOSE CHECK ON PROCESSING

Picture and sound results are held to the closest limits by automatic temperature regulation, spray development, electronically filtered and humidity controlled air in the drying cabinets, circulating filtered baths, Thymatrol motor drive, film waxing and others. The exacting requirements of sound track development are met in PRECISION'S special developing machinery.



## YOUR ASSURANCE OF BETTER 16mm PRINTS

16 Years Research and Specialization in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality.

**Individual Attention** is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results.

**Our Advanced Methods** and our constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery enable us to offer service unequalled anywhere!

**Newest Facilities** in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry — including exclusive Maurer-designed equipment — your guarantee that only the *best* is yours at Precision!

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



Throughout the years Block has followed a policy of getting its agencies to work closely together, and it isn't unusual to find products handled by different agencies being plugged on the same program.

Cecil & Presbrey handles the major share of Block products (Amm-i-dent toothpowder and paste, Polident, Poli-Grip, Pycope toothbrushes and Green Mint mouth wash). Top man on the Block account there is Sam Dalsimer, senior v.p. of Cecil & Presbrey.

Dowd, Redfield & Johnstone handles Kotalko, Omega Oil and Stera-Kleen Denture Cleanser. Account man Gene McMasters told SPONSOR, "We credit those Yankee newscasts with a terrific jump in the sale of Omega Oil." And account exec Ed Johnstone explained, "Because of the distribution setup we do most of our buying for Block on a spot basis. For instance, we've got a newscast on WING, Dayton, another on WFBM, Indianapolis. And we've used disk jockey Okey Dokey on WBOK, New Orleans—all with excellent results."

Kastor, Farrell, Chesley & Clifford, Inc., has Poslam ointment and soap, Minipoo and Alkaid. About 50% of

the budget goes for air activities with the remainder divided between newspapers and magazines. Account supervisor Irving Rill and account exec Harold Chartow are working on a fall schedule for Minipoo, probably spot TV. That's the medium that is being used on WDTV, Pittsburgh, for Alkaid announcements. Poslam commercials are used on the West Coast during the Gabriel Heatter MBS news commentaries.

A fine degree of rapport between agencies permits Block to make a major expenditure for Amm-i-dent, give its other products valuable hitchhikes in addition to each product's spot budget for air media.

But, as in any highly competitive field, a good deal of Block's strategy is dictated by the necessity of countering moves by competitors. Take Amm-i-dent, for example. Block bought the product in 1943 from an ethical drug manufacturer, was just getting it into retail channels when a story about ammoniated dentifrices broke in the *Reader's Digest*. The terrific impetus of this break was accelerated by the use of newspapers, spot and network radio. The copy approach was fairly simple: "Use Ammi-dent, the

ammoniated tooth powder, and reduce tooth decay."

Just when everything looked rosy for Block, along came the discovery of chlorophyll. After a feature article in the *Reader's Digest* (similar to the one carried on ammoniated tooth powders two years earlier) the nation became as green-conscious as New York's Fifth Avenue on St. Patrick's Day.

While all this was going on, Block was using a heavy schedule of one-minute spot announcements throughout the country. To keep up with the competition Block added chlorophyll to its Amm-i-dent formula, came up with a green Amm-i-dent to team up with the regular white product. But the added ingredient meant fresh headaches for the advertising men. Then, as other chlorophyll dentifrices came on the market, Amm-i-dent consolidated its lead by adding a new element to its commercials—economy. The commercials were altered to include the fact that Amm-i-dent gave you four and three-quarter ounces for 69¢ against only three and one-quarter ounces for 69¢ in the other two leading brands (according to Block). With three copy themes (reduction of tooth decay, breath sweetener, economy), the one-minute announcement format became unwieldy.

With the three copy themes in mind, Block sent its agency, Cecil & Presbrey, scouting for five- and 15-minute shows on which it could get sufficient commercial time to tell its entire story.

The situation is further complicated today by the introduction of the latest bombshell to hit the dentifrice field: anti-enzymes. Extensive tests indicate that certain substances are capable of giving 12-hour protection against tooth decay by means of a coating of the tooth's surface which prevents decay-causing enzymes from penetrating. There is every reason to believe that this substance will cause as much excitement in the field as chlorophyll did.

This newest battle was touched off by Lambert Pharmacal's announcement of a new toothpaste called Anti-zyme. The makers of Listerine plan to spend about \$2 million to promote the new product.

And it is known that other major dentifrice manufacturers such as Colgate-Palmolive-Peet, Lever Bros., Bristol-Myers, and American Home Products are watching the new development carefully, will probably be out with a

## DRIVING into Four States

### UTAH, IDAHO, NEVADA, WYOMING

Whether it's radio or television in this great market you can count on KDYL to swing your sales for you with programs that are right down the fairway and a hit with everyone.

Play KDYL and you are on the right course.



SALT LAKE CITY, UTAH

REPRESENTATIVES — JOHN BLAIR & CO. AND BLAIR-TV, INC.



similar product soon.

To counter these moves, this month Block started to tell the public that Amm-i-dent contains a substance which has been tested at the Los Alamos atomic labs and was proven to do the same anti-enzyme trick. It is spending over \$1 million in next six weeks on spot TV, newspaper campaign to sell anti-enzyme qualities of Amm-i-dent (this is special campaign being run in addition to usual advertising).

Number one salesman for Amm-i-dent for the past couple of years is announcer Dick Stark. He's probably the best-known non-performing commercial announcer in broadcasting today. In addition to delivering the commercials for Amm-i-dent Stark does air selling for Chesterfield and a number of Procter & Gamble products (Crisco, Camay, Duz). His ability to project the warm, ingenuous, sincere approach makes him a much sought-after announcer. And as George Abrams told sponsor: "He sells beautifully for us, and he sells beautifully for his other sponsors, too."

To cash in on this technique Block commercials are carefully tailored to Stark's style. They are loaded with personal words such as "you and yours," "your child" and "your family." And the delivery contains lots of personal recommendations by Stark.

A typical Stark-delivered commercial reads something like this: "What happened last time *your* child visited the dentist? Were there too many cavities? If so—why, you should change to Amm-i-dent toothpaste immediately. Let me show you why. This line shows the rate of tooth decay (pointing to chart) for an average group using ordinary dentifrices. Right here—half the group changed to Amm-i-dent's ammoniated formula. Their rate of cavities went down and down and down. The others went on getting cavities at the same high rate. Why did this happen? Because Amm-i-dent is ammoniated. The others were not. And I can *promise* you—or any other family—that this will happen when you change to Amm-i-dent. Fewer cavities for you and for your children with Amm-i-dent. That's a promise!"

This is typical of the commercials used on Block's TV show, *Danger*. The program has been unusually successful, pulling Nielsen ratings of 26.4 and 22.5 in January and March, re-

**in cities..**



**in villages..**



**on farms..**



**WBZ-TV is the New England station they watch most!**

When you study Dr. Forest L. Whan's report of TV viewing in the Boston Trade and Distribution area, you can't miss the overwhelming preference for WBZ-TV. Of urban TV families, 28.0% named WBZ-TV as the station they watched most (compared to 13.8% for the next best station). Among village TV families, preference for WBZ-TV is 31.3% (compared to 13.9%). And on farms, the WBZ-TV figure rises to 34.9% (compared to 13.9%).

If you haven't a copy of the Whan report, write for one now. It will help you select the programs, the times and the station that will make your New England television budget most effective. Write to WBZ-TV or NBC Spot Sales.

**WBZ-TV • Boston • Channel 4**



**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

spectively. And Cecil & Presbrey has been successful in keeping the production cost down to what SPONSOR estimates to be \$10,000 a week. One of the ways Block achieves economy is by using a single guitar to supply the haunting and eerie music which underscores the dramatic series on CBS TV every Tuesday night.

To keep the show at its level of popularity, top behind-the-camera personnel are used. Current producer of the program is Franklin Heller, formerly producer of *The Web* and di-

rector of *What's My Line?* Now directing the program is John Peyser, whose directorial assignments have included *The Web*, *Studio One*, *Suspense* and *Crime Syndicated*.

So successful has the *Danger* series been that Block recently purchased alternate weeks of *Name That Tune* on NBC TV, Monday evenings. Show starts under the Block banner 21 September, will be carried for 16 weeks (eight programs in 1953) at a cost of about \$45,000 per show for production and time expenses involved.

The new show, a musical quiz, is something of a departure from recent Block strategy as it will probably draw a somewhat younger audience than Block has been aiming at previously.

Most Block products lend themselves to adult audiences. Parents, obviously, are more susceptible to a pitch for reducing tooth decay—Amm-i-dent's strongest point. Poslam ointment's copy is slanted at people bothered with general skin irritations and exzema, another adult malady. (One exception: A successful d.j. campaign was aired for Poslam with the emphasis shifted to its use for pimply skin, a condition which frequently plagues adolescents.) The line of denture aids must, of course, be pitched to a more mature audience. Omega Oil, with its rheumatic and arthritic pain-relieving qualities, must be sold to an older group.

This explains Block's predilection for newscasters, homemakers, and a late (10:00-10:30 p.m.) TV show. The new program (alternate Mondays, 8:00-8:30 p.m.) will probably hit a more diversified audience.

But Block has not given up its search for a new network radio show. With the new anti-enzyme battle shaping up, Block wants to be in a position to move quickly. And George Abrams says, "Radio gives you quicker action than any other medium by permitting overnight commercial flexibility." \*\*\*

## MEDIA STUDY

(Continued from page 30)

of certain markets (like farm or drug field), information not what wanted, not qualitative.

Under "inaccurate," SPONSOR tabulated comments like contradictory, false claims, national rates listed not correct, slanted, not impartial and conclusions invalid.

Here are some sample comments:

West Coast food firm spending \$5 million: "Have question about accuracy. Cost too much from a standpoint of advertiser—feel that media should provide a dependable measure of radio and TV audiences."

Rubber company: "Not broad enough sample on measurement services."

Farm feed corporation: "Radio information is almost completely lacking on audience and listening habits. Farm publication readership information is

## WREN GOES ALL THE WAY!



WREN dives right into your merchandising problem — with a full time merchandising department. If you're looking for prize-winning merchandising, combined with low, low cost-per-thousand ratings — check on WREN, in Topeka, Kansas.

**\* MORE LISTENERS . . . MORE HOURS . . . THAN  
ANY OTHER STATION IN TOPEKA!**



ABC • WEED & CO. • 5000 WATTS

improving faster than radio."

Pharmaceutical house: "Information is not complete in regard to separating time and talent costs. National rates listed are never correct. Too many deals available are confusing to beginner in field." (Latter is a criticism of media rather than services in the media field.)

Basically the advertisers want more information and less promotion.

(So many interesting answers on what's wrong with media data were received that sponsor will treat the subject in a separate article later in this series.)

**13. Which media have you used during the past year?**

**MEDIA USED**

(70 of 72 answering)

Medium	Number	Percent*
MAGAZINES	61	87.1
NEWSPAPERS	61	87.1
RADIO	51	77.1
BUSINESS PAPERS	51	72.9
TELEVISION	17	67.1
DIRECT MAIL	39	55.7
OUTDOOR	27	38.6
SUNDAY SUPPLEMENTS	25	35.7
WEEKLY PAPERS	23	32.9
TRANSIT	18	25.7
EXPORT PUBLICATIONS	15	21.1
FOREIGN LANGUAGE PRESS	11	15.7
COMICS	8	11.4
OTHER†	5	7.1
NO ANSWER	2	...

\*Based on 70 respondents †Point of purchase (1), movie trailers (1), college publications (1), "other" not listed (2)

(One question was asked as to percentage of budget allotted to each medium, but although interesting in individual cases, the composite answers were too incomplete for tabulation.)

**11. What category of products do you sell?**

**PRODUCTS**

(68 firms responding)

Industrial	14	Paper products	2
Food	8	Beer & whisky	2
Pharmaceutical	6	Non-alcoholic beverages	2
Petroleum products	5	Banking services	2
Appliances	5	Commercial feeds	2
Jewelry	4	Automobiles	1
Gum, confections	3	Retail variety	1
Tires, automotive	3	Cameras	1
Smoking supplies	2	Razor blades	1
Cleansers	2	Resort city	1
Transportation	2	Life insurance	1
		Clothing	1

Missing from the above: Some big soap companies, publishers, others. The toothpastes are lumped with drugs under pharmaceuticals. Some of the 11 industrial firms responding use radio and TV.

**15. How do you determine cost-per-1,000 (readers, listeners, ad voters, etc.)?**



**MONEY**  
-THE ~~SUNNY~~ SIDE  
OF THE DIAL

NOW OFFERS

**THREE for the MONEY**

(The biggest talent "steal" in Pittsburgh's radio history)

Put your product before *three separate audiences* every day on the ONE Pittsburgh station with personality appeal!! Saturate the fabulous Pittsburgh market across the board at tremendous savings with this "once in a lifetime" triple bonus package. Take advantage of Radio Pittsburgh's three top radio personalities—Bill Brant in the morning, Barry Kaye in the afternoon, and Hilary Bogden in the evening. As little as \$9.72 per announcement.\* THE TIME OF YOUR LIFE!!

Serving the  
**GREATER PITTSBURGH**  
Metropolitan Area

**5000 Watts 1320 KC.**

Write . . . phone . . . or wire . . .  
**George P. Hollingbery Co.**

\*26 week package as published in S.R.D.S.

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

**Ernie the Whip**

7:00 A.M.-

3:30 P.M.-

8:30 A.M.

5:30 P.M.

**3.2**

**2.5**

PULSERATING\*

PULSERATING\*



\*Pulse of New Orleans (May-June '53)

BLATZ BEER Now In 4th Year . . .

PET MILK Now In 3rd Year . . .

With **ERNIE THE WHIP**

Enjoy rising sales and keep good company with Gold Medal Flour, Maine Sardines, Coca Cola, Lou Ana Oil, Bayer Aspirin, Bond Bread, Calumet Baking Powder, Carnation Milk, 7 Up, Dixie Beer, C.D.M. Coffee, Water Maid Rice, and others. The only 100% Negro programmed station, only all-Colored announcing staff, WMRY does the big job in the important Greater New Orleans Negro market.

600KC "THE SEPIA STATION"

**WMRY**

NEW ORLEANS, LA.

Gill-Perno, Inc.—Nat'l Rep.

# Where's the fire?

The fire, Mr. Advertiser, is in Pittsburgh... where KDKA is doing one of the hottest sales jobs in the nation!

In fact, KDKA is helping set sales records for advertisers whose products or services are often considered hard to sell on radio.

Take **incinerators**, for example. Writes J. L. Neiman of Public Relations Research Service, agency for Hollinor incinerators: "The combination of the Johnny Boyer Sports Show and the Janet Ross programs outpulled and outsold all other radio stations combined."

Take **airline travel**. Writes Tom E. Marcinko of North American Airlines: "We are pleased to report that we have gotten excellent results from our one-minute spots on the various KDKA programs we are using."

Take **savings and loan service**. Writes J. E. Connelly, agent for Pittsburgh's Second Federal: "The first eight spot announcements on the Musical Clock brought in \$40,000 in deposits. In proportion to expenditures, KDKA outpulls other stations ten to one."

Why not set a hotter fire under your sales activity in the three-state Pittsburgh market? KDKA is the station that can do it for you. For suggestions, check KDKA or Free & Peters.



**KDKA**  
PITTSBURGH  
50,000 WATTS NBC AFFILIATE

**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

## DETERMINING MEDIA COSTS

Source	News- papers	Maga- zines	Radio	TV
ABC circulation	13	13	....	....
Starch or Gallup & Robinson readership ratings	3	4	....	....
Audience measurement or rating services	....	....	10	13
<b>Total responses</b>	<b>16</b>	<b>17</b>	<b>10</b>	<b>13</b>

Significance of above chart: Advertisers are penalizing air media by using different measurement devices for air and print. Here's why: Circulation of a paper or a magazine is not a measurement of the readership of an ad: only a few percent of the total readers of a paper read most of any one ad. But most people hearing or viewing a program also hear or see the commercial. Therefore cost figures determined by two different methods, such as the above, will hurt the air media if print and air are compared.

One advertiser, conscious of the limitations of using ABC circulation figures only, wrote: "We would like to know the cost-per-M of actual readers who might be prospects for our product. As you can imagine, we settle for one helluva lot less."

### 16. What was your background before you got into advertising?

#### AD MANAGERS' BACKGROUNDS

Background	Number	Percent*
SELLING & MANAGEMENT	20	35.7
NEWSPAPERS & MAGAZINES	18	32.1
ADVERTISING & PUBLIC RELATIONS	12	21.4
MISC. (LAW, BANKING, ACCOUNTING)	12	21.4

\*Based on 56 responding. Multiple answers raise backgrounds listed to 62.

Above question was prompted by SPONSOR's desire to try to settle statistically the argument that an adman's background influences his choice of media. Here's how the picture looks when you compare his background with the amount of his advertising budget going into radio and television:

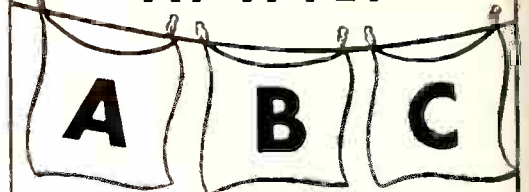
#### Background-Air media "correlation"

Background	Percentage of ad budget in air media*				Total
	0-25	26-50	51-75	76-100	
Selling, management	8 (40)	7 (35)	2 (10)	3 (15)	20
Newspapers, mags	9 (50)	6 (33)	2 (11)	1 (6)	18
Advertising, pub. relations	5 (41.7)	2 (17.7)	3 (25)	2 (17.7)	12
Miscellaneous	7 (58.4)	3 (25)	1 (8.3)	1 (8.3)	12

\*Figures in parentheses represent percentage based on total number of persons included in each background category.

## NEW ARRIVAL!

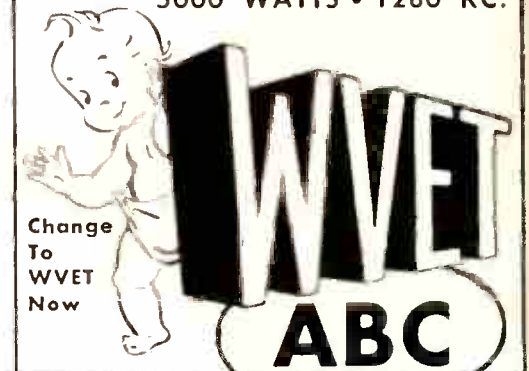
### ...BIG CHANGE AT WVET



October 1, 1953, the fastest-growing station in Rochester, N. Y., WVET, joins the fastest-moving network in America!

WVET plus ABC means MOST FOR YOUR MONEY in this "MUST" MARKET! Don't miss a day of this new DOUBLE VALUE! Place "effective October 1st" contracts NOW!

5000 WATTS • 1280 KC.



Change To WVET Now

IN ROCHESTER, N. Y.

Represented Nationally by THE BOLLING COMPANY



### 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 "WHO'S WHO ON WEVD" HENRY GREENFIELD

WEVD 117-119 West 46th St. New York 19  
Managing Director

Above figures indicate that persons with selling and management or advertising and public relations backgrounds are disposed to lean more heavily towards air media than are those of print or professional backgrounds. However, the sample is too limited for such an assumption to be made without further research. You should actually correlate backgrounds *and* product with media to establish anything more definite.

That there is a correlation between product and medium used is indicated in the following data:

**Product-Air media "correlation"**

Product	Percentage of ad budget in air media*				Total
	0-25	26-50	51-76	76-100	
Food products	3 (27.3)	2 (18.2)	3 (27.3)	3 (27.3)	11
Tobacco, drugs, notions, cosmetics, gum	1 (11)	6 (67)	1 (11)	1 (11)	9
Autos & acces.	2 (33)	4 (67)			6
Other consumer goods (jewelry, paper, oil products, appliances)	9 (50)	3 (16.7)	4 (22.2)	2 (11.1)	18
Transportation, utilities	5 (100)				5
Heavy industry	7 (87.5)	1 (12.5)			8

\*Figures in parentheses represent percentage based on total number of firms included in product category. (One item, an amusement, not tabulated.)

The above indicates that air expenditures increase with the directness and frequency of consumer contact with the product. Hence, food, tobacco, drugs, notions, cosmetics, gum and other rapid-turnover consumer goods lean relatively heavily on air media. Autos and accessories, jewelry, paper, oil products and appliances—which last longer—use the airwaves moderately. Heavy industry, transportation and utilities favor media other than air. (Warning: The size of the sample is too limited to "prove" anything; these results are an indication only.)

★ ★ ★

**Plugs for radio**

Commenting on why rapid-turnover consumer goods depend more on air than other media, an agency member of SPONSOR's All-Media Advisory Board said: "Frequency of advertising must be related to frequency of purchase—and you can buy more frequency in radio for less than any other medium."

And the \$5 million drug advertiser quoted in answer to question 9 on page 31, "If you used different media in different cities, what was the result," wrote upon reading this article: "For two other products radio beat newspapers." (He had originally reported that newspapers had proved "better" than radio for one of his firm's products.)

**UHF REPORT**

(Continued from page 33)

either. The big UHF problem so far as engineering goes, is to develop transmitters which will radiate 1,000,000 watts and antennas which will spread out the signal properly within the coverage area.

However, fears that UHF signals would not cover distance have been put to rest and there is no doubt in anybody's mind but that in time the electronics industry will come up with a transmitter able to put out the maximum power, assuming it is needed.

Whatever the future may be, current problems still remain a headache. Moreover, because of the relentless spotlight on its activities, whenever something on the minus side of the ledger shows up, the UHF sector of the industry begins exhibiting an exaggerated case of the jitters.

A case in point is the UHF station WROV-TV, Roanoke, Va., which closed shop in July, first operating TV station to turn back its construction permit to the FCC. In a letter to the FCC, President Leo F. Henebry complained that income had dropped consistently due

**DON'T BE FOOLED**

**ABOUT ROCHESTER**

**IN ROCHESTER** Pulse surveys and rates the 422 weekly quarter-hour periods that WHEC is on the air. Here's the latest score:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	267	103	12	7	0	0
TIES.....	32	30	1	3	0	0

Station on 'til sunset only

**WHEC carries ALL of the "top ten" daytime shows!**  
**WHEC carries SIX of the "top ten" evening shows!**

LATEST PULSE REPORT BEFORE CLOSING TIME

**BUY WHERE THEY'RE LISTENING:—**

**WHEC** of Rochester  
 NEW YORK  
 5,000 WATTS

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

to the "limited and poor reception of UHF Channel 27 in the mountainous Roanoke area compared with the competitive VHF Channel 10."

The WROV-TV action caused serious concern. Henebry's statement that "the fact that a station operates on UHF appears to preclude its obtaining the best network programs where VHF facilities are or will become available" reportedly led to the FCC's mulling over network affiliation practices. And Henebry's petition for a VHF channel seemed to cast a cloud over similar UHF efforts to buck VHF stations.

Many familiar with the situation pointed out, however, that WROV-TV wasn't putting out much in the way of power. Furthermore, its lack of network commercial programming (it was an ABC affiliate) could be explained, in part, by the fact that its competitor, WSLV-TV, was tied up with NBC, as well as CBS and Du Mont. It was also pointed out that there are plenty of UHF stations getting along fine. Some blamed the Roanoke fiasco on the networks' affiliation policies; others said UHF stations haven't been doing a good selling job.

The spotlighting of network affiliation practices by the Roanoke situation has brought to the surface serious gripes by some UHF operators who feel the webs are bypassing UHF to the ultimate detriment of the industry.

The networks deny their affiliation policies are anti-UHF in nature. Both ABC and Du Mont point out they have been going into the smaller markets, where many of the UHF stations are located. ABC reports it has 41 UHF affiliates, of which 11 are basic. NBC has signed up with 33 UHFers, including a number of primary affiliates. CBS, too, has latched on to UHF in certain markets, one of the latest being WCAN-TV in Milwaukee.

Says Clarke A. Snyder, director of station relations for CBS TV: "We don't care whether it's UHF or VHF. It depends on how many people we can reach. CBS wants to sell for its advertisers. We want the stations our clients will buy. It's just as simple as that."

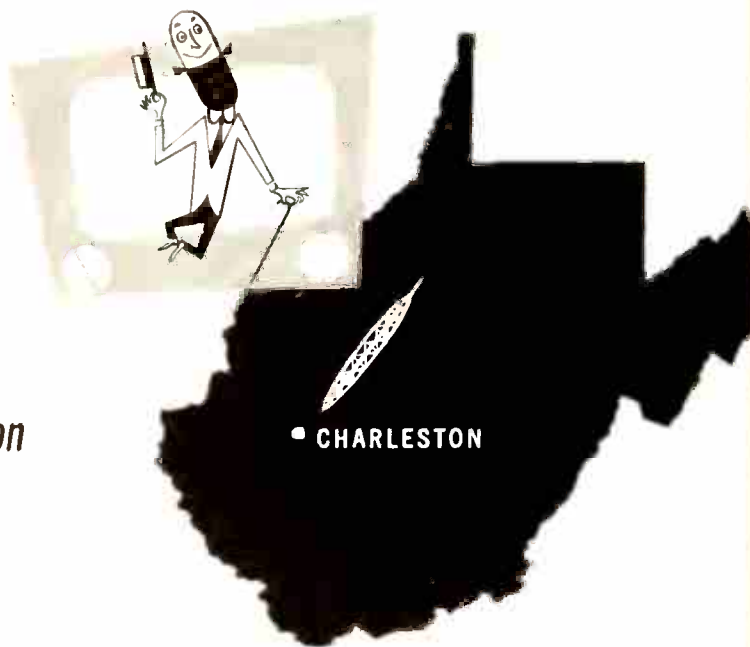
NBC is a little more liberal than CBS in placing shows on a UHF station when it can't clear live time on a VHF station. And in cases where there is only one VHF station in the market, NBC appears more inclined to tie up with a UHF than CBS, which in many cases prefers a secondary VHF affiliation to a primary UHF affiliation.

However, UHF is moving too fast for any pat answers as to its future. What the Roanoke and network affiliation picture boils down to is this: You can't generalize about UHF. That's what SPONSOR discovered in preparing this, its second status report on UHF. (For the first report, see "What time-buyers want to know about UHF," 23 February 1953.) For this story SPONSOR polled every UHF station on the air as of summer '53. Facts about some of these stations will be found further on in the story.

A current look at the UHF situation shows a complex picture. Conversions and UHF set sales in markets which also can receive VHF run from less than 10% to over 80% of existing TV homes. The reasons for this variety are by now familiar to most time-buyers. They include the number and distance of existing VHF stations, the length of time the UHF station has been on the air, the amount and type of local programming.

Since SPONSOR's last UHF report a number of studies have been made on UHF penetration in areas covered by

it's here . . . **NOW!**  
**TV** in CHARLESTON, W. VA.  
 with **WKNA-TV**



*selling  
 the rich  
 multi-million  
 dollar  
 Charleston  
 market!*

The television gateway is now open to tap this rich, well-populated industrial market that spends over \$620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks

*the personality station*

Joe L. Smith, Jr., Incorporated • Represented nationally by WEED TELEVISION

VHF. Some have been done privately and quietly. Stations have put out figures backed by affidavits or audited by certified public accountants. Those most closely studied by advertisers and agencies are surveys made by ARB and Videodex.

ARB has compiled two studies, will make its third next week. Its first study covered 11 markets, its second covered 32 and about 60 will be covered in its upcoming survey, scheduled for distribution to clients in October. Videodex has completed one study in 12 markets and is currently working on a 40-market study which will be out shortly.

While nearly everyone agrees that UHF set growth is too complex to pin down to simple formulas, efforts are still being made in some quarters to distill some generalizations about UHF set growth.

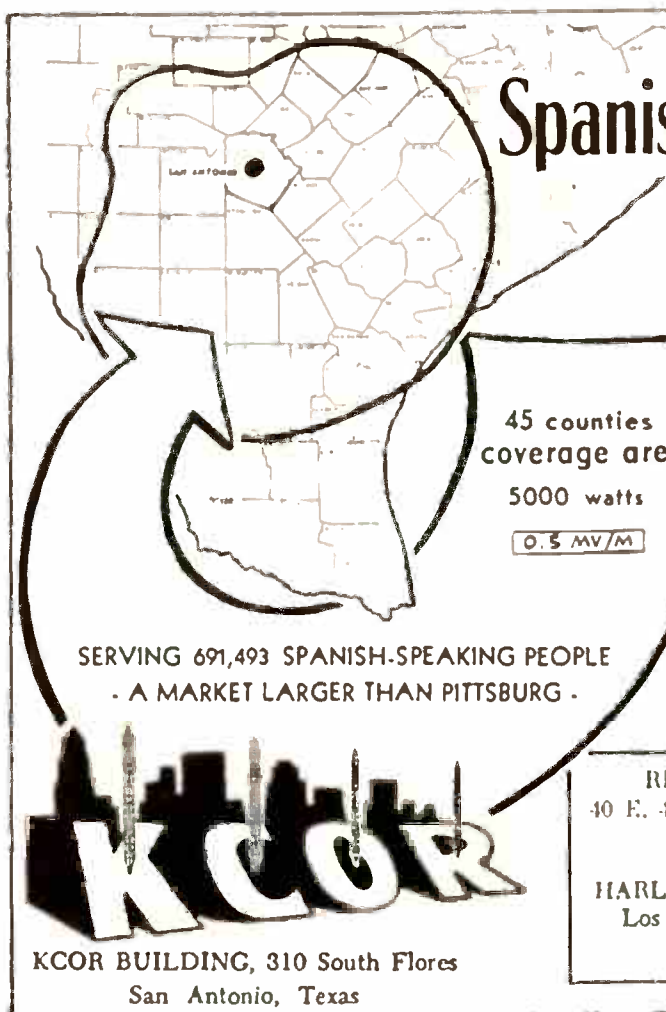
Why? Both the buyer and seller of UHF want some idea of how set sales will go for UHF stations not yet on the air. They also want to project future growth figures from past data (this can be done with 11 markets covered twice by ARB). And researchers are always trying to find out whether a formula will work.

NBC has constructed a formula from ARB figures which is said to work pretty well. Here's how it is set up:

Four factors were used to figure up UHF conversions: 1. the length of time the UHF station is in the market; 2. the number of VHF competitors; 3. the distance of VHF stations from the UHF market, and 4. TV set saturation before the UHF station went on the air.

Working from ARB figures, NBC researchers first got conversion percentages according to the number of weeks a UHF station had been on the air. While NBC will not reveal what these percentages are, it is known they are smaller than the rule-of-thumb figures the network researchers used late last year. At that time, they were assuming a 10% rate of conversion per month. The initial growth percentages worked out by NBC are not only lower but after a few months they decrease.

Once the conversion percentage is worked out, factor No. 2 is brought into play. Stations are grouped according to the number of VHF competitors and a percentage figure is given each group. This percentage figure is applied against the conversion percentage worked out for factor No. 1.



## Spanish Language

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

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

write

RICHARD O'CONNELL  
40 E. 49th St. PL. 5-9110  
New York, N. Y.  
or  
HARLAN J. OAKES & Associates  
Los Angeles, San Francisco  
and Chicago.

**KCOR**  
KCOR BUILDING, 310 South Flores  
San Antonio, Texas

## A study of listening habits

at Camp Lejeune,  
Marine Base

*Since 1775 the U.S. Marine Corps has gained the respect and admiration of all as a top fighting force.*

*Since 1915 WJNC has programmed for the world's largest amphibious training base of the USMC at Camp Lejeune, North Carolina.*

*WJNC will be happy to furnish you details regarding its influence on the thousands of men in service at Camp Lejeune—and WJNC's Study of Purchasing Habits in the Test campaign Area.*

Write to Lester L. Gould, General Manager

**WJNC** Jacksonville,  
N. C. or

ask John E. Pearson Co., national representative

WJNC is affiliated with MBS and the Tobacco Network

# 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.**

NEW YORK • CHICAGO • HOLLYWOOD  
TORONTO • MONTREAL

"Most effective medium I have ever used," says G. R. Reed of Cashway Lumber Co.

We can move your merchandise too if you will use

*The Art Mosby Stations*



**MONTANA**

THE TREASURE STATE OF THE 48

Representatives:

Gill-Perna, Inc.  
N. Y., Chi., L.A., and S.F.

*Aggressive*  
**ADVERTISING**  
**DIRECTOR**  
*Available*

**15** Years experience all phases advertising, sales promotion, public relations, publicity at age 37 . . . uncanny ability to develop more new sales-packed value from every advertising dollar . . . experienced as part of top management assuming full responsibility of large department, agency and sales department liaison for national product. During past 4 years personally responsible for 3 1/2 million dollar budget. Seeking position with promising future.

**BOX 97 SPONSOR**

Likewise, percentages are worked out for factors No. 3 and 4. In each step, the percentage is applied against the result of the previous step. That means, for example, that the percentage for factor No. 4 can only be used when the preceding step is completed.

Once the conversion figures are worked out, NBC then adds the number of sets shipped into the market according to the Radio-Electronics-Television Manufacturers Assn. It is assumed that all new sets shipped into a UHF market will be equipped to receive UHF, either by the manufacturer, distributor or dealer.

Compton Advertising researchers have also been toying with a formula evolved from ARB figures. Here six factors are used: (1) number of pre-freeze stations reaching the market, (2) number of post-freeze UHF stations in the market, (3) number of post-freeze VHF stations in the market, (4) distance of pre-freeze transmitters from the market, (5) percentage of TV homes in the market when the UHF station went on the air and (6) length of time the UHF station is on the air.

The Compton people feel the UHF pattern is too complicated for a hard-and-fast formula. However, Compton, like other agencies, is faced with the problem of making important time-buying decisions and cannot wait for perfect answers.

While both NBC and Compton consider UHF set growth promising, some other sources are more cagey in their valuation. Their attitude is one of watchful waiting. They no longer have any fears about the technical abilities of UHF, but they present a tough show-me attitude about UHF set figures. They feel, in short, that the data available on UHF viewing are not complete enough.

One agencyman responsible for making decisions on placing one of the leading TV shows in new markets displayed a rather desperate feeling.

"As far as I'm concerned, I still don't know for sure how many people in a market are receiving UHF," he said. "This problem of overlap is screwing things up. Television is too expensive to buy two stations that reach the same home, and in-city figures can't tell me for sure whether I'm avoiding that situation. There are a helluva lot of stations to buy and it's still a helluva problem to decide which ones to choose."

Some solid answers to the question

of what UHF can do against VHF will be coming from Norfolk this fall. The fight will be further dramatized because it is also a battle between NBC and CBS.

The contestants are WTAR-TV, an established VHF station which switched from NBC to CBS last summer, and WVEC-TV, a UHFer, which now boasts NBC affiliation. The latter went on the air with a test pattern 15 August and will begin telecasting commercially 19 September.

A razzle-dazzle campaign is underway to push conversions in the Norfolk area. The kickoff was in July when WVEC-TV told its story to dealers and distributors at a hotel confab. This was followed by scads of promotion material sent out to dealers.

The high-pressure campaign for WVEC-TV led WTAR-TV to charge in an allegation to the FCC that NBC was throwing \$175,000 into newspaper ads for its affiliate (the newspapers and WTAR-TV are under the same ownership). The network countered with a charge that WTAR-TV was trying to thwart UHF development. An NBC spokesman said that not more than \$50,000 will be spent to promote WVEC-TV via newspapers and, furthermore, the station was spending a "considerable portion" of that amount.

No figures on conversions had come out of Norfolk at the time SPONSOR went to press. There are about 185,000 TV homes in the area, and WVEC-TV is aiming for a conversion rate of about a third by fall.

While sparks have been flying in Norfolk, other UHF stations have been fighting their way to solvency with less publicity. Here are some typical examples of what's been accomplished and what's been learned:

*WHIZ-TV, Zanesville, Ohio:* Went on the air 2 May in an area covered by Columbus, 55 miles away. The ARB study three weeks later disclosed a conversion rate of 45.6%. Nate Milder, director of sales for WHIZ-TV, estimated a 60% conversion by the end of August (15,000 sets) and predicted 100% conversion in the home county by 1954. Reception has been reported 65 miles away. Milder said conversions have been slowed by the inexperience of service men, and station engineers have gone out to help in many installations.

The station has all four network affiliations, also produces its own newscast and sportscast. The news show is



sponsored by the Ohio Fuel Gas Co., which also sponsors similar shows on TV stations in Columbus and Toledo. Milder said WHIZ-TV went on the air with \$175,000 in local and regional business. There are 166,000 families within a 47-mile radius of the station's transmitter.

**WEEU-TV, Reading, Pa.:** The market is covered by three VHF signals and another local UHF station, WHUM-TV, which went on the air 22 February, a month and a half before WEEU-TV. Ewart M. Blain, director of sales for WEEU-TV, said there were 5,000 UHF homes in metropolitan Reading in April, 20,000 during the middle of August. WEEU-TV is tied to NBC and ABC while WHUM-TV is a CBS affiliate.

Besides the usual station promotion, WEEU-TV got together with dealers and agreed to provide free newspaper, radio and TV advertising if each dealer, in return, would put at least one salesman on the street to ring door bells and encourage conversion. The station reported that this campaign got one conversion for each two calls.

**WLBC-TV, Muncie, Ind.:** Going on the air 29 April, the station reports surveys by several research organizations showed approximately 30,000 UHF homes after eight weeks. This represents 35% of the VHF homes. W. F. Craig, station vice president, says that programming is the key to the rate of conversions. The station is affiliated with all four networks though not yet interconnected. Its area is partially covered by one VHF station.

**WOSH-TV, Oshkosh, Wis.:** This station began operations 27 June with interim power of 1.5 kw. and a signal that goes out to only 10 or 12 miles. With increased power to 15 kw. the station expects the signal to reach about 30 miles. Two fairly good outside VHF signals come into the area, one of them from a post-freeze station.

About 3,500 to 4,500 homes are now receiving WOSH-TV, according to the station. This is about half the 15% VHF saturation at the time the station went on the air. The station is an ABC affiliate, is now on the air seven hours a day with 40% local, live programming.

**WCOS-TV, Columbia, S. C.:** Like many others, this station finds programming the key to viewer acceptance of UHF. "Set sales and conversions show immediate reaction to programming," says Stewart Spencer, TV direc-

tor of the WCOS-AM-FM-TV operation. "WCOS-TV has done an intensive job of program promotion."

On the air since 25 April, the station is affiliated with ABC and NBC. Its own 10,000-call survey, subsequently confirmed by ARB, indicated more than 70% conversion in its area within less than two months. Total TV set penetration is about 33%. WCOS-TV competes with a good signal from Charlotte, N. C.

**WWLP, Springfield, Mass.:** This station competes with a VHF station in New Haven, a UHF station in New Britain and another UHF station in its own market. The New Haven station is affiliated with all four nets, the other UHF stations both have CBS and Du Mont affiliations while WWLP is linked to NBC and ABC. Total saturation in WWLP's western Massachusetts and northern Connecticut area is 225,000 sets, which represent 50% of the homes. With three stations promoting UHF, a survey by WWLP's ad agency, Channing L. Bete, Inc., showed 43,000 UHF homes through May with an additional 6,000 estimated for June and July.

WWLP runs 16 hours of commercial network shows, five hours of local, live

programming and the rest film and network sustainers. The station carries kines of *Dragnet* and *Robert Montgomery Presents*, neither of which are carried by the New Haven VHF. It is currently telecasting from 7:30 p.m. to midnight, will probably start programming at noon the end of the month.

**WKAB-TV, Mobile, Ala.:** On the air since 29 December, WKAB-TV was followed by a VHF station, WALA-TV, two weeks later in the same market. As of 1 July, the station reports that of the 35,000 TV sets 32,000 were also UHF. The high percentage of conversions was attributed to the "wonderful cooperation" of dealers and distributors in the area.

**WKNB-TV, New Britain-Hartford.:** On the air seven months the station reports that 71,000 homes in its coverage area can receive its signal. The set count is based on affidavits received from distributors and accounts for 25% of the homes in WKNB-TV's area. Station Manager Peter Kennedy expects 100,000 UHF homes by October.

Pending the completion of a new studio building, WKNB-TV is presenting local, live programming from its transmitter building in Farmington.

**WBEN**  
BUFFALO

**THE NO. 1 STATION**  
**IN RICH NEW YORK STATE'S**  
**SECOND LARGEST MARKET**

-----  
NBC RADIO AFFILIATE IN BUFFALO

Get the full story from HENRY I. CRISTAL CO.  
New York - Chicago - Detroit - San Francisco - Boston

**BUFFALO EVENING NEWS STATION**

# 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

## There is No SUMMER LULL at KWJJ

Summer time is a busy time at KWJJ — Oregon. Advertisers know that baseball broadcasts, special summer features and good music keep KWJJ audience ratings in the top bracket. In fact, baseball broadcasts top all Hoopers and other ratings for Portland. Schedule KWJJ for a busy summer sales season.

COMPLETE  
Recording Service

# KWJJ

1011 S.W. 6th Ave.

PORTLAND 5,  
OREGON



Nat'l Reps.: BURN-SMITH CO.

Among the shows being presented are *The Current Scene*, described as a controversial panel program, and newscasts.

*WCAN-TV, Milwaukee:* A survey by Dr. Adolph A. Suppan, director of Wisconsin State College's extension program, taken from 6-20 August before the station's test pattern was even on the air, showed high interest in UHF. More than 18% of those called had already converted their sets to receive Channel 25 while more than 50% indicated they would convert within 90 days. Lou Poller, general manager of the station said the figures indicate that 80,000 sets were already converted while another 220,000 would convert in the next three months.

*WKNX-TV, Saginaw, Mich.:* Howard H. Wolfe, station manager, estimates that about 40,000 sets, or one-fourth of all homes in the area, can receive his station, which went on the air 5 April. Promotion began in January with a television exposition in the municipal auditorium. The station carries programs from all four networks.

★ ★ ★

## KID SHOWS

(Continued from page 43)

the point that crime is never acceptable as the basic theme for a child's program."

The radio and TV programs that are subject to NAFBRAT's displeasure include many kid's top favorites. Among them are *Gene Autry*, *Hop-along Cassidy*, *Lone Ranger*, *Roy Rogers*, *Superman*, *Dick Tracy*, *Cisco Kid*, *Terry and the Pirates*, *Tarzan*, *Bobby Benson* and *Captain Midnight*.

NAFBRAT is by no means down on kids' programming 100%. The association feels there has been an improvement in some aspects of TV programming for children. It considers NBC's *Ding Dong School* the outstanding achievement of the year and welcomes the announcement of a children's version of *Onnibus*. Also given a pat on the back are such network and local shows as *Kukla, Fran & Ollie*, *Super Circus*, *Mr. Wizard*, *Zoo Parade*, *Junior Crossroads*, *Youth Wants to Know*, *Carnival of Books*, *Symphonies for Youth*, *Let's Pretend*, *Clyde Beatty* and *Young America Speaks*.

To get the reaction of broadcasters and advertisers, SPONSOR queried every

station in Los Angeles whose programs were evaluated by NAFBRAT and a number of advertisers and agencies involved in sponsoring these programs.

The arguments in defense of crime shows were summed up by James Weber, vice president of the Leo Burnett Co., whose client, the Kellogg Co., sponsors one show rated as "excellent" (*Super Circus*), one rated as "fair" (*Howdy Doody*) and two rated as "objectionable" (*Wild Bill Hickok* and *Superman*).

Said Weber: "We seek to avoid the macabre, the gruesome and violence for the mere sake of violence but we recognize that conflict and violence, vicariously experienced, are natural, normal and good outlets for a child's—or for that matter an adult's—emotions."

"It is natural and normal for children to like violence, play violently. It is natural and normal for every child to contemplate killing his parents and friends many times while he is growing up. Unless he is so emotionally unstable that he follows through on such instincts, no harm is done. And the ones who do follow through are a miniscule proportion of the misfits that any form of life produces."

Another argument, a variation on the one above, is that since crime programs are so popular (a study of the various rating services, as well as the chart on page 43, indicates clearly the popularity of programs involving crime and violence), they must meet some need of children.

The argument is put this way by Dr. Ernest Dichter, president of the Institute for Research in Mass Motivations and a member of SPONSOR's All-Media Advisory Board:

"If children are attracted to crime shows, let's find out why. There is probably a very good reason. Many of those who object to any kind of crime show do so for reasons of personal prejudice. It's probably part of the puritanical strain in this country's culture. Their objections are like objections to the publication of the two Kinsey reports. They feel that exposure to anything they consider bad is bound to be harmful although scientific facts may prove them wrong.

"It is my personal opinion that the excitement of a crime story is just the 'carrier,' so to speak, of the emotion. But crime stories for children may meet a deeper need. They take place in a super-logical world in which evil

is punished and in which the hero triumphs. It is not always that way in real life. Real life presents loose ends which annoy the young mind in its attempts to grasp them."

Others, too, pointed out that specific moral codes governed the actions of heroes in crime shows for children. Said G. M. Philpott, vice president in charge of advertising for the Ralston Purina Co., which sponsors *Space Patrol* (rated "objectionable"):

"In the long history of *Space Patrol* no one has ever been killed or seriously injured; no one has ever been kidnapped, no child has ever been subjected to intense fears or horror; no criminal has escaped justice, and no 'cliffhanger' has ever been used in a way which might worry viewers."

A spokesman for *Gene Autry*, whose shows were also rated "objectionable," told SPONSOR:

"In all Gene Autry films the hero (Autry) measures up to the strictest standards of proper moral conduct. He never takes unfair advantage—even of an enemy. He never tells a lie. He never betrays a trust. He is free from all religious and racial prejudice. He respects womanhood and is kind and courteous to his parents and all old folks. He obeys the law.

"All this would seem to be as 'objectionable' as the Boy Scout oath."

Such codes are buttressed by network codes. Here are some typical clauses from ABC:

"Stories must reflect respect for law and order. . . . Dramatic action must not be over-accentuated through gunplay or through other methods of violence. . . . No program or episode may contain or end with an incident which will tend to create morbid suspense or hysteria in the minds of children. . . . Torture or horror of any kind may not be dramatized or suggested. . . . Situations involving the kidnapping of children or threats of kidnapping are not permitted."

While not denying their responsibilities in regard to children's programs, some of the stations and agencies made the point that radio and TV children's programs are only part of the influences on children: that comics, movies, the front pages of newspapers have their share of crime and violence. James Weber of Leo Burnett also pointed out that children view adult programming and that the impressions

such programs have on children leave something to be desired.

"I personally believe," he said, "that the crime and violent adventure stories on TV are healthier fare for children than *Ozzie and Harriet*, *I Love Lucy*, *My Little Margie*, *Our Miss Brooks* and others.

"In the crime-and-adventure stuff you have, by and large, bad guys and good guys, both acting logically. Now what's the stuff of which these other shows—and shows, by the way, that are much more nearly identifiable with the viewer's own life—are made?"

"Generally, father is an utter idiot. The various members of the cast are either deliberately deceiving each other, or are incapable of understanding each other. Plots are shot through with deceit between husband and wife, between parents and children. There is cheating and lying. In a high percentage of the stories, the conclusion is a shambles and utter chaos."

The broadcasters and agencies by no means defended children's programming all the way down the line. Most felt there was room for some improvement, although no need for a radical change.

Limited agreement with NAFBRAT's attitude toward Western films came from Joseph Coffin, KTLA's director of sales development:

"I hold no brief with the abolition of the Western movie and feel that NAFBRAT's unrealistic position is already evident in the Western stories produced for television. Here, because of many protests against shooting—which is relatively difficult for a child to reproduce in his actual play activities—the films have turned to extensive use of the fist fight, which, in turn, is easily reproduced in the child's play activities. The end result is that the brutal aspects of these films are much more likely to result in actual behavior responses that are not desirable as a way of life.

"In other words, I feel that many of the protests from groups like NAFBRAT are not clearly enough thought out to produce truly creative solutions to the problems."

Regarding NAFBRAT's finding of decline in "excellent" radio programs for children, Ron Manders of KFI said

there are fewer children's programs available on radio, not a decline in quality. However, he went on to say:

"During the past few years there has been a decided increase in pressure groups for buying and selling products, and children's shows are now in the hands of people who are using these programs only as a selling tool. The commercial faction seems to be exceedingly well trained in the approach of adult living and selling and they are transferring that ability directly to children's shows with only dollar signs as their guide. The buying of shows is based on 'How much of my product will this show sell?' Few members of the commercial faction can say they are presenting a show because of its entertainment value."

Underlying all the pros and cons of crime programs for children—as well as most disputes about radio and TV programming, as a matter of fact—is the broad question of broadcasting's responsibilities. While practically everyone agrees that children's programming calls for special criteria, the major theme of broadcasters is that, subject to obvious bans such as those on obscenity, programs on the air are there only because people want them. In satisfying the wants of the public (as evidenced by the rating services) and sprinkling in some religion, science, art and education, the broadcasters say they are performing their public duties.

The intellectual critics say this is not so. They maintain that, contrary to widespread opinion, programs create their audience, rather than the other way around. An expression of this view was given in the 29 August *Saturday Review* by Gilbert Seldes. He said, in part:

"Demand is generalized and diffuse—for entertainment, for thrills, for vicarious sadness, for laughs; it can be satisfied by programs of different types and different qualities; and only after these programs have been offered is there any demand for them. Supply comes first in this business and creates its own demand." ★ ★ ★

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

Some of Eastern  
 Connecticut's big  
 installations include

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

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

Now  
 one low rate

6:00 AM-10:15 PM



contact John Deme, Mgr.

\*Norwich 37,633

New London 30,367

# Newsmakers in advertising



**Henry Schachte**, director of advertising, The Borden Co., becomes vice president and account supervisor at Sherman & Marquette sometime this month. Until he whips the Borden ad budget into final shape he'll be working for Borden days and S&W nights. Always a heavy air media spender, Schachte is expected to be very air-conscious in handling the accounts coming under his supervision. Prior to joining Borden he was an account executive at Y&R and a copywriter at General Electric. He is a member of SPONSOR's All-Media Advisory Board.



**George Weiss**, Midwest sales rep for United Television Programs, has moved into the New York office of the firm as sales manager. Prior to joining UTP, Weiss was sales rep for O. L. Taylor Co. for seven months. Earlier he was SPONSOR's traveling representative for two years, working out of the Chicago office. Weiss has been active in the radio-TV field for 12 years, is president of radio stations W'PAL, Charleston, S. C., and W'BBQ, Augusta, Ga., which he put on the air in 1947.



**Boone Gross**, president, Gillette Safety Razor Co., announced renewal of Cavalcade of Sports on NBC TV and ABC Radio. He told SPONSOR: "All available studies show that 57% of all listeners to our fights live in areas not served by TV, the remaining 43% of our listening audience lives in areas where TV is available. In addition to the more than 2,000,000 homes we reach by radio there are countless thousands of out-of-home listeners. We'd be neglecting a huge market if we didn't use radio to deliver our message."



**Edward D. Madden**, until recently v.p. in charge of television operations and sales for NBC, has been elected v.p. of Motion Pictures for Television, Inc. According to Board Chairman Matthew Fox, "Mr. Madden will coordinate the acquisition of new properties and production arrangements . . . will also be responsible for the distribution and sales of these new entertainment films for television." From 1937 to 1947 he was with McCann-Erickson in the capacities of vice president and director of the agency.

☆  
*A New Boston Bean Has Been Added  
 ... to this Traditionally American Market!* ☆ ☆

**VIC DIEHM and ASSOCIATES**  
 and  
**American Broadcasting Company**

**New Station**

**WVDA**



Not since the Tea Party has Boston had such a history-making event. Now that trusty Minute Man Diehm and his associates have combined with the great American Broadcasting Company in a history-making radio alliance. You can just bet the Hub City and adjacent communities will be blasted with the best in Radio shows, both local and national. You'll do well to join WVDA . . . 1260kc . . . the frequency Bostonians have listened to since 1922.

**WAZL**  
**WIDE**

HAZLETON, PA. NBC-MBS  
 (Represented by Robert Meeker Associates)  
 BIDDEFORD-SACO, ME. MBS-YANKEE  
 (Promotion Rep. Robert S. Keller)

**WHOL**  
**WHLM**

ALLENTOWN, PA. CBS  
 (Represented by Robert Meeker Associates)  
 BLOOMSBURG, PA.  
 (Owned and Operated by Harry L. Magee)

**WVDA**

BOSTON, MASS. ABC  
 (Represented by Paul H. Raymer Company)



### Straight talk on UHF

If UHF is to get a fair shake in the fight for national advertising dollars, right now is the time for advertisers, account executives, timebuyers (and broadcasters, too) to look facts in the face and beware of downgrading innuendo.

Here are some facts to ponder (see "UHF: one year later," page 32):

1. UHF is *not* an inferior form of television.
2. National advertisers are *not* down on UHF. All they want is the assurance that they are getting buyable circulation, both in quantity and quality.
3. In a new TV market where UHF is the pioneer many of the same reasons exist for giving national business to the pioneer station that held true when VHF was the pioneer before lifting of the FCC freeze. But there are also new limiting factors: For example, the experimental stage is over for

many advertisers; the bigger markets are covered, the constantly swelling TV appropriation has reached the "let's-take-stock" point. And this is the thinking just as many hopeful UHF's hit the air urgently in need of national advertising business.

4. Competitors are trying to cash in on UHF innuendo. This is one for media buyers to stamp out.

5. UHF broadcasters, by and large, are more impatient than pre-freeze VHFers. There are good reasons for this. The first TV broadcasters were generally the most prosperous and best-financed radio operators in the land. They were prepared to take the heavy losses for sustained periods of time.

UHF operators are generally getting down to the hard facts of life. And the facts are generally harder, much harder, in a market where VHF already exists than in the virginal TV area.

The cost of a TV station, whether VHF or UHF, is high. The demands for income climb insatiably.

But only the fighting and the fit will prosper.

As far as the national advertiser is concerned UHF must be translated into how many sets it reaches. Like all other media it must show circulation.

\* \* \*

### 72 advertisers speak out

You've never seen as fine a collection of data on media evaluation as you'll find on pages 27 to 31 of this issue.

They contain the results of SPONSOR's survey of 1,000 advertisers. (The

agency survey will appear next issue.)

Sixteen tables give you a fascinating insight into how 72 advertisers spending over \$137 million a year assess media.

Three over-all conclusions may be drawn from this tremendous collection of original data:

1. Habit still prevails in choice of media: too many advertisers don't know how much each medium sells. Only 18.6% of those answering actually tested different media in different cities although over half have established some correlation between media and sales.

2. Advertisers continue to overestimate air media's costs as against print by using two different yardsticks for measuring them. Using ABC circulation for print and a rating service for air and then deciding you can spend up to \$5 or \$6 a thousand circulation for print but only \$1.50 to \$2.00 per M for air is the worst kind of arithmetic.

Reason: ABC circulation has no relation to ad readership, but air circulation is virtually synonymous with commercial audience.

3. The advertiser wants to know far more about a medium than he customarily gets from the average media rep. Some examples: "Will I need other media to complete the coverage?" "Which of my competitors is using it now? How much?" and "Can I saturate the market quickly?"

This is the most provocative of SPONSOR's All-Media Evaluation articles to date. Read it. Then write us to let us know what you think of it.

## Applause

### Teamwork in Tulsa

Imagine every radio station in a sizable city combining to sell the top department store a full year saturation campaign in which all stations equally share.

Imagine these stations setting up the schedule even to the extent of picking the personality who will be recognized as the voice of the store.

Impossible, you say?

But not for Tulsa broadcasters. They like to work together, as the six stations comprising the Associated Tulsa

Broadcasters have frequently demonstrated in the past.

Starting 13 September Tulsa radio stations KVOO, KTUL, KRMG, KFMJ, KAKC and KOMA will each carry 60 announcements per week for the next 52 weeks on behalf of Brown-Dunkin, Tulsa's largest department store. The commercials will be taped daily to give Brown-Dunkin maximum timeliness and flexibility. The personality picked by the Tulsa broadcasters and approved by the department store will be featured in each announcement.

It all started when John Dunkin, head of the store, listened to a talk by Kevin Sweeney, vice president of Broadcast Advertising Bureau, during an ATB luncheon and opened the door for a radio plan. The six Tulsa stations put their heads together and came up with the saturation formula.

We'll admit that not many markets can boast of the caliber of unified friendship and action that characterizes Tulsa broadcasters. But it's not impossible anywhere—and the need exists today everywhere.



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

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

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

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

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



**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.

Everything's  
up-to-date  
in Kansas City  
since  
the Swing to

# WHB-TV

on  
Channel

# 9



Basic  
CBS Television  
Affiliate



**FREE!**  
To advertising  
agency executives

Swing, the pocket  
size, published by  
WHB-TV six times  
Current TV Issue  
pictures and shows  
programs... a Picture  
of WHB-TV 'This is TV'  
and a Picture Review  
City's 1953 Starlight  
season. Sent free to  
advertisers, agencies,  
advertising and sales  
Ask for a copy of  
pany letterhead



Don D. Davis, President  
John T. Schilling, General Manager

## WHB-TV

CHANNEL 9 BASIC CBS-TV  
SHARING TIME WITH KMBC-TV Kansas City

## WHB

710 K.C. 10,000 WATTS  
MUTUAL NETWORK

KANSAS CITY'S  
OLDEST  
CALL LETTERS

Represented  
nationally by  
JOHN BLAIR & CO.

Represented  
nationally by  
**BLAIR**  
INC