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FRANCE 122  
NATIONAL BROADCASTING  
10 ROCKEFELLER PL  
NEW YORK N.Y.

# SPONSOR

UNITED STATES  
NEW YORK  
N.Y.  
2 CENTS

Magazine Radio and TV advertisers use

5 OCTOBER 1953

50¢ per copy • \$8 per year

RECEIVED

The **XL** Stations

K XL  
PORTLAND

K XL Y  
SPOKANE

K XL F  
BUTTE

K XL L  
MISSOULA

K XL J  
HELENA

K XL K  
GREAT FALLS

K XL O  
BOZEMAN

**XL TV**

K XL Y-TV4  
SPOKANE

K XL F-TV6  
BUTTE



**YOU CAN'T COVER  
the PACIFIC NORTHWEST  
WITHOUT The **XL** Stations**

**When You're Way Up High.....Everyone Can See You**

## KXLY-TV4

spokane, washington

*Highest antenna in the  
Pacific Northwest!*

PACIFIC NORTHWEST BROADCASTERS

SEATTLE, WASHINGTON  
Jones Building  
MUTual 3377

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114 New Montgomery St.  
EXbrook 2-8033

HOLLYWOOD 28, CALIF  
6381 Hollywood Blvd  
Hollywood 9-5408

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

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

CHICAGO 1, ILLINOIS  
360 North Michigan  
Anderson 3-5771

### BEN DUFFY ON MEDIA

page 25

Why Spetdel spends  
100% of its ad budget  
on TV programming

page 28

A look at NBC's new  
fall programming lineup  
and sales plans

page 30

Tips to sponsors on how  
to get the most out of  
public relations shows

page 33

Dr. Pepper's radio phone  
giveaway program makes  
sales jump 500%

page 34

A rep visits Alaska:  
Eye-witness report  
gives market facts

page 36

How America's social  
classes react to TV

page 40



**SERUTAN and GERITOL DO A COMPLETE JOB . . .**

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

**WMBG  
WCOD  
WTVR**

Ever since it was introduced to the American people twenty years ago, Serutan has been the leader in its field. Constant, careful research and high-quality control have made Serutan a product people trust completely. And this same confidence carries over to Geritol and other products distributed by the Serutan Company.

Building listener confidence for the advertiser and his product has been the objective of Havens & Martin, Inc., Stations. The result . . . large and loyal audiences in the rich areas around Richmond. The means . . . quality-controlled entertainment and public service. Build sales results on confidence in your product through WMBG, WCOD and WTVR, the 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.



FIRST STATIONS OF VIRGINIA



**REPORT  
TO SPONSORS  
5 October 1953**

WFC 11 D  
6  
103  
11

**Admen debate  
fate of budgets**

Despite sagging stock market, some soft spots in economy, ANA speakers in Chicago foresaw booming business for at least 6 months. After that. . . .? Among those polled by SPONSOR as to fate of their advertising budgets if hard times came were 2 admen of opposite persuasion. One, a younger man controlling \$2 million soft-goods budget, said: "We wouldn't cut one cent nor lay off one worker. We learned that much from '29." An older manager spending nearly \$5 million a year to sell hard goods: "Once inventories started to pile up, we'd have to close down a few plants. However, we'd need the advertising to move the goods."

-SR-

**BBDO's Ben Duffy  
lists media tips**

BBDO President Ben Duffy cites some advantages of radio, TV over magazines, newspapers (and vice versa) in "How BBDO evaluates media," specially written for SPONSOR as part of All-Media Evaluation series. Starts page 25. Duffy's ANA speech on media is included.

-SR-

**Rybutol using  
6,000 air plugs**

Vitamin Corp. America's in midst of biggest saturation campaign in vitamin advertising to sell Rybutol. Five-week drive through October calls for 6,000 radio-TV announcements, 200 newspapers, use of Gabriel Heatter (Mutual), Paul Dixon Show (Du Mont), 15-minute show preceding World Series games on Mutual. BBDO is agency.

-SR-

**Larmon hits too  
many TV plugs**

Y&R's President Sigurd Larmon had agency radio-TV department monitor 21 TV stations in 6 cities for 280 hours, concluded 20 of stations permitted abuse of standards set up by industry to regulate commercials. Of 160 cases of programs exceeding standard commercial time, worst examples were single commercials over 10 minutes long in 15-minute program, 5 plugs in 1½ minute period. Addressing ANA, Larmon praised NARTB TV Code Review Board for looking into matter.

-SR-

**Donaldson, West  
head ANA for '54**

Ben R. Donaldson, Ford advertising & sales promotion director, member of SPONSOR's All-Media Advisory Board, is ANA's new chairman of board of directors. Paul B. West was re-elected president at Chicago confab.

-SR-

**Radio gets Coffee  
Bureau's \$500,000**

Against Tea Council's \$1 million all-TV ad budget, Pan-American Coffee Bureau's betting entire \$500,000 ad wad on spot radio (100-plus markets). Maintains it's not losing ground in tea-vs.-coffee race.

-SR-

**3 case histories  
you want to see**

You'll find 3 unusual case histories in this issue: (1) Why Speidel Corp. puts 100% of its advertising budget into network TV, page 28. (2) How Dr. Pepper boosts sales as much as 500% in some markets using a radio phone giveaway show (page 34). (3) How Rubel Baking Co. of Cincinnati gets most out of its public relations show (page 33).

## REPORT TO SPONSORS for 5 October 1953

**Lees carpets bets half budget on TV** James Lees & Sons (carpets), Bridgeport, Pa., will spend about half of \$1 million ad budget on spot TV this year. Working closely with D'Arcy agency, firm's risen to No. 2 in industry in 5 years with help of "flying-carpet" theme and, more recently, large use of TV.

-SR-

**NBC Radio pours \$5 mil. on shows** NBC's pouring \$5 million into mighty programing effort designed to lift NBC Radio into premiere spot and keep it there. For details of its new 28 radio programs, sales plan, see article page 30. (For data on NBC Electronic Spot Buying set-up, see page 38.)

-SR-

**Mages Stores ride air to top spot** Thumbnail success story: Mages Sporting Goods Stores (Morrie Mages is ad director) spends all its \$500,000 ad budget on radio, TV in Chicago, has increased stores from 4 to 7 in past 1½ years, zoomed sales to \$5 million yearly, now reported largest such chain in Midwest. Programs: 2 feature films weekly on WGN-TV, 15-minute daily radio show on WIND with d.j. Howard Miller. Art Holland of Malcolm-Howard is a.e.

-SR-

**Brown Shoe gets "free" AM time** Sponsors and broadcasters alike will be interested to know how Brown Shoe, St. Louis, sinks 100% of ad budget in TV (52 stations), yet manages to air its Buster Brown program on 203 radio stations, 24 additional TV stations without cost. Method: It enlisted support of stations to help "sell" program to local Brown Shoe dealers. Dealers paid only for time, Brown Shoe mailed tape of radio program or film of TV version free. Brown entered radio in 1943, rose to 2nd in field.

-SR-

**Folger's Coffee likes radio too** "TV's only one medium," says Folger Coffee's Ad Manager Lin Bagley. He said in speech read for him at ANA convention (because he was sick): "We don't think it replaces radio or any other of our media. But . . . used in conjunction with theme, television enables us to do a better, more complete advertising job." TV announcements coupled with radio announcements and "Judy and Jane" radio show (on since 1932 or '33) plus 5 other media have helped Folger's Coffee surge to top in Midwest.

-SR-

**Radio, markets boom in Alaska** Rep Roy V. Smith of Alaska Radio Sales almost got clobbered with can of sardines on recent trip to Alaska. He was researching radio, market data for his clients. For rep's view of this booming northernmost U.S. territory, don't fail to read article page 36.

### New national spot radio and TV business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
Du Pont. Wilming- ton, Del	Zerone, Zerex	BBDO, NY	55 TV mkts, scattered	TV: 20-, 60-second film anncts, I.D.'s: 12 Oct; 6 wks
General Foods, NY	Instant Maxwell House coffee	Benton & Bowles, NY	20 radio mkts throughout coun- try	Radio: 50 to 200 anncts daily per mkt; 20-, 60-second anncts; 1 Oct; 2 days
Northwest Airlines, St. Paul, Minn	Travel service	Cunningham & Walsh, NY	Top northern TV mkts	TV: 20-second Class A film anncts; 5 Oct; 26 wks
Seeck & Kade, NY	Pertussin	McCann-Erickson, NY	75 radio mkts throughout coun- try	Radio: 20-, 60-second anncts; 5 Oct; 26 wks
Seeman Bros, NY	White Rose Tea, Coffee	Cecil & Presbrey, NY	NY: WCBS TV	TV: 12 WCBS-TV 20-second anncts weekly; 5 Oct; 26 wks
Vitamin Corp of America, Newark, NJ	Rybutol	BBDO, NY	46 radio-TV mkts	Radio-TV: 6,000 anncts in 5 wks; 27 Sep; 5 wks
White Sewing Ma- chine Corp. Cleveland Ohio	Sewing machines	BBDO, NY	30 TV mkts throughout country	TV: \$250,000 spot campaign; 60-second film anncts: 28 Sep; 13 wks





# 2 out of 3

## DETROIT WORKERS

# DRIVE TO WORK!



**Detroit** is the world's Motor City in usage, as well as in production. Autos and auto *radios* get plenty of mileage!

**Two-thirds** of Detroit area workers **DRIVE** to their daily employment. 12% of them drive 30 miles or more each day. Another 13% drive from 20 to 29 miles. **Less than one-half of one percent** ride on Detroit's one commuter railroad!

**What a BONUS** audience that represents for Detroit's radio advertisers!

In this market of 980,000 cars, **WWJ** is the favorite radio station. It has been for 33 years. And, because it delivers the most listeners per dollar, it's the most economical buy.

To put your product in the driver's seat in the Detroit market, put your story on **WWJ**.

Associate  
Television Station WWJ-TV



Basic  
NBC Affiliate

AM—850 KILOCYCLES—5000 WATTS  
FM—CHANNEL 246—97.1 MEGACYCLES

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

# SPONSOR

the magazine Radio and TV advertisers use

Volume 7 Number  
5 October 1953

## ARTICLES

### **How BBDO evaluates media**

BBDO's President Ben Duffy tells how one of nation's top agencies looks at media picture, including radio and TV. This Part II of SPONSOR's All-Media Evaluation Study also includes text of Duffy's speech to ANA on media

25

### **Why Speidel spends 100% of its budget on TV**

All of \$2.5 million ad outlay goes for two top network TV shows. With shows on alternate weeks, firm has learned how to make profitable use of cross-plugs

28

### **NBC's \$5 million investment in radio**

Network has signalled determination to fight for audience—and business—with new show lineup, revised plans for flexible selling. Charts in this article give you at-glance view of costs, provisions of new sales plans

30

### **How to get most out of public relations show**

Rubel Bakery, Cincinnati, uses no commercials on its radio show, Ziv's "I Was a Communist for the FBI." Instead it has school youngsters read Americanism essays on air. Result: strong community support for show—and Rubel's

33

### **Dr. Pepper prescribes radio phone giveaway**

To win prizes on the company's show, audience must stock Dr. Pepper's pop. Giveaway gimmick made sales jump as much as 500% in some markets

34

### **A rep goes to Alaska**

Roy V. Smith, New York rep for Alaska stations, took a four-week yacht trip to Alaska. He found the country in a state of expansion, prosperity, gathered information of importance to advertisers and agencies

36

### **Electronic spot buying**

Timebuyers will get chance to see how their product's commercial would be done by local TV personalities via new NBC Spot Sales approach to selling TV shows. Here's the story in brief text and pictures

38

### **How America's social classes react to TV**

Do you know how to program to hit the specific class which is the best prospect for your product? Depth research gives you the answers

40

## COMING

### **Farm radio and TV: 1953**

SPONSOR's up-to-date profile of the farm market shows radio continues strong, TV has made big gains since last year. Section also includes advertiser and agency views on farm market, facts, figures of value to advertisers

19 Oct.

### **How Emil Mogul agency tests media weekly**

Part 12 of SPONSOR's All-Media Evaluation Study shows how you can test newspapers, radio and TV weekly, and boost sales—without the use of coupons

19 Oct.

### **Sugarless beverages fizz higher with radio**

The leading sugar-free soft drink is Kirsch Beverages' No-Cal. It originally was aimed at special diet consumers only, but radio helped Kirsch discover a vast girth-conscious market for its product

## DEPARTMENTS

### TIMEBUYERS AT WORK

MEN, MONEY & MOTIVES

49TH & MADISON

MR. SPONSOR, Morehead Patterson  
P. S.

NEW & RENEW

NEW TV STATIONS

NEW TV FILMS

FILM NOTES

AGENCY PROFILE, Duane Jones

COMMERCIAL REVIEWS

TV RESULTS

SPONSOR ASKS

ROUND-UP

RADIO COMPARAGRAPH

NEWSMAKERS IN ADVERTISING

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2772. Copyright 1953. SPONSOR PUBLICATIONS, Inc.

# Things have changed in ARKANSAS, too!

Arkansas "ain't what she used to be"! In the last ten years, the State has made tremendous advances in industry, commerce, agriculture and standards of living. Retail Sales, for example, are 7.2% ahead of last year's - 276.9% ahead of ten years ago!\*

The Arkansas radio picture is different, too. You can now cover almost *all* the State with *one* radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS gives *primary* daytime coverage of 1,002,758 people, more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Secondary, interference-free daytime coverage of 2,372,433 people includes almost all of Arkansas!

Write direct or ask your Branham man for the KTHS story.

\*Sales Management figures



## 50,000 Watts . . . CBS Radio

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

# KTHS

BROADCASTING FROM  
LITTLE ROCK, ARKANSAS





## KLX WINS AGAIN!

### 3 AWARDS ALREADY IN '53'

The only independent station in the Oakland-San Francisco Bay Area to place in any of these three contests.

#### 1. FIRST PLACE AWARD-CAPRA

California "Local News" Contest

#### 2. THIRD PLACE AWARD-APPAREL

BAB's National Contest

#### 3. CALIFORNIA STATE FAIR AWARD

For the Outstanding Farm Program



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



**Frank Carvell**, Benton & Bowles, New York, has just finished a special fall campaign to introduce the New Conoco Super gasoline. A heavy spot radio and TV schedule will cover "Conocoland"—in the Central and Mountain time zones. "Conoco endeavors to reach a predominantly male audience," Frank explains. "We therefore placed Conoco's minute announcements and chainbreaks adjacent to news, sports and other male-appeal programs." Conoco is backing up its early-morning and night-time radio schedule with TV announcements.



**Eleanor Amanna**, Huber Hoge & Sons, New York, has found that big-city stations rather than farm radio and TV do the job for RX-15, a plant food. "Suburbanites with small gardens are our prospects," Eleanor relates. "We found that farm areas often use the same fertilizers on gardens as in the fields." RX-15's 15-minute educational radio-TV programs have expanded the product's mail-order business into retail distribution. The afternoon and evening adjacencies which Eleanor acquired got such good results retailers asked stations for RX-15.



**Cameron A. Higgins**, Marschalk and Pratt Co., New York, has been buying time for Esso Standard Oil Co. since he joined the agency over a year ago. Currently on 56 radio stations in 54 eastern markets, 13 TV stations in 13 markets, Esso is an 18-year air media veteran. "Since August 31, we've been testing a new TV format in Binghamton," Cam says. "Five-minute weathercasts instead of the 15-minute news programs we'd been running. These weathercasts enable us to reach audiences in TV markets our budget wouldn't have permitted with 15-minute news."



**Ben Bliss**, Ben B. Bliss & Co., New York, found he had to brush up on European customs recently to set up a successful campaign for Saratoga Geyser Water. "Our best prospects for this mineral water are persons of recent European extraction, since they're accustomed to the benefits of spas," Ben explains. "We placed the bulk of the minute announcements on foreign-language radio." Languages in which Saratoga Spa's message has been broadcast since Spring include German, Italian, Yiddish over W'EVD, W'HOM and W'LIB. New York.

**"No  
Baker-Protected  
Building Has Ever  
Been Damaged  
By Lightning"**



*Photo courtesy Rochester Democrat & Chronicle*

## **RADIO'S "LIGHTNING" HITS MORE THAN ONCE**

Attending a sales school and the manufacturer's sales training course convinced E. L. Baker and Sons that radio was the advertising medium to use. Their first venture into radio advertising was an in-and-out proposition until they decided to make an accurate check to learn exactly where the results were coming from.

They cut their farm magazine budget and put it all on radio. In March through June of this year, radio has produced 30 to 35 lightning protection leads per month. The conversion to sales has been phenomenal and looks like this:

**20% DEAD...40% SOLD...  
40% FUTURE SALE ASSURED**

Consistent radio promotion converts the other 40% to the "sold" side of the ledger and serves as an introduction on cold canvass calls.

"We are thoroughly convinced the lowering of sales resistance has been due largely to the fine job done by Station WHAM. Radio has increased our normal rush season and helped to level off the low points in our yearly sales curve."

Mr. Robert Baker

**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**



**HOW'S  
THIS  
FOR  
SIZE?**



We at KSDO are used to fitting them for size . . . **budgets**, that is. Regardless of budgets, we still deliver **more** listeners than any other San Diego station!

KSDO is **MR. FIRST** in San Diego . . . **first** in just about everything, according to the latest **HOOPER** and **NIELSEN**.

May we fit you for size?



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

# Men, Money and Motives

by  
**Robert J. Landry\***

## **Down Radio Memory Lane**

Miss Beverly Chase is a child, we mean a woman, whom we dearly love. Not that she is always polite to her elders. She was our secretary during our time at CBS and she is now a talent agent. She is Size 8 but a lot of female. Well, she encountered us on the Avenue the other day and on a point of memory about things radio, Miss Chase delivered herself in some exasperation, following an unequal struggle, of the following observation: "Oh, you, you are older than everybody!"

\* \* \*

And with this much prologue, we now prove the point by strolling back down the corridors of a fabulous era—the era of radio broadcasting in its heyday.

\* \* \*

We were thinking of the yesteryear geniuses at the networks. They were impressed that myriad millions of gals swooned happily when soft love lyrics, of a nibbling kind, were caressingly addressed to their collective ears by such masters of the romantic whisper as Rudy Vallee and Russ Columbo. The mind of genius then reasoned: If men can do this to women, why cannot women do this, turn-about, to men? Alas for radio genius, they knew little biology and no zoology at all. It was at this point that they poured Dorothy Lamour into a hug-tight gown, drenched her eyes with mascara and photographed her cooing throaty suggestivity at the boys.

\* \* \*

Here's your history: Dorothy Lamour's radio l'amour was a flopperoodie unless you want to quibble and point out that it attracted the attention of Hollywood where she became a star and amassed \$3,000,000. Otherwise Dorothy didn't catch on.

\* \* \*

Who remembers, out of Chicago, the most bizarrely named charm boy of this period—Mr. Husk O'Hare? Speaking for himself and about himself, Husk huffed into a condenser mike: "Softly and romantically, Husk O'Hare steals into your heart and wraps you in a mantle of incomparable charm." Or something like that. Early radio doted upon such purple prose. Continuity invariably had built-in fantasy à la "Arabesque" (and who remembers that one?).

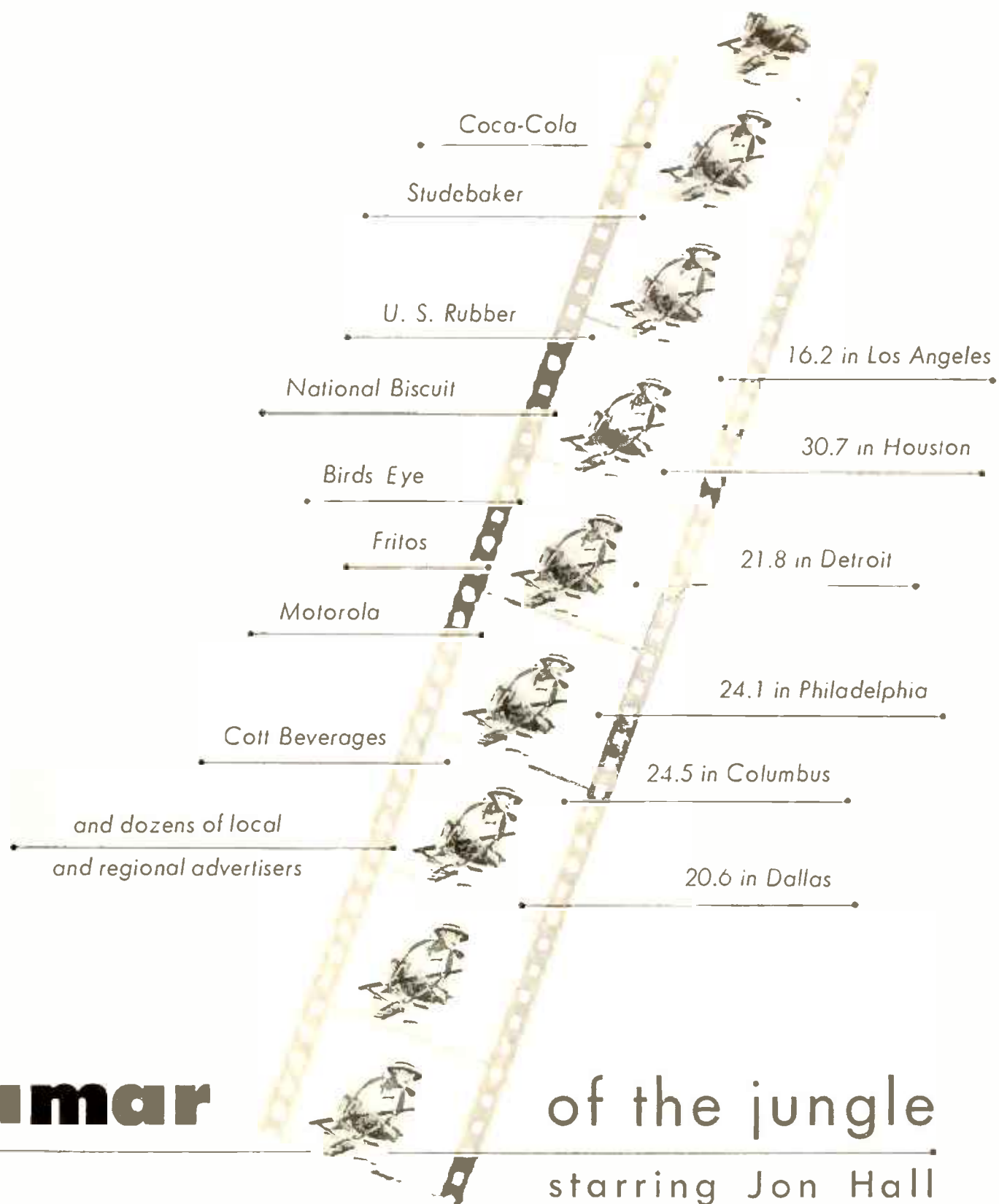
\* \* \*

There is this to be said about that era: It was during the back-wash from Rudolph Valentino, an Italian waiter who did very well in Hollywood where his short-sighted vision proved a box office asset. Upon contact with one of his soulful blurred glances, women collapsed. Always imitative of the theatre, radio kept trying to translate into soundwaves the erotic appeal of Valentino myopia.

\*New managing editor of *Variety*. Landry will conclude his column next issue, 19 October 1953.

(Please turn to page 100)





# Ramar

## of the jungle starring Jon Hall

### *The only show of its kind on television . . .*

It's an axiom in show business that Jungle pictures are sure-fire box-office. Ramar proves it in television with its ratings and sales records.

Ramar is an all-family show, with special appeal to the great juvenile and teen-age audiences. This TPA program wins huge audiences at any time of day . . . any day of the week — in every type of market.

Ramar is a sales "natural" — complete with countless merchandising and exploitation tie-ups available through TPA.

Program supply covers two years of half-hour programming.

Write, wire or phone for complete information.

**t**elevision **p**rograms of **a**merica, inc.

729 Seventh Avenue, New York 19, New York

1041 N. Formosa Avenue, Hollywood 46, California

Everything's  
**NEW...**  
but our Top  
ratings \*

\* Again, we have 5 of the top 5 TV shows according to the latest Pulse Survey of July 13-19, 1953.

But now, KMTV's experienced staff have NEW-LARGER and remodeled facilities. From the new transmitter room to the Master Control Room—from the antenna to the audition room—nothing but the finest in equipment and materials were used in this huge nine month expansion and remodeling program.

During KMTV's 10 day Open House, the largest event of its kind ever held in the Omaha area, 23,431 interested visitors inspected the . . .

- NEW TRANSMITTER ROOM & EQUIPMENT
- NEW, LARGER STUDIO FACILITIES
- NEW 6 BAY ANTENNA
- NEW, LARGER MASTER CONTROL ROOM
- NEW OFFICES & WORKING FACILITIES

The new, larger facilities of KMTV making it the finest television center in the midwest—were specifically designed to better meet the needs of the advertiser and the rapidly expanding audience in this rich, 200,000 set, mid-west market

When buying TV in the Omaha Area, look to the leader—Buy the most looked at—listened to 100,000 Watt TV Station.

**TELEVISION CENTER**  
**K M T V**  
CHANNEL 3, OMAHA  
CBS-TV • ABC-TV • DUMONT

Represented by  
EDWARD PETRY & CO., INC.



#### RESEARCH PITFALLS

Should excellent and higher-than-average readership ratings create contentment in evaluating the effectiveness of advertising? Not always! In carefully watching the results from keyed and couponed magazine and newspaper copy, we find a wide variation between readership ratings and actual coupon returns.

Copy which rates well in the "read most" and "read all" columns of readership studies at times shows a smaller direct return than other copy which does not rate as high in readership. Often there is no direct correlation in the two evaluations.

Catching people at the right time in the right mood makes a big difference in gaining actual motivation as against mere attention and readership. Moods, habits and processes of planning change with periods of peace, war, inflation and high taxation. In travel advertising, for example, what worked successfully in 1947 couldn't be a pattern for 1950, and by 1952-'53, another set of conditions had to be taken into consideration in obtaining effective results and readership.

Readership studies alone could, under certain circumstances, give comfort to an agency and advertiser when they are the only measurement being used. In the case of keyed and couponed advertising an opportunity exists to measure not only direct returns but "total sales" as well as readership ratings.

Surprising things come to light in the process.

A. E. COLE  
President  
Mac Wilkins, Cole & Weber  
Portland

• Mr. Cole is a member of SPONSOR's All-Media Advisory Board. The above is a comment on "Beware of these media research pitfalls," SPONSOR, 27 July and 24 August 1953.

#### UHF

I have read with considerable interest Alfred J. Jaffe's story, "UHF:

one year later" [page 32] in the September 7 issue of SPONSOR and I think he has made an excellent appraisal of the whole situation. It is my opinion that too much distinction is being placed on UHF vs. VHF. I am confident, as the manufacturers make all-channel receivers and as power of stations operating in the UHF band is increased, the distinction will be lost and the public will recognize both bands as a television service and it will be only a matter of identification of the channel on which a program appears which one desires to receive.

I have read many other interesting articles in SPONSOR and find it very interesting in keeping informed on commercial aspects of the broadcasting industry.

GEORGE E. STERLING  
Commissioner  
FCC, Washington, D. C.

#### JUST ONE ERROR

Not being a SPONSOR subscriber (I've retired from business), I came across an item of interest in your August 24 issue through a friend.

The item—a biographical article about Eugene Lessere—was very well done, except for one slight error, to which I'll refer later. Otherwise it was true to the life.

I've followed the career of this young man very closely—closer than anyone, I guess—so I'm in a position to know that the nice things you say about him are well deserved. You are to be congratulated on a good job.

Oh, the slight error? . . . He's not 31—not yet by a year. Unless he's slipped one over on me. Though I don't see how that could be—I was present at his birth, walking up and down in agitation, threatening to hand out cigars.

You see I'm his father and, by golly, that's accurate, I'm proud to say.

SAMUEL E. LESSERE  
Northport, N. Y.

• Eugene Lessere, director of TV commercials for William H. Weltraub Co., was featured in "Agency Profile" 24 August 1953 issue.

#### WRONG SOURCE

This is to confirm our conversation . . . in which you promised to publish a retraction of the source quoted for (Please turn to page 13)

The only  
**GUARANTEED  
 CONSISTENT  
 CHAIN-WIDE**



**PRE-SALE  
 PLUS  
 POINT-OF-SALE**

**FOOD MERCHANDISING PLAN**

**IN AMERICA'S 3rd MARKET**



Never before has a food merchandising plan based on "out-front" radio promotion offered **GUARANTEED, CONSISTENT, CHAIN-WIDE** merchandising to food manufacturers, brokers and distributors in the Philadelphia area.

*This is a plan unmatched for thoroughness and follow-through!*

- 27 of America's biggest and busiest markets.
- More than 350,000 customers buy in Penn Fruit Markets every week.
- Penn Fruit does almost 10% of the total retail grocery sales in the Philadelphia area.
- Average annual volume in Penn Fruit Markets is \$3,000,000 per store—compared to national super-market average of \$1,000,000.
- Penn Fruit, nationally recognized as Philadelphia's outstanding merchandiser, is consistently expanding with new units, more volume.

WPEN management, talent and staff have more day-to-day, store-by-store, shelf-by-shelf knowledge in moving products from shelf to shopping basket than any other station.

For information call, wire or write  
**SALES DEPARTMENT**  
 2212 Walnut Street, Philadelphia 3, Pa.  
 Represented nationally by Gill-Perna, Inc.  
 New York Chicago San Francisco Los Angeles

**W P E N**

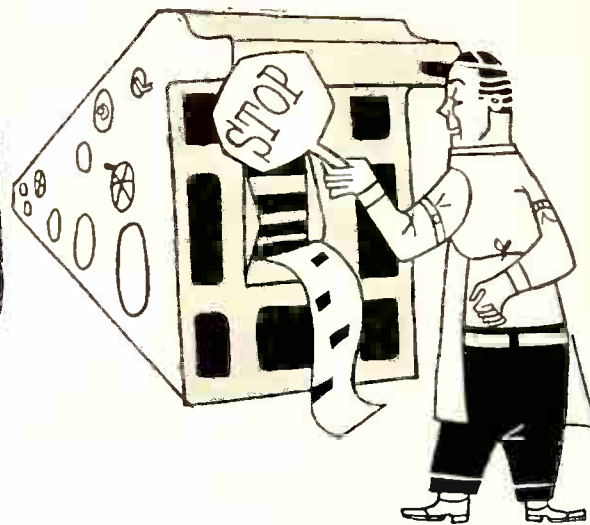
**950 ON THE DIAL • 5,000 WATTS**  
 Philadelphia's Leading Independent Station



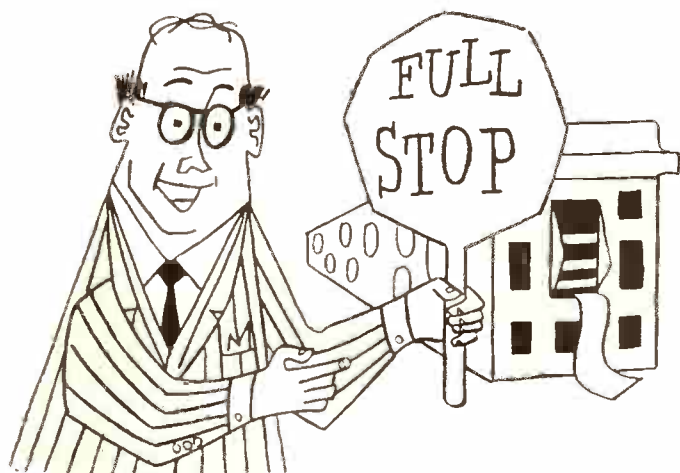
Now **EXIST** Magazine was real big, and we mean  
That its readership all others doubled!



When, despite this success, the  
boss stopped the press,  
People wondered just what had  
him troubled.



Then the publisher said, "We've just had to stop  
dead—  
For KOWH has our readership swelling . . .



Till our presses and all are now simply  
too small  
To print what our schedule is selling!"



KOWH  
**35.6%**  
AVERAGE HOOPER

### 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 August, 1953)*
- *Largest share of audience, of any independent station in America! (August, 1953.)*

# Kowh

**O M A H A**

"America's Most Listened-to Independent Station"



the TV set count figures listed on pages 220 and 221 of your July 13 issue ["TV Basics"].

Your listing of the Edward Petry Co. TV research department as the source for these figures was erroneous, as we have never originated such estimates for the trade. True, for some years we issued a simple mimeographed bulletin in which we quoted the NBC TV family and set count figures, but each of these releases was plainly marked at the top as containing only the "NBC Unduplicated Data."

Further confirmation of the fact that we have never been the source for such figures lies in the fact that in May, when NBC ceased to publish its estimates, we discontinued our releases.

For these reasons, your mention of the Petry Co. as the original source of the family and set count figures which you used is inaccurate and your retraction in the form of publishing this letter will be appreciated.

EDWARD PETRY  
Edward Petry & Co., Inc.  
New York

• All basic data pertaining to TV families and sets by markets contained on page 1 of SPONSOR's 1953 "TV Basics" originated with NBC TV Research. SPONSOR regrets its error in implying that Edward Petry Co. research department was also a basic source.

## NEGRO RADIO

Many thanks to you and your fine organization for the August 24 issue regarding Negro radio status for 1953.

Since I was in New York at the time the August 24 issue of SPONSOR was released, I had many occasions to use the facts and figures on the Negro market, while calling on many of the top New York agencies.

It was very gratifying to me to find the acceptance of SPONSOR in the agencies. It was also very helpful in my sales pitch to be able to turn to the facts and figures you had gathered on Negro radio.

GENE SINK  
General Manager  
WAAA  
Winston-Salem, N. C.

Don't underestimate the Negro disk show *anywhere!*

For example, the Corpus Christi market is no more than 7% Negro. Yet KWBU's Mellow Man, Artie Bland, with a 50-kw. non-directional signal behind him, pulled more than 2,200

pieces of mail in the 13-week quarter ending with August 31. The weekly mail counts of this Negro mid-morning disk show during this summer ranged from 136 to 223 letters and cards. What's more, the mail comes from all over the Gulf Coast—many from western and southern Louisiana, an area covered presumably by some of the best in all-Negro radio.

The KWBU Mellow Man does a varied musical show—not emphasizing bop and jive—and has a devoted audience including some top white professional people, some Latin-Americans.

JIM CORBETT  
Promotion Department  
KWBU  
Corpus Christi, Tex.

## KIDS' SHOWS

Enjoyed your article, "Are children's programs harmful?" in your September 7 issue, page 42. You mention, "all but one of the 22 'excellent' and 'good' programs were live."

May I call to your attention the fact



that the *only* TV film show selected excellent was *Jump Jump of Holiday House* (see picture above), a program we distribute. SPONSOR didn't make mention of the show in its coverage of NAFBRAT conclusions.

DAN GOODMAN  
Harry S. Goodman Productions  
New York

## BASICS SECTIONS

I can appreciate what a limiting factor space requirements in SPONSOR can be particularly with regard to your survey of the status of Negro radio in 1953 as published in your issue of August 24. I think the editors did a masterful job in condensing and editing the tremendous volume of information. (Please turn to page 104)

# WHEN I SEENG SEÑOR THEY LEESTEN



## HERE'S WHY . . .

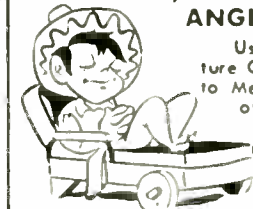
KIFN, and only KIFN, reaches more than 85,000 Spanish-speaking people in Phoenix and Central Arizona. This Spanish population spent nearly \$20,000,000 in retail sales during 1952. They account for nearly 20% of Arizona's population.

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, SENOR, I LOVE THEM!

I helped sell 10 tons of them for Basha's Markets, Phoenix, during a recent week-end. Ask Mr. Ed Kearns at Basha's.



## AH, SENOR, WHAT AN ANGLE FOR A SIESTA!

Using KIFN, Quality Furniture Company increased sales to Mexican people from 5% of volume to over 40% in two years. Ask Mr. Al Garcia, President.



## SENORA COW, SHE NEVER GIVE MILK LIKE THEES!

In one year my listener sent 187,500 labels to Borden's Milk Company in return for china plates. Check with Mr. Sporleder at Borden's.

\*Statistics from Valley National Bank Survey.

Ask These Yanquis About Me!

LOS ANGELES, CALIF.  
HARLAN G. OAKES  
AND ASSOCIATES  
672 S. Lafayette  
Park Place

NEW YORK,  
N. Y.  
NATIONAL  
TIME SALES  
17 E. 42nd St.

# KIFN

"LA VOZ MEXICANA"  
860 Kilocycles • 1000 Watts  
REACHING PHOENIX, AND  
ALL OF CENTRAL ARIZONA





**MUTUAL Broadcast**





# DW... the biggest **PLUS**-sign of all!

Starting October 1, the Mutual Broadcasting System launches the greatest program upgrading in its 19-year history—14 hours a week of million-dollar entertainment *added* to the best in radio now heard here. This means better-than-ever benefits to listeners, to affiliates, and to clients of the PLUS Network, today and tomorrow.

Edward Arnold, Madeleine Carroll, Betty Clooney, "Counterspy," Bill Cullen, Arlene Francis, Sir Cedric Hardwicke, Duncan Hines, Peter Lorre, "Mr. District Attorney," David Ross, George Sanders, The 3 Suns... these are some of the added attractions moving to Mutual. And already, top sponsors are adding their own top stars: Perry Como for Chesterfield, Eddie Fisher for Coca-Cola, "My Little Margie" for Philip Morris...

What new *selling opportunities* does all this offer a Mutual client? A campaign of selling messages in peak-period programs across the board or around the clock? Proximity to Como, Carroll, Clooney, or Sanders? Your own show at a prime hour? It takes the complete new program schedule\* to indicate the total scope, day and night, all week long. But *whatever* can serve your own needs best, Mutual can now do it better.

All signs point one way today: *everything* is upgraded at Mutual. Everything, that is, except *costs*. You'll find them lower than ever.

\*Call or write for a copy of the new program lineup: LO 4-8000, New York 18; WH 4-5060, Chicago 11

**CALL**

*Mr. Sponsor...*

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

WHEN  
YOU  
CHOOSE  
CANADA'S  
FIRST  
STATION...



in  
**3**  
years

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

*Based on latest SM figures.*

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



**Mr. Sponsor**

**Morehead Patterson**

Chairman of the Board and President  
American Machine & Foundry Co., New York

Morehead Patterson picked *Omnibus* for AMF's air media debut without having seen the Ford Foundation's experimental program. At that time the only TV set in his Park Avenue penthouse was in the servants' quarters, "mainly to keep the cook happy."

His company, as manufacturers of heavy industrial machinery and defense equipment, had long been faced with a specialized public relations problem: a need to become better known to the American public in order to inspire further confidence in military circles, and spur sales of its consumer lines—Roadmaster Bicycles, Junior Velocipedes, De Walt saws among others. (See "Why American Machine uses TV," SPONSOR, 27 July 1953, page 42.)

Patterson felt that CBS TV's Sunday afternoon program would offer AMF the advantages of a mass medium coupled with the dignified show format the firm requires.

He told his board of director about it. The bankers on his board shuddered slightly at the mention of TV advertising.

"How much will it cost us?" asked one of them.

"\$26,000 a week," replied Patterson.

"And how much commercial time will that give us each week?"

"Two minutes."

"Good lord," said the banker, and he left the room.

However, adds Patterson, this same man has been writing him weekly letters since AMF's initial appearance on *Omnibus* in November 1952, mainly to criticize either the program format or AMF commercials and to give the suggestions for improvements supplied by his various friends and business acquaintances. "Proof," says advertising-conscious Patterson, "that we've accomplished our aim—getting the public to know AMF."

"Television is the only medium that can actually sell machinery," Patterson says. "It can pre-sell both industrial and government purchasing agents because of its demonstration ability."

Born three years before his father founded AMF in 1900, Patterson joined the organization as assistant v.p. in 1928, and rose rapidly to policy-making level as the company expanded. He became president in 1941, chairman of the board in 1943.

Incidental highlight: Patterson's wife and son have become TV fans. Now the cook isn't the only TV set owner in the family. ★ ★ ★



# BIG

**IN POWER** ---  
**AUDIENCE** ---  
**SALES** ---

## WJBK-TV

**THE BIG STATION**  
**IN THE BOOMING DETROIT MARKET**

### BIG in Power!

Michigan's tallest TV tower . . . 1,057 feet . . . scheduled for operation Nov. 1st! New effective radiated power of 100,000 watts will blanket every TV home within 80 miles of Detroit.

### BIG in Audience!

Consistently leading the Pulse ratings! 12 of the top 15 once-a-week programs\* . . . 7 of the top 10 multi-weekly programs\*, daytime and evening, are on WJBK-TV. \* (Aug., 1953 Pulse).

### BIG in Sales!

Actual case histories show success story after success story on WJBK-TV. You're "Mr. Big" in the Detroit market with your sales message on the BIG station, WJBK-TV.

*Any Way You Look At It . . .*  
**CHANNEL 2 Is The Spot For You!**

# WJBK-TV

## Detroit



Represented  
Nationally by  
**THE KATZ AGENCY**

**TOP CBS and DUMONT TELEVISION PROGRAMS**

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

RADIO STATION

# WSAZ

HUNTINGTON, WEST VIRGINIA  
SERVING 3 STATES

## NOW AVAILABLE

... but going fast

### "MUSICAL SCOREBOARD"

Immediately following  
WEST VIRGINIA UNIVERSITY  
and

MARSHALL COLLEGE  
FOOTBALL GAMES

Starting Approximately

4:45 P.M.

EVERY SATURDAY



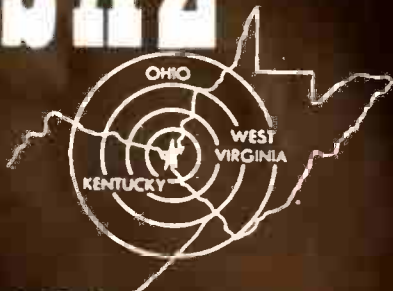
- 10 FOOTBALL GAMES
- LATEST LOCAL, REGIONAL AND NATIONAL FOOTBALL SCORES
- 45 MINUTES OF CONTINUOUS MUSIC



ALL THIS ...  
AVAILABLE  
for  
MINUTE  
PARTICIPATION

5,000 WATTS DAY  
1,000 WATTS NIGHT  
930 KC

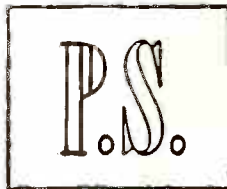
# WSAZ



TELEVISION AFFILIATE  
WSAZ-TV

Represented by THE KATZ AGENCY

### New developments on SPONSOR stories



See: "Negro Market Section"

Issue: 24 August 1953, p. 65

Subject: Negro programing of network calibre is starting to roll

Although no definite sale had been made at SPONSOR's presstime, advertiser interest in the transcribed all-Negro soap opera *Ruby Valentine* is, to quote producer Jack Wyatt, "overwhelming."

The program, designed as a vehicle for sponsors who want to use non-network Negro-appeal radio with a show of network quality, was packaged by Wyatt & Schuebel, radio-TV agency consultants, and Leonard Evans, a Chicago Negro market consultant.

According to Wyatt, at least two years' worth of story material for the dramatic serial has been mapped out, and a sample transcription has been cut in New York. Stars of the show (see picture below) include such well-known Negro artists as (left to right) Juanita Hall of *South Pacific* fame, Sarah Lou Harris and Elwood Smith. Chet Gierlach will direct, and the program will be written by Bill Ballard.

Wyatt admitted that the price to an advertiser would "not be cheap" since the show will be handled via spot-placed transcriptions and Wyatt is shooting for a high quality of production. However,



SPONSOR learned that the total weekly production costs (including recording) of *Ruby Valentine* will compare favorably with those of such veteran soapers as *Ma Perkins* and *Perry Mason*.

Two extra advertiser services are offered by Wyatt & Schuebel in connection with the show, first of a planned series of multi-market Negro radio programs: (1) Time buying advice, since special knowledge of Negro stations is often needed to get maximum impact and good time slots; (2) merchandising and publicity services developed by W&S and Leonard Evans designed especially for Negro markets.

Plot-wise, the story will center around Juanita Hall as Ruby Valentine, who operates a beauty shop in the Negro community of a large, unspecified American city. The show will follow the usual soap opera routine—endless emotional conflicts and love problems—but will not carry any kind of racial crusade banner, according to W&S. Format is also the usual one: five quarter-hour episodes a week.

Wyatt & Schuebel's preliminary success (five major clients, 40 Negro stations have evinced interest) bears out a prediction made at least two years ago by SPONSOR in its first "Negro Market Section": Negro-appeal radio is progressing to the point where there is a market and a sizable Negro audience for shows produced in big radio talent centers like New York and Hollywood.

*Ruby Valentine* is the first all-Negro show of a network calibre to be aimed specifically at Negro listeners. But it certainly won't be the last. W&S now plans at least three more serial dramas, and possibly a half-hour evening dramatic show. Several large agencies—like BBDO, Benton & Bowles and Compton—are known to be investigating the possibilities of syndicated Negro shows. ★ ★ ★

SPONSOR



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# KZTV / Reno

The only Television received  
FROM ANYWHERE . . .  
in the "BIGGEST LITTLE CITY  
in the WORLD!"

•

## AMERICA'S FOURTH TELEVISION MARKET

*in annual per-family retail sales*

# \$7,805

*45.9% above National Average*

"It's NOT human beings that go into your cash register . . . but the  
SILVER DOLLARS they haul in their Levis."

•

*Channel 8, VHF Initial air date: Sept. 27, '53*

CBS BASIC AFFILIATE, ABC, DU MONT, NBC SUPPLEMENTARY

NATIONAL REPRESENTATIVES

## JOHN E. PEARSON TELEVISION, Inc.

# Most famous brand in the West

(it will sell more of your brand)

A C U % & B A R D O F S U P P L I E S

Reading time: 3 minutes  
Reading benefits: Limitless

## HOW TO SELL MORE THROUGH WESTERN MARKET FOOD STORES

During the next 52 weeks KOA will invest more than \$100,000 to move more merchandise through Western Market Food Stores. We are investing this money to back a new idea in food marketing. The plan has been tested—with fantastic results. It has been endorsed by virtually everybody in the Denver food distribution picture. We call our plan the KOA FOOD LEAGUE.

### HERE'S HOW IT WORKS:

KOA offers you America's most "FOOD CONDITIONED" audience. And here's the device that we use to thoroughly "food condition" Western Market listeners. The KOA FOOD LEAGUE conducts 52 annual promotions — with a new product or related products featured each week. Perhaps we can best illustrate what happens by example. Suppose *canned corn* is the KOA FOOD LEAGUE "SPECIAL" for this week . . .

- Every day we present the KOA FOOD LEAGUE program from 10:15-10:30 A.M.—all about food and food-store-marketed products. The program this week features **canned corn**.
- Every day KOA's first lady, Evadna Hammersly, devotes at least ten minutes of her HOME FORUM program to food, and specifically features **canned corn**.
- Every day we saturate our schedule with a minimum of ten "editorial" announcements featuring **canned corn**.
- Every day our schedule is supplemented with BRAND NAME advertising, promoting specific labels of **canned corn**.
- Every day retailers throughout the Western Market—who have been advised of the promotion—feature in-store displays of **canned corn**.
- Every day Western Market retailers will display special KOA FOOD LEAGUE point-of-purchase materials tied in with stocks of **canned corn**.
- Every day Western Market newspapers will carry KOA FOOD LEAGUE advertising mats, tied-in with retail shopper ads, and featuring **canned corn**.
- Next week the KOA FOOD LEAGUE special may be catsup, tuna, rice or ice cream, or any combination of food-store-marketed products.

### More than a series of weekly promotions

KOA FOOD LEAGUE specials enjoy accelerated sales during following weeks. The KOA FOOD LEAGUE product promotion creates new buying and use habits that have a continuing effect. Food manufacturers, brokers, jobbers and retailers agree that the tremendous impact of the KOA FOOD LEAGUE campaign must result in sales. Even without the "weekly special" device our "food conditioning" of the Western Market audience would result in more food sales. Actual tests show product sales increases up to 89% with radio alone being used. If your product is sold through Western Market food stores, this plan will increase your volume in huge, measurable quantities.

### How the KOA Food League helps YOU

KOA is in the food business 'way up to here. We now have a full-time KOA FOOD LEAGUE DIRECTOR, a marketing expert whose only responsibility it is to move more merchandise from Western Market food store shelves. His assistant is a food writer and broadcaster with many years of newspaper, agency and radio experience. These talented people, together with our Promotion and Merchandising departments, conduct the KOA FOOD LEAGUE program.

Copyright 1953, KOA, Inc.

**KOA FOOD LEAGUE makes KOA America's most food-conscious broadcaster—delivering America's most "FOOD CONDITIONED" audience.**

**Call your Petry man or write us direct to assure your featured position in Western Market food stores. Better do it today.**



#### CONSUMER PANEL

is made up of a panel of 50-300 Western Market homemakers. A true cross-section, available to the food industry for a fast product acceptance test, a check on label directions or what-have-you.



#### KITCHEN & BATH SURVEY

is conducted annually to determine home penetration, by brand name, of the multitude of products used in the kitchen and bath. Thousands of Western Market homes will be sampled.



#### TRADE NEWSLETTER

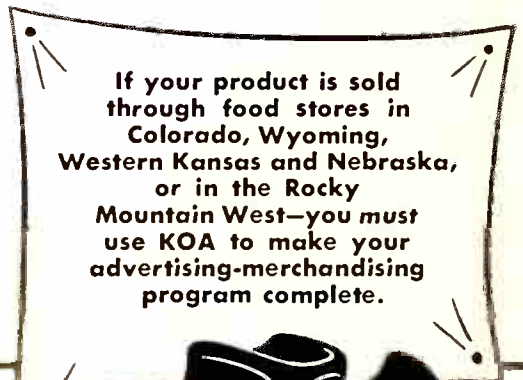
is mailed each fortnight to Western Market food manufacturers, brokers, jobbers, chains and retailers. It highlights upcoming promotions, suggests new merchandising ideas and recommends KOA-advertised brands.



#### LISTENER BULLETINS

with recipes, preparation hints, menus and brand name recommendations for KOA-advertised products are mailed to listeners each week in response to thousands of requests. Advertisers wishing to furnish their own recipe folders, etc., for inclusion in these mailings may do so.

KOA's "FOOD INDUSTRY NEWS" is the Western Market's "food trade paper of the air". It is presented each Sunday noon, when food people can be reached. It's programmed directly to all echelons of the area's food industry. But, due to the universal interest in food, the program makes good air fare for the general audience. Another step in our "food conditioning" plan.



**If your product is sold through food stores in Colorado, Wyoming, Western Kansas and Nebraska, or in the Rocky Mountain West—you must use KOA to make your advertising-merchandising program complete.**

**KOA DENVER**

Covers The West... *Best!*



## New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Adolph's Ltd, Burbank, Cal	Erwin, Wasey, LA	NBC TV 57	Your Show of Shows; alt Sat 9-10:30 pm, partic seg, 26 Sep thru 12 Dec
Consolidated Cosmetics, Chi	BBDO, NY	NBC TV 50	Kate Smith, alt T 3:15-3:30 pm; 22 Sep; 52 wks
Du Pont, Wilmington, Del	BBDO, NY	ABC TV 35	Cavalcade of America, T 7:30-8 pm; 29 Sep; 52 wks
Ekco Prods, Chi	D-F-S, Chi	ABC TV 33	George Jessel Show; alt Sun 6:30-7 pm; 27 Sep; schedule not set
Ekco Prods, Chi	D-F-S, Chi	ABC TV 36	Quick as a Flash; alt Th 8-8:30 pm; 1 Oct; schedule not set
Ekco Prods, Chi	D-F-S, Chi	ABC TV 27	Jamie, alt M 7:30-8 pm; 5 Oct, schedule not set
Ekco Prods, Chi	D-F-S, Chi	ABC TV	Comeback; alt F 9:30-10 pm; 9 Oct, schedule not set
Ex-Lax Inc, NY	Warwick & Legler, NY	ABC TV 16	Leave it to the Girls; Sat 7:30-8 pm; 3 Oct; 52 wks
A. C. Gilbert, New Haven, Conn	Erwin, Wasey, NY	NBC TV 40	Today; M-F 7-9 am; 12 partic, 24 Nov; no set schedule yet
Lewis Howe Co (Tums), St Louis, Mo	D-F-S, NY	NBC TV 57	Your Show of Shows; alt Sat 9-10:30 pm partic seg; 19 Sep; 39 wks
S. C. Johnson & Son, Racine, Wis	Needham, Louis & Brorby, Chi	CBS TV 62	Life With Father & Mother; Sun 7-7:30 pm; 22 Nov; 52 wks
Pharmaceuticals, Inc, Newark, NJ	Edward Kletter, NY	CBS TV 66	Red Skelton; T 8:30-9 pm; 22 Sep; 52 wks
Pontiac Motors, Detr	MacManus, John & Adams, Detr	NBC TV	Dave Garroway; F 8-8:30 pm; 2 Oct; 52 wks
Serutan Co, Newark, NJ	Edward Kletter, NY	CBS TV 52	Juvenile Jury; Sun 4-4:30 pm; 11 Oct 52 wks
Sweets Co of Amer, Hoboken, NJ	Moselle & Eisen, NY	ABC TV 26	Paul Whiteman TV Teen Club; Sat 7-7:30 pm; 3 Oct; 52 wks
Tappan Stove, Mansfield, Ohio	Ketchum, MacLeod & Grove, Pittsb	CBS TV 38	Bob Crosby Show; Th 3:30-4:45 pm seg of M-F 3:30-4 pm show; 15 Oct; 52 wks



## Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Block Drug, Jersey City, NJ	Cecil & Presbrey, NY	CBS TV 72	Danger; T 10-10:30 pm; 15 Sep; 52 wks
Derby Foods, Chi	Needham, Louis & Brorby, Chi	ABC TV 62	Sky King; M 8-8:30 pm; 21 Sep; 38 wks
Liggett & Myers, NY	Cunningham & Walsh, NY	CBS TV 93	Arthur Godfrey & Friends W 8-8:30 pm; 23 Sep; 52 wks
Pabst Sales, Chi	Warwick & Legler, NY	CBS TV 79	Blue Ribbon Bouts; W 10-10:45 pm; 23 Sep; 52 wks

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

## Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
George Burnside	Erwin, Wasey of England, mng dir	Biow Co, London, vp chg of opers (new office)
Cornelius Du Bois	Geyer Adv, NY, dir res devel	Same, vp
David E. Durston	Durston TV Prods, Chi, NY, hd	Lynn Baker Agcy, NY, dir radio-TV prods
Frank Egan	D. P. Brother, Detroit, acct exec	Same, mgr NY office
C. James Fleming Jr.	Compton Adv, NY, vp	Same, bd of dirs
Allen F. Flouton	Compton Adv, NY, vp	Same, bd of dirs
Laurence H. Foster	Mandel Bros, Chi, adv dir	Ivan Hill, Chi, vp & mgr
E. D. Geoffrey Garth	Lee Ramsdell & Co, Phila, acct exec	Same, vp
William Gibbs	Jam Handy, Detr, dir documentary & training films	Fuller & Smith & Ross, NY, asst prodn supvr for TV films
Alfred L. Goldman	Harry B. Cohen, NY, radio-TV copy stf	Ruthrauff & Ryan, NY, creative stf
G. B. Gunlogson	Western Adv, Chi, pres	Same, chmn of the bd
Lee H. Hammett	Western Adv, Chi, acct exec	Same, pres
J. E. Hines	WNBK, WTAM, Cleve, mgr public affairs	R. C. Wellman & Assoc, Cleve, gen mgr, radio-TV dept
Tedd Joseph	FCGB, NY, acct exec, Int'l Div	Same, vp
Jerome L. Joss	Weiss & Geller, Chi, exec	Same, vp
William A. J. Lauten	NBC, NY, bus publicity mgr	Roy S. Durstine, NY, public rels stf
Paul W. Limerick	Western Adv, Chi, acct exec	Same, vp
George E. MacPhail	McGinniss & Sloman, LA, prom exec	Rhoades & Davis, LA, vp chg new projects
Joel McPheron	Geyer Adv, NY, acct exec	Same, vp
Robert B. Owens Jr.	Lennen & Newell, NY, acct supvr food & drug prods	Robert W. Orr, NY, vp, chmn plans bd
R. V. Pollock	Specialist in motion picture prodn for TV	D. P. Brother, NY, asst to vp chg radio-TV dept
Victor M. Ratner	Macy's, NY, vp	McCann-Erickson, NY, copy group hd

Numbers after names refer to New and Renew category

- Tedd Joseph (3)
- Wm. Lauten (3)
- Joel McPheron (3)
- Cornelius DuBois (3)
- R. B. Owens Jr. (3)

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

**New and renew**

### 3. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Jack Rees	Compton Adv, NY, vp	Same, bd of dirs
John E. Rowan	Ross Roy, NY, copy exec	Same, acct exec, RCA Victor Custom Record
Granville Rutledge	Hirsch & Rutledge, St Louis (defunct), exec vp & radio dir	Granville Rutledge Adv, St Louis, owner agency)
Jack White	William Esty, NY, timebuyer	Biow Co, NY, timebuyer

### 4. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
George Brenard	Hugo Wagenseil & Assoc, Dayton, radio-TV acct exec	Neon Prods, Lima, Ohio, adv, sls prom mgr
George P. Butler	Pabst Brewing, Chi, div mgr South Eastern div	Same, Southern reg'l sls mgr
James E. Callaway	Brown Bros, St Louis, reg'l acct mgr	Lindsey-Robinson Co, Roanoke, dir adv, sls pr
Fred W. Flaherty	George Trommer Brewing, div sls mgr for NJ	Rubsam & Horrman Brewing, Staten Island, N gen sls mgr
Ed Gaither	Iowa Soap Co, sls mgr eastern div (Camden, NJ hq)	Tidy House Prods, Shenandoah, Iowa, asst to
S. W. Gross	Own business, electronics field	Emerson Radio & Phono Corp, NY, vp chg sl
Henry L. Hayden	Y&R, NY, contact exec, PGC	P. Lorillard, NY, adv brand mgr, Old Gold, bassy cigs
John C. Hirst	Gray & Rogers, Phila, acct exec	Scott Paper, Chester, Pa, radio-TV mgr
David B. Kittredge	Erwin, Wasey, NY, asst acct exec, Paper-Mate Pen	Paper-Mate Eastern, NY, adv mgr
Clem W. Kohlman	American Cyanamid Co, NY, dir adv, sls prom, Textile Resin Dept	Same, adv mgr, Industrial Chem Div
James M. Loughran	Creamer & Co, Hywd, acct exec, mdsg dir	Tasti-Diet Fds, Stockton, Cal, adv-mdsg dir
R. J. McAuliffe	Pabst Sales, Chi, asst gen sls mgr	Same, gen sls mgr
John E. Phillips	H. J. Heinz Co, Pittsb, asst adv mgr	B. T. Babbitt, NY, adv mgr
Robert A. Raidt	Gardner Adv, St Louis, acct exec	Bayuk Cigars, Phila, dir adv
W. A. Swan	Pabst Sales, Chi, gen sls mgr	Hoffman Beverage, Newark, NJ, vp chg sls
George Whitmore	P. Lorillard, NY, adv stf	Same, adv brand mgr, Kent cigs, Muriel cig other prods
John Woolley	B. T. Babbitt, chg Bab-O, Glim, Lye sls, West Coast	Same, NY, nat'l field sls mgr

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

CKRD, Red Deer, Alberta, Can., power increase to 1000 watts by Oct. '53

KBTW, Denver, power increase from 12 to 120 kw

KCOR, San Antonio, reg'l rep Joe Harry (new firm)

KFH, Wichita, Kans, new nat'l rep John Blair & Co

KGBS, Harlingen, Tex, reg'l rep Joe Harry (new firm)

KLMS, Lincoln, Neb., new nat'l rep, McGillvra

KPIX, SF, power increase from 16.7 to 100 kw

KPRC-TV, Houston, Tex, power increase from 65 to 100 kw

KSL-TV, Salt Lake City, to increase power from 18 to 30 kw

KTHT, Houston, new mail address: PO Box 3011, Houston 1, Tex

KUNO, Corpus Christi, Tex, reg'l rep Joe Harry (new firm)

KXOL, Ft. Worth, new address, 3004 West Lancaster

Lobster Network, Maine (WPOR, Portland; WCOU, Lewiston; WFAU, Augusta; WTVL, Waterville; WRKD, Rockland; WRUM, Rumford), new nat'l rep Richard O'Connell

WAAB, Worcester, Mass, to become Yankee-MBS affil 15 '53

WBKB, Chi, power increase from 28 to 114 kw, eff 18

WBZ-TV, Boston, nat'l rep, Free & Peters, eff 31 Jan '53

WDOK, Cleve, new nat'l rep, Everett-McKinney

WEEK-TV, Peoria, Ill, increased power to 175 kw

WESK, Escanaba, Mich, became NBC affil eff 20 Sep '53

WCSP, Huntington, LI, NY, new sls rep, Robert S. Kelle

WINS, NY, sold by Crosley Bdcstg. to J. Elroy McCaw, Se tie, Wash, under name of Gotham Bdcstg. Corp.

WKTY, LaCrosse, Wis, new nat'l rep Everett-McKinney

WPTR, Albany, now MBS affil eff 30 Aug

WPTZ, Phila, nat'l rep Free & Peters, eff 31 Jan '54

WSAP, Norfolk, Va, call letters changed to WAVY; beca NBC affil; both eff 19 Sep '53

WVEC, Norfolk, Va, became NBC affil eff 19 Sep '53

WWON, Woonsocket, RI, sls rep NY area, Robert S. Ke

Numbers after names refer to New and Renew category

- John E. Rowan (3)
- J. E. Hines (3)
- Lee H. Hammett (3)
- R. V. Pollock (3)
- G. Rutledge (3)
- J. E. Phillips (4)
- C. W. Kohlman (4)
- John Woolley (1)
- J. M. Loughran (1)
- Ed Gaither (1)



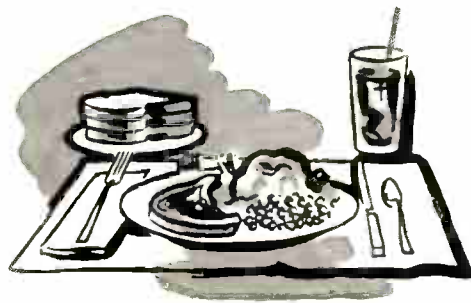
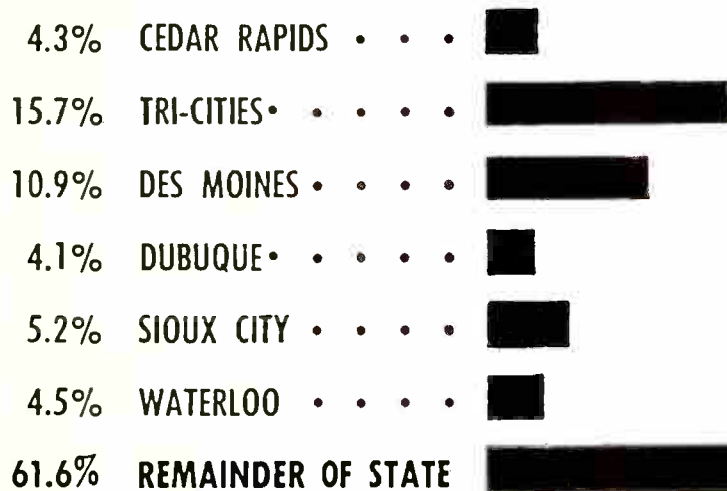


# Buy **WHO**

and Get Iowa's Metropolitan Areas..

*Plus* the Remainder of Iowa!

## TAKE SALES OF EATING AND DRINKING PLACES, FOR INSTANCE!

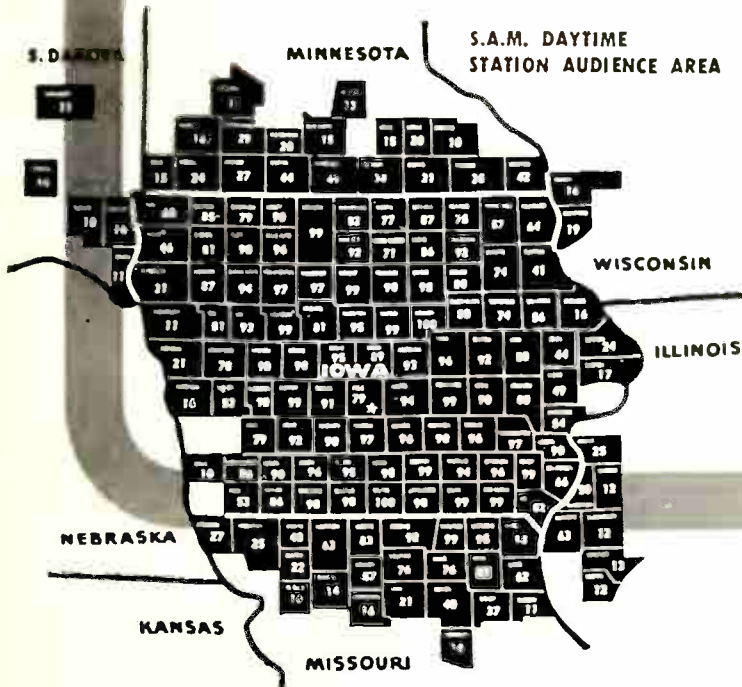


Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

## 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



FREE & PETERS, INC., National Representatives

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

**WHO**

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

Bingo chips in the land of

# Paul Bunyan



Bingo parties require only a fraction of the corn grown each year in Paul Bunyan Land. 175 million bushels produced here last year! Much of it is fed to hogs, poultry, etc.; and thus makes more income for our farmers than by selling it.

With corn to shell and hogs to feed—home entertainment is important on the farm. In 82 counties they listen to WCCO more than any other station and watch WCCO in more than 62 counties.

One Station Coverage—Unmatched!

MINNEAPOLIS

# WCCO

SAINT PAUL

## CBS

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

(Radio Spot Sales) Clear Channel

(Free and Peters)



# How BBDO evaluates media

**President Ben Duffy tells how  
agency views media in Part 11 of  
SPONSOR's All-Media Study**

*Early in SPONSOR's researching of this media study, Ben Duffy, president of BBDO, promised to tell us and our readers how an agency billing some \$120 million a year looks at the media picture. This article is the result. It follows "How 72 advertisers evaluate media," SPONSOR, 7 September 1953, and "How 94 agencies evaluate media," SPONSOR, 21 September 1953. Both of these were based on SPONSOR's 3,000-questionnaire survey of leading advertisers and agencies. Next issue SPONSOR will publish "How Emil Mogul tests media weekly for Rayco" as Part 12 of its All-Media Evaluation Study.*

\* \* \*

*by Ben Duffy*

**A** manufacturer has full control over the quality, style, price and method of distributing his product, but he has little, if any, control over the factor that moves his product off the shelves of his dealers—consumer acceptance. Since people make up the market for a product, and since advertising media are the means of reaching these people, before the media can be properly selected the media have to be evaluated properly. For example, who are the people that use the product? Men, women, children, or a combination, or is it used by all types of people?

Is it a mass product, such as a cigarette, or a class product, such as a Cadillac? Where are these people located? If it is a tractor, naturally, you would want to reach the farmers. On the other hand, an expensive cosmetic would more likely appeal to an urban woman.

Does the product have national distribution? Schaefer beer is regional or sectional. Others beers may be national. Schaefer concentrates on sectional media to avoid waste, while a product of national distribution can take advantage of the national magazine, network radio and TV and so forth. Is it appealing to the low or high income group? Henry Ford once said, "Where else can you sell cars—or anything else—except to the wage earners? There aren't enough people of any other kind to support any industry."

If it's a food product, you would more likely want to reach women, yet a cigar advertiser would want to reach

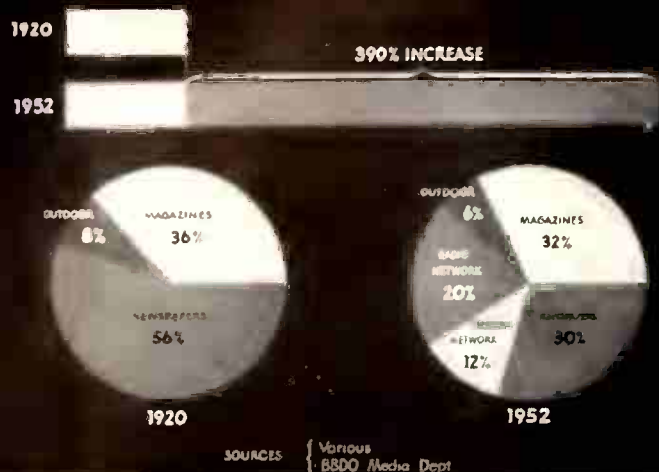


Bernard C. (Ben) Duffy, president, Batten, Barton, Durstine & Osborn

## NATIONAL ADVERTISING EXPENDITURES

BY MEDIA • 1920 vs 1952

(1920 = 100%)



## 4% OR 2.4% OF WHAT?



The two charts above were used to illustrate Ben Duffy's recent speech on media before the ANA convention in Chicago 23 September. Excerpts from the speech are reprinted in this issue, starting on page 82

men only. These two advertisers, therefore, may use the same medium—let's say newspapers—but the food advertisement would be more at home on the women's or food page, whereas the cigar advertiser would find the sports pages more advantageous. Generally speaking, there are three steps in the selection of media. These are as follows: 1. The type of media; 2. class or group of media; 3. the specific medium.

**Type of media:** Newspapers, magazines, radio, TV, outdoor car cards, direct mail or some other vehicle which will serve its purpose.

**Class or group of media:** After the general classification has been decided upon, the next question is: What kind of media within that classification will be most productive? If magazines are decided upon, should you choose a class magazine like *Vogue* or a mass magazine like *Life*? If newspapers, should you use the Sunday supplement or the daily edition of the newspaper? If outdoor, the choice would lie between posters or painted bulletins, or perhaps even electric spectaculars.

The copy department, possessing this information as outlined above, can then go to work on the actual advertisements designed to reach such persons, with illustration and story designed to influence their favorable opinion and action.

There's a lot of knowledge and judgment, based on experience and research, behind the planning of a campaign before the media department goes into action.

The major advertising media are: magazines, newspapers, outdoor and car cards, radio, trade and business papers, and direct mail.

And in the last five years a tremendous new one has been added: television.

Few advertisers use one medium exclusively. They use several major media or some of the secondary ones such as: book matches, minute movies, classified telephone directories, sky-writing.

How, then, do we determine what media are best for an advertiser? How much of each should be used and why?

Perhaps the simplest way to answer

these questions is to examine the media themselves to see what they can do—and what they cannot do.

Too many times attempts are made to compare media statistically. Certainly it is desirable to know whether a four-color page in *The Saturday Evening Post* is as good a way to reach people in every community in the country as is a half-hour radio network program on NBC. Or how much better a TV program for 52 weeks in New York is than a weekly schedule in the *Daily News*. We can evaluate these opportunities, but not by statistical means.

Let's try to do it for television in New York vs. the *Daily News*. The New York television service area (that is, that section of the New York metropolitan area within a radius of about 50 miles and within reach of a TV signal of adequate strength and clarity) has 3,565,000 sets or 80% of the homes in the area. The New York *Daily News* city and suburban editions—distributed within a 50-mile radius of New York City—have 1,856,000 circulation or 41% coverage. So on this basis TV has considerably better coverage of

### 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  
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 Morris L. Hite president, Tracy-Locke Co., Dallas  
 J. Ward Maurer ad director, Wildroot Co., Buffalo  
 Raymond R. Morgan pres., Raymond R. Morgan Co., Hollywood  
 Henry Schachte v.p., Sherman & Marquette, New York



New York than the *News* has. But are TV set ownership and newspaper circulation comparable? We don't think so. The purchase of a newspaper guarantees an almost 100% intent to read at least some portion of that paper. But TV set ownership does not take into consideration whether or not the set is turned on or off. All right, we can adjust the figures for that. There are several research services available to use to give us data showing the number of sets in use at any time period and the rating (that is, the number of people viewing) of each program being transmitted at that time.

Let's say we are talking about a TV show on WNBT Monday night, 8:00-8:30. Sets in the New York area total 3,565,000. If the rating is 28, we are therefore reaching 998,200 sets tuned in at that time to WNBT—many fewer than the *Daily News* circulation of 1,856,000 which we used a minute ago. But 998,200 viewers vs. 1,856,000 *News* readers isn't fair to TV, because the 998,200 TV figure is actual, whereas the *News* figure represents potential, not delivered, readers of a specific ad.

### What BBDO wants to know about a medium before deciding on a campaign

(Based on Ben Duffy's answers to SPONSOR's agency survey)

1. How well does it cover the market?
2. Does it reach the buyers of my product?
3. How does it rate in a particular market against other media?
4. Any research available? Or where do I get my facts about the medium?
5. What is the medium's prestige or quality?
6. Will I need other media to complete the coverage?
7. What merchandising or product cooperation will I get from the medium? Is it a valuable asset?
8. What advertising recognition does it have?

That's a valid criticism, so let's reduce the *News* figure (potential) to an actual one. Let's say we are using an 825-line ad in the *News*. That space incidentally would be the full width of the page (five columns) and 165 lines deep. Let's say that this ad gets a 20 rating, and that's an awfully good one. If we apply this 20 to 1,856,000

circulation, we find that 371,200 people read our ad—considerably fewer readers than the viewers of our TV show. But now the tables are turned—now this is a disadvantage unfair to the newspaper, because broadcast media ratings and print readership figures are not comparable, since the ratings are not comparable, since the ratings are not comparable. (Please turn to page 30)



## Ben Duffy started at BBDO as office boy

**B**en Duffy (baptized Bernard Cornelius) was born January 21, 1902, in the "Hell's Kitchen" section of New York's west side. His parents were Irish immigrants, natives of Ballybay, near Castle Blaney, in the Ulster County of Monaghan.

He left Regis High School to work as a messenger for a coffee company. His younger brother John, meanwhile, had a job running errands for the young advertising agency of Barton, Durstine & Osborn. One day John's boss asked, "Are there any more at home like you?" As a result, Ben came in for an interview. Fascinated with the thought of becoming an artist and eager to get the \$1.75 more weekly paid by BDO, Ben forsook the coffee business for advertising.

Beginning at 17 young Duffy spent three years as office boy, shipping clerk and checker. Before he cast his first vote, he knew advertising was to be his career and he spent much of his spare time, including many evenings, learning all he could about it. At 20, he was promoted to the media department.

In 1928 when Barton, Durstine & Osborn merged with George Batten Co. to form BBDO, Duffy became head of the media department. As the agency's billings mounted his responsibilities increased—1934, director

of media, market research and merchandising; 1938, vice president and director; 1944, executive vice president; 1945, general manager, and in 1946—president.

In his 34 years in the advertising agency business, Ben Duffy often has been a member of a team that persuaded clients to appoint BBDO to handle advertising running into millions of dollars. But he managed the agency's most spectacular achievement alone. A letter to the American Tobacco Co. resulted in an interview with the president and, after an hour and a half interview, Duffy came out with the \$10,000,000 Lucky Strike account.

Somewhere along the line he virtually lost his given name. "Ben" was used so commonly that he finally dropped "Bernard C." except in the most formal letters. It's probable that even in his own agency today many persons wouldn't recognize "Bernard Duffy."

Duffy is the author of several books. The first was "99 Days," published by Harper's, followed in 1939 by the much more successful "Advertising Media and Markets," published by Prentice-Hall. His latest book, "Profitable Advertising in Today's Media and Markets" (Prentice-Hall) was published in May 1951. It is a revision of "Advertising Media and Markets."

# Why Speidel spends 100% of budget on TV

**Efficient use of network TV has brought  
Speidel 35% sales increase in three  
years, 40% of total watchband sales**

Speidel Corp. puts 100% of its advertising budget into network TV. And, though its budget is large enough to buy a top-notch TV program all its own on a year-round basis, it prefers to sponsor two half-hour evening shows on two different networks on alternate weeks.

The programs: *Name That Tune*, starring Red Benson, NBC TV (65 stations), Mondays, 8:00-8:30 p.m., alternating with Block Drug's Ammident Toothpaste; *Make Room for Dad-*

*dy*, starring Danny Thomas, ABC TV (full network, with 97 stations cleared to date. (Tuesdays, 9:00-9:30 p.m., alternating with American Tobacco Co.'s Lucky Strikes. Both shows were bought for 52 weeks to run through fall 1954. Speidel Corp.'s advertising is handled by SSC&B, with Tom Coleman as account executive.

Reasoning behind this approach to TV advertising is summed up by Speidel's ad manager, Harold Rosenquist: "By alternating sponsorship on two

different programs and two separate networks, we're getting wider coverage than we could with a single program. We gain two potential merchandising vehicles. And, furthermore, through a system of cross-plugging, we're actually in the viewers' mind on both programs each week."

Speidel's aim in advertising is three-fold: (1) to promote watchbands as gift items; (2) to sell the Speidel line; (3) to insure good display for Speidel at the retail level.

Here's how Speidel's two shows are designed to fulfill these aims:

Both *Name That Tune*, a variety-quiz show m.c.'d by Red Benson, and *Make Room for Daddy*, a family situation-comedy starring Danny Thomas and Jean Hagen, appeal directly to the type of viewers who are potential Speidel customers—young adults, the style-conscious men and women.

Each program contains three commercials. During the week when it's Speidel's turn on *Name That Tune*, one of Lucky Strike's commercials on *Make Room for Daddy* the next night contains a 15-second closing plug for Speidel. Speidel also gets one whole commercial.

Speidel Corp. began using this method of cross-plugging when it alternated sponsorship with the Crosley Corp. on the *Winchell-Mahoney* show over NBC TV starting January 1952. It's an efficient way of getting maximum

Speidel alternates with Lucky Strike on new ABC TV comedy featuring Danny Thomas. Both sponsors use cross plugs to reach viewers weekly



With stars of its other net show, "Name That Tune" (NBC TV), are H. Rosenquist, ad manager (left); C. Spitzer, sales manager (center)





## **How Speidel makes alternate-week television sponsorship pay off**

**WIDE COVERAGE** of potential Speidel customers is more feasible with two separate programs on two different networks than with a single show. The savings from shared sponsorship make it possible for Speidel to bankroll two high-priced entertainment vehicles for the price of owning one exclusively.

**CROSS PLUGS** with Lucky Strike on "Make Room for Daddy" and Amm-i-dent on "Name That Tune" keep Speidel on viewers' mind on two consecutive evenings each week, give watchband firm two merchandising vehicles in lieu of one. Cross-plug system previously paid off for Speidel and Crosley Corp. on "Paul Winchell."

**COMPATIBLE CO-SPONSORS** enhance value of Speidel's advertising. Association with well-known firms like Block Drug and American Tobacco Co. adds prestige. For successful alternate-week sponsorship, firm had to exclude related products, or any gift items that might draw attention from their own line.

benefits out of a network TV show for both sponsors, as a number of other major TV sponsors have found. (See "What you should know about alternate-week sponsorship." SPONSOR, 8 September 1952, page 36.)

Speidel's commercial format, too, bears discussion. The sponsor's policy is to use TV for direct selling. The firm's two-year stint on network radio between 1947 and 1949 had brought it brand name identification (see "Radio sells a watchband." SPONSOR, 28 February 1949, page 27). Television was expected to both enlarge and complete distribution, and to sell directly to the consumers.

Speidel and SSC&B agree that a strong, individualized sales personality can do more in putting over a sponsor's message than the most effectively written copy. They have, therefore, chosen as Speidel sales personalities Jinx Falkenburg and Donald Woods. "Jinx, for the sentimental approach, with stress on soft-sell, gift selling," adds Sales Manager Charles Spitzer. Woods is for the hard-sell. He was chosen out of 40 announcers considered for the job. Both Speidel announcers are free to alter the copy to fit their own personalities. Each sells only one particular item in each commercial.

Here's a typical example of what

## **case history**

Speidel refers to as the "sentimental approach":

*Jinx Falkenburg:* "Hi! I'm Jinx Falkenburg. I'd like to show you something I'm just crazy about! It's the fashion rage among young people everywhere . . . especially those away from home. It's Speidel's new Photo-Identification bracelet. See! A stunning identification bracelet for men! But that's not all. Underneath the name plate a place to put your loved one's picture to always keep you close to the one you love.

"Can't you just imagine how pleased any man will be to receive this Speidel Photo-Ident from you? But be sure you get a genuine Speidel, because there's nothing to match it. So comfortable, so beautiful.

"And look, here's a Speidel Photo-Ident for women. Here's where you put your loved one's picture. A Speidel Photo-Ident.

"A thrilling gift for him.

"A warm, sentimental gift for her. Your jeweler will be glad to show it to you!"

One proof of the efficiency of this type of selling are reports from many of Speidel's 30,000 retail outlets informing the manufacturer that customers come into the store asking for a particular Speidel item by name. If the jeweler doesn't happen to have this style in stock, customers frequently leave the jeweler either the total amount of the item or a deposit, and buy it "straight from TV," sight-unseen in the store.

The Photo-Ident bracelet itself was advertised in two commercials on Speidel's *Paul Winchell Show*, NBC TV alternate Mondays 3:00-3:30 p.m., during the first week of March 1953. At the time the commercials were aired, the bracelet had spotty distribution at best. Through TV advertising, says Charles Spitzer, \$2 million in retail sales were made by June 1953 with this one item alone.

Harold Rosenquist himself received 153 phone calls from retailers within a week after that early March commercial for Photo-Ident.

Speidel Corp. has been a network TV advertiser since 1949. Once the firm's three policy-making executives (Paul Levering, executive v.p. and general manager; Charles E. Spitzer, sales manager; Harold Rosenquist, advertising manager) decided upon using TV, their choice was made quickly. They bought 13 weeks on the *Ed Wynn Show*, NBC TV's late Saturday night program (at \$26,000 a week), through Cecil & Presbrey, their agency between 1947 and 1949. Since 1949, Speidel's ad budget has risen from \$1.25 million to \$2.5 million.

Speidel's promotion-minded sales manager, Charles Spitzer, relates one example of the effects of TV advertising:

"The head of a department store was watching TV one Saturday evening, and was impressed with the display of  
(Please turn to page 66)

Speidel has developed own distinct sales personalities: Jinx Falkenburg, Donald Woods



# What NBC's \$5 million ra

**Network radio comeback is NBC aim. Clients will benefit from stiffer compe**

by Miles David

A network radio comeback is in the making at NBC. Spurred by half a decade of CBS Radio triumphs, by voices raised among affiliates, and, finally, by the hand of RCA and NBC Board Chairman David Sarnoff, NBC Radio will fight for advertising dollars this fall with new sales tools and fresh intensity.

Advertisers will be the first to gain.

The reinvigorated NBC Radio operation will mean this for sponsors:

1. More shows to choose from in network radio as NBC Radio invests \$5,000,000 in new programing this fall.

2. More flexibility in the way network radio can be bought as NBC adds three new participation sales plans to its rate card (see details on plans in table below).

3. More salesman calling on them more often and with more sharply defined sales approaches as NBC splits radio selling from television.

4. More radio emphasis everywhere. The pressure NBC exerts on the radio industry will be reflected in increased efforts among its competitors. Channeling through agency and client offices, the NBC stimulus can mean more talk, more action for the network radio business in general.

The new shows—28 of them—are the foundation. NBC will spend over a quarter of a million in the next three months alone to promote and advertise them, William H. Fineshriber Jr., vice president in charge of the network, told the mid-September meeting of affiliates in Chicago. As Ted Cott, operating vice president, put it to SPONSOR,

"We could have thrown in house orchestras or surrendered and made Sunday night into a series of public service hours."

Instead the network's new show series includes a two-hour Sunday newspaper of the air with top-drawer newsmen and columnists covering features, sports and the news (*Weekend*); a drama series capitalizing on Frank Sinatra's success as an actor in the movie *From Here to Eternity* and starring him as a private eye (*Frankie Galahad*); a Western drama series starring Jimmy Stewart, again tying in with recent Hollywood casting which wrapped the gangling Stewart in chaps and six guns (*The Six Shooter*); an hour-long dramatic series with Helen Hayes and Fredric March as hosts and with star-name casts to include

## The facts at a glance on NBC's new radio sales plans

	PROGRAMS	MINIMUM BUY	COSTS
<b>THE THREE PLAN</b>	<b>Fibber McGee</b> 10-10:15 P.M. M-F (SITUATION-COMEDY)	Three one-minute participations per week for four consecutive weeks is smallest allowable buy. Message may be placed anywhere within three strips but on non-rotating basis. If client wishes he could buy three participations in only one of the three strips, provided he used no more than one commercial per quarter-hour program. Client gets product exclusivity in any one of the three strips if he buys minimum of two participations per week for minimum of 13 consecutive weeks in that strip.	Weekly costs are as follows (three participations): \$6,750 in morning strip; \$6,075 in afternoon; \$8,750 in evening. One participation in all three shows costs \$7,475. Buy of 78-116 participations within 52-week period earns 4% discount; 117-155 participations earn 6%; 156 or more earn 8% discount. This discount cannot be combined with other NBC Radio buys to earn other discounts. NBC estimates weekly cost-per-1,000 listener impressions at \$1.08 for a one-minute participation in each strip.
	<b>It Pays to be Married</b> 5:45-6 P.M. M-F (AUDIENCE-PARTIC.)		
	<b>Second Chance</b> 11:45-12 NOON M-F (AUDIENCE-PARTIC.)		
<b>THE ONE PLAN</b>	<b>The Big Preview</b> 11-12 NOON SAT. (RECORD SHOW)	Clients may buy one participation one time in either of the two shows shown at left. While the two shows are sold on similar basis, dubbed "One Plan" by sponsor, there is no connection between them. Sales plan is similar to "Today" on NBC TV. There's room for 8 advertisers per hour. Small-budget advertisers who were never able to buy full shows on network radio are among prospects NBC hopes to sell. But it's felt major spenders may be interested from individual brand standpoint.	Cost for "Weekend" one-minute participations is \$2,250, including time and talent. "The Big Preview" costs \$2,000. No discounts are given for either show and money spent for participations cannot be added to other expenditures on NBC Radio to earn regular dollar-volume discounts. NBC estimates cost-per-1,000 listeners of 88¢ will be attained by "Weekend." With three participations in "Weekend," says NBC, client will make 7,650,000 listener impressions. For media cost comparisons see chart at right.
	<b>Weekend</b> 2-4 P.M. SUN. (RADIO NEWSPAPER)		



# Investment means to sponsors

more to choose from

Henry Fonda, Humphrey Bogart, Marlene Dietrich (*Radio Star Playhouse*).

The 28 new shows were to be launched this week (4-10 October), bunched for impact. The trade can expect anything in the way of promotion during and after the debut—from 28 dancing girls baked in a pie to 28 flying saucers flying formation over the RCA building.

Meanwhile NBC's staff of 15 radio salesmen has begun making the rounds to pitch the shows and NBC's new sales plans.

NBC's new sales plans are designed to open up network radio as a possibility for small and medium-sized ad-

(Story continues next page)



Ted Cott, Bill Fineshriber, Fred Horton are men rebuilding NBC Radio programming, sales ▶

## NBC Radio's multiplication table for time and space buyers

\$33,000 = 1 "LIFE" 4-COLOR PAGE

- OR 14 "THREE" PLAN MORNING COMMERCIALS
- OR 16 "THREE" PLAN AFTERNOON COMMERCIALS
- OR 10 "THREE" PLAN EVENING COMMERCIALS
- OR 12 COMMERCIALS IN ALL THREE
- OR 14 "WEEKEND" COMMERCIALS

\$21,000 = 1 "LIFE" BLACK & WHITE PAGE

- OR 9 "THREE" PLAN MORNING COMMERCIALS
- OR 10 "THREE" PLAN AFTERNOON COMMERCIALS
- OR 6 "THREE" PLAN EVENING COMMERCIALS
- OR 8 COMMERCIALS IN ALL THREE
- OR 9 "WEEKEND" COMMERCIALS

\$38,000 = 1 "THIS WEEK" 4-COLOR PAGE

- OR 16 "THREE" PLAN MORNING COMMERCIALS
- OR 18 "THREE" PLAN AFTERNOON COMMERCIALS
- OR 11 "THREE" PLAN EVENING COMMERCIALS
- OR 15 COMMERCIALS IN ALL THREE
- OR 16 "WEEKEND" COMMERCIALS

NOTE: Costs for page insertions include 10% for monotone and 15% for 4-color art and mechanical estimated charges.

vertisers as well as providing current network clients with a flexible buy. The Three Plan bears a resemblance to the existing Operation Tandem in that the advertiser must buy a minimum of three participations weekly placed in his choice of three shows. Big difference is price. Operation Tandem cost you in the neighborhood of \$13,000 weekly. The Three Plan is \$4-5,000 cheaper. And the Three Plan is more flexible.

A Tandem client got one minute insertion in each of three half-hour, once-a-week programs. The Three Plan gives advertisers the chance to mix their shots. A company can elect to place all of its commercials in just one of the three 15-minute, five-times-a-week shows, or in two, or in all three, depending on its needs.

One of the strips is in the morning, one in the afternoon, one in the evening. Thus for the first time a flexible sales plan has been broadened to include daytime. The shows are *Fibber McGee and Molly*, 10:00-10:15 p.m. M-F; *It Pays To Be Married*, 5:45-6:00 p.m. M-F; *Second Chance*, 11:45-12 noon.

Operation Tandem, the first flexible network sales plan, will probably be discontinued. The network's thinking is that while it has paid out for clients who used it the initial price was too high to attract enough of the medium-sized and small-budget advertisers.

The Three Plan, NBC feels, is low cost enough to bring in anyone from the seasonal sponsor with \$50,000 to spend to a big company with half a million dollars allotted for launching a new product.

Here, for example, are the costs of sponsoring Three Plan shows for four through 52 weeks, assuming the minimum buy of three participations per week. Costs are given separately for each of the strips. Price of buying one each is the average of all three costs.

Contract length	Morning	Afternoon	Evening
4 weeks	\$ 27,000	\$ 24,300	\$ 35,000
8 weeks	54,000	48,600	70,000
13 weeks	87,750	78,975	113,750
26 weeks	168,480	151,632	218,400
39 weeks	247,455	222,729	320,775
52 weeks	322,920	290,628	418,600

NBC's second new sales plan is even more flexible than The Three Plan. It hasn't been named officially, but SPONSOR dubs it The One Plan, since a client may buy a minimum of one participation weekly.

Two shows will be sold on this basis but there is no connection between the shows in selling. The programs are: *Weekend*, the 2:00-4:00 p.m. Sun-

## WEEKLY TIME & TALENT COSTS OF 14 NEW NBC RADIO SHOWS\*

PROGRAM	TIME PERIOD	Net time and gross talent for 52 weeks
<i>CAN YOU TOP THIS?</i>	M-F 10:15-10:30 P.M.	
	2 PER WEEK	\$12,968
	3 PER WEEK	18,668
	5 PER WEEK	29,806
<i>NEWS</i>	TUES., THURS., FRI.	
	9:30-9:35 P.M. 3 PER WEEK	9,197
<i>FRANK SINATRA</i>	TUES. 9:35-10:00 P.M.	11,606
<i>HOUSE OF GLASS</i>	FRI. 9:35-10:00 P.M.	13,017
<b>Saturday</b>		
<i>WOMAN IN LOVE</i>	10:00-10:30 A.M.	7,646
<i>ROUNDUP</i>	APPROX. 5:30-5:45 P.M.	5,094
<i>ASK THE SPORTS WORLD</i>	5:45-6:00 P.M.	5,388
<i>COLLEGE QUIZ BOWL</i>	8:00-8:30 P.M.	10,962
<b>Sunday</b>		
<i>THE MARRIAGE</i>	7:30-8:00 P.M.	14,197
<i>HOLLYWOOD STORY</i>	8:00-8:55 P.M.	10,788
<i>FIVE-MINUTE NEWS</i> (4 shows)	Various times	12,262
<i>SIX SHOOTER</i> (J. Stewart)	8:30-9:00 P.M.	13,491
<i>STROKE OF FATE</i>	9:00-9:25 P.M.	10,135
<i>ROYAL THEATER</i>	9:30-10:00 P.M.	

\*Only 14 of new shows had prices set at SPONSOR's presstime.

day newspaper of the air, and *The Big Preview*, 11:00 a.m.-1:00 p.m. Saturday airing of new records (only the first hour of the latter will be sold).

The sales plan resembles the approach used in NBC TV's *Today*. There are eight commercials sold per hour, each at a fixed price. Cost for *Weekend* one-minute participations is \$2,250 including time and talent. Cost for *The Big Preview* participations is \$2,000, including time and talent. Advertisers can buy as few as one insertion, one time. There are no discounts.

The new NBC sales plans extend the number of availabilities considerably over the three contained within Operation Tandem. Tandem had room for three advertisers spread over 90 minutes weekly of programing. The two new NBC plans make room for over three dozen within six hours and 45 minutes of programing.

But NBC doesn't plan the spread of participation selling over much more of the schedule. "We feel," Ted Cott told SPONSOR, "that half hours and hours will always be sold and that we'll be able to sell more of them with our roster of new shows and our sales staff—the largest among the networks."

Cott feels strongly that radio has three basic uses to clients and that participation-type shows are suitable for only one of these uses. He sees these uses as: (1) for mass circulation of an advertising message; (2) for getting the benefits of an audience's loyalty to a show or performer, and (3) for service or institutional advertising.

All these, he feels, have a valid place in American business, but only the objective of circulation can be fulfilled with participation shows. Accordingly Cott feels that there will be no sudden

(Please turn to page 104)



# How to get the most out of your public relations show

**You can develop low-cost campaign with far-reaching effects if you use the right community tie-ins**

**D**oes your public relations show come under the heading of "favorite charity?"

This question suggests itself when you think back about PR shows of many an air advertiser. Frequently the approach was in another world from strategy which characterized the same firm's product advertising.

Nowadays, however, more and more companies are realizing public relations campaigns can be planned on a hard-headed basis. (See "Is your PR man air-minded?" 1 June 1953, page 38.)

This article contains the philosophy and experience of one such firm, the Rubel Baking Co. of Cincinnati. This company felt it wasn't enough to put a show on the air, omit the hard-sell commercials, and then forget the whole thing. It discovered that creating natural tie-ins with civic, educational and other community groups transformed one show into a whole campaign. Such tie-ins, Rubel soon found, can bring tangible results in the way of publicity, new customers and goodwill.

*(Please turn to page 76)*

## case history

RUBEL BAKING USES KIDS' ESSAYS AS "COMMERCIALS" ON Z 7'S "I WAS A COMMUNIST FOR FBI," GETS SCHOOL BACKING



# Dr. Pepper prescribes radio phone

**Audience must stock Dr. Pepper pop to win prize. Sales jump as much as**

In Harrisburg, Pa., the Dr. Pepper show made a housewife faint.

In Tucson, Ariz., a woman named her son "Pepper" because of the program.

That's the kind of reaction Dr. Pepper's telephone giveaway radio show stimulates among listeners in over 50 cities. And as far as sales are concerned, it has played an important part in boosting the firm's 1952 sales record up 23% from the previous year.

By building a phone giveaway program around its own product, the Dr. Pepper Co. has developed a hard-working spot radio show which has literally no waste—either in circulation or impact. The Dallas, Tex., soft-drink firm put the show on the air in July 1952 on eight stations. Today, the show is in 38 states, represents a good portion of the firm's \$350,000 radio-TV ad budget in time and talent costs alone. Dr. Pepper's total budget: over \$1 million. The rest of bill is footed by Dr. Pepper bottlers, who put up the cash that's given away, foot other expenses.

Dr. Pepper's choice of a successful spot format (through its agency, Ruthrauff & Ryan, Dallas), represents a so-

lution tailored to meet these problems the company faced in planning an air campaign:

1. Because there were some gaps in Dr. Pepper's distribution in a few of the key metropolitan areas in the North and East, the company realized that a network radio show would almost inevitably represent much waste circulation. Spot radio represented the best answer to its radio ad format problems.

2. The company's ad objectives include establishing its trademark and

## case history

popularizing a distinctive soft drink. A program which affords the maximum opportunity for hard-sell would best fill Dr. Pepper's requirements.

3. The firm feels it's good business on the part of bottlers to participate in the radio show. To make the program most attractive to bottlers, it would have to pare down costs to the bone.

Dr. Pepper bought the program package. *Silver Dollar Man*, from a Southern producer on a semi-exclusive

basis because it solves the company's three basic ad problems:

- It is a spot radio show involving over 50 stations. This gives the company a virtual network of stations which exactly duplicates its distribution pattern. There's no wastage.

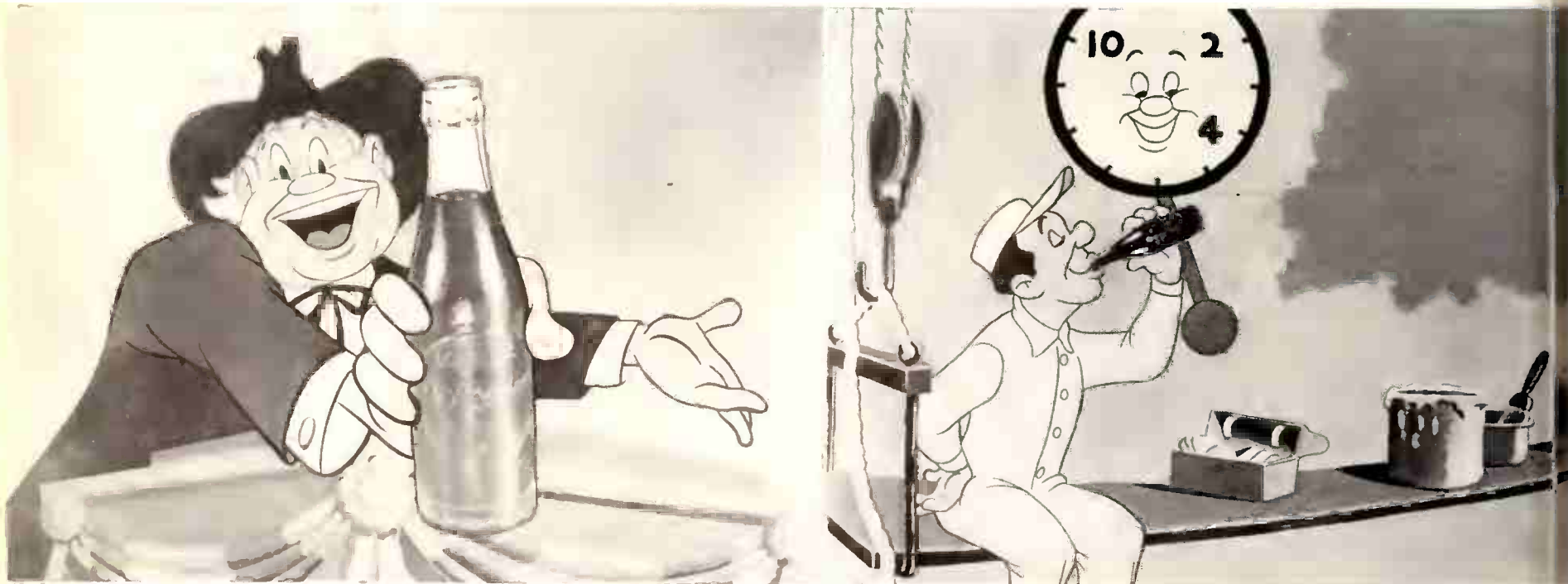
- It is a show built almost completely around the product itself, the kind of program which affords the maximum amount of hard-sell. To become eligible for the prize money, listeners must go out and buy Dr. Pepper, must keep a continuous supply of the beverage on hand. This qualification gives the company a constant stream of new customers and a leg in the door towards more permanent customers.

- *Silver Dollar Man* involves very little expenditure beyond the salary of the m.c. in each market bought and a handful of "roving Silver Dollar Men." Each phone contact is limited to a maximum of \$10 in prizes, and there are only about 10 calls per show. This means each show averages \$80 in giveaways during each hour period. Recorded music fills in the time between phone calls.

Here's how the show works:

To become eligible for cash prizes,

SPOT RADIO, TELEVISION ANNOUNCEMENTS URGE AUDIENCE TO "WAKE UP TASTE" WITH DR. PEPPER AT 10, 2, 4 O'CLOCK





# Giveaway

## Some markets due to show

Listeners mail entry blanks to their local stations which they can get from their grocers with every purchase of a carton of Dr. Pepper. Listeners to be called during a particular program are chosen from those who supply best completion to statement: "I switched to Dr. Pepper because. . ."

The local announcer is the "Dr. Pepper Silver Dollar Man." He tells listeners there are roving "Silver Dollar Men" waiting at strategic locations in radio-equipped patrol cars. (From three to a half-dozen cars are used, depending on the size of the community.) The announcer precedes each phone call with the name, telephone number, address of person called.

When the housewife answers the phone, the announcer identifies himself, chats awhile, then asks:

"How many bottles of Dr. Pepper do you have in your refrigerator?"

By this time the roving Silver Dollar Man has arrived at the house. He accompanies the housewife to her refrigerator where he checks the number of Dr. Pepper bottles on hand. Then he pays off in silver dollars, one for each bottle (up to a maximum of \$10).

If no Dr. Pepper bottles are found, the roving Silver Dollar Man leaves a free carton. A silver dollar also goes to the manager of the store where the winner purchased her carton, an effective way of merchandising the show to retail store owners.

Like all phone giveaway shows, the *Silver Dollar Man* program owes its audiences primarily to its ability to stimulate suspense among its listeners. The typical housewife learns of the giveaway show, buys a carton of Dr. Pepper at the grocery, sends in an entry blank and then sits back and waits. Will her phone number be among those called on a given day? The possibility is always there.

Sometimes the excitement gets too much for her, as in the case of a Harrisburg, Pa., housewife. This listener prepared for the show by ordering a  
(Please turn to page 102)



1. Local announcer dials housewife, asks her how many Dr. Pepper bottles are in refrigerator



2. Radio car man who follows broadcast rushes to contestant, sometimes gets police escort



3. In home Dr. Pepper man counts number of bottles, pays silver dollar for each up to \$10



# ALASKA RADIO STATIONS

ANCHORAGE	<b>KFQD</b>	5,000 watts	600 kc	CBS
	<b>KENI</b>	5,000 watts	550 kc	NBC, ABC, MBS, Don Lee
	<b>KBYR</b>	250 watts	1240 kc	Independent
FAIRBANKS	<b>KFAP</b>	5,000 watts (10,000 temporary SSA)	660 kc	NBC, ABC, MBS, Don Lee
	<b>KFRB</b>	5,000 watts	790 kc	CBS
SEWARD	<b>KIBH</b>	250 watts	1340 kc	CBS
JUNEAU	<b>KINY</b>	5,000 watts	1290 kc	CBS
	<b>KJNO</b>	1,000 watts (day)	630 kc	NBC, ABC, MBS, Don Lee
		500 watts (night)		
KETCHIKAN	<b>KTKN</b>	1,000 watts	930 kc	CBS
	<b>KABI</b>	1,000 watts (day)	590 kc	NBC, ABC, MBS, Don Lee
		500 watts (night)		
SITKA	<b>KIFW</b>	250 watts	1230 kc	CBS





# A rep goes to Alaska

**In four-week trip by yacht New York rep for Alaska stations gathered information of importance to U.S. advertisers and agencies**

by Roy V. Smith

*Roy V. Smith, spot sales manager of Alaska Radio Sales, returned from an extensive tour of Alaska's major cities with first-hand impressions and information to pass along to prospective radio advertisers.*

*Smith, who operates Alaska Radio Sales in conjunction with Bud Soden, network sales manager, was accompanied on the trip by William J. Wagner, president of the Alaska Broadcasting System, and Duncan A. Scott, ABS West Coast rep. Eye-witness report follows.*

**I** almost got clobbered with a can of sardines in Alaska. It happened during a recent month's tour of that country. While I was stopping in Anchorage I visited a large super market. I got out a pad and began to jot down names of American brands the store carried.

After a few minutes the store manager marched up, followed by two clerks. He demanded—very politely—to know just what I thought I was doing.

Naturally, he apologized profusely when he learned the answer, explaining, "I was sure you were copying prices for my competitor!"

That was one way in which I had it proved to me that Alaskan alertness and competitiveness are identical with what you find in the 48 states.

Whether you're dealing with super market managers, clothing store owners, factory workers or housewives, Alaskans have much the same characteristics, interests and habits as you and I. The people in this northern country are up-to-date on the latest merchandising methods, industrial developments, scientific progress and educational trends. And they enjoy much the same leisure-time pursuits as we do—particularly radio.

After having been in just about every state of the United States plus many possessions, I can truthfully say, in no place is radio more important. Alaska, whose size is one-fifth that of the U. S., is a vital, throbbing, fast-growing region. It is the last frontier of the U. S., and its most important circle of defense, besides being its richest untapped source of valuable natural resources. Not only that, but Alaska offers natural beauty that is indeed unchallengeable. The most modern self-service super markets and drugstores set against a background of 14-story apartment houses and private home developments give you the Alaska of today.

To clear up many common misconceptions about this



Roy V. Smith visited all major cities in Alaska, found country in state of expansion, prosperity

area, you must look at Alaska not as a land of ice and snow with Eskimos and Indians driving sled dog teams between igloos and wood shacks, but as an area with 200,000 permanent residents (according to the Anchorage City Council) operating one or more radios as of 1 July, plus a minimum of 100,000 transients (military and naval personnel and their families).

It is an area where over 75,000 tourists come each year for an average of three weeks or longer, and spend over \$500 each in Alaskan outlets. Believe me when I say that Alaskans are the same as you and me. They drive the same cars (44,400 automobile license plates were issued last year). Over 25,000 have radios. They eat the same food, and more of it, and dress as does the average resident of Minnesota. Most of these people either have a washing machine, refrigerator, food freezer, dryer or other appliances, or are looking forward to the purchase of some in the very near future. Modern buildings are springing up in all areas, including 14-story apartment houses which rent a three-room suite for \$100 or less, and six-story office buildings and hotels. Roads in city areas are paved, as are roads in many rural areas. There are constant road improvement and construction projects going on. Employment is at an all-time peak, and the median income of Alaskans is 25% higher than that of the U. S. average, according to the Anchorage City Council.

This thriving market has had tremendous growth in the past three years, every area showing a growth of at least 20%, and many such as the Anchorage area have experienced an increase of over 129%. All over Alaska you can note the vibrant pioneer spirit that has made America great. Just about nine out of 10 people who come to Alaska come with the intention of making a stake and then returning to their homes to enjoy the rewards of their labors. However, over 75% of these people never do give up their Alaska residences. They become so attached to Alaska that they make it their permanent home.

Many people begin to shiver immediately when Alaska is mentioned. However, the climate is not really extreme at all. Down in southeastern Alaska, where major cities are—Juneau, Ketchikan and Sitka—the temperature is very much like Milwaukee. During June, while I was in Alaska, the average day temperature was 63, and the average night, 40. Even during the middle of winter it seldom drops lower than 10 above, and in the hottest part of the summer it seldom goes above 79. The Japanese cur-

(Please turn to page 70)



Electronic Spot Buying was unveiled in closed-circuit show m.c.'d by Steve Allen. Watching set in New York are: Charles Denny, v.p. NBC

O&O div.; George J. Dikert, v.p., Ann Wright, timebuyer, JWT; Curt A. Peterson, v.p. Marschalk & Pratt; Thos. McFadden, dir. of Spot Sales

Discussing new approach: Gerard Johnston, Kudner; Herb Gruber, Cecil & Presbrey; Bill Davidson, George Dietrich, NBC Spot Sales; Ted Kelly, McCann-Erickson

"Spotsie," an ocelot, model Siri enlivened party. A. Purcell, C. Higgins, Marschalk & Pratt, inspect cage with NBC Spot Sales' "Hank" Shepard

Getting lowdown on new sales room: Bowe, Hewitt, Ogilvy, Benson & Math McKenna, B&B, listen to Spot Sales' L





# Electronic spot buying

Timebuyers will be able  
to see what they're  
buying with new NBC Spot  
Sales on-cable auditions

Room is heart of the newly equipped sales  
New York City. Spot Sales' Jack Reber  
them to Jim Luce, JWT; Tucker Scott, BBDO



Television is used to watch the insides of atomic energy equipment. It's used by industry to keep an eye on production lines. Now the television industry itself has turned to a non-entertainment application of TV and will use television to sell television.

NBC Spot Sales has initiated what it calls Electronic Spot Buying. It will make possible live auditions of shows from NBC-represented stations for timebuyers in New York, Chicago and Hollywood, and most other cities where NBC Spot Sales has offices. Auditions will be put on the cable periodically for groups of buyers.

Charles R. Denny, vice president of NBC's Owned & Operated Stations Division, got the idea for the technique when he saw technicians in New York chuckling over a local L.A. program, *Jack McElroy*. It was coming in on the cable just to keep the lines warm. If engineers laughed, reasoned Denny, why wouldn't timebuyers? And if they laughed, then they'd see first hand how effective that local personality was.

Thomas B. McFadden, director of NBC Spot Sales, describes Electronic Spot Buying this way: "This is the best way for an advertising agency or client to get the exact picture of what he is buying with his advertising budget." He explains that talent in programs brought in on the cable will do sample commercials for prospective sponsors.

Electronic Spot Buying is not as costly for NBC Spot Sales as it might sound. McFadden estimates the line charges at one-tenth what they would be for commercial programs. A 15-minute audition from Los Angeles to New York might cost about \$600 in cable charges; one from New York to Chicago, about \$300. Talent will do auditions without compensation, and technicians are on duty anyway.

(First audition was held last week before a group of J. Walter Thompson executives. Result: They took out an option on the show, *Elmer the Elephant* on WNBQ, Chicago.)

Electronic Spot Buying has dramatic portents, says H. W. (Hank) Shepard, sales development, advertising and promotion manager for NBC Spot Sales. He points out that whatever the timebuyer would like to see at a station or market could be shown to him by a roving TV camera. The camera could pick up activity on the city streets, skyline of the city, the people; the camera could show the timebuyer the station and all its facilities; the camera could look into a studio where a radio program was being aired.

Electronic Spot Buying got a sparkling sendoff late last month at parties held simultaneously in four cities for 300 timebuyers in New York, Chicago, Los Angeles and Washington. Buyers saw shows from four markets in five-minute auditions: *Gene Archer*, WNBW, Washington, D. C.; *Jack McElroy Show*, KNBH, Hollywood; *Animal Playtime*, WNBQ, Chicago, and *Let Skinner Do It*, WPTZ, Philadelphia.

Showmanlike touches added to the presentation included use of Steve Allen as m.c. for the half-hour audition program; presence of six-foot-tall model Siri in a spotted fur dress to put orchid leis on timebuyers; a suitcase-sized box of souvenirs from each station repped by NBC Spot Sales waiting for each timebuyer when he returned to his office after the audition. The souvenirs included golf balls (WRC-WNBW, Washington), leather billfold (KSD-AM-TV, St. Louis), baseballs autographed by Yankees and Dodgers (WNBC-WNBT, New York), bottles of wine (KNBC, San Francisco), cigarette lighter (WPTZ, Philadelphia), a meat cleaver (WMAQ-WNBQ, Chicago), brown bread and baked beans (WBZ-TV, Boston), Christmas tree lights (WRBG, Schenectady), ashtrays with antique autos as decoration (WTAM-WNBK, Cleveland) and glazed fruit (KNBH, Hollywood). \* \* \*

# How America's social classes react

## UPPER

Sophisticated members of the Upper and Upper Middle classes like TV shows which afford subtle humor, satire, intellectual stimulation. They show marked preference for drama, musical programs and quiz-panel shows like *What's My Line* (CBS TV) at right. Upper and Upper Middle viewers, representing 1.5% of population, are casual in attitude towards TV, regard viewing simply as means of relaxing and killing time. Except for special programs, they're not likely to rearrange schedules around TV shows. Upper Middles are particularly vehement against hard-sell, rapid-fire commercials. To them, salesman is social subordinate who should serve rather than dominate.



## MIDDLE

Television fulfills requirements of Middle Majority's stay-at-home routine, is becoming increasingly important to them. The amateur talent shows deplored by Upper classes give members of the Middle Majority reassurance mediocrity can be surmounted. Middle Majority housewife manages to justify daytime viewing by claiming shows such as *Kate Smith* (NBC), see right, provide education, rest periods. Kate is also popular with Middles because she projects a middle-class personality, providing housewife someone to identify herself with. Middle Majorities regard advertising as useful, informative, like integrated commercials best. Middle is 65% population.



## LOWER

Lower Lower group, like the Uppers, is casual in its attitude toward TV. Members of Lower class do not follow a set schedule of programs, are not consistent watchers even if the show meets with their strong approval. The Lower Lower group (20% of the population) generally prefers participation shows. Fast-moving action programs, see right, and lively fantasy share second-place in popularity. Lower Lovers want to get immediate pleasure from a show, not intellectual stimulus or prolonged interest. This group is often looked down on by superiors as irresponsible, is badly off economically, often changes residence. Result: They're hard to reach as potential market.





# TV

## Do you know how to program to hit specific class which is best prospect for your product? Depth research gives you the answers

If your show doesn't hit the rating jackpot, do you know the *real* reason? If your commercials aren't effective, do you know what to do about it?

The answers to questions like these are being discovered today by research in depth. Qualitative research is one name for it. Another is motivational research.

What it all comes down to is this: You can't know your audience just by counting noses. Even if your show is successful, you may not actually know the real reason. And it is important to know the why of your success if you are going to continue to create shows that are popular and commercials that sell your product.

Don't let the phrase "motivational research" throw you. And don't shrug it off. An increasing number of advertisers and agencies are finding it useful in putting together programs and commercials that will have maximum impact.

One of the pioneers in the field of motivational research is Social Research, Inc., Chicago. In digging into how and why people react to air programming and advertising, SRI divides the U. S. audience into three major groups. As explained to SPONSOR by Harriett Bruce Moore, SRI's director of psychological research, these are the groups together with a broad outline of their characteristics and attitudes toward television:

- At the top are the 15% of the people who make up the Upper and Upper Middle classes, with about 3% fitting into the Upper category. These people, says Mrs. Moore, are the "achieving and leading citizens who assume civic and ethical responsibilities." They look for "broad experience, sophistication, cosmopolitan poise, individuality of character and taste." They derive substantial incomes from business or professions.

Therefore, Mrs. Moore explains, "they are casual in their attitudes toward television. They are choosy about their programs and are not likely to be glued to the set. They emphasize their social gatherings over solitary or

silent group TV watching and make a point of enjoying the sociability of the occasion.

"To them, television is a medium for relaxing, for killing time when there is nothing else to do. Except for special programs, they are not likely to rearrange their activities, meal times and social affairs for the sake of TV programs themselves. TV is basically an idle-time recreation and must compete with other interests — for Upper Middle class people feel they must maintain 'varied interests.'"

- In the middle are what SRI calls the Middle Majority — television's happy hunting ground. The Middle Ma-

Moore; "They 'make time' for television, are enthusiastic about the medium *per se* and consider it a great boon to family life. They feel practically none of the critical detachment of the Upper Middle group.

"In their circles, television is rapidly supplanting radio, magazines, movies, taverns and small social groups. It offers many advantages keyed to their needs: 'Who will take care of the children?' ceases to be a problem. 'I just enjoy being with my family' is a social requirement, their real or rationalized explanation of their stay-at-home routine."

- At the bottom is the Lower Lower group, making up the remaining 20% of the population. "They are often looked down on by their superiors," says Mrs. Moore, "as lacking the ability or opportunity to improve their lot." They are generally disinterested in magazines and books, economically in tough straights and often change residence. As a result, they are hard to reach as a potential market group."

Like the Upper Middle, the Lower Lower group is casual in its attitude toward TV. They do not follow a schedule of programs and even strongly liked shows will not be watched consistently.

"Participation programs are generally preferred but fast-moving or lively fantasy is attractive to them," said Mrs. Moore. "Their taste in television programs is based largely on immediate pleasure rather than prolonged interest in serials or intellectual topics."

So much for the way SRI looks at the U. S. audience. Now, what does all this have to do with audience reaction to TV?

Well, take commercials, for example. SRI studies show that the Upper Middle group is often critical of them and quick to deplore them as selfish devices to separate people from their hard-earned money.

(Please turn to page 62)

Program psychoanalyst



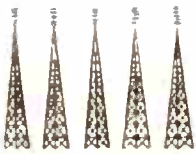
Mrs. Harriett Bruce Moore, director psychological services, Social Research, Inc.

majority makes up 65% of the population and is actually two groups, the Lower Middle (30%) and the Upper Lower (35%) classes, combined because of many similarities.

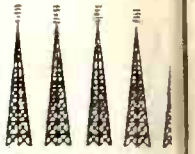
The Middle Majority is composed of the breadwinners and families of small tradesmen, clerks, white collar workers and skilled and semi-skilled factory hands. "Their homes fill the side streets of cities and towns, and most of their income goes into current living and stable expenses."

By Upper Middle standards, their interests are limited. Because they are strongly tied to their homes, television is made to order for them. Says Mrs.

programming



# NEW AND UPCOMING TV STATIONS



## I. New construction permits\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ON-AIR TARGET	POWER (KW)**		STATIONS ON AIR	SETS IN MARKET† (000)	LICENSEE & MANAGER	RADIO REPT
					VISUAL	AURAL				
AUGUSTA, GA.	WJBF-TV	6	16 Sep.		23.4	11.7	0	NFA	Georgia-Carolina Bdstg. Co.	Hollingber
AUGUSTA, GA.	WRDW-TV	12	16 Sep.		102	51.3	0	NFA	Radio Augusta Inc.	Headley-Reed
CORONA, CAL.	KOWL-TV	52	16 Sep.		38	20.4	0	NFA	KOWL Bdstg. Co.	George W. Clark
DENVER, COLO.	KOA-TV	4	9 Sep.		25	15	2	160 VHF	Metropolitan TV Co.	NBC Spo Sales
LAFAYETTE, LA.	KLFY-TV‡	10	16 Sep.		55	29.5	0	NFA	Camellia Bdstg. Co.	
LAFAYETTE, LA.	KVOL-TV‡	10	16 Sep.		55	29.5	0	NFA	Evangeline Bdstg. Co.	Meeker
MERCED, CAL.		34	16 Sep.		17.8	8.91	0	NFA	Merced TV Corp.	
PADUCAH, KY.		43	16 Sep.		17.4	8.71	0	NFA	Paducah TV Corp.	
SHREVEPORT, LA.		12	18 Sep.		30.9	15.5	0	NFA	Interlm TV Corp.	

## 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					
ASHTABULA, OHIO	WICA-TV	15	19 Sep.	19	10	CBS	1	10 UHF	WICA, Inc. John A. Colin	Gill-Perna
CHAMBERSBURG, PA.	WCHA-TV	46	15 Sep.	21	10.5	CBS, Du M	1	10 UHF	Chambersburg Bdstg. John S. Booth	Forjoe
LANSING, MICH.	WILS-TV	54	20 Sep.	20	10	ABC, Du M	2	16 UHF	Lansing Bdstg. Co. W. A. Pomeroy	Taylor
NORFOLK-HAMPTON, VA.	WVEC-TV	15	19 Sep.	200	100	NBC	2	50 UHF	Pcninsula Bdstg. Corp. Thomas P. Chisman	Rambeau
WILKES-BARRE, PA.	WILK-TV	34	15 Sep.	170	87	ABC, Du M	4	115 UHF	Wyoming Valley Bdstg. Thomas P. Shelburne	Avery-Knodel

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

Albuquerque, N. M., KGGM-TV, ch. 13, gen. mgr. A. H. Hebenstreit

Allentown, Pa., ch. 39, call assigned, WQCY

Anchorage, Alaska, KTVA, ch. 11, target 15 Dec. '53; gen. mgr., A. G. Hiebert; nat'l rep, Hugh Feltis, Seattle

Bay City, Mich., ch. 5, call assigned, WNEM-TV

Beckley, W. Va., ch. 21, call assigned, WBEY

Bismarck, N. D., ch. 12, C.P. cancelled 11 Sep. '53

Boston, Mass., WTAO-TV, ch. 56, nat'l rep, Everett-McKinney

Brockton, Mass., ch. 62, call assigned, WHEF-TV

Cedar Rapids, Ia., ch. 9, call assigned, KCRI-TV

Cedar Rapids, Ia., ch. 20, call assigned, KEYC

Champaign, Ill., ch. 21, call assigned, WCUI

Jackson, Miss., ch. 3, call assigned, WJDT

Knoxville, Tenn., WTSK, ch. 26, gen. mgr., Harold B. Rothrock; nat'l rep, Pearson

Lake Charles, La., KTAG-TV, ch. 25, new target, mid-Oct.; to be CBS, ABC affil; gen. mgr., B. Hillman Bailey Jr.; nat'l rep, Adam Young

Lawrence, Mass., ch. 72, call assigned, WGLM

Lebanon, Pa., WLBR-TV, ch. 15, new target, 20 Oct. '53; est. sets, 35,940 UHF

Marshall, Tex., ch. 16, call assigned, KMSL

Minot, N. D., ch. 10, C.P. cancelled 11 Sep. '53

New Bedford, Mass., WNBH-TV, ch. 28, call letters changed to WTEV

Northampton, Mass., ch. 36, C.P. cancelled 18 Sep. '53

Pensacola, Fla., WPFA-TV, ch. 15, now CBS affil; gen. mgr., F. E. Busby; nat'l rep, Adam Young

Reno, Nev., KZTV, ch. B, to be CBS affil; ge mgr., Harry Huey; nat'l rep, Pearson

Rochester, N. Y., ch. 15, call assigned, WCBF-TV

Sacramento, Cal., ch. 40, call assigned, KCCC-TV

San Jose, Cal., ch. 48, call assigned, KVIE

Scranton, Pa., WARM-TV, ch. 16, to be ABC affil about 1 Dec. '53; gen. mgr., William Dawson; nat'l rep, Hollingbery

Stamford, Conn., ch. 27, call assigned, WSTF

Steubenville, O., WSTV-TV, ch. 9, joins CBS affil 1 Dec. '53; gen. mgr., John J. Laux

Sweetwater, Tex., ch. 12, call assigned, KPAR-TV

Temple, Tex., KCEN-TV, ch. 6, new target 1 Nov. '53; est. sets, 50,000 VHF

Wilmington, N. C., WMFD-TV, ch. 6, target 1 Mar. '54; gen. mgr., R. A. Dunlea; nat'l rep, Weed; est. sets, 8,500 VHF

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 (25 Sep. '53)	236	No. of grantees on air	129	No. of TV homes in U.S. (1 Aug. '53)	24,895,000§
No. of markets covered	157	No. of post-freeze C.P.'s granted (excluding 18 educational grants; 25 Sep. '53)	140	Percent of all U.S. homes with TV sets (1 Aug. '53)	55.3%§

\*Both new C.P.'s and stations going on the air listed here are those which occurred between 11 Sept. and 25 Sept. 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.

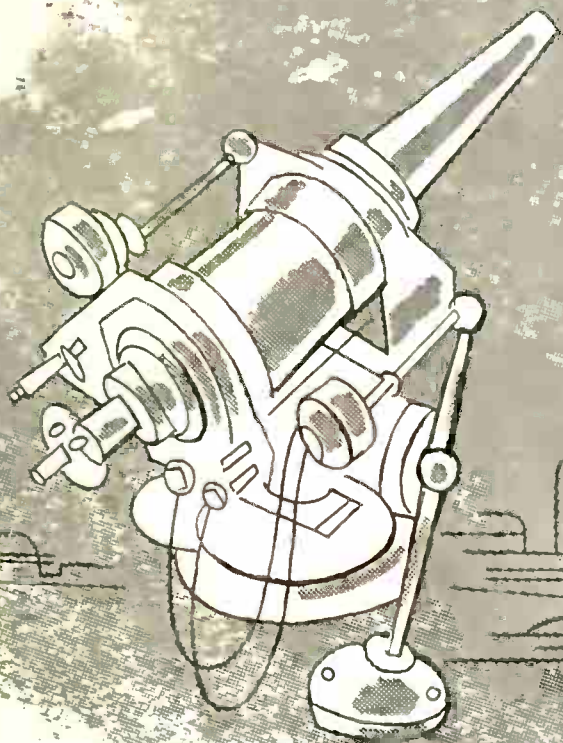
Percentages on homes with sets and homes in TV coverage areas are considered approximate. §In most cases, the representative of a radio station which is granted a C.P. also represents the net TV operation. Since at presstime it is generally too early to confirm TV representations of most grantees, SPONSOR lists the reps of the radio stations in this column (when a radio station has been given the TV grant.) ‡The two Lafayette, La., grants are on a share-time basis. NFA: No figures available at presstime on number of sets in market.



blast off...  
for new sales heights...with

# ROCKY JONES

SPACE RANGER



## SCIENCE-FICTION LEAPS TO LIFE ON YOUR TV SCREEN!

SEE bombardment of earth by mysterious far-off planets,  
flaming rockets hurtling through outer space,  
astounding inventions from a world of tomorrow!

## BLAZING EXCITEMENT... SUPER-ATOMIC THRILLS...

ROCKY JONES packs the kind of impact that wins bigger  
audiences, and more friends for your product.  
Hitch your advertising message to this rising new star  
and watch your sales zoom sky-high.

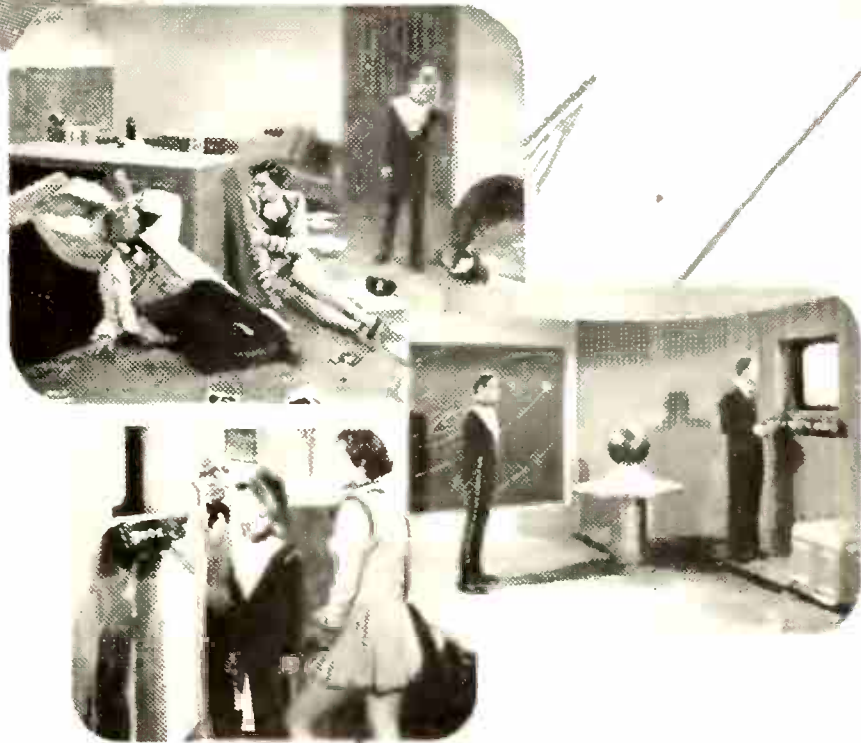
## LOADED WITH MERCHANDISING GIMMICKS...

Sponsor give-aways... self-liquidating premiums! Nothing  
has been overlooked! Already nearly 30 licensees are  
turning out space ranger merchandise. A nationally syndicated  
comic strip is being prepared... and arrangements have  
been made for ROCKY JONES to make personal  
appearances in every city where the TV show is seen.

26 EPISODES NOW IN PRODUCTION

## A ROLAND REED PRODUCTION

producers of such top-rated hits as  
MY LITTLE MARGIE, BEULAH, THE STU ERWIN SHOW



NEW YORK 444 Madison  
Plaza 3-4620  
TWX — NY1-1967

CHICAGO 360 N. Michigan  
Central 6-0041  
TWX — CG 2203

HOLLYWOOD 650 N. Bronson  
Hollywood 5-2195  
TWX — LA 1432

# TV film shows recently made available for syndication

Programs issued since June 1953. Next chart will appear 2 November

Show name	Syndicator	Producer	Length	Price Range*	No. in series
<b>ADVENTURE</b>					
Adventure Is My Job	Lakeside TV	Hal H. Harrison	12½ min.	open	13
Jungle Macabre	Guild Films	Radio & TV Packages Inc.	15 min.	\$50-400	39
<b>CHILDREN'S</b>					
Animal Time	Sterling TV	Sterling TV	15 min.	on request	104
Jump Jump of Holiday House	Goodman	Mary & Harry Hickox	12 min.	50% of air time	65
King Calico	Kling	Kling	12 min.	\$22-142	65
The Cinnamon Bear	Fitz & Assoc.	Gilwin Prod.	15 min.	50% of Class B	26
Uncle Mistletoe	Kling	Kling	11½ min.	\$25-156	26
<b>COMEDY</b>					
Life with Elizabeth	Guild Films	Guild Films	30 min.	open	39
<b>DOCUMENTARY</b>					
How Does Your Garden Grow	Intl. Film Bureau	Intl. Film Bureau	30 min.		26
Your Zoo Reporter	Video Pictures	Video Pictures	30 min.		13
Wild Life In Action	Lakeside TV	Lakeside TV	12½ min.	\$25-500	26
Wonders of the Wild	Sterling TV	Borden Prod.	15 min.		26
<b>DRAMA, MYSTERY</b>					
Badge 714	NBC TV Film Sales	Mark VII Prod.	26½ min.		41†
Boris Karloff	Official Films	Hannah Weinstein	26½ min.	on request	26
Captured	NBC TV Film Sales	Phillips Lord	26½ min.		26†
Flash Gordon	MPTV	Inter-Continental TV	30 min.		13
General Electric Theatre	Stuart Reynolds	Sovereign Prod.	25 min.	100% Class A	26
I Led Three Lives	Ziv	Ziv	30 min.		39
Inner Sanctum	NBC TV Film Sales	Galahad Prod.	26½ min.		39
Joe Patooka	Guild Films	Guild Films	30 min.		78
On Stage with Monty Woolley	Dynamic Films	Dynamic Films	15 min.		13
Pulse of the City	Telescene	Telescene	12½ min.	\$50-750	26
Secret Chapter	Guild Films	Ron Ormond	15 min.	\$50-400	26
Sovereign Theatre	Stuart Reynolds	Sovereign Prod.	26 min.	100% Class A	26

Show name	Syndicator	Producer	Length	Price Range*
<b>MUSIC</b>				
Oklahoma Chuck-wagon Boys	Lakeside TV	Lewis & Clark	12½ min.	\$25-500
Opera & Ballet	Lakeside TV	Transatlantic TV	12½ min.	open
Operettas & Ballets	Hoffberg Prod.	Hoffberg Prod.	13 min.	open
Werner Janssen Series	George Bagnall & Assoc.	Janssen	15 min.	on request
<b>NEWS</b>				
United Press-Movietone News	United Press	Movietone News	30 min. 15 min.	on request
<b>SPORTS</b>				
All-American Game of Week	Consolidated TV Sales	Sportsvision	30 min.	
Boxing from Rainbo	Kling	Kling	26½ min.	\$40.50-675
Madison Square Garden	Du Mont	Winik Films	26½ min. 12½ min.	\$55-500
Play Golf with the Champions	Consolidated TV Sales	Sportsvision	15 min.	
Shooting Straight	Princeton Film Center	Princeton Film Center	30 min.	on request
<b>TRAVEL</b>				
Hawaiian Paradise	George Bagnall & Assoc.	Franklin	15 min.	on request.
Safari	Sterling TV	Sterling TV	15 min.	on request
This Is Hawaii	George Bagnall & Assoc.	Franklin	30 min.	on request
This World of Ours	Sterling TV	Oudley Pictures	11½ min.	on request
<b>VARIETY</b>				
Interviews of the Century	Academy Films	Academy Films	15 min.	\$50-400
Old American Barn Dante	Kling	Kling	26½ min.	\$50-675
Ray Forrest Show	Sterling TV	Sterling TV	30 min.	on request

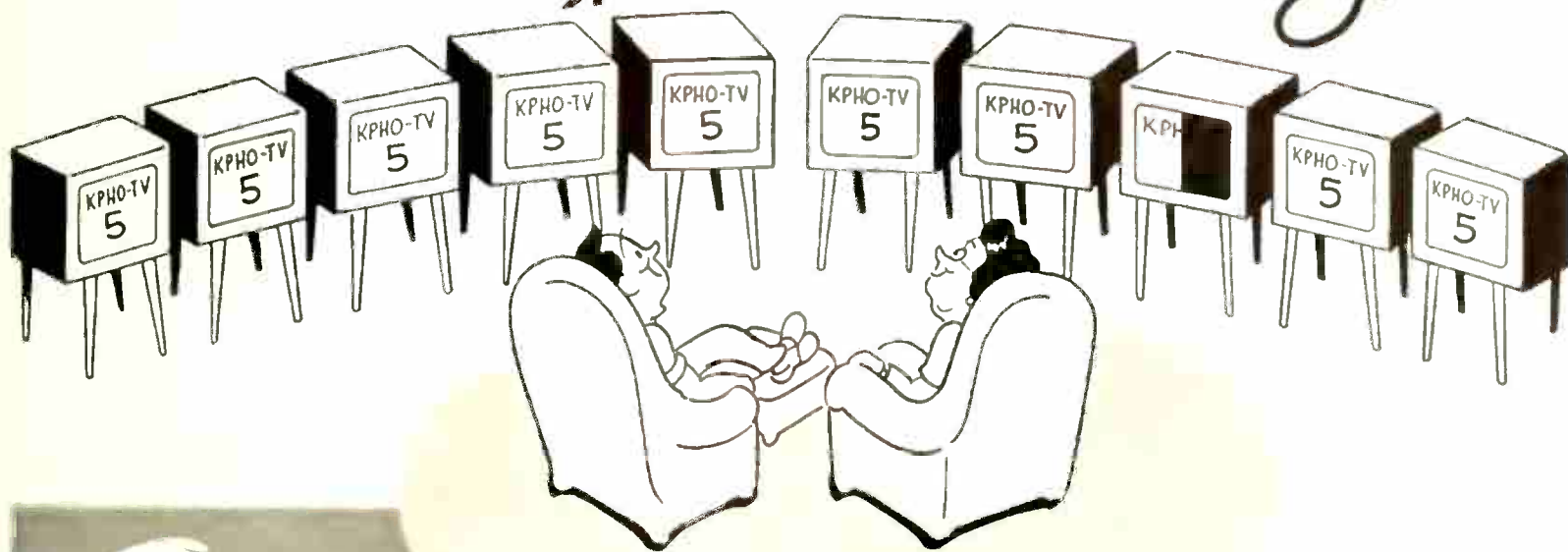
\*Where price range is not given, it has not yet been fixed, or syndicator prefers to give price only on request. †Run originally under another title, now being re-released. ‡Available in black-and-white or color. SPONSOR invites all TV film syndicators to send information on new films.



# KPHO-TV

## PHOENIX

*Delivers the Big Audience in Arizona!*



*First*  
IN  
**323**  
OUT OF  
**357**  
QUARTER HOURS!  
(Phoenix Telepulse-July 1953)

● More Arizona Eyes watch channel 5! KPHO-TV, Arizona's pioneer TV station, is the station that most Arizonans watch —most of the time. Out of 357 quarter hour periods, KPHO-TV won 323 firsts, according to the July, 1953 Telepulse. That's better than 9 out of 10 firsts! Good reason why more local and national advertisers use KPHO-TV than any other Arizona TV station.

CBS BASIC-ABC  
and DUMONT

REPRESENTED BY THE KATZ AGENCY

*It's Good To Know "It's a Meredith Station!"*

KPHO-TV and KPHO, Phoenix — WOW-TV and WOW, Omaha — WHEN, Syracuse  
AFFILIATED WITH BETTER HOMES and GARDENS — SUCCESSFUL FARMING MAGAZINES

## THE NEW KEY TO

Pittsburgh's  
\$2¼ Billion  
Market

PA PITT'S PREFERENCE

**WKJF-TV**  
Channel 53  
PITTSBURGH

## NOW ON THE AIR

It's good business to sell the rich Pittsburgh market through WKJF-TV, Pittsburgh's pioneer UHF television station. In addition to "top" NBC shows, WKJF-TV offers a wide range of local-interest programs—all designed to assure a high audience "pull" from America's eighth largest trading area. And remember—the more than 680,000 set owners in the Pittsburgh area are converting fast to receive Channel 53, Pa Pitt's Preference.

**Outstanding NBC Programs**

- Ethel and Albert • Hallmark Hall of Fame • Kraft TV Theatre
- Dennis Day • Mr. Peepers • Milton Berle • Bob Hope • My Little Morgie • T-Men • TV Playhouse
- Dinah Shore • Bob Considine • Armstrong Circle Theatre ... and many others!

**WKJF-TV**  
Channel 53  
PITTSBURGH

National Representatives: WEED TELEVISION  
New York Chicago Detroit Boston  
San Francisco Atlanta Hollywood

## Film notes and trends

New Syndicated Film Division at ABC made investment in neighborhood of \$1,200,000 to start with two top-drawer properties, *Racket Squad* and *Schlitz Playhouse*. Both series have been shown on network air previously. ABC's reasoning is that residual rights will pay out because:

1. Many of pre-freeze markets never cleared either film so it is brand new in these areas.
2. They are brand new as well to post-freeze markets which are most in need of film product to build audience.
3. In pre-freeze markets, where shows played, ABC relies on theory that only fraction of audience has already seen film. One major market station has already made price offer which "would be pretty fair for a first run," an ABC official told SPONSOR.

ABC film will go slow at first, seeking to build solidly. Next property acquisition may be a new program series, either produced by outside organization or produced with an independent.

George T. Shupert, vice president of ABC Film Syndication, has keen sense of film values, was pioneer in TV syndication. As National Sales Manager of ABC Film Syndication, Don Kearney draws on past experience as assistant sales manager for ABC TV, national sales manager for ABC's owned and operated TV stations and manager of TV spot sales for the network. He'll seek to sell on firm advertising basis, stressing sales potential rather than show glamor.



### ABC film folder points up 11 ways to merchandise

Merchandising ups the mileage on a film show—and there's an endless variety of ways to let the public know you're a film advertiser. ABC's Film Division is dramatizing the merchandising possibilities of film shows with a new accordion folder (above) which points

### Filmed programing pays off in sales, case histories show

by Halsey V. Barrett, eastern sales manager, Consolidated Television Sales, New York

Filmed TV shows pay off in sales. This isn't a matter of opinion. It's a statement of fact backed up by figures.

Here are some examples of the kind of success sponsors enjoy with filmed programing:

In Columbus, Ohio, a bakery firm, the Donaldson Baking Co., sponsored Consolidated's *Crusade Rabbit* series. The company had done no mass advertising of any kind for 10 years previously.

Up to the time of the first TV show, each of the firm's 110 driver-salesmen averaged about 30 cake sales a week. On the strength of the upcoming show, Donaldson boosted each driver's quota to 60 sales a week. When sales were tallied a few days after the first show was telecast, the firm discovered every driver had met or exceeded his quota.

In addition, the company sold 4,800 Easter cakes during the Easter season, double the amount sold during the previous year. And, in a recent drive to get new customers, each driver averaged 17 new clients on his route.

Result: The company recently placed *Crusader Rabbit* on WAVE-TV, Louisville, Ky., where it operates as Sterling Baking.

And here's another success story, one which points up the sales effectiveness of filmed shows used as reruns:

After Consolidated's *Front Page Detective* had completed its first run, the Rayco Manufacturing Co., manufacturers of seat covers, bought it for a second run in the most competitive of all markets, New York City.

After 26 weeks, Rayco reports it chalked up 400 sales a week directly attributable to its TV sponsorship. Each sale averaged \$26, or a total of \$10,400 weekly during the show's run.

up 11 ways to merchandise its Inner Sanctum package. They include: bottle toppers, shelf strips, door hang tags and bumper signs. The merchandising tools were developed by Grey Advertising in conjunction with Jay H. Smolin, NBC Film's ad manager.





## Good Look...

*Here's a sample—a tiny sample, actually, of the country as a whole ... beautiful scenery, lots of it ... people, homes, TV receivers ... buyers, buying paints ... with a television tower or two somewhere in the distance, radiating entertainment and commercial messages—"live" and film.*

*Right now ... television is perhaps advertising's richest medium ... people look, see, go out and buy.*

*No wonder television experts work constantly to improve programming techniques—to reach more people better.*

*Take a good look at your own operation—specifically in reference to film. Are you using it—wisely—well? Rightly, film means greater production and distribution flexibility—lower costs for studios and advertiser ... an end to the limitations of studio walls and time zones.*

*For complete information concerning film, its selection and processing, together with details of special Eastman services, equipment, and materials, address:*

**Motion Picture Film Department**

**Eastman Kodak Company, Rochester 4, N. Y.**

<b>East Coast Division</b>	<b>Midwest Division</b>	<b>West Coast Division</b>
342 Madison Ave. New York 17, N. Y.	137 North Wabash Ave. Chicago 2, Illinois	6706 Santa Monica Blvd. Hollywood 38, California

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

**W. J. German, Inc.,**

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



EVEN ZURICH WATCHES

# W·H·E·N



**E**CHOING yadels are hard to find in Alp-less Zurich, N. Y., but the world's best TV entertainment is found there every day over WHEN.



Zurich is another of more than 250 communities brought to the Syracuse market area by WHEN. It's just a small segment of a growing market of 2¼ million people — people in 26 counties who earn their living in every conceivable way — who outspend the national average annually — whose buying habits are farmed by what they see on WHEN. With over 85% TV penetration — one of the highest percentages in the nation — and an audience insured by the best programs of 3 major networks, WHEN has the punch to sell your product.

SEE YOUR NEAREST KATZ AGENCY

*Everybody*  
WATCHES

CBS  
ABC  
DUMONT  
  
A  
MEREDITH  
STATION



## agency profile

### Duane Jones\*

President  
Duane Jones Co., New York

One of the first things Duane Jones did when he was appointed exec. v.p. of Blackett-Sample-Hummert in 1934 was to hire butler.

This flair for the "grand geste" and for personal showmanship, backed up with concrete knowledge of selling, have made Duane one of the truly colorful figures in advertising.

Translating his dramatic flair into air media campaigns for a blue book of accounts that he has handled, Duane became known as the box-top king of Madison Avenue. He was the originator in 1932 of the first radio premium offer ever made.

("... a dime plus a Super Suds box top will give you a chance to have the same garden Hollywood stars have . . .")

Another precedent-setting issue in Duane's career is scheduled to come to a head sometime after 5 October, when the New York State Court of Appeals, in its forthcoming session, hands down its decision in the case of Duane Jones has been fighting for the past two years. The well-known issue concerns Scheideler, Beck & Werner, agency set up by three former Duane Jones account men.

Whatever the outcome of the litigation, Duane is as convinced today as he was in 1932 of the effectiveness of premium offers, and is banking partly on this approach to build his business back up to the 1949 level when billings were at the rate of \$17 million. (A Waldorf Pie Plate offer currently made for 7-Minit Pie Mix pulled its millionth return after three weeks on radio this August.)

Since he organized an agency in 1942, Duane Jones has applied the premium technique to air campaigns for 49 different accounts. He netted some 47 million premium returns in the first seven years.

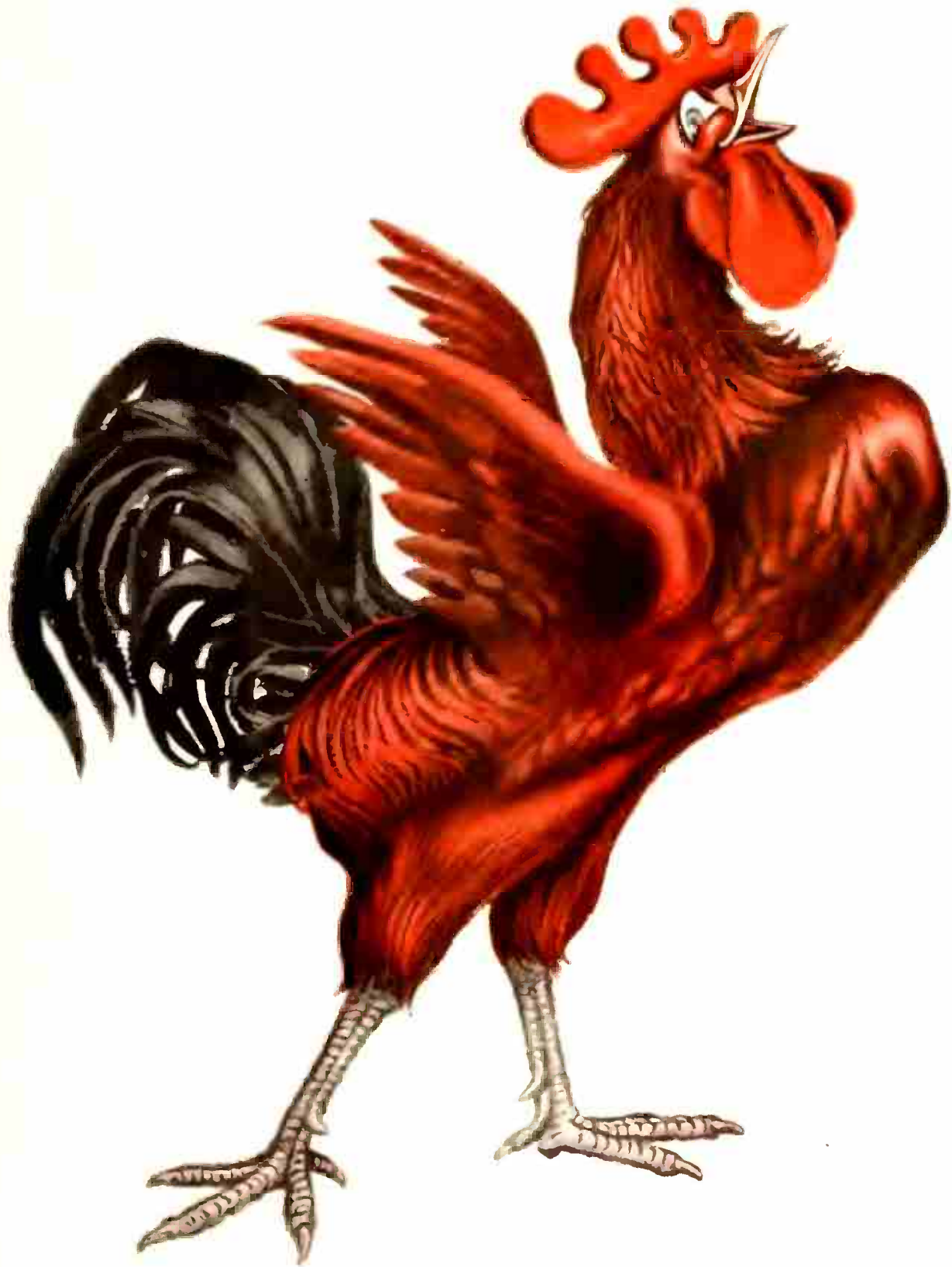
"The beauty of our premium offers," Duane explains, "is that they not only pull in consumers to try the product in the package goods field where brand competition is fierce, but also that they're self-liquidating. In fact, one of our clients earned \$21,000 net in one year from premium offers alone."

Always air-media conscious, Duane's agency reached its peak in billings, \$17 million (mainly in soap, package food and proprietary goods accounts) in 1949. At least partially responsible for this growth from \$1,204 million billings in 1942 were premium offers.

Virtually married to his business, Duane rarely manages to visit his estate in Connecticut, makes his home in Manhattan. ★ ★ ★

\*With Duane Jones in picture above is agency's radio-TV director, Betty Nasse.





# CHANNEL 10

*AT THE SIGN OF THE ROOSTER*

**WJAR-TV**

The super-powered salesman in **PROVIDENCE**  
that combines prestige and personalities to sell  
your products to over 1,500,000 TV families.

WEED TELEVISION, NATIONAL SALES REPRESENTATIVES

5 OCTOBER 1953

**Radio**

...and now a message from our sponsor

**TV**

by Bob Foreman

As much as I dislike to argue with T. S. Eliot who contends that April is "the cruelest month," I'll take October. For October is generally the beginning of the new season. TV-speaking.

October's cruelty is manifest in the number of summer shows, basking in the limelight of someone else's time spot, that are relegated to oblivion. Its cruelty is also made apparent as one reads the glowing letters from the eager owners of these shows; as one follows the ratings racked up on the borrowed time—all to no avail because there is so seldom either a time slot or the inclination to carry these hiatus-fillers forward, however deserving they may have proved during their eight or 13 weeks on the air.

This October, it seems, will be even more significant than its predecessors because, for some reason, we have arrived at a number of crossroads. For example, soon we shall learn whether ABC will real-

ly be in there fighting NBC and CBS and making a third network a reality. (See "How ABC will compete," 21 September 1953 SPONSOR.)

Everything points to the fact that this will be the case—the staunch advertisers who have taken the plunge and committed themselves to big money over an extended period of time on ABC; the evidence which has already piled up, proving that this third entity can actually clear a respectable line-up of stations; the talent and programs which they have been able to offer.

Now the chips are down and that fickle dial-twister, Mr. John Q, his wife and youngsters, will determine the fate not only of these programs and these advertisers but of the network itself. And since competition is the great leavener, those who are concerned with the future of this business can only hope that ABC makes its mark quickly, deeply.

To get back to the original pre-

mise of the "cruelty of Octobers," this one in particular, it seems to me that we are also at some sort of turning point in regard to the film vs. live problem. With film dramatists involved in residual values and still hesitant to add the increased costs of color, it may be that live TV will gain new momentum. The immediacy, the vitality, the possibility of more skilled performances and better quality at far lower cost may put more live shows into homes than have been seen in the past five years—despite the inevitable increase in the number of shows speculatively shot on film.

Then, too, there will be this October some long awaited answers regarding the actual values of film residuals. Along about now, backers and bankers are beginning to ask, "Where is this rerun money which is supposed to be lying around and is supposed to enable us to get back our original investment plus return us a reasonable profit on our venture into the realm of pure aesthetics?" Bankers, of course, would phrase it differently—but that would be the gist of their remarks.

Another question faces us. Will any network advertiser be content to put the large sums needed to purchase time against second-run programing, despite the cleverness of the retitling of the opus and the wisdom of the unsampled audience available to it? October may tell us this, too.

Still another subject on which this month should shed some light is the pattern of daytime viewing and daytime programing. NBC has decided that daytime is here to stay and is putting both the time and money needed to develop the housewifely hours into their structure, banking heavily on the soap opera, as radio did, to keep the homemaker occupied with things other than homemaking.

What this approach does in attracting an audience will determine the future programing not only of ABC when it gets ready to tackle the dusting-and-darning hours but what CBS continues to

**Foreman calls October cruelest month because:**

1. It's the month when shows go into the arena to battle for audiences. By end of month first ratings will give verdict.

2. It's month when dozens of summer hopefuls among the ranks of replacements get disappointed, have to go off air for return of the regular season shows no matter how deserving they've proved.

3. It's month when film distributors may learn whether they get good return on investment in form of rerun money, when advertisers veto or approve expenditure of large sums on second-run shows.

4. It's month when UHF operators begin to learn true value of franchises; how fast sets are converted, how soon reasonable penetration takes place in a one-time UHF-only market.



# 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



In a series of TV commercials for Chesterfield programs and spots, SARRA combines the "Milder" story with the theme: "First with Young America." Happy scenes of charming young people in action against beautiful outdoor backgrounds are skillfully interwoven with the factual evidence of medical reports and college popularity surveys. Package and point-of-purchase display give strong product identification. Produced by SARRA for Liggett & Myers Tobacco Co., through Cunningham & Walsh, Inc.

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



With this Crosley introduction for "Your Hit Parade" SARRA performs the difficult feat of displaying 21 major appliances and still keeping viewer interest high. The trick is turned with animated musical notes and a rollicking, hard-selling theme song by the "Hit Parade" orchestra and chorus, high lighting each product as it is shown . . . finally focussing on the Crosley TV set with the message: "Your Hit Parade—see it on a Crosley." Produced by SARRA for Crosley Division, AVCO Manufacturing Corp. in cooperation with Batten, Barton, Durstine & Osborn, Inc.

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



Busy little bakers pull the switch that starts loaves of Braun's Town Talk Bread a'rolling in this cartoon-plus-live-action TV series by SARRA. They slap on the labels and paint the "Town Talk" on the wrapper to get over the brand name with a bang. Happy people enjoying bread, and a gay theme song deftly sell quality. The films were so planned that photographic illustrations for a tie-in newspaper campaign could be economically made at the same time. Created by SARRA for Braun Baking Company, through Ketchum, MacLeod & Grove, Inc.

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

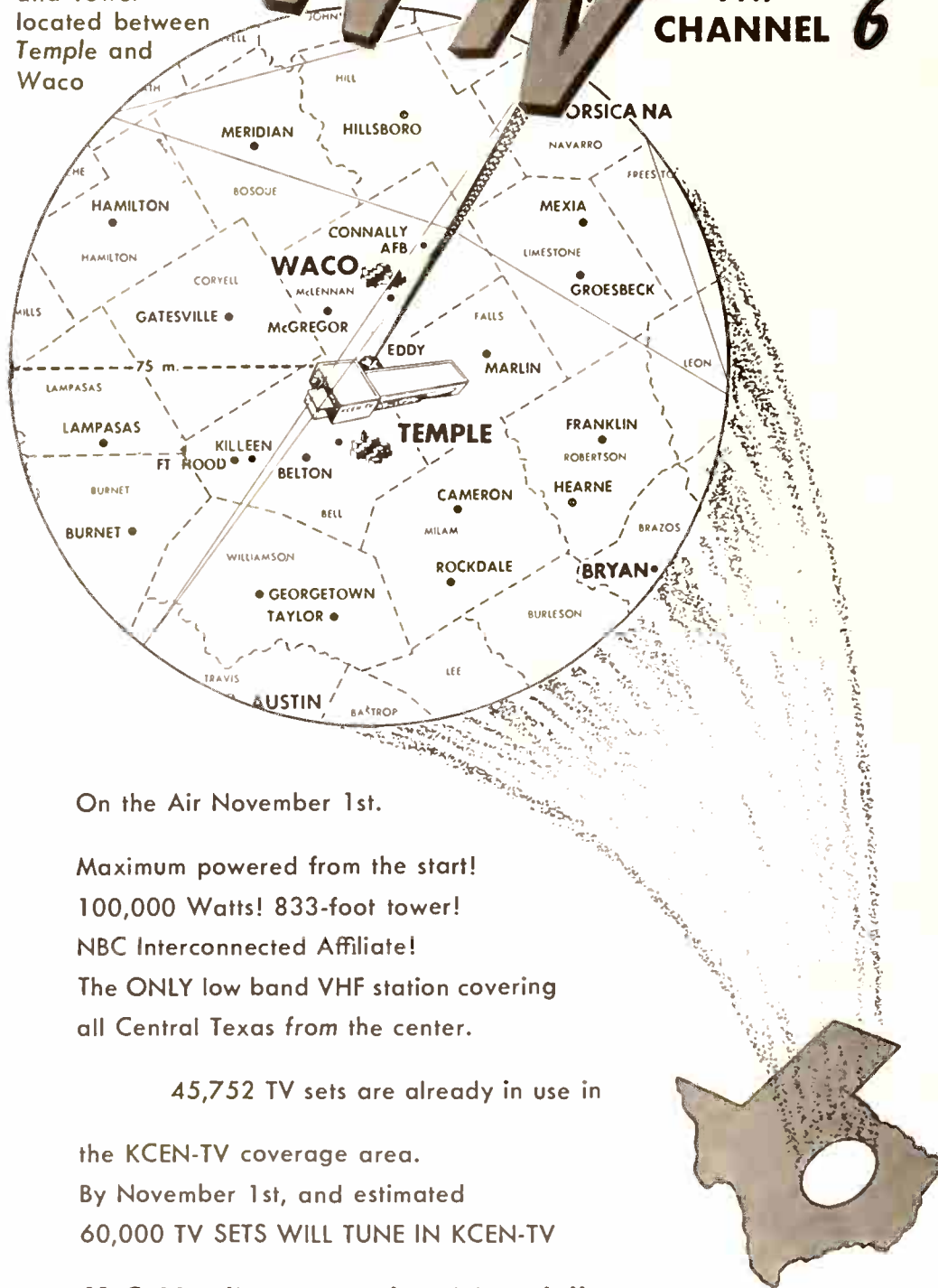
# KCEN-TV

DEEP IN THE HEART OF TEXAS

... 100,000 WATTS OF  
SELLING POWER!

Transmitter and Tower located between Temple and Waco

VHF  
CHANNEL 6



On the Air November 1st.

Maximum powered from the start!  
100,000 Watts! 833-foot tower!  
NBC Interconnected Affiliate!  
The ONLY low band VHF station covering  
all Central Texas from the center.

45,752 TV sets are already in use in

the KCEN-TV coverage area.

By November 1st, and estimated  
60,000 TV SETS WILL TUNE IN KCEN-TV

**K-CEN**tralize your advertising dollars —  
If you want to sell the market that buys . . .

buy — **KCEN-TV**

**TEMPLE, TEXAS CHANNEL 6**

Transmitter located  
midway between  
Temple and Waco

Owned and operated by the Bell Publishing Company  
George P. Hollingbery Company—National Representatives

do at this time of day.

CBS with such leaders as *Search for Tomorrow* in the soap opera derby and Godfrey, Moore, Linkletter, and others in the catch-as-catch-can league is in fine shape to move either or both ways depending upon the trend.

October, too, should tell us something of the UHF franchise and what its value is—how fast are sets converted and how soon a reasonable penetration takes place in a town where the VHF station has had the audience all to itself. It should show us something about the values of the smaller markets now coming into TV and what we can expect a "normal" network to be, both from a coverage and a cost standpoint.

So, all in all, October may, as mentioned, be a cruel time of year, but it's bound to be an interesting time as well.

## commercial reviews

### TELEVISION

SPONSOR: **Dramex (Reardon Paint Co.)**  
AGENCY: **Krupnick & Assoc., St. Louis**  
PROGRAM: **"Today"—NBC**

In one minute, or less, the skill of Dave Garroway plus the wisdom of the people who decided upon the simplest and most direct of demonstrations, using the show's star, made clear to me what Dramex is, how it's used, what it costs and what colors it comes in.

Here's a perfect example of TV at its best. Dramex is a new product used to cover old plaster surfaces (or new) and combines the features of plaster and paint. In his usual convincing, low-pressure but high-in-attention-value way, Dave applied the product to a panel of cracked plaster, covered the cracks, showed a few of the brush-effects that could be achieved, described the colors available and the price.

The camera work was as direct and clean cut as the copy, picking up close-ups of the brush-strokes and containers where called for. Maybe a super of the colors and price would add a bit of impact to these facts, but with or without this video, the Dramex copy was superbly conceived and delivered. ★ ★ ★



For

# practical use

advertisers and agencies say

one magazine dominates

Read how national advertisers  
and agencies rate radio and  
television trade magazines  
in 1958 for (1) readership,  
(2) regularity of readership,  
(3) thoroughness of readership,  
(4) practical use.

# First, a comment on the limitations of this survey

*This 1953 survey of agency and advertiser trade paper reading preferences asks many questions about readership. It asks one question about "practical use." It asks no questions about news. The exact method of conducting this survey (designed to be as unbiased as possible) is explained in these pages. Yet some bias, however small, does exist in the inclusion of one question on "use." By noting this you will be in a better position to weigh this survey in relation to others biased in the direction of news, of programing, or what have you.*

## I read . . .

Of these publications I read, or occasionally see:

<b>SPONSOR</b>	<b>153</b>
Broadcasting . . . . .	121
Variety . . . . .	97
Television . . . . .	94
Billboard . . . . .	83
Radio Daily . . . . .	71
None . . . . .	11

## I regularly read . . .

As a rule I read:	VARIETY	TELEVISION	SPONSOR	RADIO DAILY	BROADCASTING
Every issue	50	53	97	44	82
Every other issue	9	6	21	5	10
An occasional copy	28	32	31	36	28

## I thoroughly read . . .

In going through this publication I would say that I:	VARIETY	TELEVISION	SPONSOR	RADIO DAILY	BROADCASTING
Read thoroughly and/or Feature Articles	65	63	122	41	69
Glance through it	30	31	28	27	30

**PURPOSE OF THIS SURVEY:** Made especially for internal guidance to SPONSOR's editors in determining what advertisers and agencies read, how they read, what they want.

**WHO MADE IT:** This mailed questionnaire study was made for SPONSOR by CORE, research organization of New York and Toronto, which works principally on UN, government, and advertiser research projects. Al Shea, head of CORE, is a mass communications specialist who edited UNESCO's first edition on World Communications.

**HOW NAMES WERE SELECTED:** Names were selected from Standard

Advertising Register by CORE completely without assistance from or knowledge of SPONSOR. Included were advertising directors, account executives, radio/TV directors, and timebuyers. Recipients had no indication of SPONSOR's interest.

**RESPONSE:** Approximately 15%, or 177, of the mailed questionnaires were completed and returned. Ratio of returns were about two agency to one advertiser; 55% came from New York and Illinois; 19 states were represented.

**WHEN WAS STUDY DONE:** July-August, 1953.





In the interest of improved information about radio and TV... please answer

	VARIETY	TELEVISION	SPONSOR	RADIO DAILY <i>Radio Daily</i>	BROADCASTING <i>Broadcasting</i>	BILBOARD
1 Of these publications, I read or occasionally use:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 This publication reaches me by:	<input type="checkbox"/> office routing <input type="checkbox"/> personal office subscription <input type="checkbox"/> home subscription	<input type="checkbox"/> office routing <input type="checkbox"/> personal office subscription <input type="checkbox"/> home subscription	<input type="checkbox"/> office routing <input type="checkbox"/> personal office subscription <input type="checkbox"/> home subscription	<input type="checkbox"/> office routing <input type="checkbox"/> personal office subscription <input type="checkbox"/> home subscription	<input type="checkbox"/> office routing <input type="checkbox"/> personal office subscription <input type="checkbox"/> home subscription	<input type="checkbox"/> office routing <input type="checkbox"/> personal office subscription <input type="checkbox"/> home subscription
3 The place I usually read this publication is:	<input type="checkbox"/> at the office <input type="checkbox"/> at home <input type="checkbox"/> elsewhere	<input type="checkbox"/> at the office <input type="checkbox"/> at home <input type="checkbox"/> elsewhere	<input type="checkbox"/> at the office <input type="checkbox"/> at home <input type="checkbox"/> elsewhere	<input type="checkbox"/> at the office <input type="checkbox"/> at home <input type="checkbox"/> elsewhere	<input type="checkbox"/> at the office <input type="checkbox"/> at home <input type="checkbox"/> elsewhere	<input type="checkbox"/> at the office <input type="checkbox"/> at home <input type="checkbox"/> elsewhere
4 As a rule I read:	<input type="checkbox"/> every issue <input type="checkbox"/> every other issue <input type="checkbox"/> an occasional copy	<input type="checkbox"/> every issue <input type="checkbox"/> every other issue <input type="checkbox"/> an occasional copy	<input type="checkbox"/> every issue <input type="checkbox"/> every other issue <input type="checkbox"/> an occasional copy	<input type="checkbox"/> every issue <input type="checkbox"/> every other issue <input type="checkbox"/> an occasional copy	<input type="checkbox"/> every issue <input type="checkbox"/> every other issue <input type="checkbox"/> an occasional copy	<input type="checkbox"/> every issue <input type="checkbox"/> every other issue <input type="checkbox"/> an occasional copy
5 In going through this publication, I would say that I:	<input type="checkbox"/> read it thoroughly <input type="checkbox"/> read headlines and feature articles <input type="checkbox"/> glance through it	<input type="checkbox"/> read headlines and feature articles <input type="checkbox"/> glance through it	<input type="checkbox"/> read headlines and feature articles <input type="checkbox"/> glance through it	<input type="checkbox"/> read headlines and feature articles <input type="checkbox"/> glance through it	<input type="checkbox"/> read headlines and feature articles <input type="checkbox"/> glance through it	<input type="checkbox"/> read headlines and feature articles <input type="checkbox"/> glance through it
6 The last time I read this magazine I would say it took me:	<input type="checkbox"/> less than half an hour <input type="checkbox"/> half an hour to an hour <input type="checkbox"/> one to two hours <input type="checkbox"/> over two hours	<input type="checkbox"/> less than half an hour <input type="checkbox"/> half an hour to an hour <input type="checkbox"/> one to two hours <input type="checkbox"/> over two hours	<input type="checkbox"/> less than half an hour <input type="checkbox"/> half an hour to an hour <input type="checkbox"/> one to two hours <input type="checkbox"/> over two hours	<input type="checkbox"/> less than half an hour <input type="checkbox"/> half an hour to an hour <input type="checkbox"/> one to two hours <input type="checkbox"/> over two hours	<input type="checkbox"/> less than half an hour <input type="checkbox"/> half an hour to an hour <input type="checkbox"/> one to two hours <input type="checkbox"/> over two hours	<input type="checkbox"/> less than half an hour <input type="checkbox"/> half an hour to an hour <input type="checkbox"/> one to two hours <input type="checkbox"/> over two hours
7 What I look for most in this publication is:	<input type="checkbox"/> what advertisers are doing <input type="checkbox"/> profiles <input type="checkbox"/> radio and TV news <input type="checkbox"/> radio and TV programs <input type="checkbox"/> radio and TV news <input type="checkbox"/> research information <input type="checkbox"/> regular features and feature articles <input type="checkbox"/> general news <input type="checkbox"/> group <input type="checkbox"/> advertisements <input type="checkbox"/> other (specify)	<input type="checkbox"/> what advertisers are doing <input type="checkbox"/> profiles <input type="checkbox"/> radio and TV news <input type="checkbox"/> radio and TV programs <input type="checkbox"/> radio and TV news <input type="checkbox"/> research information <input type="checkbox"/> regular features and feature articles <input type="checkbox"/> general news <input type="checkbox"/> group <input type="checkbox"/> advertisements <input type="checkbox"/> other (specify)	<input type="checkbox"/> what advertisers are doing <input type="checkbox"/> profiles <input type="checkbox"/> radio and TV news <input type="checkbox"/> radio and TV programs <input type="checkbox"/> radio and TV news <input type="checkbox"/> research information <input type="checkbox"/> regular features and feature articles <input type="checkbox"/> general news <input type="checkbox"/> group <input type="checkbox"/> advertisements <input type="checkbox"/> other (specify)	<input type="checkbox"/> what advertisers are doing <input type="checkbox"/> profiles <input type="checkbox"/> radio and TV news <input type="checkbox"/> radio and TV programs <input type="checkbox"/> radio and TV news <input type="checkbox"/> research information <input type="checkbox"/> regular features and feature articles <input type="checkbox"/> general news <input type="checkbox"/> group <input type="checkbox"/> advertisements <input type="checkbox"/> other (specify)	<input type="checkbox"/> what advertisers are doing <input type="checkbox"/> profiles <input type="checkbox"/> radio and TV news <input type="checkbox"/> radio and TV programs <input type="checkbox"/> radio and TV news <input type="checkbox"/> research information <input type="checkbox"/> regular features and feature articles <input type="checkbox"/> general news <input type="checkbox"/> group <input type="checkbox"/> advertisements <input type="checkbox"/> other (specify)	<input type="checkbox"/> what advertisers are doing <input type="checkbox"/> profiles <input type="checkbox"/> radio and TV news <input type="checkbox"/> radio and TV programs <input type="checkbox"/> radio and TV news <input type="checkbox"/> research information <input type="checkbox"/> regular features and feature articles <input type="checkbox"/> general news <input type="checkbox"/> group <input type="checkbox"/> advertisements <input type="checkbox"/> other (specify)
8 In terms of their practical use to me in my radio and TV work, I would rank these publications in the following order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Practical use to me . . .

Terms of their practical use to me in my radio and TV work, I would rank these publications in the following order:	Variety	Television	SPONSOR	Radio Daily	Broadcasting	Billboard
1	17	14	59	3	44	4
2	15	21	41	7	27	13
3	13	24	18	15	14	14
4	16	10	7	18	11	7
5	11	6	1	8	4	14
6	1	3	....	7	1	15



For example, one recent BROADCASTING survey emphasizes news; leads off with a news question. BROADCASTING dominated this survey; SPONSOR was second. Here is the response to one BROADCASTING question: "Which publications do you read regularly for television?"

### Response to BROADCASTING SURVEY question above

	1st choice		1st choice
Broadcasting	107	Radio & Television Doily	12
Sponsor	62	Tide	5
Variety	36	Printers' Ink	5
Television	30	Advertising Agency	4
Advertising Age	24	Billboard	1

SPONSOR: Lee & Kornreich

AGENCY: Direct

**CAPSULE CASE HISTORY:** *One 15-minute program, designed to test the effectiveness of television, resulted in the sale of 22 houses in a two-week period, and results still are coming in. The builders bought a Friday evening program featuring the consultant who color-styled their homes. Of the hundreds of people who toured the houses the next two days, 22 bought homes costing \$11,250 and \$14,500 each within a fortnight. Sales since the telecast are continuing at the rate of 10 a week. Time cost: \$230.*

WDEL-TV, Wilmington

PROGRAM: Quarter-hour show



**TV  
results**

## **AUTO SEAT COVERS**

SPONSOR: Rayco Auto Seat Covers

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Participation announcements were used by Rayco on WTVJ on the Bob Lynn Show, 9:00-9:30 a.m. one Thursday. Within one hour, the sponsor reports, several customers came into the store as a result of the TV commercials and bought seat covers. Chief supervisor for Rayco said: "Dollar for dollar, we believe television is proving the best medium for our business. It is surprising how fast we get response." The cost of the participations was \$35.*

WTVJ, Miami

PROGRAM: Bob Lynn Show

## **POGO STICKS**

SPONSOR: Roy Berlin Co.

AGENCY: The Pardee Co.

**CAPSULE CASE HISTORY:** *As its first TV venture, the Roy Berlin Co., which makes Rocket Pogo Sticks, tried a single participation announcement on KTTV's Sheriff John Show. Shortly after the announcement, the phone service called to say it could no longer accept calls for the toy because all its lines were jammed with calls from hundreds of children. Impressed with results, the Berlin Co. started a regular schedule on the Sheriff John Show and plans to expand to TV in other cities throughout the country in the near future.*

KTTV, Los Angeles

PROGRAM: Sheriff John Show

SPONSOR: Tri-State Appliance Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Since 1951 this sponsor has used two 60-second or 75-second live announcements each week for Temco floor furnaces. Reason: On a typical morning recently three telephone calls in a 45-minute period following one of the announcements resulted in the sale of three furnaces worth \$200 each—at an advertising cost of \$40.80 per announcement. The sponsor says, "We are getting results. We have better acceptance from the public, and dealer prestige has risen in the eyes of the public because the Temco furnace is on TV."*

WSAZ-TV, Huntington, W. Va.

PROGRAM: Announcements

## **PEST CONTROL**

SPONSOR: Orkin Exterminating Co.

AGENCY: Bearden, Thompson & Franklin

**CAPSULE CASE HISTORY:** *One 20-second announcement once a week increased pest control business 400% for this exterminating company. The increase was chalked up during the first eight weeks WCSC-TV was on the air in a virgin television market. There were then only 25,000 TV sets in the market. The cost of each announcement: \$40. Following the success of the television campaign, what else could the sponsor do but renew?*

WCSC-TV, Charleston

PROGRAM: Announcements

## **DEPARTMENT STORE**

SPONSOR: Rink's Bargain City

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Two participating announcements costing \$140 each sold \$932 worth of fishing tackle boxes and 1,857 dresses valued at about \$3,000 for this department store. Telecast during a Saturday evening wrestling program, the announcements drew customers from as far as 110 miles from the store, which is located four miles south of Hamilton, Ohio. Because of its successful start on TV the store has renewed its contract for announcements on WLW-T.*

WLW-T, Cincinnati

PROGRAM: Announcements

## **TIRES**

SPONSOR: Ragland Potter & Co.

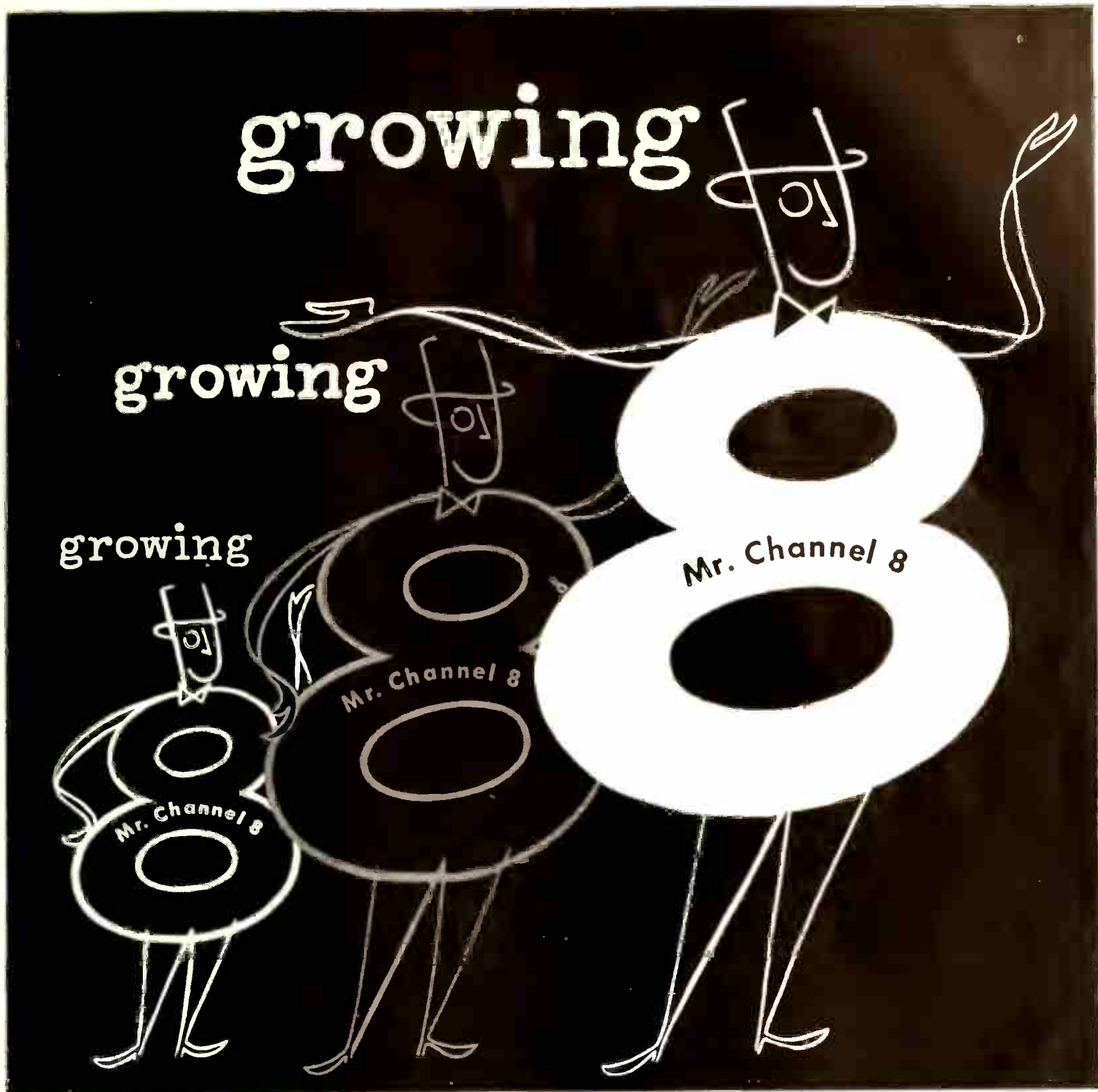
AGENCY: Walter Speight

**CAPSULE CASE HISTORY:** *After Ragland Potter & Co. had used television for various products, it decided to see how the medium would promote the firm's Gillette tire department. Here's what happened after one program: (1) A Kentucky bottling plant inquired about ordering Gillette tires for its entire fleet of trucks, signed an order soon after. (2) A bus line in a Tennessee town equipped all its vehicles with Gillette tires as a result of the program. (3) A logger ordered tires for eight trucks.*

WSM-TV, Nashville

PROGRAM: Views of the News





# WGAL-TV

NBC • CBS • ABC • DuMont  
Lancaster, Pa.

Steinman Station  
Clair McCollough, President

actual return for your advertising  
on WGAL-TV—now in its fifth year

**growing**—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

**growing**—loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks.

**growing**—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

*Use this ever-increasing sales power to get  
the most profit for your advertising dollar.*

WGAL

AM TV FM

Represented by **MEEKER**

New York • Chicago • Los Angeles • San Francisco

# SPONSOR Asks...

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

**Station reps say many young timebuyers are woefully lacking in trade savvy. What steps does your agency take to train timebuyers?**

## THE PICKED PANEL ANSWERS



Mr. Luce

It is inevitable in any business which has grown as rapidly as national spot broadcasting, there will be a shortage of trained people. This applies not only to the buyer but *also* the seller. It seems to me far too many salesmen today are unable to interpret the value of their particular station or market to an advertising problem.

The only way to train a buyer is have him buy under supervision. The average salesman is not aware of this supervision. To him, anyone who phones for availabilities or calls in an order is the sole purchaser. In some of the most successful buys it is difficult to isolate the one person responsible for the decision. It is the result of discussions between buyers, research, account group and client. I think this is the way it should be.

I suspect the salesman has a resentment because he cannot discuss every sale with a supervising buyer. This is honestly not necessary. Most salesmen do not appreciate the great amount of behind-the-scenes work and planning in each time buying decision—much of it after they have left for the day.

If I were asked for one suggestion, it would be that more sales representative firms imitate agencies and train more new people. There should be wonderful opportunities in having more young people back up the salesman in researching a particular sales problem, and it would insure a continuing source of sales people to meet the ever-increasing needs we all must face

together. This should alleviate another bit of agency training which is the new salesman introducing himself with the words, "How-do-you-do. I-don't-know-a-thing-about-this-business."

JAMES LUCE  
*Timebuyer*  
J. Walter Thompson  
New York



Mr. Siddle

We feel that in training young timebuyers, the most essential factor is a very close working relationship with an experienced buyer. Through this association, the trainee will be able to absorb invaluable information and in the future be well equipped to handle buying alone.

During his period of training, the trainee should become thoroughly familiar with both markets and media. Since a knowledge of markets is of utmost importance in buying time, the trainee is encouraged to make as comprehensive a study of them as possible, especially as regards size, population and buying power.

In addition to general market knowledge, the timebuyer should also know the markets as they apply to our particular clients. This he can learn only by study and close work on the accounts with the senior buyers.

The trainee must also study the media within the markets; get an idea, for instance, of the number of radio and TV homes in the area and the degree of penetration. Also, what particular stations will best serve the needs of his clients.

In addition to knowing markets and

media, the young timebuyer should learn the strengths and weaknesses of both markets and stations over and above any statistical data available. This, of course, will usually come only through years of experience and the opportunities to study and absorb things not recorded in writing.

STEPHEN W. SIDDLE JR.  
*Media Director*  
Birmingham, Castleman & Pierce  
New York



Mr. Hanna

When SPONSOR popped this question, I made a fast check of the experience represented in our time buying department.

Our eight timebuyers are specialists; they do nothing else. Average experience—nine years. Range—two years to 18 years. Younger buyers work under the supervision of older staff members. All work closely with the radio-TV research department.

Is this exceptional? I haven't surveyed the entire agency field, but I doubt if our set-up is much different from that of other agencies who offer a balanced professional service.

An agency's first responsibility is to spend the client's money as though it were its own. A timebuyer is a purchasing agent. He spends the client's money. It never was a job for amateurs. It sure isn't today—with VHF vs. UHF, network vs. spot, "autonomous" O & O's vs. network clearance policies, rate cards vs. deals, Nielsen vs. Trendex vs. Pulse vs. Hooper vs. ARB.

True, every pro was an amateur once. There are always cubs on their



way up in agencies. But I never knew a station rep worth his salt who would let himself get stopped by a cub. And I find it hard to imagine an agency putting a cub timebuyer in a position where he could handicap a good rep.

JAMES E. HANNA

*Vice President charge Radio-TV  
V. W. Aver & Son  
New York*



Miss Stark

Even though Weintraub offers no actual "training program" for timebuyers, the opportunity for learning and advancement in this end of radio and television advertising business is unlimited.

Through the process of giving more and more responsibility, under supervision, to both estimators and assistants and through a good deal of contact work (networks, reps, etc.), this can be attained.

Within the agency, working directly with the various account groups, research, production, traffic, copy and bookkeeping departments on long term schedules, campaigns and network shows—tends to give the buyer a much broader concept of all phases of this work and the aims and ideas behind these media of advertising.

Naturally, the willingness to learn on the part of the estimator, assistant and the buyer, and the acceptance of the fact that details, facts and figures must be accurate is of the utmost importance. Once these facts are established, advancement is inevitable.

JOAN STARK

*Timebuyer*

*William H. Weintraub  
New York*



Mr. Kelly

*(Please turn to page 108)*

At McCann-Erickson, we feel there is no training substitute for actually working on the job under close supervision. The new trainee in the time buying department is provided a check list of the basic



KLZ-TV comes from a family of showmen...has a flying start in the world of entertainment... and selling...with an ancestral background of KLZ Radio, for many years nationally recognized for its creative programming and personalities.

KLZ-TV will go on the air November first with a great line-up of local productions, plus the full schedule of CBS Television network shows. Aired from the finest, most complete TV operation in the area, KLZ-TV...reared to perform...will be the top entertainment—top-selling—TV in Denver.

**KLZ-TV**

ALADDIN  
RADIO AND  
TELEVISION, INC.

**CHANNEL 7 DENVER**

See your KATZ man





### **Pulse finds interviews best for UHF surveys**

WHUM-TV, Reading, Pa., mailed to sponsors a few weeks ago the results of a door-to-door study by The Pulse, Inc. on the percent of UHF saturation in the WHUM-TV viewing area. Many of the lessons learned from making the Reading study will be used when future UHF surveys are conducted.

Lawrence Roslow, Pulse associate director, said the survey confirmed Pulse's opinion that the only way to determine satisfactorily how well UHF was received in an area was to go from home to home and actually watch the viewer tune his TV set.

"When we went into a home," Roslow reported, "we could see how well the respondent tuned in the various stations and how well those stations were received. The problem of checking on UHF saturation in a market

where, for years, there have been VHF sets, is tough. For one thing, when some sets are converted, a UHF channel is tuned by turning to a VHF channel number. Therefore, a respondent who says he is watching Channel 2 actually may be watching Channel 61."

Twenty full-time interviewers spent two weeks in the WHUM-TV area and entered a scientifically selected sample group of 1,477 homes. In some homes the interviews took as long as 20 minutes.

The survey showed that WHUM-TV, on UHF Channel 61, was received in 35% of all the TV homes, or on 127,000 sets in 20 counties. The study was made in June at the end of WHUM-TV's first six months of telecasting. Another survey is planned for this fall by Pulse. ★★★

### **Every 2.2 seconds another new radio is sold**

By the time you finish reading this sentence two more radios will have been sold in the United States—for radios are now being sold at about the rate of one every 2.2 seconds.

This figure was calculated by SPONSOR on the basis of a presentation released a fortnight ago by Broadcast Advertising Bureau. BAB said 11,021,000 new radios were sold in 1952. Of these, 6,321,000 were replacements and 7,700,000 were for new places to listen. Two million sets were bought for new radio homes.

During the first six months of 1953, BAB discloses, Americans purchased another 7,267,000 radios, which is 33% more than during the same period in 1952. Not counting the more than seven million 1953 sets, Americans now own at least 74.8 million home radio sets and 35.2 million auto radios, out-of-home portables and radios in business establishments and other places.

BAB's total shows there are 110 mil-

lion places in the nation where you can listen to the radio.

"The willingness of Americans to buy this many radio sets each year . . . to create this many new places to listen . . . is the best possible proof of radio's vitality today," BAB asserts.

A CBS Radio on-the-air promotion this spring advised listeners that a radio was sold every three seconds. The CBS figures were based on 1952 set sales (see "CBS Radio turns sponsor," SPONSOR, 18 May 1953). ★★★

### **Fearless Koplans lauds radio-TV commercials**

A boost for commercials on radio and television, in a newspaper column of all places, is the latest man bites dog story.

Harry Koplans, West Coast radio-TV star, recently substituted for newspaper columnist Allen Rich when Rich was vacationing. In the column, which ap-

peared in the North Hollywood (Cal.) Valley Times, Koplans emphasized that listeners shouldn't knock the commercials.

"Maybe they do annoy you at times," Koplans said, "but actually they're a blessing in disguise. The existence of commercials makes for much more enjoyable programs. That's a fact. Carefully tabulated figures in the possession of radio and TV stations prove that when a show goes from sustaining . . . to being sponsored, the popularity of that show jumps several points."

Koplans believes "the public has the feeling that a show on which a sponsor is willing to spend thousands of hard-earned dollars must have something worth watching or listening to. . .

"I know from my own experience that my *Meet the Missus* show on CBS-KNX jumped several points in its rating as soon as it became sponsored. . . Without [the sponsor], the show just couldn't be as good," Koplans concluded. ★★★

### **Miss Rheingold hopefuls announce station breaks**

Sex appeal was injected into the Rheingold Beer announcements last month over the five New York City radio stations the brewery uses. Six finalists of the annual Miss Rheingold contest took turns reading some of the 100 or more station breaks and other announcements which Rheingold airs each week.

In the picture below, Cindi Wood gets tips on reading the announcement



Miss Rheingold finalist airs a commercial from Allan Ramsay (left), timebuyer for Foote, Cone & Belding, Rheingold agency, and Arthur Tolchin, WMGM sales manager. The winner of the contest, who will be announced this month, will be starred in Rheingold's 1954 advertising campaign. ★★★



**Briefly . . .**

Ever heard of Chinese cowboys? Well, you have now. KGMB-TV, Honolulu, carries the *Hopalong Cassidy*



Chinese cowboys are Hopalong fans, too

films every Monday. The sponsor, Love's Enriched Bread, Hawaii's largest bakery, got some idea of the show's popularity when these three youngsters showed up a few Mondays ago at KGMB-TV's studios to see Hoppy. They're standing in front of a life-size cutout of Hoppy in the station's lobby.

\* \* \*

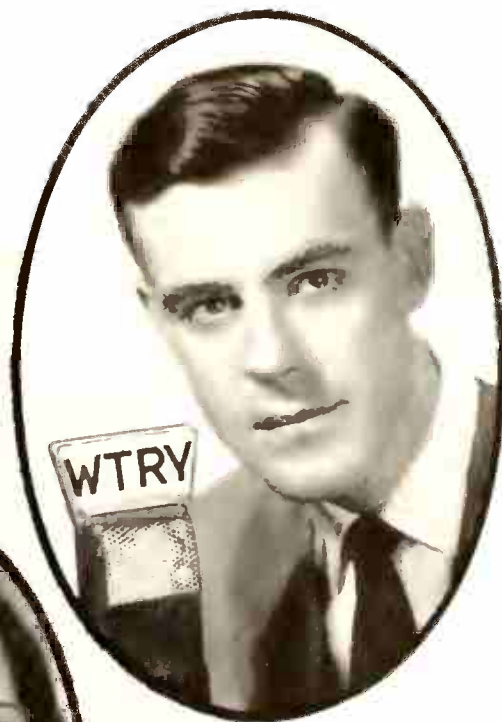
The easy way to get good UHF reception is the subject of a new 20-page illustrated booklet sent to TV servicemen in the Muncie area by WLBC-TV. The Indiana station received so many conflicting reports from its viewers about UHF reception that Don Burton, station president and general manager, decided to write the booklet. It explains, in non-technical language, how a UHF set—including antenna erection, lead in and final tuning—should be installed for best results. Case histories which indicate the type of trouble a serviceman might encounter and how it can be corrected are included in the booklet.

\* \* \*

The annual repair bills on your television set don't cost as much as you think if you're an "average" set owner. According to the Cunningham & Walsh "Videotown 6" television survey \$11 is the average annual repair bill. Not only that, but 19% of all the set owners in Videotown (real name: New Brunswick, N. J.) have never had to send their sets to the repairman. Of sets bought prior to 1951, there were  
(Please turn to page 106)

# FLANAGAN & DONOVAN

**PAUL FLANAGAN**  
4:05-4:55 P.M.  
Mon. thru Fri.



**JOYCE DONOVAN**  
5:00-5:25 P.M.  
Mon. thru Fri.



Excellent buys in afternoon radio: highest local rating; low cost per thousand; terrific audience response; popular personalities; long list of top sponsors, both local and national; success stories; No. 1 station.

**WTRY**

980KC

5000W

CBS RADIO NETWORK

Albany-Troy  
Schenectady

Represented by HEADLEY-REED

## TV REACTIONS

(Continued from page 41)

Intensive interviewing and analysis disclosed the reason, said Mrs. Moore. People in the Upper Middle class feel they must assert their "self reliance" and independent taste. "They must," she explained, "demonstrate their superiority to 'the masses' by conspicuously resisting mass persuasion methods."

Upper Middle people are particularly vehement against hard-sell and the rapid-fire personal salesman. Why? According to SRI's analysis, the Upper

Middles regard salesmen as social subordinates who should serve rather than dominate. They are annoyed that all they can do is turn off the screen rather than shut him up with a stony glance and haughty exit as they would in a face-to-face situation.

But the Upper Middles like commercials that make fun of the product or sponsor because that puts into words their feelings of superiority.

The Middle Majority is not like that at all. It regards advertising as useful. This group feels ads help them keep up on new products and meth-

ods and give them specific aids like recipes and how-to-do-it literature. They like commercials that offer glimpses of how more fortunate people live but don't go for them when the background is so glamorous that it makes them feel drab or inferior by contrast.

They'll accept large claims but strongly resent a commercial if they suspect that the advertiser considers them gullible or is trying to take advantage of their inexperience and lack of knowledge.

Said Mrs. Moore: "A manufacturer's claim that he makes 'the best' is regarded as proper pride by people whose jobs are mainly making or handling things. And they are so well-schooled in the hard maxim 'you have to pay for everything you get' that it doesn't seem like exploiting to them when the sponsor, who has provided free entertainment, asks, in return, for attention to his sales talk."

SRI has found that all viewers to some extent have that primitive emotion toward commercials—simple anger at being interrupted in the midst of an enjoyable pastime. The Middle Majority has very strong feelings about interruptions, perhaps. Mrs. Moore suggests, because television entertainment means so much to them.

Therefore, they feel appreciative when the sales messages are handled in such a way as to minimize the feeling of interruption. The integrated commercial that works the plug into the action or locale of the program is one type that is well liked.

One typical Middle Majority comment praised the tobacco shop device used in U. S. Tobacco's *Martin Kane* private eye show. The interviewee said, "Now that's one show where they don't stop the story and hit you over the head to sell you . . . they just have this fellow talk a bit in the shop where people drop in, like they naturally would."

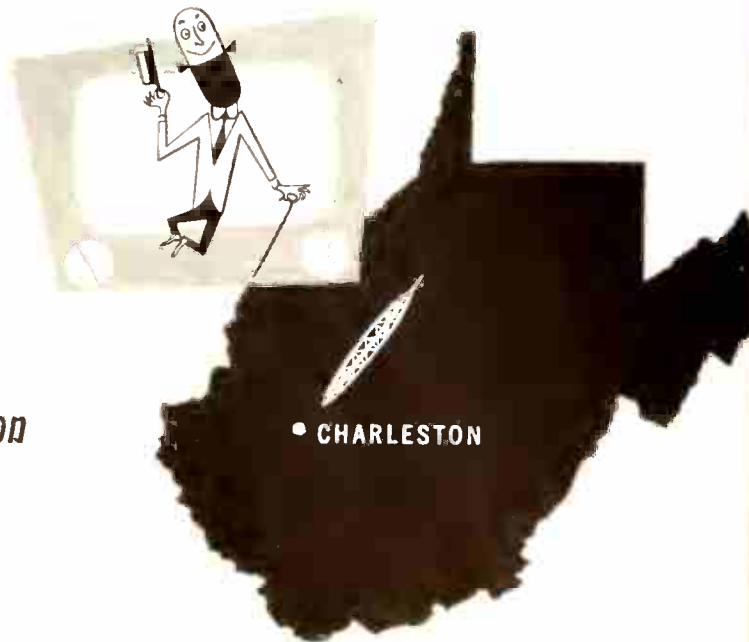
While the technique used in *Martin Kane* cannot be adapted to variety shows (which are among the most popular program types with the Middle Majority), there is still a preference for the commercial that is eased into in this kind of show, too. Paying tribute to General Electric's commercial treatment on the *Fred Waring Show*, one housewife said: "They don't knock you out of the mood."

TV programing points up differences in group attitudes very clearly.

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



# WBBM DAYTIME RATES ARE UP!

On September 13, 1953, Chicago's *Showmanship* Station raised its time rates affecting all daytime periods. A new card, number 24, now in production, will be issued shortly. These new rate increases have been brought about because . . .

# WBBM DAYTIME AUDIENCES ARE UP!

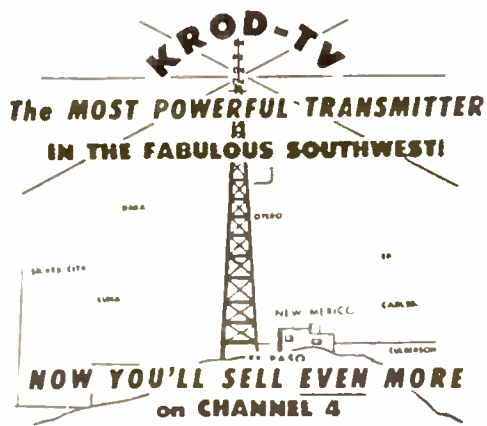
Year in, year out, the number of families and listeners tuned to Chicago's *Showmanship* Station has steadily increased. For example, during the past six years WBBM-produced shows alone have enjoyed an average gain of 53%. Within the past two years, a 15% gain.

At WBBM, showmanship and salesmanship are synonymous. And today, WBBM advertisers are reaching—and selling—an audience more than 50% greater than that delivered by any other Chicago station. To reach and sell Chicago's biggest audiences, call us or CBS Radio Spot Sales right now for availabilities on . . .

**50,000 watts • CBS Owned**

# WBBM

**Chicago's *Showmanship* Station • 780 kc**



KROD-TV has been operating on full power — 56,300 watts, since August 1st, from the finest transmitter location in the Southwest, atop Mt. Franklin, 1585 feet above downtown El Paso . . . This means EVEN BETTER COVERAGE of the Fabulous Southwest. This means EVEN BETTER PICTURES in an enlarged KROD-TV Trading Area . . . This means that more of the best programs—locally and on the CBS, DuMont and ABC networks will reach an even greater audience.

## KROD-TV

Affiliated with KROD-600 Kc—CBS  
5,000 Watts and the El Paso Times

RODERICK BROADCASTING CORPORATION  
Dorrance D. Roderick Val Lawrence  
Chairman of Board Pres. & Gen. Mgr.  
Dick Watts  
Gen. Sales Mgr.

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

And motivational research offers some answers to why talent shows and soap operas, roundly attacked by those with Upper Middle viewpoints, are liked by the great Middle Majority.

“Motivational research,” said Mrs. Moore. “has shown that those programs the Upper Middle class imagines are so harmful serve real psychological purposes to the Middle Majority. The perennial succession of harmonica prodigies, third-rate sopranos and weird talent bores and appalls sophisticated citizens. But for the mass audience it proves that mediocrity can be surmounted and that their children are able to find a way out of the pressure and monotony of their lives.

“The soap opera reassures Mrs. Middle Majority in another way. Right always triumphs over wrong. The good woman’s love, patience and courage win out in the end, keeping home and family together despite all manner of troubles and misunderstandings, tragedies and disasters. Such plots provide emotional escape, but they also reinforce the average housewife’s conception of the world as having its geographic center in the home.”

Regarding the well-known fact that the housewife’s conscience bothers her when she tunes in her set during the day, SRI research disclosed she has two rationalizations: The programs provide (1) “education,” such as cooking tips and (2) well-earned rest periods.

The fact that the *Kate Smith Show* covers both of these rationalizations explains its popularity, Mrs. Moore told SPONSOR. In addition, Kate Smith, projecting a clearly middle class personality, gives the housewife someone with whom she can identify herself. Here are some typical quotes from housewives about the show followed by excerpts from SRI’s interpretative analyses:

“*She’s just plain, fat Kate.*” Her lack of glamor is an asset with Mrs. Middle Majority, who suffers vague doubts about her own physical attractiveness and her husband’s susceptibility to glamorous women.

“*She’s successful but not snooty.*” She reassures housewives that a plain person can achieve success in a field usually dominated by sophisticates.

“*She really manages everything!*” Housewives appreciate it keenly when a woman dominates the show and when, as in the case of Ted Collins, the male is relegated to approximately

the role of a typical soap-opera husband—appearing as a man who really wouldn’t know quite what to do, or amount to much, if it weren’t for a strong, wise woman.

“*She’s so sincere.*” Mrs. Middle Majority feels Kate is so much like herself she *must* be honest. Housewives, to keep their own self-respect, have to believe that “a woman’s place is in the home.” So they instinctively distrust the sincerity and reliability of women obviously different from themselves, who seem to them too poised, too worldly and too well-dressed.

“*She knows what’s important.*” Kate supplies the needed assurance that home and family are really the most important things by stressing homey touches and grassroots background usually omitted by less shrewd m.c.’s or interviewers who imagine that glamor is the only appeal. (The housewife who made this particular comment was reacting to a typical Kate Smith treatment: describing how José Ferrer’s success “must have made his folks back home in Puerto Rico feel proud.”)

SRI’s analysis of the television viewing habits of more than 400 families indicated that Upper Middle class viewers prefer drama, musical programs and quiz-panel shows, while most Middle Majority people prefer crime, talent and variety shows.

But it also uncovered evidence that some shows—for interestingly different reasons—achieve appeal that cuts pretty broadly across class lines. For instance, *Your Show of Shows* attracts the Upper Middle class audience because the acts are professionally expert and deftly produced and because the Sid Caesar and Imogene Coca skits are appreciated for their critical insight and satire. Middle Majority people who are socially ambitious comment favorably on the modern dance impressionism and classical music

**ARE YOU  
UNHAPPY**

Over Low  
Ratings On  
Your Show?

TV SHOW DOCTOR  
with top credits—  
consistent results,  
offers program  
analysis — production  
— writing —  
management ad-  
vice. Let me show  
you what I’ve done.

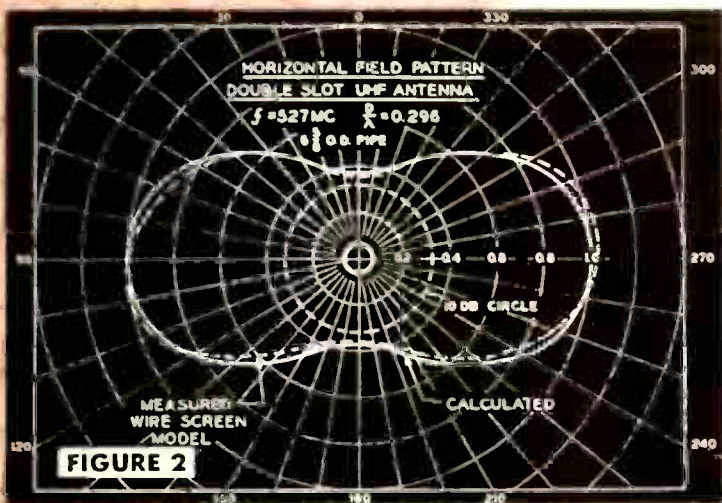
Confidential  
FREE CONSULTATION  
TR. 7-8691, or write  
SPONSOR  
BOX 105



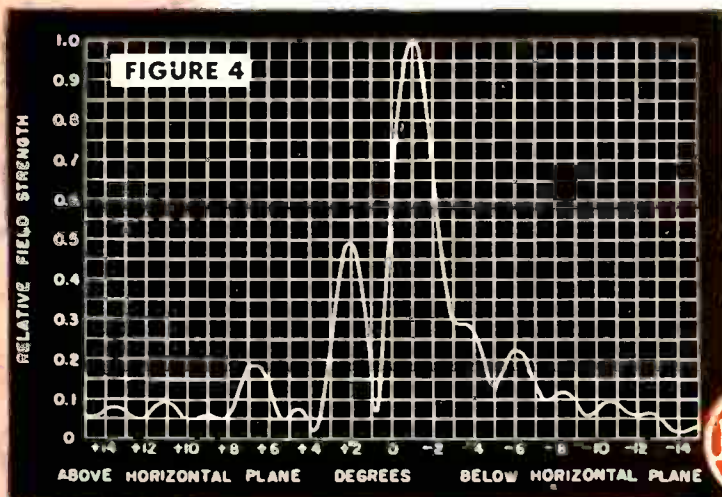
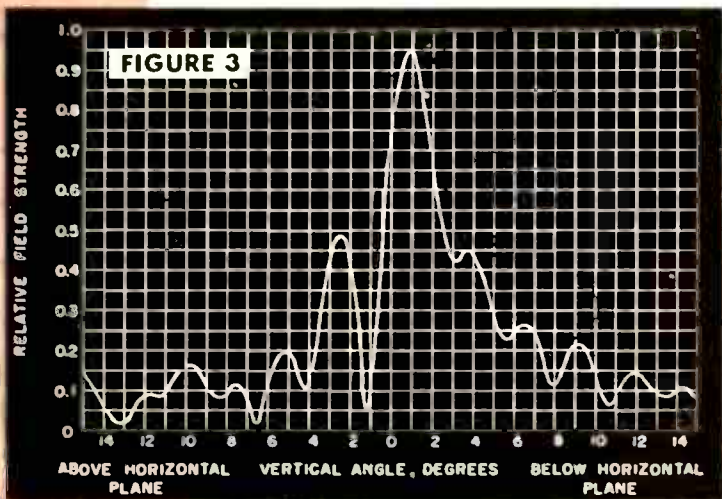
# Put your UHF signal where the population is



## Use an RCA "contour-engineered" UHF Pylon Antenna



- For "single-direction" coverage, RCA has UHF Pylons that produce a horizontal field pattern shaped like a Cardioid (see Fig. 1).
- For "elongated" coverage, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut (see Fig. 2).
- For "circular" coverage, RCA has a wide selection of UHF Pylons that produce equal signals in ALL directions.
- For better overall coverage, RCA UHF Pylons have built-in "Beam Tilt" that minimizes power loss in vertical radiation.
- For better "close-in" coverage, RCA UHF Pylons are equipped with a new, advanced type null fill-in system (used in conjunction with beam tilting). See Figs. 3 and 4.
- The gain that's published is the gain you get. RCA UHF Pylons include no tuning compromises that would result in loss of gain. RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24, and 27!
- RCA has all UHF antenna accessories: towers, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulator monitors, filter-plexers, and transmission line (measured performance—VSWR—is better than 1.05 to 1.0). You can get everything from ONE responsible source—RCA!



RCA Adjustable Beam High-Gain UHF Pylon —installed

An antenna system can make or break a TV station. Make sure yours is right. Your RCA Broadcast Sales Representative can help you plan.



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



**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.*

**PAR IS FOUR . . .**  
hundred thousand

Our 100,000 watts on Channel 4  
will help you shoot it\*



\*It is the population in our coverage area—30 Texas and N. Mex. counties with annual retail sales over \$553 millions. Availabilities are available.

**KGNC-TV**



REPRESENTED NATIONALLY BY THE  
O. L. TAYLOR COMPANY  
NBC & DuMont

which they often don't really like but feel they ought to. And they are gratified by the fact they honestly enjoy most of a show they know has won critical acclaim from more sophisticated people. The average Middle Majority people can enjoy at least for a while the brisk pace and variety of the whole format and get a bang out of the broad humor of the situation skits even though they miss the satire.

SRI's most striking example of broad appeal resulting from a program meaning different things to different people is *Kukla, Fran and Ollie*. Researchers found the show very highly regarded by Upper and Upper-Middle Class people who appreciate its imaginative originality and heartily agree with the many critics who have acclaimed its rare talent and subtlety.

Middle Majority adults also commend the show—generally assuming it is "for kids." The work, worry and values of their grown-up world give them little appreciation for the puppets' light-hearted fantasy, and their code requires that adults who don't want to appear daft "put away childish things." But adults in the lower class who are less conventional and more easy-going like the program as well as their children, because they respond instinctively to the fun of the show even though they miss its subtleties and satires.

From these and many other explorations of human reactions, the motivational researchers have concluded that literally every viewer has a social class viewpoint toward whatever he watches. And they argue that television, more than any other medium, needs to take account of differing attitudes and their meanings because its impact is so peculiarly personal.

As Mrs. Moore sums it up: "More than any other medium, television is experienced as a private thing—it is literally gulped down with the family's food and conversation. This intimacy makes possible a degree of understanding between advertisers and audience not previously attainable. But it is also a potential boomerang that increases distaste and disappointment when material offends, disturbs or merely bores. Studying human reactions, and the reasons deep underneath them, is not merely an investment in getting the most out of a tremendously powerful medium. It is insurance against wasting that power and even alienating the very people you are trying to reach." ★ ★ ★

**SPEIDEL ON TV**

(Continued from page 29)

the Speidel line on the Ed Wynn program. Monday morning, the program still in mind, he went down to his own jewelry department to see whether their Speidel display matched the presentation he'd seen on television. It didn't.

"The department store executive immediately went to work, got together with the head of his jewelry department, and planned a separate Speidel counter on which the watchbands would be displayed to better advantage. During the subsequent three pre-Christmas weeks sales volume in watchbands increased 700% over the previous year, and made the jewelry department the top department in that store."

Speidel's first year of television represented a \$1.25 million expenditure—a 67% increase over the previous year's expenditures. It was necessary, therefore, for the firm to be sure that its advertising allotment was being spent in the most efficient possible way. Speidel's sales message was aimed at young adults. Ed Wynn's reputation, on the other hand, had been established with an older group. Speidel soon began to shop around for another program.

In spring 1950 the firm sponsored the 7:00-8:00 p.m. segment of NBC TV's *Saturday Night Revue*, through SSC&B. This Jack Carter portion of the program fulfilled Speidel's advertising aim of bringing the watchband line into a large number of homes and associating what they sell as a gift item with light-vein entertainment. After six weeks on this show, Speidel reviewed its TV programming again.

It was at this time that Speidel picked the *Paul Winchell Show*, NBC TV Mondays 8:00-8:30 p.m., alternating with Crosley Corp., for its subsequent three-year TV stint.

In summer 1953 Speidel began sponsoring *Name That Tune*, NBC TV. This program, which is a combination of at-home and studio audience-participation quiz, has pulled up to 160,000 answers a week from listeners competing for the Gold Medley prize.

**52 SHOWS READY FOR YOU**  
**Sportsman's Club**  
15 minutes hunting, fishing and outdoors with Dave Newell. High class panel type entertainment. Write for audition prints.  
**SYNDICATED FILMS**  
1022 Forbes Street Phone: EXpress 1-1355  
Pittsburgh 19, Pa.



# WKY-TV

the station  
of **firsts**  
Oklahoma



## first

*TV station in Oklahoma!*

WKY-TV ushered television into Oklahoma June 6, 1949.

## first

*in size of audience!*

WKY-TV now reaches more than 221,408 TV homes (August 1, 1953).

## first

*in program quality!*

WKY-TV brings Oklahomans the tops in network shows from NBC, CBS, ABC and DUMONT via cable and film plus outstanding local shows and a parade of sports and special events. WKY-TV telecasts daily from early morning until past midnight for a total of more than 115 hours each week.

## NOW...

*100 KW Video*

*60 KW Audio*



Affiliated with THE OKLAHOMA PUBLISHING CO.

The Daily Oklahoman • Oklahoma City Times • The Farmer-Stockman • WKY Radio • Represented by THE KATZ AGENCY

Nielsen ratings pegged the show at 16.2 during the first half of August: 18.4 by second half. Its popularity has been increasing steadily judging from viewer write-ins.

By 1953 Speidel's budget had climbed to \$1.75 million, the bulk of it in television, with some \$160,000 set aside for promotion, merchandising, heavy in-store display.

Speidel's intensive merchandising includes regular mailings to dealers (Speidel sells to wholesalers), and in-store display material (21,000 displays were passed out in fall 1953 alone). The 250 Speidel dealers do a goodly amount of advertising on their own. Out of a total of 196,000 lines of news-

paper advertising featuring watchbands—throughout 1952, Speidel dealers used 163,000 lines. Furthermore, this 65% of total retail advertising is paid for by the Speidel dealers as a result of the advertising stimulus given by the manufacturer through his TV effort.

Speidel's own advertising budget for its 1953-'54 fiscal year is estimated by company officials at \$2.5 million. This increase over the original 1949 budget of \$1.25 million is in line with sales boosts. Television and the rapid expansion of the Speidel line have garnered a 35% sales increase for the company in less than four years.

The firm's switch from the *Paul Winchell Show* to *Name That Tune* and

*Make Room for Daddy* stems from two factors: (1) Speidel found that the Winchell-Mahoney program drew an audience composed 60% of teenagers—that is, the majority of the audience was somewhat under the age group of most Speidel customers. The show's fairly constant high rating (an average Nielsen of 34) throughout 1952-'53 largely compensated for the slight discrepancy between audience desired and audience reached. (2) It is the firm's policy not to saturate a market with its advertising. In other words, Speidel executives feel that any program or personality will reach a point of diminishing returns at which time it becomes desirable for the sponsor to reach a new audience, or else a composite of old and new audience, with a fresh program format.

Says Charles Spitzer: "One of the problems of our product is that we could easily exhaust our audience after a period of years. Assume that we sell five or six million watchbands a year. Figure, then, that our TV program reaches an audience of 25 million. The answer is simple arithmetic.

"The solution, on the other hand, is a matter of periodic changes in programs sponsored, and, axiomatically, diversification of our line."

Speidel is accustomed to educating consumer demand. The firm revolutionized the watchband business in 1940 with its introduction of the expansion-type band. Fifteen years ago, the total watchband business of the country was less than half of Speidel's 1953-'54 ad budget. On the jeweler retail level, watchbands were responsible for .5% of the 1938 and 1939 business. Today watchbands represent eight to 10% of total retail jeweler business.

Speidel licensed its competitors in 1940, giving them permission to imitate the expansion-type watchband. Today, Speidel is responsible for 40% of U. S. watchband sales volume, but the firm is keeping an eye open to further expansion.

Most recent innovation is the Photo-Ident bracelet and watchband which represent another expansion in the Speidel line. Today, two Speidel factories in Providence, R. I., produce about 10 different men's and 10 women's styles of watchbands, each available in white, yellow and pink gold, and each made in five different lengths. A medium-priced line, Speidel products sell at \$6.95 to \$12.95 for ladies'

*Don't Miss Half the Picture!*



**TOPEKA**

**BEARDED BUT  
BOOMING!**

Won't be long now until you start reading about Topeka's CENTENNIAL CELEBRATION.

We're proud of our age, sure— but don't overlook the fact that Topeka is right in the heart of a booming Eastern Kansas market . . . . with all-time population and employment highs from both military and civilian productions.

A market with real buying power . . . and a radio station that covers every nook and cranny of it.

It all adds up. THIS is the right century for you to buy . . . and WREN is the station.



ABC • WEED & CO. • 5000 WATTS  
TOPEKA, KANSAS



# 165,000 WATTS

## + CIRCULATION FIGURES that make sense

## + LOWEST RATES

# = CHANNEL 33

*your best buy in the Reading, Pa., market!*

	In Grade A Contour	In Grade B Contour
<b>UHF Equipped Homes—</b>	<b>37,191</b>	<b>54,633</b>

UHF homes as of Aug. 1, 1953 . . . Based on NBC Research figures for Berks County. Remaining county figures based on signed statements from survey among 300 dealers and service organizations engaged in TV installations.

* POPULATION —	Grade A Contour	1,208,397	Grade B Contour	2,437,365
FAMILIES —		343,952		775,509
TV HOMES —		259,000		551,724
RETAIL SALES —		\$1,250,664,000.		\$2,493,396,000.

\* TV homes estimated from county totals May 1, 1953—NBC Research. Population, Families, Retail Sales (estimated) from Broadcasting • Telecasting Marketbook, 1953. (Philadelphia market not included).

ENGINEERED  
FOR  
DOMINANCE

NBC - ABC NETWORK AFFILIATION  
HAWLEY BROADCASTING COMPANY




NATIONAL REPRESENTATIVES  
HEADLEY-REED TV  
Television Station Representatives

THOMAS E. MARTIN  
Exec. V. Pres., Gen. Mgr.  
EWART M. BLAIN  
Dir. of Sales

a solid  
foundation  
in the  
world's  
fastest  
growing  
market!  
**KMPC** gives  
primary  
coverage  
in 205  
Southern  
California  
Cities!

KMPC — 5939 Sunset Blvd.  
Los Angeles 28, California  
HO 9-5341 . . . or call  
H-R Representatives



**K**

**M** 50,000 watts days  
10,000 watts nights

Gene Aulry  
President

**P**

R. O. Reynolds  
Vice-president &  
General Mgr.

**C**

bands (retail prices). and \$8.95 to \$17.95 for men's.

Manufacture precedes retail selling by some three to four months, giving Speidel a chance to pre-sell dealers with its TV programing. Says Charles Spitzer: "After an item has been seen on TV for a couple of weeks, our salesmen can just sit back and take orders on the telephone."

As Speidel puts it on its promotion brochures to retail jewelers:

"In 1946 watchbands made up less than 1% of the retail jewelers' sales!

"In 1953 watchbands will make up 8 to 10% of the retail jewelers' sales!

"Speidel's national advertising made the difference!"

And Speidel's national advertising is 100% television. ★ ★ ★

### ALASKAN RADIO

(Continued from page 37)

rents are mainly responsible for the temperate weather. Up farther north, we come to Anchorage and Seward (also affected by ocean currents) where the temperature usually runs perhaps 10 degrees colder in mid-winter and 10 degrees hotter in summer. In Fairbanks, the farthest in the interior, and farthest north of all major Alaska cities, there are some extremes in tem-

★ ★ ★ ★ ★ ★ ★ ★

"You can't stop television. As an advertising medium it will catch up with and pass radio on a dollars and cents basis within the next two years. But that doesn't put you [radio stations] out of business. You'll get up out of your chair and start to fight. You'll build a good solid business—dedicated to serving the people of your legitimate coverage area."

HAROLD E. FELLOWS  
President  
NARTB

★ ★ ★ ★ ★ ★ ★ ★

perature. The summers run up into the 90's, and the winters sometimes run 30 or 40 below. But the cold is a dry cold, and is therefore much less offensive than a cold spell of 5° below along Ad Alley. During the summer months, such sports as swimming and boating are extremely popular, and, of course, the fishermen and hunters are out all seasons, year 'round.

Anchorage is the largest city in Alaska by far, with a city area population of over 50,000 and over 80,000 permanent residents within its radio station's coverage area (125-mile circle from its hub). Approximately two-thirds of the population lives in the northern area

(Anchorage, Fairbanks and Seward), and one-third in the southeastern areas (Juneau, Ketchikan and Sitka). The northern area has the biggest share of military and construction transients, and the southeastern boasts the lion's share of transient fishermen, trappers, lumberjacks. Construction work is starting to boom in the southeast.

From an industrial and retail business standpoint, Alaska has many construction, wood pulp and mining industries presently operating. The American Viscose Corp. has recently put in a pulp plant at Ketchikan that will employ 1,500 workers in the near future. It is expected that these workers will add 5,000 to the population of Ketchikan when their families arrive. Likewise, northeast of Juneau at Haines, Frobisher Industries of Canada and a U. S. steel company are planning a huge steel plant that will process ore. The Aluminum Corp. of America is planning a \$400 million plant at Skagway, which is also northeast of Juneau. This plant is expected to create another city of 20,000. There are also oil drilling plans going on, plus a large-scale coal shipping plan which entails shipping coal to Japan from the Anchorage area. There is no question that Alaska is booming, not only industrially, but in retail sales as well.

On my recent trip, I personally surveyed grocery markets doing 80% of the business in the territory. The volume these stores do is amazing. For example, the Piggly Wiggly Store in Fairbanks estimated close to \$2 million sales last year. The Nevada Kid super markets, also in Fairbanks, estimated close to that figure for '52. There are several other stores in the Fairbanks area doing an estimated volume in the same category, plus many small ones doing over \$400,000 grocery business annually.

In Anchorage there are eight super markets doing over \$1 million a year in groceries. There are over 23 other such type outlets in the area doing over \$400,000 annually. There is an army commissary at Elmendorf Field outside of Anchorage (one of four such stores in the area) that does an estimated \$9 million of food business.

Altogether there are over 157 grocery outlets in Alaska. Over a third are the super-market type. In southeastern Alaska most of the large super markets all do \$500,000 a year or more in grocery business with all signs pointing to more business in the very





## Because "Big Mo's" Arrival Assures A Choice of Television Entertainment

Yes, "Big Mo" is a favorite with St. Louis viewers. Scheduled to begin telecasting operations in a very few days, KSTM-TV assures the heretofore-one-station-market a *variety* of the very best in television entertainment. Individual viewers soon will make their own *choice* of programs.

"Big Mo" is a favorite with advertisers, too. With interest in television at an all time high in St. Louis, more and more people will tune in more and more often. This guarantees a much greater value per advertising dollar.

It's folly to overlook the huge, prosperous St. Louis market. And, for your share of the area's sales dollars, you'll be wise to schedule KSTM-TV, the St. Louis favorite. Come aboard "Big Mo" . . . today.

### ABC-CBS-Local Programs

**H-R TELEVISION INC.** NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



Channel 36

ST. LOUIS

Marshall H. Pengra, President

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

near future due to the tremendous growth of that area.

Drugstores throughout the territory are the very latest, many being of the self-service super market type. All carry the same nationally advertised products that any chains here stock, just as the super markets generally carry the same line of merchandise as stateside stores.

The automobile business is extremely good in the territory. One dealer sold close to 600 cars last year, more than was sold by the same manufacturer's largest dealer in Los Angeles.

Alaska merchants are all wide awake, and use all the latest merchandising methods. Many of them are former operators of super markets in California or Seattle. A fact which will surprise most people is that prices are at the most 10% higher than those of Seattle on most items. It is possible to buy a giant size of soap powder for 79¢, a fifth of popular brand of whiskey for \$3.95, a can of premium beer across the bar for 25¢ or 35¢, a can of evaporated milk for 18¢ or 19¢ and two cans of baby food for 25¢ (in Fairbanks, farthest city north). Services such as haircuts, shoeshines,

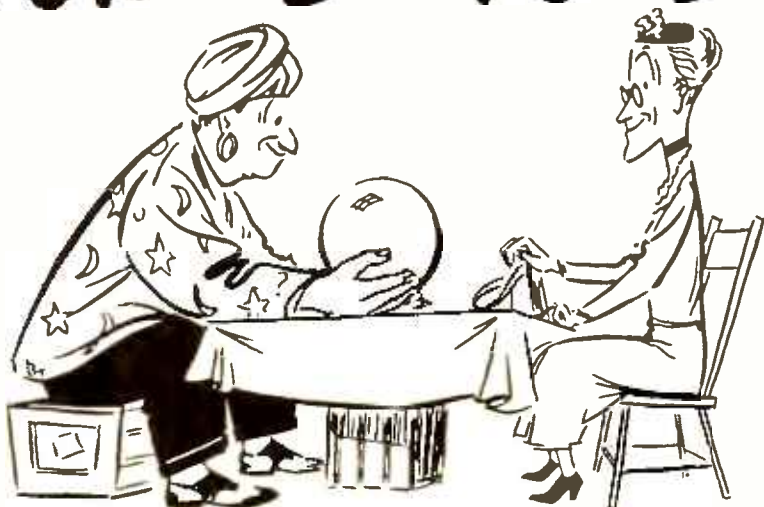
beauty parlor treatments do run higher, however, due to high local wages. Dental and medicinal services are overloaded, because of a scarcity of trained practitioners. The percentage of children under five years of age is over 20% higher than the U. S. average. Likewise, the educational level of Alaskans is 20% higher than the average U. S. level.

Because of some of the above socio-economic and geographic facts, radio is King in Alaska. Alaska is an area where the average citizen lives several miles from local movies (usually packed with servicemen), where there are no major or even minor-league sporting events and where the daily newspapers come out at 3 p.m. with no rural delivery and no up-to-the-minute news coverage.

Alaskans depend upon the 11 radio stations in the territory for latest up-to-the-minute news, weather and sports coverage as well as entertainment. Some advertisers believe Seattle radio stations cover Alaska. This is not so. It is true that they can be received at times, but only under most favorable conditions, and with special aerials and equipment. Alaskans are happy to listen to their local stations. Let's look at radio in Alaska, a media buyer's paradise.

The Alaska Broadcasting System with offices in Seattle operates six stations affiliated with CBS in Anchorage, Fairbanks, Seward, Juneau, Ketchikan, Sitka. This group is owned and operated by William J. Wagner, of Anchorage, Alaska. He was the engineer responsible for the building of the first army communications stations in Alaska back in the early 20's. He started out in broadcasting as an engineer at station KFQD, Anchorage (the first commercial station in Alaska). Since 1924 he has worked his way to his present position as sole owner. Alaska Radio Sales is the representative in New York. Duncan A. Scott & Co. represents for the West Coast. The Midnight Sun Broadcasting System, which also has offices in Seattle, operates four stations located in Anchorage, Fairbanks, Juneau and Ketchikan. This group is affiliated with NBC, ABC, Mutual. This organization was started by Cap Lathrop, one of Alaska's original pioneers and a participant in the gold rush. He built his first radio station in Fairbanks in the late 1930's. This group is presently under the leadership of Miriam Dickey of Seattle and is

# 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*

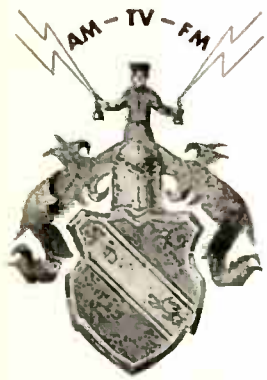
NEW YORK  
5,000 WATTS

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



**WATCH  
KOLN-TV  
GROW  
IN  
LINCOLN-  
LAND**

**THE  
OTHER  
BIG  
MARKET  
IN  
NEBRASKA!**



*The Fetzner Stations*

WKZO — KALAMAZOO  
WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WJEF — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN — LINCOLN, NEBRASKA  
KOLN-TV — LINCOLN, NEBRASKA

Associated with  
WMBD — PEORIA, ILLINOIS

represented in the East by Jim Fletcher, New York, and Gil Wellington on the West Coast. The eleventh station is KBYR, an independent 250-watter in Anchorage, run by Keith Capper, and represented by Don Cooke.

Both the Alaska Broadcasting System and Midnight Sun Aurora carry many popular network and local programs: From NBC *You Bet Your Life* (Groucho Marx), *Big Story*, *Road of Life*; ABC—*Breakfast Club*; Mutual—*Queen for a Day*. Among the Alaska Broadcasting System's most popular CBS programs are: *Jack Benny*, *Arthur Godfrey Talent Scouts* and *Arthur Godfrey Time*, *Amos 'n' Andy*, *Hilltop House*, *Treasury Bandstand*, *Bergen & McCarthy*.

The Alaska Broadcasting System carries live the best major league baseball games of the day every afternoon during the season. Midnight Sun stations carry a block of soap operas every weekday afternoon. Both groups have local d.j. shows, a morning women's participation show done locally and a complete schedule of news and weathercasts.

Local merchants are extremely radio-minded in Alaska. Many flatly state that they push radio-advertised prod-

ucts. These merchants spent an estimated \$600,000 on radio the past 12 months. In each and every city local merchants spend more on radio than on any other media, proof enough that radio is Alaska's best salesman. KFQD, Anchorage, had top local billings last year, a total of \$138,000.

Many merchants buy spot announcements on local stations to call attention to their newspaper ads. Local classified radio ads also bring in excellent results. For example, a mattress sale announcement used one day brought in over 35 sales in a single day. These merchants know, and have proved that radio not only effectively covers the metropolitan center of Alaska but also reaches the cities and remote areas across expanses of water and over great mountain ranges.

Nationally, over 80 advertisers use spot and network radio in Alaska, including such prominent national spenders as P&G, Colgate, R. J. Reynolds, American Tobacco, Anheuser-Busch, Best Foods, Vick Chemical, Whitehall Pharmacal, Philip Morris and Blatz. Just about each and every one of the advertisers using Alaska radio stations has found that his sales have showed substantial increases due to radio.

Renewals run over 90% in spot and most advertisers have gradually increased their radio budgets from year to year, some having doubled or tripled it in as little as two or three years. No network advertiser who has expanded his coverage to include Alaska has canceled unless he dropped the entire network stateside.

Many national advertisers and their agencies have come to realize the importance of Alaska as a market. While I was making my Alaskan tour, there were ad or sales managers of such companies as Carnation, Colgate-Palmolive-Peet, Pan American Airways, Ford Motors, International Milk Processors, Chesterfields (Liggett & Myers), the Kraft Co., Theodore Hamm Brewing Co., Northwest Airlines and Minute Maid in the territory. There were also representatives of such well-known agencies as Young & Rubicam, J. Walter Thompson, McCann-Erickson.

From a programing standpoint one must realize Alaska's population breakdown is approximately 60% male, 40% female. A far larger proportion of women is employed in Alaska than in the United States, so any advertiser wishing to reach a mass audience should use either early morning, noon or evening radio.

Every network affiliate in Alaska maintains a merchandising department which does an outstanding job for national advertisers on the local level, including window displays, newspaper advertising, point-of-sale displays, dealer letters and on-the-air promotion. Merchandising is important in an area such as Alaska where most companies do not maintain a local sales force. Alaska is 800 miles away from Seattle, its nearest major U. S. market, and sometimes outsells Seattle in volume.

As of now, there is no television in Alaska. However, Keith Rollins, a former ABC official, has filed under Rollins and Keggins for CP's in Anchorage and Fairbanks for Channel 2. The Northern Broadcasting Co. headed by Augie Hiebert, former manager of KENI, and Jack Walden, former engineer of KENI, Anchorage, have filed for Channel 11, Anchorage. They expect to be in operation by 1 January 1954. However, the radio broadcasters in Alaska are sitting back and waiting until they can bring TV to Alaska at a cost all can afford before taking the TV plunge. They still believe radio is King in Alaska, and will be for many years to come. ★ ★ ★

**WBEN**  
**BUFFALO**

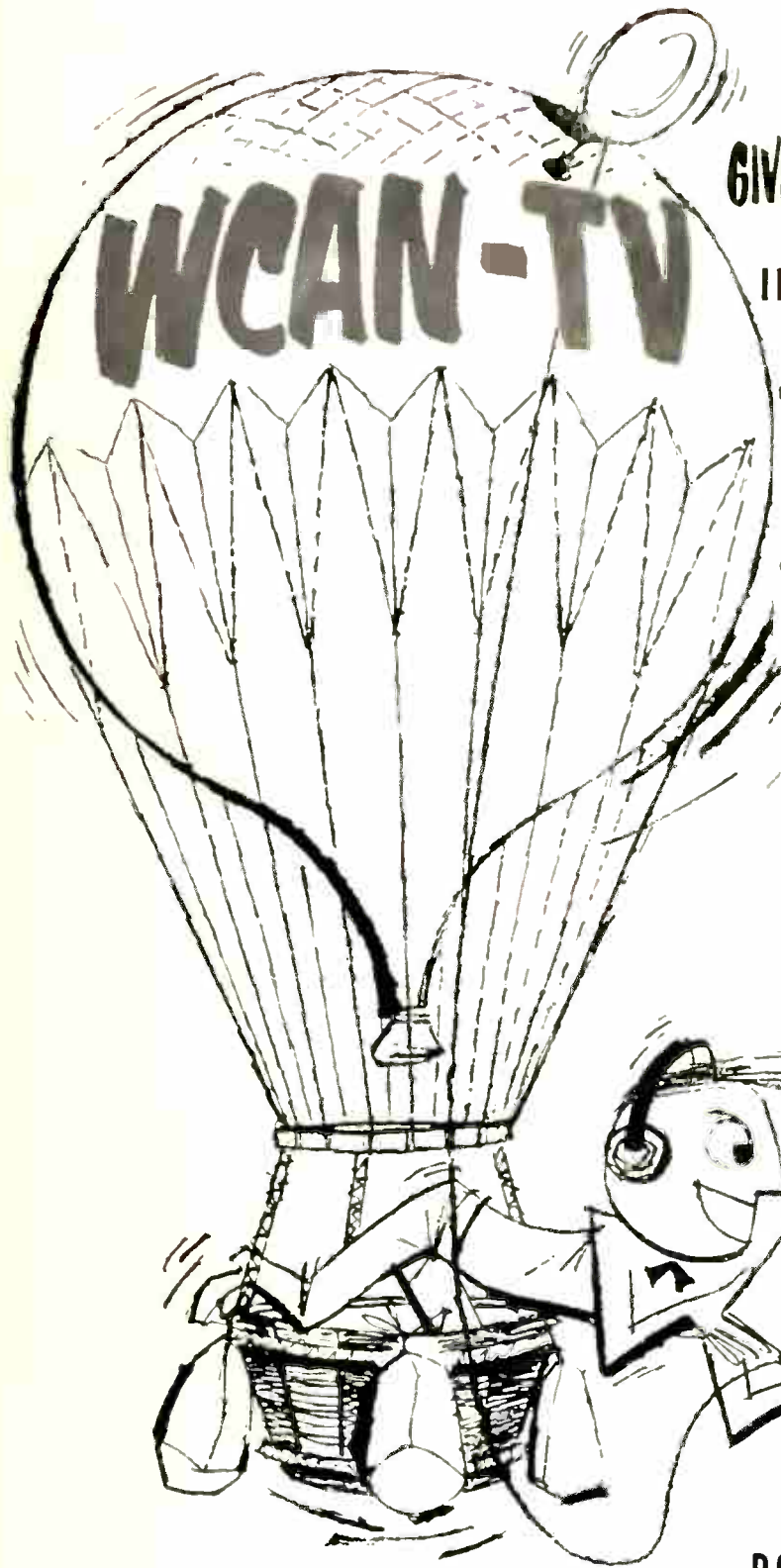
**THE NO. 1 STATION**  
**IN RICH NEW YORK STATE'S**  
**SECOND LARGEST MARKET**

-----  
**NBC RADIO AFFILIATE IN BUFFALO**

Get the full story from HENRY I. CHRISTAL Co.  
New York - Chicago - Detroit - San Francisco - Boston

**BUFFALO EVENING NEWS STATION**





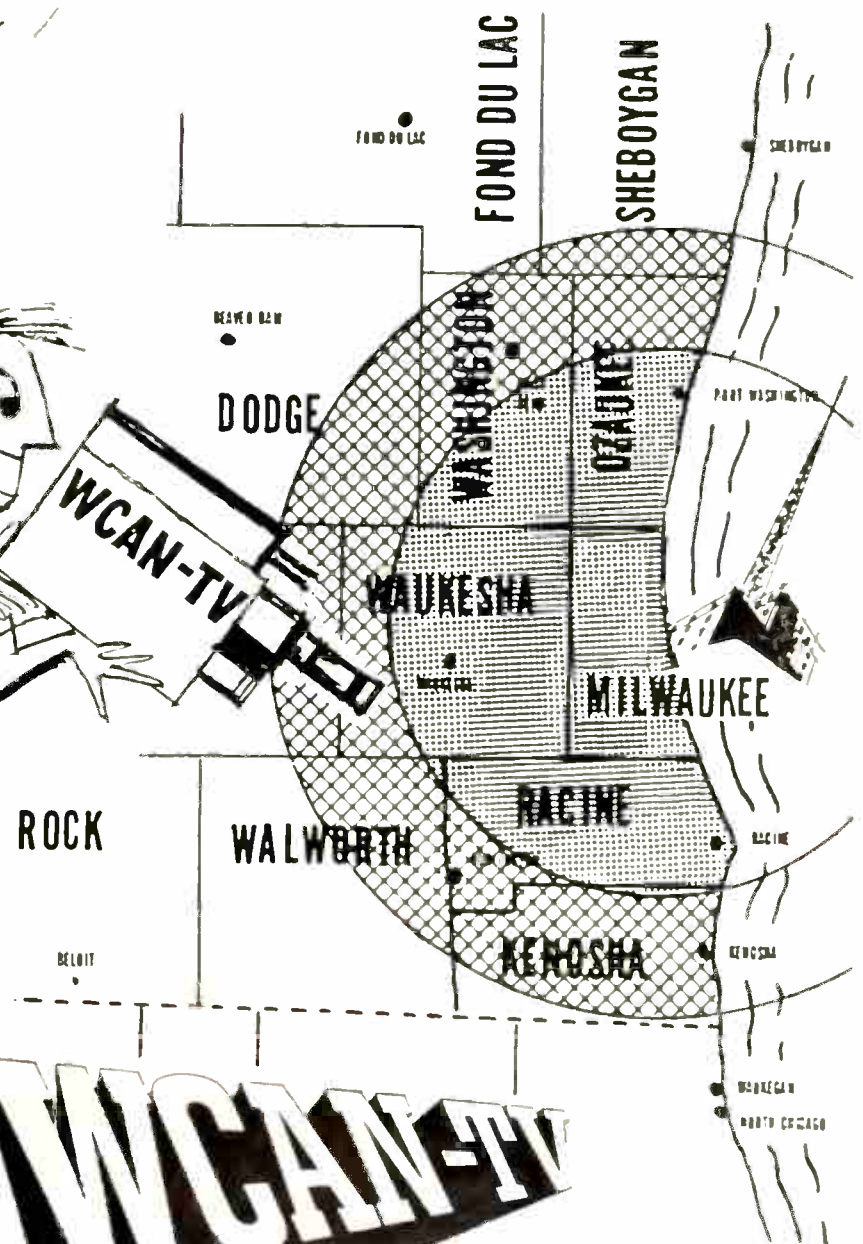
# GIVES YOU "PENETRATION PLUS" COVERAGE

## IN THE RICH MILWAUKEE MARKET!

And what a market Milwaukee is! Rich today, richer tomorrow, because Milwaukee is a growing market. Look at the table below and you'll see that in business as well as baseball and TV, Milwaukee is strictly big league.

A big league market needs "penetration plus" coverage if your sales are to soar. In Milwaukee your best-buy channel is 25. **WCAN-TV** where your message will be seen best for less. And **WCAN-TV** like the market it serves, is growing, too, with a larger audience guaranteed every day

So get sweeping and penetrating coverage at budget rates by being seen and sold on **WCAN-TV**



	Milwaukee Cy.	6 Adjacent County Area
Total Retail Sales . . .	\$1,142,562,000	\$444,462,000
Food Sales . . . . .	271,329,000	112,265,000
Gen. Merchandise Sales . . .	183,161,000	26,530,000
Furn., Hsld., Radio Sales . . .	59,234,000	21,133,000
Automotive Sales . . . . .	192,528,000	72,832,000
Drug Sales . . . . .	30,138,000	10,573,000
Eff. Buying Income . . . . .	1,655,011,000	661,314,000

*Figures—Mil. Assn. of Commerce for 1952*

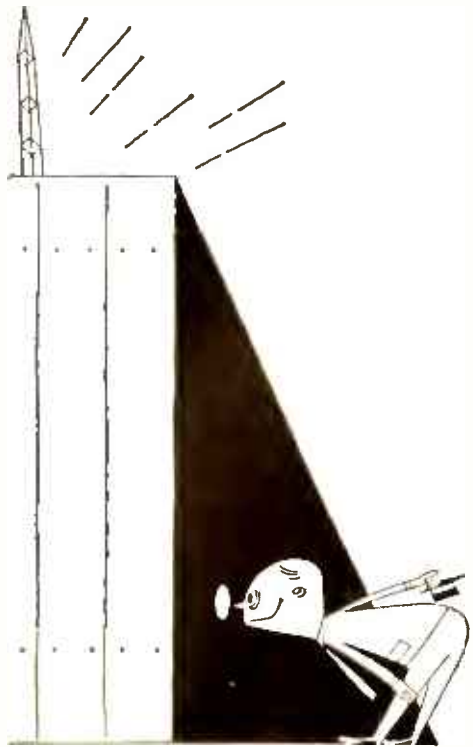
# WCAN-TV



Primary Affiliate

## channel 25 Milwaukee

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



# Coming Soon!

With a 5-fold increase in power,

## WOWO

will extend its signal to cover a rich Midwestern market including 1,000,000 additional people

Now nearing completion at a cost of more than a quarter-million dollars, the new WOWO transmitter is another example of Westinghouse's continuing faith in radio. WOWO, always outstanding for audience-action, will become Indiana's only full-time 50,000-watt station... serving a million more people and offering advertisers a greater value than ever!

**WESTINGHOUSE**  
RADIO STATIONS



**WBZ • WBZA • KYW • KDKA**  
**WOWO • KEX • WBZ-TV • WPTZ**

National Representatives, Free & Peters, except for WBZ-TV and WPTZ; for the television stations, NBC Spot Sales

## PUBLIC RELATIONS

(Continued from page 33)

The show is the secret, Rubel executives told SPONSOR. If it is of topical, historical or patriotic interest, it affords the opportunity to enlist the support of civic groups whose interest and endorsement are invaluable to the sponsor.

When the bakery firm bought *I Was a Communist for the FBI* from the Frederic W. Ziv Co., it did not have public relations primarily in mind. Here's why Rubel executives and the company's agency, Leonard M. Sive & Assoc., gave the nod to the PR slant for this particular program:

1. Rubel was already sponsoring several radio shows (more than 50% of its budget is in radio), felt a change of pace would be a good idea.

2. The show was relatively low cost. There was little pressure to justify it in terms of actual dollar return for specific advertising.

3. The program was introduced in 1952, at a time of great public tension about communism. Rubel Baking felt that using it for commercial purposes would not be in the best taste under the circumstances.

4. Rubel recognized that the show was made to order for educational and civic tie-ins. Such groups are often unwilling to endorse programs which carry regular commercials. Rubel executives felt they'd gain more than they'd lose in relinquishing all regular commercials.

A contract was signed with WCPO, Cincinnati, for Saturdays, 8:00-8:30 p.m. Rubel's cost was about \$200 weekly for time and talent.

Today Rubel is in its second year of sponsorship of *I Was a Communist*, feels these tangible results have more than compensated for its yearly expenditure of over \$10,000:

- The show has received more publicity than its sponsor had hoped was possible. It has been endorsed by the Cincinnati Board of Education, the Mayor of Cincinnati, the presidents of the University of Cincinnati and Xavier University. Probably more important, it has received widespread publicity in every Cincinnati school.

- Despite the fact that *I Was a Communist* is broadcast Saturday evenings over a 250-watter (nighttime power), its ratings range from 3.3 to 5.9. Projecting the average rating (4.9) to 360,000 radio homes in the

prime area and assuming 3.5 listeners per radio, Leonard Sive estimates there are about 63,000 people tuning in to each broadcast. He adds, "This compares very favorably with other radio and TV shows we have bought in the past."

*I Was a Communist for the FBI* is a radio series based on the experiences of Matt Cvetic, who for nine years served as an FBI undercover agent in communist circles.

Rubel limits commercial identification to an opening and closing mention of the company's name, and promotes the show during the week with announcements. Many of these announcements feature public officials inviting listeners to tune in to the show. An announcer adds that the show is "presented as a public service by the Rubel Baking Co."

The opening and closing commercial slots on the show are devoted to general messages of patriotic significance. The middle commercial break features the transcribed voices of school pupils reading their own essays on "What America Means to Me."

Children whose essays are read are chosen either by their own school teachers or principals or by the Sive agency. The youngsters are drawn from public and parochial schools in the Greater Cincinnati area. After a child has been selected from a particular school, Walter Rubel, company treasurer, sends the following letter to the principal to merchandise the show. Letters like this are vehicles to help spread the influence of the show and build prestige for the sponsor:

"[Name of student], a [grade] student of your school has prepared a very fine essay on "What America Means to Me" which has been adjudged meritorious enough to warrant its use on the radio program *I Was a Communist for the FBI*, Saturday evening [date] at 8:00 p.m., on WCPO.

"We believe that [first name of child] cannot fail to improve his (or her) knowledge of, and respect for, our political and economic system as a result of the study, effort and supervision that went into the creation of this essay. It is gratifying indeed to receive such splendid cooperation from the Board of Education and from you and your faculty.

"I have written a letter of appreciation to the student, in care of you, and I would greatly appreciate it if you would pass it along. Also, would



# WDAY-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

you be kind enough to extend our thanks to those of the teaching staff who participated in this project?

"The broadcast comes at an ideal time for children, so that it needn't interfere at all with school work or even outside play. It should, therefore, be possible, if you care to make an announcement of some kind to the student body, for all of your students to hear their schoolmate on the air. As you probably know, we are using an actual transcription of the child's voice for greater realism. And, because we consider the program of great public interest and importance, we have eliminated all commercials."

After the child's essay has been used on the program, he is sent the transcription and a letter of thanks. Here's a typical essay used on the show, this one by Judy Meyer, an eighth grader:

"America—the one word that thrills those who have been able to appreciate the freedom that it gives. From purple, majestic, snowcapped mountains, towering over burning deserts of the West and fertile plains and valleys of the Middle-States, to busy cities and great manufacturing centers of the East, Americans realize their privileges. Freedom of religion, of speech

and of press are only a few advantages our mighty self-governing nation has to offer. At the first notes of our National Anthem, heads are bowed, hats are taken off and Americans stand to pay tribute to the country they love so well. The spirit of America has been carried through many tribulations and wars, from the Revolutionary War to the Korean War of today. We pray that God, as He always has before, will help us against our newest rival. Please God, bless America and let those proud stars and stripes wave forever!"

The Cincinnati Board of Education's endorsement of the show has given Rubel considerable prestige and publicity. Here's an excerpt from an article on the show in the board's publication, *Better Schools*: "The quality of the statements written by students of the Cincinnati Public Schools that have already been heard on this weekly program has impressed a number of listeners, and a columnist in one of the local newspapers printed two of the statements in his column recently.

"It has been most gratifying to learn of the fine response in the community to this program, and it is hoped this will continue."

In the summer when school is out Rubel invites representatives of veterans' groups, lodges and business clubs to deliver essays on the same subject. Generally the club's bulletins carry notices of its representative's appearance on the show well in advance.

In addition to these local tie-ins, Rubel's program has been merchandised by the personal appearance of Matt Cvetic; by mailings; by newspaper advertising, and by instructing all Rubel salesmen to plug the program.

When Matt Cvetic visited Cincinnati on behalf of *I Was a Communist* last year, his picture and a story about his experiences landed on the front page of the *Cincinnati Times Star*. His speaking engagement drew a large and enthusiastic crowd.

Rubel Baking, no newcomer to radio advertising, reports "complete satisfaction" with the job *I Was a Communist* has done for it in building better community relations.

And Leonard Sive comments: "We have used the program as a supplement to our direct selling efforts, and the combination of direct sell with mention and acceptance of the Rubel name in classroom and home has led to bigger sales. The program has a very good rating, we have reached nearly all Cincinnati homes with announcements, and Rubel has corresponded with all pupils who participated in the program to create wide acceptance for Rubel and its products."

The family firm was established in 1880 and became a major bakery in the Cincinnati area after the introduction of sliced cellophane-wrapped rye in 1932. The present executives represent the second and third generations of the family in the baking business. There are four Rubels in the firm today: Max, the president; Sam, secretary, brother of Max; Bert, vice president, son of the late president, and Walter, treasurer and plant manager, and son of Max.

The Rubel Baking Co. specializes in dark bread, although it also manufactures white bread, rolls and donuts. It has virtually 100% distribution in the Greater Cincinnati area. According to the firm, its rye bread leads all other ryes in this market. Its competitors include such nationally distributed brands as Taystee, Butternut and Wonder, all of which advertise in the Cincinnati area, as well as purely local bakers.

One of its local competitors currently

**New WJAS AM & FM**

**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.





# 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!)*

*Tower Height* is by far the most important factor in a television station's coverage, particularly in "reaching out" to fringe areas. *Low Channel* is second in importance, and *Power* is third.

WAVE-TV's new tower on top the highest hill in this area gives us an over-all height of 1585 feet above sea level — 419 feet higher than Louisville's second station!

WAVE-TV's Channel is 3!

WAVE-TV's 100,000 watts of radiated power is the *maximum permitted by the FCC for Channel 3!*

*100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower on Channel 5!*

Ask your local dealers and distributors about WAVE-TV's amazing new coverage and about the great WAVE-TV television market.

LOUISVILLE'S

# WAVE-TV

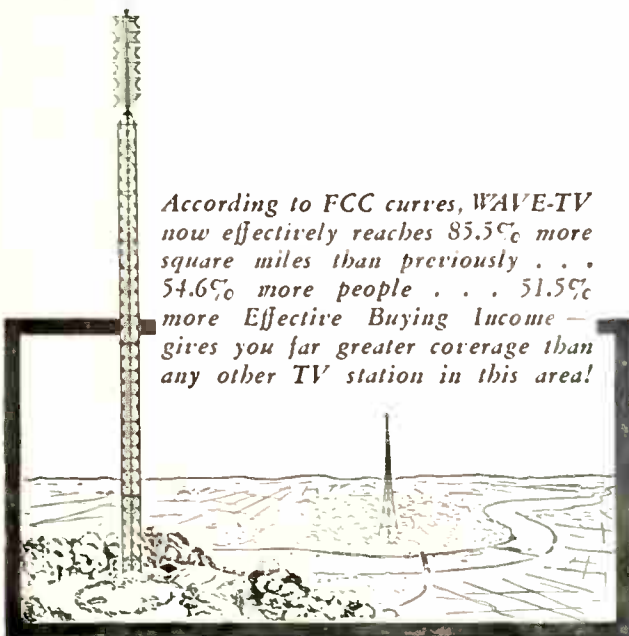
## Channel 3

**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!



is spending a good portion of its ad budget on billboards; another utilizes television rather heavily, including announcements and participations in a women's show. Rubel is probably the largest advertiser among the independents in the area on a consistent basis.

For the past five years Rubel's ad money has been split up between air and print media, with about 60% going to air (mostly radio) and 40% to print.

Its present radio lineup includes sponsorship of *Fans in the Stands* on WCPO (this is Rubel's sixteenth year of sponsorship), an audience-participation show preceding baseball games; *Vo School Today*, Saturdays, WSAI; a morning show on WKRC, and announcements. It is currently using announcements on television, as well.

Other advertising includes newspapers, billboards, trade papers, direct mail and point-of-sale.

Other advertisers, no matter what their field, can adapt the same principles Rubel uses in its public relations advertising to find the most effective means of using PR. ★ ★ ★

Don't forget to read SPONSOR's big farm section in next issue, 19 October.

## MEDIA STUDY

(Continued from page 27)

ing is essentially a measurement of the program, not the sponsor's message; whereas the Starch figures measure only the ad itself and not the surrounding editorial content that may have attracted the reader in the first place. We could go on and on, but this should demonstrate that a mathematical formula cannot be used to compare two or more different media.

But we are still faced with the problem of proving to our client which combination of media is best for his product. We believe with utmost conviction that the best way—in fact, the only way—to determine these answers is by consideration of what each medium can accomplish.

Take television first. It has, first, the obvious advantage, not found in radio, magazines or newspapers, of combining sight, sound and motion. But it has another major advantage—an opportunity to show the product at work. This demonstration factor is a tremendous asset. It means that TV is the salesman going right into the home to show how the product works.

For example, we developed an ex-

tremely graphic TV film commercial for a premium gasoline. It showed an automobile equipped with a tank of regular gasoline and one with premium. As the car went up hill using regular fuel, a gauge showed decreasing power output and at the same time a pronounced knock developed. Then a petcock was turned. The fuel feed was switched to premium, the knock disappeared and the power output increased.

What other medium could do all that? Let's look at newspapers. What can they do—and what can they do that TV can't? They can cover a market fully—TV can't. Let's look at our New York figures again. TV sets are in 80% of the New York metropolitan area. That uncovered portion of the city represents 890,000 homes or almost as many people as are living in the corporate limits of San Francisco and Cincinnati combined! You wouldn't want to miss that many people, would you?

Now, we don't mean to say that the *Daily News* alone can reach all the people in New York. What we do say is that newspapers can reach everyone in the city. Common sense shows that—you know yourself that everyone you know reads some part of some paper every day. They may not read the page that our ad is on, but potentially you can reach them all with newspapers. Another asset of newspapers is tremendous flexibility. If sales in a certain territory need a quick hypo, you can get a newspaper campaign in the consumer's hands in less than 24 hours. Newspapers also provide dealer tie-in ads to a much greater degree than does any other medium.

All right—what about radio? Radio is as much a full-coverage medium as is the newspaper. Radio set ownership today in the U.S. is practically at the saturation point. And it's much more efficient to cover the country with network radio than with newspapers. A half-hour network radio program at night on NBC would cost \$20,000 for time and talent, and you could get that program, potentially, into every radio home in the country. A 1,200-line ad in all 1,800 daily newspapers in the country would cost \$250,000 and would have a total circulation of 54,000,000. Quite a difference!

Local radio has much to be said for it, too. For example, we recommend recently that an automotive product use early-morning radio in a select-

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





**EXTRA! EXTRA!** **IT'S HEADLINE NEWS!**

# UNITY Goes Hollywood

**to serve the 11 Western States!**

- |            |          |
|------------|----------|
| CALIFORNIA | IDAHO    |
| OREGON     | COLORADO |
| NEW MEXICO | MONTANA  |
| ARIZONA    | WYOMING  |
| UTAH       | NEVADA   |

WASHINGTON

—plus the Hawaiian Islands and Alaska

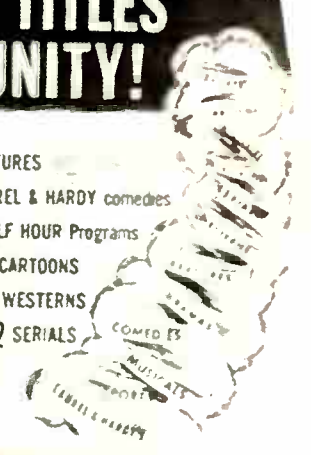


New Offices • New Prints • New  
Local Services • direct from  
Hollywood • quicker, more  
economical service for all TV  
stations west of Denver.

Write, wire or phone for the  
new Unity 1953 catalogue

**1001 TITLES**  
from **UNITY!**

- ★ 300 FEATURES
- ★ 52 LAUREL & HARDY comedies
- ★ 39 HALF HOUR Programs
- ★ 125 CARTOONS
- ★ 40 WESTERNS
- ★ 22 SERIALS



**UNITY TELEVISION**

**UNITY TELEVISION**  
**CORP** of California

8951 Sunset Boulevard • Hollywood 46, California • CRestview 4-5693  
West Coast Manager "Connie" Lazar

UNITY  
presents  
**plus 80"**  
NEW STARS • NEW FILMS  
NEW PROGRAMS!

20  
*Charlie Chan*  
*Mysteries*



GARY COOPER VIVIEN LEIGH

20  
*All Star*  
*Adventure*  
*Classics*



PAULETTE GODDARD RAY MILLAND

20  
*International*  
*Masterpieces*



ALAN LADD ANN SHERIDAN

20  
*Hollywood*  
*Major*  
*Features*

and  
or  
our  
ation  
plus 80"  
rochure



ed list of cities. At this time of day (usually 6:00 to 9:00 a.m.) you get a large audience—men and women—and the time costs are considerably cheaper than at night. Furthermore, there is a huge number of people listening to car radios—certainly a convenient opportunity to tell a copy story about an automotive product. Incidentally, there are now 23,400,000 radio-equipped automobiles in the U. S.—more than the total number of radio homes in the country in 1935 (22,900,000).

What can we say for magazines? Well—some products cannot be properly displayed without accurate four-color illustration. And you know from your own experience the high degree of perfection which magazine photographic art has achieved. We said before that a half-hour radio show on NBC would cost \$20,000 a week, or \$1,040,000 for 52 programs a year. A four-color page in *Life* costs \$30,600, and 26 insertions—one every other week—the usual frequency for most *Life* advertisers—would total \$795,600. Costing a lot less than network radio, *Life* with its 5,400,000 circulation reaches people everywhere and supports all dealers selling our clients' products.

Magazines are selective—radio and TV are not—except for the fact that we may design programs for men only, or women only or children only. If you want to reach housewives to tell them about washing machines, there are many women's magazines such as *Ladies' Home Journal*, *Good Housekeeping*, *Woman's Home Companion*, *McCall's*, etc. If you want to sell floor coverings to male and female home owners, there are the home-service magazines such as *Better Homes and Gardens* and *American Home*, and more upscale in this field there are *House Beautiful* and *House & Garden*. Do you want to reach young married women just starting in housekeeping? There's *Today's Woman*. Do you have baby products? There's *Parents' Magazine*. Only men are wanted when we advertise razor blades. A magazine list consisting of *American Legion*, *True*, *Argosy*, *Popular Science*, *Popular Mechanics* and *Mechanix Illustrated* would deliver 8,000,000 primarily and exclusively male readers. An eight-year-old bottled-in-bond whisky is pretty expensive, so logically *Gourmet*—the magazine of those who appreciate fine food and drink—is a natural.

So magazines are selective by sex

and in many other ways. They are selective by city size. *Time* and *Newsweek* are excellent urban news magazines with the bulk of their circulation going to towns of 25,000 and over. *Nation's Business* is also a business and news magazine, but it concentrates in small towns and communities under 25,000 population—a possible extension of *Time* and *Newsweek*.

Magazines can reach special areas of the country. There is *Sunset* with only West Coast distribution; *Cue* for New York City; *Progressive Farmer* to reach agricultural interests in the South, etc.

You can select types of magazines for their "editorial climate."

An airline uses the *National Geographic* and *Holiday* among other publications. Where could you find a more compatible atmosphere?

This editorial climate attracts certain types of people in certain walks of life. For example, *The Saturday Evening Post* is obviously a consumer, mass magazine, but it has tremendous influence on trade and industry. We run certain campaigns in the *Post*—not for consumer sales, but for the consumer influence that opens up avenues to manufacturers, processors.

We have evidence of the power of proper editorial atmosphere. In those ads where we run coupons and offers, those books with special editorial approaches show greater response than those magazines edited for general recreational reading.

Then there is the field of trade and business publications designed to cover specific industries and retailers. BBDO vies with the leading agencies in the purchase of trade media, because of such clients as Du Pont, U. S. Steel, Continental Can and Timken Roller Bearings. These magazines are tremendously important to clients like these, because the ads are read as the editorial content is read. Many types of people in industry read them, not just management and purchasing agents. Foremen and shop supervisors also go through them carefully and act. They are costly in terms of per thousand copies delivered, but they are the only way to go deep into industry.

In these days when the demands on the consumer's attention are ever on the increase, the buyers of media must use more ingenuity than ever before to develop plans that will do the best job of capturing attention.

Too many times, I think, we who buy

# It takes Two to Tango!



... and in the San Antonio area it takes two languages to sell the entire market ...  
**KCOR best sells 691,493 Spanish-Speaking people in the big 45-county primary coverage area.**

KCOR is Texas' first and most powerful Spanish-Language station—Write for new Belden Survey on buying power, brand preferences and listening preferences.

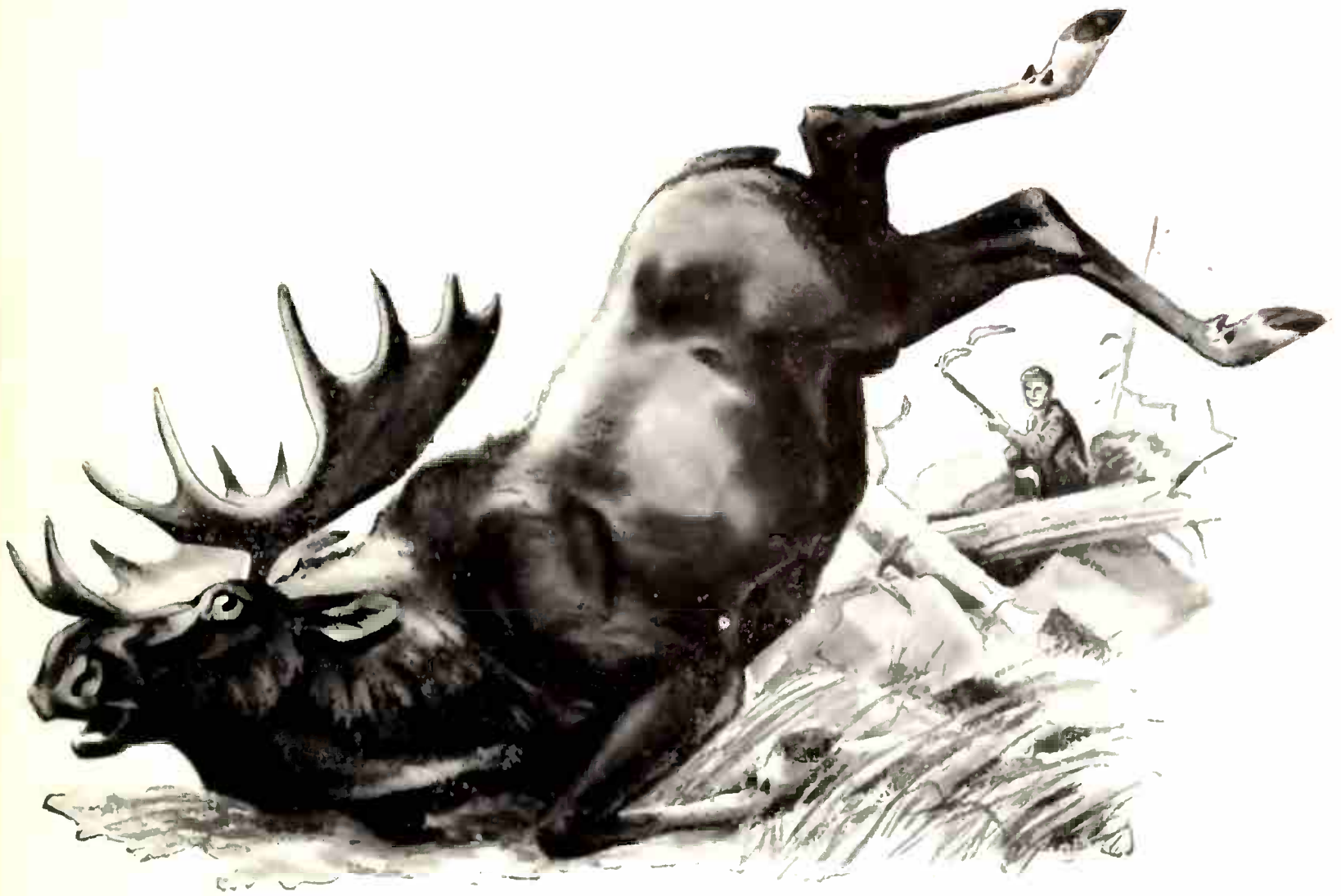
**Richard O'Connell**  
 KCOR New York Manager  
 New York, N. Y.

**Harlan J. Oakes & Associates**  
 Los Angeles, San Francisco & Chicago

5000 Watts Day—1000 Watts Night  
 KCOR Bldg., San Antonio, Texas







**YOU MIGHT GET A 1600-LB. BULL MOOSE**

**But . . . YOU NEED WKZO-TV  
TO BAG TV AUDIENCES  
IN WESTERN MICHIGAN**

WKZO-TV AREA PULSE  
(27 COUNTIES)  
SHARE OF AUDIENCE—MON.-FRI.—APRIL, 1953

	8 a.m.-12 noon	12 noon-6 p.m.	6 p.m.-12 midnight
WKZO-TV	62% (a)	52%	52% (a)
STATION "B"	26%	25%	25% (a)
OTHERS	12%	23%	23%

(a) Does not telecast for complete period and the share of audience is unadjusted for this situation.

WKZO-TV gets more than twice as many viewers as the second Western Michigan station, morning, afternoon and night. Here's why:

WKZO-TV has a higher TOWER . . . lower CHANNEL . . . greater POWER . . . better RELAY FACILITIES . . . finer PROGRAMMING!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture effectively serves more than 300,000 TV homes in 27 Western Michigan and Northern Indiana counties—a far larger television market than is available in and around such cities as Rochester, New Orleans or Denver!

Get all the facts and you'll choose WKZO-TV, the dominant station in Western Michigan and Northern Indiana.

(80,000 WATTS VIDEO — 40,000 AUDIO)

# WKZO-TV

**OFFICIAL BASIC CBS FOR WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives



*The Fether Stations*

WKZO — KALAMAZOO  
WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WJEF — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN — LINCOLN, NEBRASKA  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMBD — PEORIA, ILLINOIS

\*F. D. Fetherston and D. G. MacDonald got one this size on Magnassippi River, Quebec, in 1889.

time and space are overwhelmed by the wealth of statistical and research data at our command. and we forget that those statistics are flesh and blood people. How does the *Saturday Evening Post* get more than four million circulation? By an editorial format and a sense of editorial responsibility that attract certain kinds of people. The really able, creative media man must, therefore, know what kinds of people his client wants to reach and what media should be used to reach them.

★ ★ ★

\* \* \*

**Media evolution or revolution?  
What are you doing about it?**

*Excerpts from speech by Ben Duffy at  
23 Sept. session of ANA in Chicago*

I appreciate the nice introduction and also the opportunity of once again talking at an ANA meeting. I would have to do some research to find out how many times I have talked with you, but I can assure you that each return engagement brings me added responsibility. As the years go by, this advertising business of ours, which

may have looked very simple in the eyes of a young man starting out in the early 20's grows more complex by leaps and bounds. There are reasons for this which I will attempt to bring out during my talk this morning. Within the lifetime of most of us in this room changes have taken place in advertising media which even a Jules Verne of 1920 could never have forecast. I would like to try to simplify the function of advertising and discuss the tools we have to make advertising work and sell your product.

In my recently revised book on advertising (which I'm sure you've all read), I quoted Roy Durstine's statement that "advertising came into the world because men were too impatient to wait for Mrs. Jones to tell Mrs. Smith that Brown's pickles were good." Brown knew darned well that he bottled a good pickle, but he also knew that good news takes a long time to get around. So he discovered he

★ ★ ★ ★ ★ ★ ★ ★

**"We in advertising are no longer earth-bound. We have wings. We are the custodians of a means of mass communication which in the past 10 years has proved beyond the shadow of a doubt its power to move men toward a better world."**

**T. S. REPPLIER**  
*President*  
*Advertising Council, New York*

★ ★ ★ ★ ★ ★ ★ ★

could tell two million Mrs. Joneses and Mrs. Smiths about his pickles *all at once*.

But that sales message which was given by Mrs. Jones to Mrs. Smith has now given way to the singing commercial, to TV commercials, to full-color pages in newspapers, to five-page advertisements in single issues of magazines, to the spectaculars on Broadway—and, as an old media man, I can verify the fact that talking about a revolution in media is putting it mildly.

All of this means a lot of progress—a lot of doing—and most of it's been crowded into the last century. It doesn't really seem very long ago when the *Saturday Evening Post* required a 13-page cycle before accepting a color order they *had* to have that much guarantee to justify a special mechanical set-up. And it doesn't seem far back when newspapers refused to carry radio receiver advertising . . . couldn't see any reason why their facilities should be used to promote a competitive medium. We all thought radio would send the printed word out to pasture . . . but we were wrong. There are a lot of advertising people today

who think TV is going to ship radio off to that same pasture . . . but they're wrong too, because the truth of the matter is that the pasture just doesn't exist. The *accent* on various media may change (and indeed it has), but as long as media buyers exist, there'll be an important spot for all kinds. To say that TV alone can do the job makes about as much sense as saying a No. 3 iron is all you need to shoot tournament golf. We need every club we've got to do the thing right, and it's the fact that you've got to consider *all* these tools that has given the job of media selection a new complexity—from the media buyer's viewpoint especially—that leads me into the main point of my talk today.

I want to take us all back, for a minute, to 1920, and on these two pie-charts [see left chart, page 26] . . . you can see at a glance how much more the media buyer has to think about today. Note these significant figures:

1. Total volume up 390% since 1920.
2. Newspaper 56% [of advertising expenditures] in 1920 . . . 30% in 1952.
3. Magazines 36% in 1920 . . . 32% in 1952.
4. Outdoor 8% in 1920 . . . 6% in 1952.
5. Radio, nonexistent in 1920, takes 20% of the total dollar in 1952.
6. The newest medium, television, which grew to manhood practically overnight, took 12% of the national advertising dollar in 1952.

But bear in mind that these figures are network *only*. They do not include spot expenditures and, of course, the situation with TV and radio will have just about reversed itself.

Yes. I can feel the squirms of the newspaper and radio men in the audience as they see these figures drop. So let's see another chart that will give them some comfort, for while the advertising family has expanded rapidly, we are capable of feeding these new babies without depriving the older members of their normal growth. Let's look at just two—newspapers and magazines. Which would you rather have, 56% of the 1920 volume which amounted to \$200,000,000 in newspapers, or 30% of the 1952 advertising volume which amounted to \$526,000,000 in newspapers? (An increase of 163%.) If you were a magazine man, which would you rather have, 36% of the 1920 volume which

(Please turn to page 94)



Check  
First

**CLEVELAND'S  
CHIEF STATION**

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED

BY

**H - R REPRESENTATIVES**



CLEVELAND'S Chief STATION



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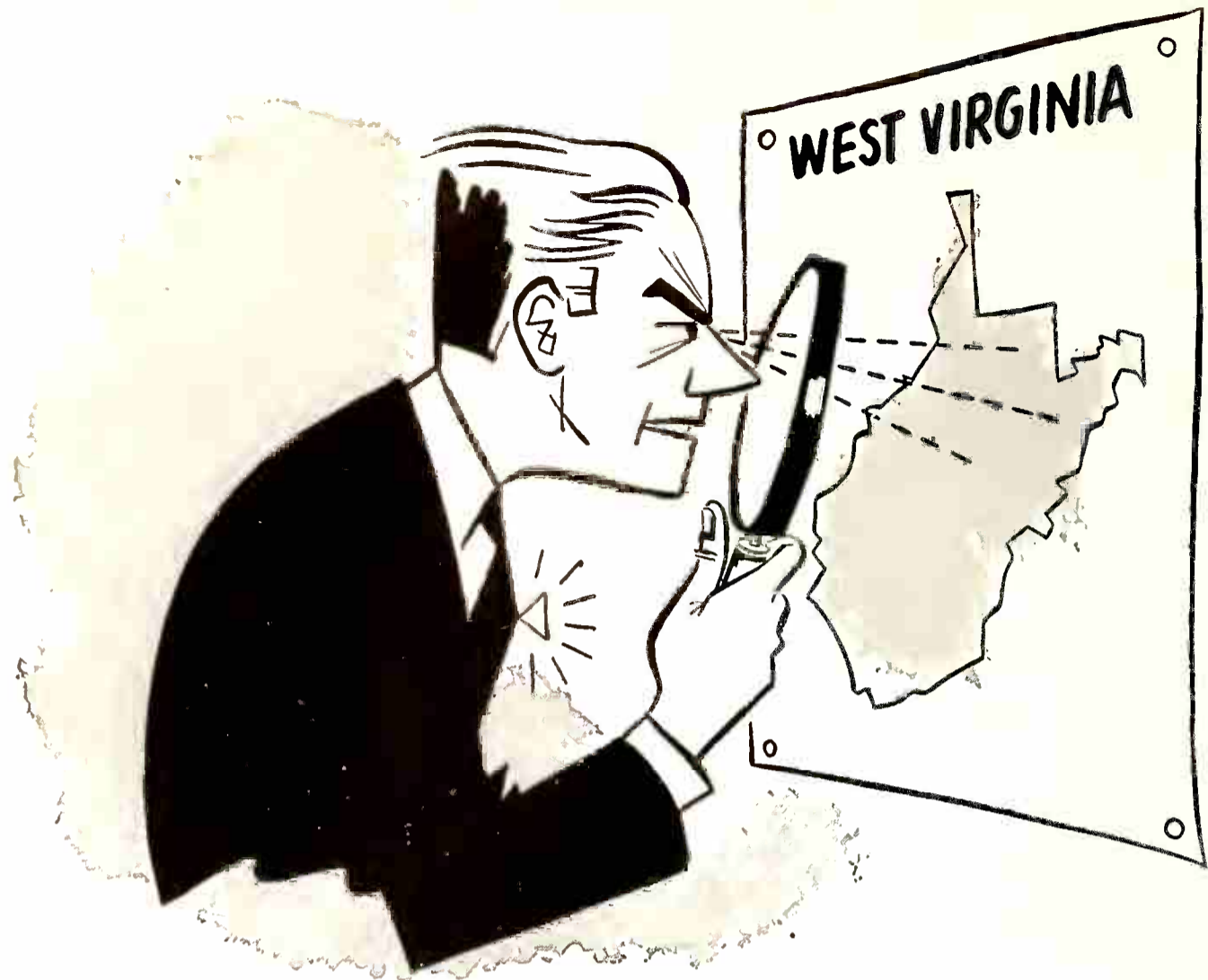
100,000  
WATTTS

*in the land of  
Milk and Honey*

WISCONSIN'S MOST SHOW-FULL STATION

HAYDN R. EVANS, Gen. Mgr. — Repr WEED & CO.

2 BAY



## WHO EVER HEARD OF OAK HILL, W. VA.?

ALMOST NOBODY—EXCEPT THE  
102,200 FAMILIES WHO LISTEN TO WOAY—

—AND THE SMART ADVERTISERS WHO BUY  
THAT CIRCULATION FOR ONLY \$21.60!

*1/4 hour, 26-time rate*

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME						
			4-Week Cum.		Weekly		Average Day		
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*	
	<b>WEST VIRGINIA</b>								
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49	
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36	
	MONROE								
	SUMMERS								
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06	
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11	
	BRAXTON								
	DODDRIDGE								
	GILMER								
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05	
19,440	MERCER	1	8,000	41	6,480	33	3,990	20	
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46	
	CLAY								
	WEBSTER								
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35	
12,290	ROANE	4	2,720	22	1,990	16	1,460	11	
	CALHOUN								
	JACKSON								
	WIRT								
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40	
	BOONE								
225,030	10 TOTAL	21	102,200		92,540		51,320		

\*=% of Radio Homes in Area

We know that West Virginia isn't the most important State in the Union, and that WOAY is pretty small punkins, even here. So we know you can *survive* without us—but we'll bet a pretty penny you can't find another 5000-watt daytime station in the Nation that can give you so many happy listeners for so little dough.

Even without a representative, we are adding some awfully good national business, continuously. If you agree that our NCS figures are downright amazing—we'd sure appreciate your giving us a try-out. Please write Robert R. Thomas, Jr., Manager, at:

# WOAY

OAK HILL, WEST VIRGINIA

5000 Watts, Daytime

20,000 Watts FM



# RADIO COMPARAGRAPH OF NETWORK P

MONDAY			TUESDAY			WEDNESDAY					
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
Godfrey* 10-11:30 Knemark, Mogul; Mut of Omaha B&J alt des Snow Crop, Mxn; Int'l Cellucotton FC&B alt das	Cecil Brown news co-op N m-f L Faith in our Time N 10:15-25 L Joe King N 10:25-30 L	Welcome travelers P&G: splic&spao. Joy, srnl, white cheer, zest 157C m-f L r116-6:30 pm	My true story Sterling Drug m-f 10-10:25 (see mon)	Godfrey* 10-11:30 Knemark, Mogul; Mut of Omaha B&J alt des Snow Crop, Mxn; Int'l Cellucotton FC&B alt das	Cecil Brown news co-op N m-f L Faith in our Time N 10:15-25 L Joe King N 10:25-30 L	Welcome travelers P&G m-f (see mon)	My true story Sterling Drug m-f 10-10:25 (see mon)	Godfrey* 10-11:30 Knemark, Mogul; Mut of Omaha B&J alt des Snow Crop, Mxn; Int'l Cellucotton FC&B alt das	Cecil Brown news co-op N m-f L Faith in our Time N 10:15-25 L Joe King N 10:25-30 L	Welcome travelers P&G m-f (see mon)	My true story Sterling Drug m-f 10-10:25 (see mon)
ter-Kist Tuna m.w. alt f 10:30-45 Rhoades & Davis Lever: pepso dent m.w. alt f 10:45-11 McCann-Erickson	F Singiser news S C Johnson wxs 466N 10:30-35 L NL&B m-sat**	Blow \$4000 Bob Hope Gen Fds: jell-o 140H m-f T Y&R \$8,000	D-F-S Whispr'g streets Toni: prom home perm tu.th 10:25-45 LB share \$4500 When girl marries N m-f L	ter-Kist Tuna m.w. alt f 10:30-45 Rhoades & Davis Lever: pepso dent m.w. alt f 10:45-11 McCann-Erickson	F Singiser news S C Johnson wxs 466N 10:30-35 L NL&B m-sat**	Blow \$4000 Bob Hope Gen Fds: jell-o 140H m-f T Y&R \$8,000	D-F-S Whispr'g streets Toni: prom home perm tu.th 10:25-45 LB share \$4500 When girl marries N m-f L	ter-Kist Tuna m.w. alt f 10:30-45 Rhoades & Davis Lever: pepso dent m.w. alt f 10:45-11 McCann-Erickson	F Singiser news S C Johnson wxs 466N 10:30-35 L NL&B m-sat**	Blow \$4000 Bob Hope Gen Fds: jell-o 140H m-f T Y&R \$8,000	D-F-S Whispr'g streets Toni: prom home perm tu.th 10:25-45 LB share \$4500 When girl marries N m-f L
Godfrey (cont'd) Pillsbury Mills m-th, alt f Burnett Liggett & Myers: sterfield cigs m.w. alt f 11:15-30 Gm & Walsh	Ladies fair Sterling Drug 550C 11-11:25 L D-F-S \$3500 H Engle news S C Johnson wxs 512C 11:25-30 L NL&B m-sat**	Strike it rich Colgate: halo, col- gate dental erm, palmolive, fah 190N m-f T r1:30-2 pm Esty \$3500	Modern Romances co-op tu.th L	Godfrey (cont'd) Pillsbury Mills m-th, alt f Burnett Natl Biscuit tu.th 11:15-30 McCann-Erickson	Ladies Fair Sterling Drug m-f 11-11:25 D-F-S H Engle news S C Johnson m-sat 11:25-30 NL&B	Strike it rich Colgate m-f (see mon)	Modern Romances co-op tu.th L	Godfrey (cont'd) Pillsbury Mills m-th, alt f Burnett Natl Biscuit tu.th 11:15-30 McCann-Erickson	Ladies Fair Sterling Drug m-f 11-11:25 D-F-S H Engle news S C Johnson m-sat 11:25-30 NL&B	Strike it rich Colgate m-f (see mon)	Modern R co-op N
ake up yr Mnd Continental Bkg N m-f L \$2875 Rosemary P&G: Ivory snow N m-f L \$2700	Queen for a day P Lorillard: old gold cigs 454H m-f T sp 11:45-12 L&N share \$5500	Phrase that pays CPP: ajax, veit 188N r1:15-30 L Esty m-f \$2500	Dbl or Nothing Campbell Soup m-f 11:30-55 Ward Wheelock	ake up yr Mnd Continental Bkg N m-f L \$2875 Rosemary P&G: Ivory snow N m-f L \$2700	Queen for a day P Lorillard: old gold cigs 454H m-f T sp 11:45-12 L&N share \$5500	Phrase that pays Colgate m-f (see mon) Esty	Dbl or Nothing Campbell Soup m-f (see mon) Ward Wheelock	ake up yr Mnd Continental Bkg N m-f L \$2875 Rosemary P&G: Ivory snow N m-f L \$2700	Queen for a day P Lorillard: old golds sp 11:45-12 L&N	Phrase that pays Colgate m-f (see mon) Esty	Dbl or Nothing Campbell Soup m-f (see mon) Ward Wh
Wendy Warren Gen Fds: max hst N m-f L \$3250 Aunt Jenny Lever: spry N m-f L \$3000 Helen Trent Home Prods N m-f L \$2800 Gel Sunday Whitehall Phar N m-f L \$2300	Curt Massey time Miles: alka-sltzr 473H m-f T Type of CBS show Wade \$1200 Capitol comment S C Johnson NL&B m-f**	No network service m-f	Turn to a friend Toni: tonette, white rein 313N tu.th L 11:55-12:25 W&G \$4000 Jack Berch Prudential Ins m-f 12:25-30 C&H (see mon)	Wendy Warren Gen Fds m-f (see mon) Wade Capitol comment S C Johnson m-f NL&B 12:15-20 Guest time N 12:20-30 L&T	Curt Massey time Miles Lebs m-f (see mon) Wade Capitol comment S C Johnson m-f NL&B 12:15-20 Guest time N 12:20-30 L&T	No network service m-f	Turn to a friend Toni: tonette, white rein 313N tu.th L 11:55-12:25 W&G \$4000 Jack Berch Prudential Ins m-f 12:25-30 C&H (see mon)	Wendy Warren Gen Fds m-f (see mon) Wade Capitol comment S C Johnson m-f NL&B 12:15-20 Guest time N 12:20-30 L&T	Curt Massey time Miles Lebs m-f (see mon) Wade Capitol comment S C Johnson m-f NL&B 12:15-20 Guest time N 12:20-30 L&T	No network service m-f	Turn to a Toni: tu.th 11:55 (see W&G Jack B Prudenti m-f 12 C&H (se Bill Rin Gen 3 m-f (see Knox-Ree
Road of Life P&G: Ivory soap N m-f L Compton \$3250 Ma Perkins P&G: oxydol N m-f L F-S \$3250 Young Dr Malone P&G: crisco, joy N m-f L \$2850 Guiding light P&G: duz, ivory N m-f L Compton \$3000	Cedric Foster news Bost co-op L Muscle by Willard Cleve m-f L Luncheon with Lopez N m-f L	No network service m-f	Paul Harvey news co-op m-f L Ted Melone co-op 141N m-f L	Road of life P&G: Ivory soap m-f (see mon) Compton Ma Perkins P&G: oxydol m-f (see mon) D-F-S Young Dr Malone P&G: crisco, joy m-f (see mon) Compton, Biow Guiding light P&G: duz, iv'ry fl m-f (see mon) Compton	C Foster news co-op Bost m-f L Ted Malone co-op 141N m-f L Pauline Frederick co-op N m-f L No network service m-f	No network service m-f	Paul Harvey news co-op m-f L Ted Malone co-op 141N m-f L Pauline Frederick co-op N m-f L No network service m-f	Road of life P&G: Ivory soap m-f (see mon) Compton Ma Perkins P&G: oxydol m-f (see mon) D-F-S Young Dr Malone P&G: crisco, joy m-f (see mon) Compton, Blow Guiding light P&G: duz, iv'ry fl m-f (see mon) Compton	C Foster news co-op Bost m-f L Muscle by Willard Cleve m-f L Luncheon with Lopez N m-f L No network service m-f	No network service m-f	Paul Har co-op m- Ted M co-op 141N
Mrs Burton swans down N m-f L B. Y&R \$3600 Perry Mason P&G: tide N m-f L \$3500 Nora Drake Toni Co N m.w.f L G 5/wk \$3000 Brighter day P&G: cheer N m-f L R \$2850	Say it with music m-f 2-2:25 Cleve L F Singiser news S C Johnson wx 505N 2:25-30 L NL&B m-sat**	No network service m-f	Mary Margaret McBride co-op 97N m-f L&T	Mrs Burton Gen Fds m-f (see mon) B&B, Y&R Say it with music Cleve m-f L F Singiser news S C Johnson m-sat 2:25-30 NL&B	Say It with music Cleve m-f L F Singiser news S C Johnson m-sat 2:25-30 NL&B	No network service m-f	Mary Margare t McBride co-op 97N m-f L&T	Mrs Burton Gen Fds m-f (see mon) B&B, Y&R Say it with music Cleve m-f L F Singiser news S C Johnson m-sat 2:25-30 NL&B	Say It with music Cleve m-f L F Singiser news S C Johnson m-sat 2:25-30 NL&B	No network service m-f	Mary M McB co-op 97N
Everett Holles news Wash co-op L m-f 3-3:15 House party Lever: surf H r 3:30-45 T m.w.th Pillsbury: flour H r 3:45-4 T \$6000 1/2-hrs m-th Wizard of odds Toni Co H m.w.f T shr \$3200	Life beautiful P&G: tide, zest 173N m-f L B&B \$2750 Road of life P&G: crisco 168N m-f T Compton \$2750 Pepper Young P&G: camay 170N m-f L B&B \$2700 Rt to happiness P&G: dref, tide 164N m-f L D-F-S \$3000	No network service m-f	Joe Emerson Gen Mills m-f (SE stns) Knox-Reeves	Everett Holles news Wash co-op L m-f 3-3:15 House party Kellogg Co 190H tu.f L LB share \$6000 Pillsbury Mills m-th 3:30-45 seg LB (see mon)	Everett Holles news Wash co-op L m-f 3-3:15 John B Gambling co-op N m-f L Pepper Young P&G: camay, duzi m-f (see mon) B&B Rt to happiness P&G: dref, tide m-f (see mon) D-F-S	Life Beautiful P&G: tide, zest m-f (see mon) B&B Road of life P&G: crisco m-f (see mon) Compton Pepper Young P&G: camay, duzi m-f (see mon) B&B Rt to happiness P&G: dref, tide m-f (see mon) D-F-S	Joe Emerson Gen Mills m-f (SE stns) Knox-Reeves	Everett Holles news Wash co-op L m-f 3-3:15 John B Gambling co-op N m-f L Pepper Young P&G: camay, duzi m-f (see mon) B&B Rt to happiness P&G: dref, tide m-f (see mon) D-F-S	Life beautiful P&G: tide, zest m-f (see mon) B&B Road of life P&G: crisco m-f (see mon) Compton Pepper Young P&G: camay, duzi m-f (see mon) B&B Rt to happiness P&G: dref, tide m-f (see mon) D-F-S	Joe Em Gen m-f (SI Knox-Re	
Lewis 4:45-5 Fds: 84N-T R m-f \$1500 Sunshine Sue rn Products H m-f L \$2000 No network service Welcome Ranch N co-op L News 4:55-5 L	H R Baukhage news Wash co-op L m-f 4-4:15 Stella Dallas Sterling Drug 157N m-f L D-F-S \$2800 Widder Brown Sterling Drug 156N m-f L D-F-S \$2800 Woman in house Manhattan soap 186H m-f L SB&W \$2500	No network service	Jack Owens m-f 4-4:25 Beth Holland N 4:25-30 L	Lewis 4:45-5 Fds: 84N-T R m-f \$1500 Sunshine Sue rn Products H m-f L \$2000 No network service Welcome Ranch N co-op L News 4:55-5 L	H R Baukhage news Wash co-op L m-f 4-4:15 Stella Dallas Sterling Drug 157N m-f L D-F-S \$2800 Widder Brown Sterling Drug 156N m-f L D-F-S \$2800 Woman in house Manhattan soap 186H m-f L SB&W \$2500	No network service	Jack Owens m-f 4-4:25 Beth Holland N 4:25-30 L	Lewis 4:45-5 Fds: 84N-T R m-f \$1500 Sunshine Sue rn Products H m-f L \$2000 No network service Welcome Ranch N co-op L News 4:55-5 L	H R Baukhage news Wash co-op L m-f 4-4:15 Stella Dallas Sterling Drug 157N m-f L D-F-S \$2800 Widder Brown Sterling Drug 156N m-f L D-F-S \$2800 Woman in house Manhattan soap 186H m-f L SB&W \$2500	No network service	Jack O m- 4-4 Beth H N 4:25
No network service Lewis 4:55-5 L	John Conte m-f L \$2800 Fr Page Farrell Am Home Prods 139N alt das L Murray \$2750 Wild Bill Hickok Kellogg Co 460H m.w.f T LB \$5500 Cecil Brown news S C Johnson wxs 511N 5:55-6 L NL&B m-f**	Just Plain Bill Whitehall: anacit Murray; Carter, Bates \$2800 Fr Page Farrell Am Home Prods 139N alt das L Murray \$2750 Lorenzo Jones CPP: fab, thpst 183N m-f L Esty \$2750 It Pays to be Married The Three Plan	Big Jon, Sparkle co-op 184Cinc m-f L Westernaires Jamestown, NY L Lum 'n' Abner H co-op L	No network service m-f Curt Massey time Miles Labs m-f (see mon) Wade	John Conte m-f L \$2800 Fr Page Farrell Am Home Prods 139N alt das L Murray \$2750 Wild Bill Hickok Kellogg Co 460H m.w.f T LB \$5500 Cecil Brown news S C Johnson m-f 5:55-6 NL&B	Just Plain Bill Whitehall Phar alt tu.th Murray Fr Page Farrell Am Home Prods alt tu.th Murray S&M \$4250 Sky King Derby Fds: peter pen prods 450C tu.th L NL&B \$3200 Cecil Brown news S C Johnson m-f 5:55-6 NL&B	Big Jon, Sparkie co-op 184Cinc m-f L Westernaires Jamestown, NY L No network service m-f Lum 'n' Abner H co-op L	John Conte m-f L \$2800 Fr Page Farrell Am Home Prods alt tu.th Murray S&M \$4250 Sky King Derby Fds: peter pen prods 450C tu.th L NL&B \$3200 Cecil Brown news S C Johnson m-f 5:55-6 NL&B	Just Plain Bill Whitehall Phar alt tu.th Murray Fr Page Farrell Am Home Prods alt tu.th Murray S&M \$4250 Sky King Derby Fds: peter pen prods 450C tu.th L NL&B \$3200 Cecil Brown news S C Johnson m-f 5:55-6 NL&B	Big Jon, co- 184Cinc Wester Jamestow NY Lum 'n' H co- John m	





	THURSDAY			FRIDAY			SATURDAY				
	CBS	MBS	ABC	CBS	MBS	ABC	ABC	CBS	MBS	NBC	
story Drug -10:25 (son)	Godfrey* 10-11:30 Knomark, Mogul; Mut of Omaha B&J alt das	Cecil Brown news co-op N 10:15-25 L	Welcome travelers P&G m-f (see mon)	My true story Sterling Drug m-f 10:10-25 (see mon)	Godfrey* 10-11:30 Knomark, Mogul; Mut of Omaha B&J alt das	Cecil Brown news co-op N 10:15-25 L	Welcome travelers P&G m-f (see mon)	No school today 9-10:30 268Cine L	Galen Drake Animal Fdts. hunt club dog (d 76N shr Moser & Cotlins R \$1100	Woody Wood- pecker Show (with Mel Blanc) co-op 10-11 L	Woman In N
streets Co 1:25-45 lett	(Gen Motors: Frigidaltre tu,th,alt f FC&B	F. Singler news S C Johnson m-sat 10:30-35 NL&B	Bob Hope Gen Fds: jell-o m-f (see mon) Y&R	Whisp'rg streets Gen Mills m,w,f 10:25-45 Knox-Reeves	Frigidaltre, FC&B Star-Klkt Tuna, Rhoades & Davis 10:30-45 alt f	F Singler news S C Johnson m-sat 10:30-35 NL&B	Bob Hope Gen Fds: jell-o m-f (see mon) Y&R	Space patrol Ralston Purina: cereals 335H L	Robt Q Lewis Milner Prods 125N Best \$1000	F Singler news S C Johnson m-sat 10:30-35 NL&B	Mary Lee T Pet Mill 186C rH2-2:30
marrles f L	Tonl Co tu,th,alt f 10:45-11 Welss & Geller	Spotlight Parade co-op N 10:25-11 L	Break the Bank Miles Lahs to-f (see mon) Wade	When girl marries m-f L	Lever, McE; Tonl Co, W&G 10:45-11 alt f	Spotlight Parade co-op N m-f 10:35 11 L	Break the Bank Milea Lahs m-f (see mon) Wade	Gardner \$3500	Let's pretend N	Woody Wood- pecker Show (cont'd)	Gardner
omances tu,th L	Godfrey (cont'd) Pillsbury Mills m-th,alt f	Ladies Fair Sterling Drug m-f 11-11:25 D-F-S	Strike it rich Colgate m-f (see mon)	Modern Romances Ex-Lax m,w,f (see mon) Warwick & Legler	Godfrey (cont'd) Pillsbury, LB; Nat'l Biscuit Co McE alt f	Ladies Fair Sterling Drug m-f 11-11:25 D-F-S	Strike it rich Colgate m-f (see mon)	Front & Center C	Romance II	Helen Hall N 11-11:15 T No network service 11:15-25 H Engle news S C Johnson m-sat 11:25-30 NL&B	The Big Pre 11-1 (Preview of records w/ guest d.j.) Selling of shared-spor sorship bas 8 partle, av able. See Weekend, Sun
the go f L	Nat'l Biscuit tu,th 11:15-30 McCann-Erickson	H Engle news S C Johnson m sat 11:25-30 NL&B	Esty	Paging the Judge m-f L	Liggett & Myers chesterfields m,w,f 11:15-30 Cng'hm & Walsh	H Engle news S C Johnson m sat 11:25-30 NL&B	Phrase that pays Colgate m-f (see mon) Esty	All-league clubhouse N	Give & take Cannon Mills: hoslerly, sheets 157N L	Farm quiz co-op Var	
othing l Soup 3:30-55	Make up yr Mnd Continental Bkg m-f (see mon) Bates	Queen for a day Quaker Oats tu,th (see tu) S&M	Phrase that pays Colgate m-f (see mon) Esty	Dbl or Nothing Campbell Soup m-f 11:30-55	Make up yr Mnd Continental Bkg m-f (see mon) Rates	Queen for a day P. Lorillard old golds m-f (see mon) sp 11:45-12	Second Chance N m-f L				
clock	Rosemary P&G: Ivory snow m-f (see mon) B&B	P. Lorillard old golds m-f (see mon) L&N	Second Chance N m-f L	Ward Wheelock	Rosemary P&G: Ivory snow m-f (see mon) B&B	P. Lorillard old golds m-f (see mon) L&N	Second Chance N m-f L				
Friend Co 5-12:25 tu)	Wendy Warren Gen Foods m-f (see mon) B&B	Curt Massey time Miles Lahs m-f (see mon) Wade	No network service m-f	Turn to a friend N m-f L	Wendy Warren Gen Fds m-f (see mon) R&B	Curt Massey time Miles Lahs m-f (see mon) Wade	No network service m-f	101 Ranch Boys Lancaster, Pa L	Bill Shadel News Campana: solitalr 189N 12-12:05 L W-F-H \$450	Man on the farm Quaker Oats ful-o-pep feed 420Libertyville, Ill T	The Big Pre (cont'd)
berch al Ins 2:5-30 (e mon)	Aunt Jenny Lever: spry m-f (see mon) FC&B	Capitol comment S C Johnson: m-f NL&B 12:15-20	No network service m-f	Jack Berch Prudential Ins m-f 12:25-30 C&H (see mon)	Aunt Jenny Lever: spry m-f (see mon) FC&B	Capitol comment S C Johnson: m-f NL&B 12:15-20	No network service m-f	American farmer C.Wash L	Theatre of Today Cream of Wheat 121N 12:05-30 L BBDO \$4000	S&M \$750	
g Trio mills (mon)	Helen Trent Am Home Prods m-f (see mon) Murray	Guest time N 12:20-30 L&T	No network service m-f	Bill Ring trio Gen Mills m-f (see mon) Knox-Reeves	Helen Trent Am Home Prods m-f (see mon) Murray	Guest time N 12:20-30 L&T	No network service m-f		Stars over Holly- wood Carnation Co: evaporated milk 197H L&T	Fifth Army band C	The Big Pre (cont'd)
work lee	Dur gal Sunday Whitehall Phar m-f (see mon) Murray	No network service m-f	No network service	Our gal Sunday Whitehall Phar m-f (see mon) Murray	Dur gal Sunday Whitehall Phar m-f (see mon) Murray	No network service m-f	No network service m-f		EW \$4000		
ey news p f	Road of life P&G: Ivory soap m-f (see mon) Compton	C Foster news co-op Bost 10-f L	No network service m-f	Paul Harvey news co-op m-f (see mon)	Road of life P&G: Ivory soap m-f (see mon) Compton	C Foster news co-op Bost m-f L	No network service m-f	Navy hour Wash L	Fun for all Tonl Co: prom, white rain 203N T	Danee music Cleve L	National farm home hour Aills-Chalmr farm equipm 194C.Wash rH2:30-3
balono p n-f L	Ma Perkins P&G: oxydol m-f (see mon) D-F-S	Music by Willard Cleve m-f L	No network service m-f	Ted Malone co-op 141 N m-f L	Ma Perkins P&G: oxydol m-f (see mon) D-F-S	Music by Willard Cleve m-f L	No network service m-f		W&G \$2000		Gitlins \$
work leo f	Young Dr Malone P&G: erisco, Joy m-f (see mon) Compton, Biow	Luncheon with Lopez N m-f L	No network service m-f	No network service m-f	Young Dr Malone P&G: erisco, Joy m-f (see mon) Compton, Biow	Luncheon with Lopez N m-f L	No network service m-f	Vincent Lopez N	TBA	Game of the Week (football) starts betw 1:45- 2:45 pm Var co-op L	News 1:30- Football co-op Var
	Guiding light P&G: duz, Iv'y fl m-f (see mon) Compton	No network service m-f	No network service m-f	Guiding light P&G: duz, Iv'y fl m-f (see mon) Compton	Guiding light P&G: duz, Iv'y fl m-f (see mon) Compton	No network service m-f	No network service m-f				
argaret ride op f L&T	2nd Mrs Burton Gen Fds m-f (see mon) B&B, Y&R	Say It with music Cleve m-f L	No network service m-f	Mary Margaret McBride co-op 97N m-f L&T	2nd Mrs. Burton Gen Fds m-f (see mon) Compton	Say It with music Cleve m-f L	No network service m-f		Music with the Hormel girls Geo A Hormel- canned meats 124Var	Game of Week (cont'd) F Singler news S C Johnson (precedes game) NL&B	Football co-op Var (cont'd)
olland -35 L	Nora Drake Seoian Bros tu,th (see tu) Weintraub	F Singler news S C Johnson m-sat 2:25-30 NL&B	No network service m-f	Betty Crocker Gen Mills m,w,f 2:30-35 D-F-S	Nora Drake Tonl Co m,w,f (see mon) Weiss & Geller	F Singler news S C Johnson m-sat 2:25-30 NL&B	No network service m-f	Football co-op 2-5 L	BBDD \$3000		Football co-op Var (cont'd)
Place :35-4 L&T	Brighter day P&G: cheer m-f (see mon) Y&R	Wonderful City N m-f L	No network service m-f	Jack's Place m-f 2:35-4 L&T	Brighter day P&G: cheer m-f (see mon) Y&R	Wonderful City N m-f L	No network service m-f		Football Games Var 2:30 to concl	Game of Week (cont'd)	Football co-op Var (cont'd)
erson Mills (stns) ves	Hilltop house Miles Lahs m-f (see mon) Wade	Everett Holles news Wash co-op L m-f 3-3:15	No network service m-f	Joe Emerson Gen Mills m-f (SE stns) Knox-Reeves	Hilltop house Miles Lahs m-f (see mon) Wade	Everett Holles news Wash co-op L m-f 3-3:15	No network service m-f			Game of Week (cont'd)	Football co-op Var (cont'd)
Place d)	House party Lever: surf m,w,th (see mon) L Burnett	John B Gambling co-op N m-f L	No network service m-f	Jack's Place (cont'd)	House party Kellogg Co tu,f (see tu) L Burnett	John B Gambling co-op N m-f L	No network service m-f	Football (cont'd)	Football (cont'd)	Game of Week (cont'd)	Football co-op Var (cont'd)
	Pillsbury Mills m-th 3:30-45 seg (see mon) L Burnett	No network service	No network service m-f	Stella Dallas Sterling Drug m-f (see mon) D-F-S	Green Giant Co: canned peas, corn 172H r3:45-4 T L Burnett f only	No network service	No network service m-f				
	Wizard of odds Manhattan Soap tu,th,alt f SB&W	Welcome Ranch N co-op L	No network service m-f	Widder Brown Sterling Drug m-f (see mon) D-F-S	Wizard of odds Tonl Co, LB; Manhattan Soap SB&W alt f	Welcome Ranch co-op N m-f L	No network service m-f				
Wens f 25	Robt Q Lewis Gen Fds 4-4:05 Y&R m-f	H R Baukhage news Wash co-op L m-f 4-4:15	No network service	Jack Dwens m-f 4-4:25 L	Robt Q Lewis Gen Fds 4-4:05 Y&R m-f	H R Baukhage news Wash co-op L m-f 4-4:15	No network service				
olland -30 L	Sun Sue 4:15-30 Corn Prods m-f C L Miller	No network service	No network service	Betty Crocker Gen Mills 4:25-30 m,w,f (see mon) D-F-S	Sun Sue 4:15-30 Corn Prods m-f C L Miller	No network service	No network service				
In the noon r-f L	No network service	Welcome Ranch N co-op L	No network service m-f	Music In the afternoon Var m-f L	No network service	Welcome Ranch co-op N m-f L	No network service m-f	Football (cont'd)	Football (cont'd)	Game of Week (cont'd)	Football co-op Var (cont'd)
	News 4:55-5 m-f L		No network service m-f	News 4:55-5 L	Widder Brown Sterling Drug m-f (see mon) D-F-S	Woman in house Sterling Drug m-f (see mon) SB&W	No network service m-f				
Sparkle op m-f L	Sot Preston of the Yukon Quaker Oats tu,th (see tu)	S&M	No network service m-f	Big Jon, Sparkle co-op 1R4Cine m-f L	Just Plain Bill Whitehall, Mur- ray; Carter Pr, Bates alt f	Songs of the B-Bar-B Wash L	No network service m-f	Tea & Crumpets 5-5:45 L&T	Walter Preston's show shop N 5-5:50 L		Football Roundup Var
nalres n, L	No network service m-f	Sky King Derby Foods tu,th 5:30-55 NL&B	No network service m-f	Westernaires Jamestown, NY I	Fr Page Farrell Am Home Prods alt tu,th Murray	Wild Bill Hickok Kellogg Co m,w,f 5:30-55 Burnett	No network service m-f				
ALn op L	No network service m-f	Lorenzo Jones Colgate m-f (see mon) Esty	No network service m-f	Lum 'n' Abner co-op L	It Pays to be Married II m-f L	Curt Massey time Miles Lahs m-f (see mon) Wade	No network service m-f				
Centr -f L	No network service m-f	It Pays to be Married II m-f L	No network service m-f	John Conte N m-f L	The Three Planf	Curt Massey time Miles Lahs m-f (see mon) Wade	No network service m-f	Club time Club Aluminum 19C Buchen \$1800	Treasury Bandstand N	E Holles ncws S C Johnson 524W 5:50-6 NL&B sat only	Ask the Sport World N



## Big Things are Happening in Oklahoma's No. 1 Market

### **MORE PEOPLE ARE HERE . . . . .**

**Tulsa County Population 1950 — 251,686\***

**Tulsa County Population 1953 — 271,000\*\***

### **MORE PEOPLE ARE WORKING . .**

**Employment Tulsa County July 1952 — 119,452\*\*\***

**Employment Tulsa County July 1953 — 131,250\*\*\***

### **MORE PEOPLE ARE BUYING . . . .**

**Tulsa Dept. Store Sales Up 15%\*\*\*\***

**June 1952 over 1953**

## Here's Why KVOO is Your Best Medium to this Rich Market

#### Latest available Pulse Reports for Tulsa County

Station	6 AM-12 Noon	12 Noon-6 P.M.	6 P.M.-8 P.M.
<b>KVOO</b>	<b>35</b>	<b>40</b>	<b>43</b>
"B"	20	19	23
"C"	18	16	16
"D"	10a	9	a
"E"	8	8	5
"F"	6	5	5

a Does not broadcast for complete 6 hour period and share of audience is unadjusted for this situation.

#### Nielsen Figures on KVOO Coverage

Days Per Week	Weekly NCS Circulation	
	Daytime	Nighttime
6 or 7 Days a Week	277,720	168,650
3 or More Days per Week	347,780	267,120
1 or More Days per Week	405,560	378,900

By every measurement of audience size, audience response, audience loyalty, KVOO always leads. By every measurement of advertiser satisfaction, KVOO continually stands far out in front. For proof, ask any National advertiser who has used Oklahoma's Greatest Station; ask any local advertiser (and they are legion) and you'll get firm, enthusiastic affirmation of KVOO's enviable position of dominance in Oklahoma's No. 1 market.

\* 1950 Census      \*\*Sales Management Survey of  
Buying Power      \*\*\*Oklahoma State Employment  
Service      \*\*\*\*Federal Reserve District      = 1952  
report.

Call, wire or write KVOO right now or contact any Edward Petry & Company office for availabilities. They are as near as your phone.

# RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

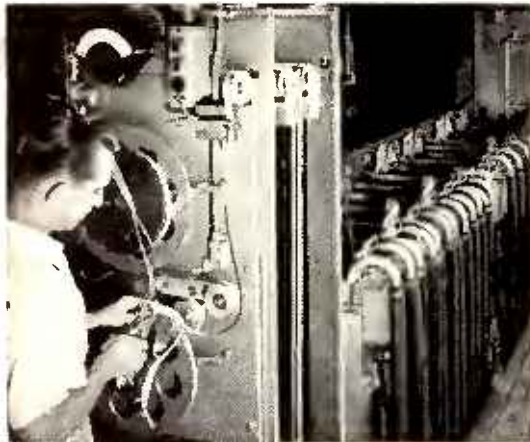
TULSA, OKLA.

# 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.*



## MEDIA STUDY

(Continued from page 84)

amounted to \$130,000,000, or 32% of the 1952 volume which amounted to \$553,000,000? (An increase of 325%).

You be the judge.

In retrospect, at least, we had it pretty easy in the old days—if the client had national distribution, put him in magazines; if he was sectional or spotty, give him newspapers, with maybe outdoor to bolster the bigger markets. All we had to worry about was *what* magazines, and *what* newspapers. That particular worry hasn't changed, but in addition we must now decide between new *types* of media when on the surface each seems capable of handling the job on its own (and none is so modest as to deny it). Add to this the decisions that must be made between spot and network, full-time versus cooperative sponsorship, etc.. and you've got a job that practically guarantees a brace of ulcers before 40. And the fact is there *are* a lot of ulcers kicking around . . . and another fact is that nine-tenths of them are completely unnecessary (who am I to talk?), the result of a lot of worry that could have been obviated in the first place by the comforting hand of *sound research*.

Maybe there was a time when we could run a fair campaign *without* research, but it should be obvious to all of us here that those days have gone to pasture. Media costs are up and the buyer feels more pressure to hit the target right the first time; population figures are up and the texture of the target is changing; consumer buying power is up and the lure is greater to snatch a bigger chunk of the cheese; competition is up and so is the price of guessing wrong.

On top of this, we must not only compete for attention with other ads and commercials in space and broadcast media, but we must also compete for the consumer's dollar—for after all, there are only so many of them to go around.

Despite the growing complexity of the job, I think the advertising profession has done pretty well, but we're going to have to do better. And that means more research. Increased media costs—TV especially—have made management more critical of advertising expenditures. More and more, it's going to be necessary to justify specific media purchases to management and often to the board of directors. This.



too, means more research. . . .

In a situation where costs have soared on just about everything industry must have for its very existence, it's significant that advertising space is still a good buy. I want to point out that publishers haven't asked advertisers to shoulder *all* the cost increases—you'll note that single copy and subscription prices are also up 38 and 31 percent. Also, advertisers have helped publishers keep costs in line with larger advertising volume. And, volume of circulation has further helped the publisher spread overhead cost. The combination of these plusses, namely:

1. Circulation
2. Single copy and subscription increase
3. The plus advertising revenue . . . have worked together to the mutual benefit of both the publisher and advertiser as shown by the welcome decrease in the cost-per-page per 1000 circulation.

Looking at . . . circulation figures, it's also obvious that people are subscribing to and buying more magazines now than they did back in 1920, which means that each of our advertisements must be that much more effective if it's going to compete successfully for the consumer's attention. If we had five seconds to capture reader interest 30 years ago, today we've got one—the time it takes to flip a page. In that fractional space of time we either win or lose; we either draw him into the body copy designed to make him a customer, or we let him slip that page and move along to somebody else's headline that *will* stop him. Doesn't this situation call for more research *before* the advertisement is created and *before* the space is bought? I think it does.

I think I've mentioned the words "sound research" enough to convey my conviction that it's a pretty vital tool for the advertising profession. I keep saying "sound" research because I mean to differentiate clearly from the kind that simply serves as a prop for an advertising theme. We all know that quack research can prove *anything* if you keep at it long enough—somewhere there's going to be an *improbable* sample of human beings who live up to the specifications of the advertising copy.

But of the other kind of research—the only worthwhile kind—let's do a little talking. I've always thought of

OLD DUTCH BEER . . . OMAR BREAD . . . OVALTINE . . . PERT . . . PLAYTEX HAIR CUTTER . . . POC BEER . . . PRESTONE . . . RED TOP BEER . . . REMINGTON ARMS . . . ROBIN HOOD FLOUR . . . RYBUTOL . . . SARAN-WRAP . . . SHINOLA . . . SLUMBERON MATTRESSES . . . STERLING SALT . . . SUGAR SMILES . . . SUNKIST . . . SUN OIL . . . SUNSHINE BISCUIT . . . SWANSDOWN CAKE MIXES . . . SWEL CHOCOLATE FROSTING . . . TAYSTEE BREAD . . . TV TIME POPCORN . . . USI ANTI FREEZE . . . VICKS COUGH DROPS . . . VICKS COUGH SYRUP . . . VICKS VAPORUB . . . TIP TOP BREAD . . . WHITE ROCK . . . WIEDEMANN BEER . . . WILLIAMSON CANDY . . . WONDER BREAD . . . NU SOFT . . . ALCOA . . . ALKA SELTZER . . . ALL . . . ALLIANCE TENNA-ROTOR . . . AMAZO DESSERTS . . . SUPER ANAHIST . . . ARRID . . . BABO . . . BARDAHL . . . BEEMAN'S GUM . . . BOND BREAD . . . BORAX . . . BORDEN'S . . . BOSCO . . . BULOVA . . . BURGER BEER . . . BURKHARDT BEER . . . BUTTERFIELD PRODUCTS . . . CAMAY . . . CAMPBELL'S CATSUP . . . CHASE AND SANBORN COFFEE . . . COCA-COLA . . . COCO WHEATS . . . DANDEE POTATO CHIPS . . . DRENE . . . DUZ . . . FAIRMONT FOODS . . . FERTILEZE . . . MRS. FILBERT'S MARGARINE . . . FLORIENT AERO-SOL . . . FOLGER'S COFFEE . . . GERBER'S BABY FOOD . . . GLEEM . . . HAMILTON WATCHES . . . HUDNUT . . . IDEAL DOG FOOD . . . IVORY FLAKES . . . JOY . . . KASCO DOG FOOD . . . KELLOGG'S . . . LA FRANCE . . . LYSOL . . . MYSTIK TAPE . . . NATIONAL BISCUIT . . . NEW ERA POTATO CHIPS . . .

**"a man is known by the company he keeps"** — Elbert Hubbard

And these typical sponsors are all in good company. Their businesses, representative of a wide variety of products, are showing better profits due to the overall selling job achieved through their use of WBNS-TV.

Effective use of participating announcements, spot film shows and local programming has resulted in an ever increasing and diversified clientele for this station. WBNS-TV can be the answer to your sales problems, too, in the Central Ohio area.



**wbns-tv**

COLUMBUS, OHIO  
CHANNEL 10

CBS-TV Network, Affiliated with Columbus Dispatch and WBNS-AM. General Sales Office: 33 North High Street

NORTHERN TISSUE . . . OHIO BELL . . . ABEL SEAT COVERS . . . WHIRLPOOL DRYERS . . . BLUE CROSS . . . BLUE VALLEY BUTTER . . . BOSTON STORE . . . GEO. BYERS SONS INC. . . DIXIE MARGARINE . . . CARLILE FURNITURE . . . CENTRAL OHIO FEDERAL SAVINGS AND LOAN . . . CITY LOAN . . . COLUMBUS AND SOUTHERN OHIO ELECTRIC CO. . . . COLUMBUS TRANSIT CO. . . DAVID DAVIES . . . REARDON PAINT . . . DIAMOND MILK . . . DOLLAR FEDERAL SAVINGS AND LOAN . . . DONALDSON BREAD . . . FELBER BISCUIT . . . FIRST FEDERAL SAVINGS AND LOAN . . . GAMBRINUS BEER . . . GRAF FOLD-DOOR . . . GRANAT BROADLOOMS . . . ISALY'S DAIRY . . . MONETT FURRIERS . . . KAUFMAN MOTORS . . . C. D. KENNY CO. . . KOOL VENT ALUMINUM AWNINGS . . . LAZARUS DEPARTMENT STORE . . . DAVID LYLE APPLIANCES . . . MARZETTI'S SALAD DRESSINGS . . . MEDICK FORD . . . MIDWEST PET FOODS . . . MODERN FINANCE . . . MCCLURE-NESBITT MOTORS . . . OHIO FUEL GAS CO. . . OHIO NATIONAL BANK . . . MARATHON OIL CO. . . PICKERINGTON CREAMERY . . . RESTONIC MATTRESS . . . RICH FOOD PLAN . . . ROGER'S JEWELERS . . . SCHIFF SHOES . . . SCHOEDINGER FUNERAL HOME . . . SEYFERT'S POTATO CHIPS . . . SUMMER'S AND SON . . . MAIN FEDERAL SAVINGS AND LOAN CO. . . SWISHER INSURANCE . . . TROWBRIDGE STORAGE AND MOVING CO. . . UNION DEPARTMENT STORE . . . VAN HISE FURNITURE . . . WEATHER-SEAL . . . BOB WHITE OLDSMOBILE

the **WHLI** long island story

in **LONG ISLAND'S**  
rich **NASSAU COUNTY**

Effective Buying  
Income Per  
Family: **\$8071**

**4<sup>th</sup>** Among U. S. Counties  
(Sales Management)

DOMINANT WHLI delivers more listeners  
daytime, at a lower cost per 1,000 families,  
in the Major Long Island Market, than any  
station (Conlan)!

**WHLI** A M 1100  
F M 98.3  
HEMPSTEAD the voice of  
LONG ISLAND, N. Y. Long Island

Represented by Rambeau

**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

research in two ways: the planned, scientific work as carried on by the Advertising Research Foundation and other organizations, and the unplanned, day-to-day research that is really no more than experience itself. I wonder how many of us are fully conscious of the fact that everything we do in the normal conduct of advertising and selling and every experience we have behind us is in itself a valuable piece of research. Certainly a lot of us are, either to the extent of using past experience to make the next job a little better, or at least to be sure we don't make the same mistake twice. This is laudable enough, but I keep asking myself, "Why must we wait for experience to pile on our shoulders and tell us we could have done the job a little better in the first place?" Like Brown the Pickle Manufacturer we're in a hurry and can't wait for word-of-mouth advertising to go the rounds, so why should we wait for experience? Isn't it possible for us to research these things in advance? I think it is.

A tire manufacturer spends a handsome piece of time and money researching a new product before it gets into production—to make sure *in advance* not only that the new item will perform as it's supposed to, but also to determine that there is definite consumer acceptance for it. Then the advertising people write up some ads which are careful to mention the vast amount of research that was necessary before this great new tire could be brought to the public. All along, there's no doubt in anybody's mind as to the importance of *product* research, but how many of us put the same amount of scientific study into media selection and copy appeals, for instance, *before* the tire ads are run? What if those new tire ads could have been just 5% more effective—either by a headline change or by juggling media purchases so that more potential tire-buyers were exposed to the message. It would be the same as paying for \$100,000 worth of media and actually receiving \$105,000.

Believe me, the small percentages count—for small and large budgets alike. When I think back to the 1948 presidential election and realize that one-half of one percent could have tipped the scale the other way, you don't have to tell *me* what the small percentage means!

I don't have figures with me on the

percentage of sales put into product research by this tire company (or any other company, for that matter), but I'd like to throw out this question for general thought: "Is the advertising industry—and I mean advertisers, agencies and media—spending research time and money even remotely proportionate to that spent by industry on product research?"

Isn't it just a bit ironic that we take for granted nowadays that consumer products be flawless, and yet seem content to play hunches with mass selling techniques? Here's a question I'd like to see all of you take back to your agencies—including BBDO. Next time you see the account man, ask him, "Do you know as much about *your* advertising as you do about *your* product?" That may be a harsh question, but it's a vital one if you intend to get the kind of advertising performance you deserve. They kid me at BBDO because I insist that we endeavor to "have a factual justification for every recommendation." Now some will say, "Do you want us to depend entirely on research for our thinking?" "Not at all." You misunderstand my meaning. Let's put the ball team together, but let's also look at the figures. Let's try out our players in the minor league if possible before putting them in the big league.

This isn't an uncommon procedure with advertisers, but I have a favorite story that illustrates the importance of knowing more than your opponent or competition. If we can have just a slight edge all along the line in the manufacturing of a product, in its uses and in its advertising, our chances of success will be increased.

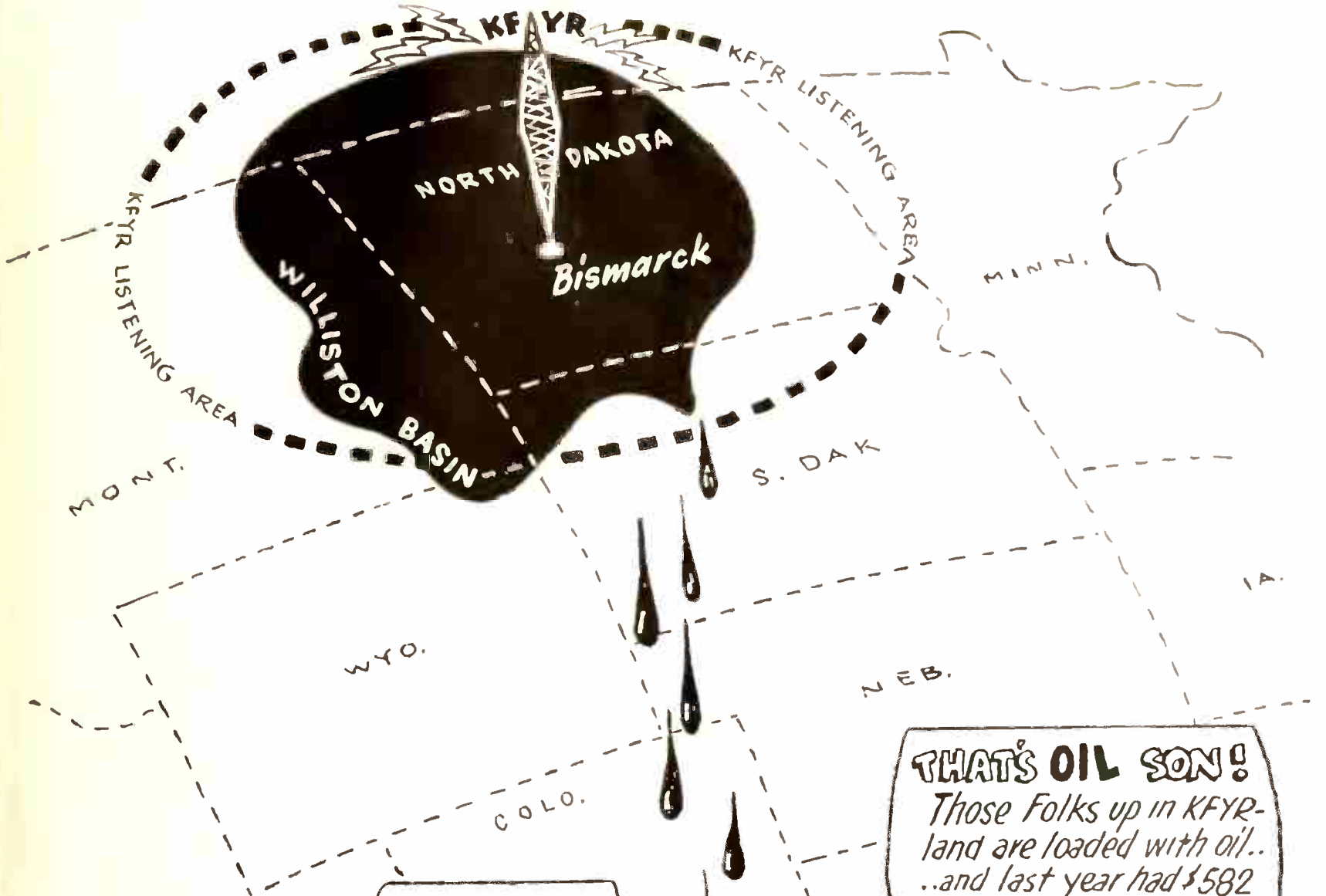
Let me illustrate. Suppose we separate this room in half and let's say it's the beginning of the ball season. I will ask the people on the right side of the room to pick a team for a game in the National League each day and bet a small amount, say \$1, against the people on the left side of the room.

You people on the right will not be exposed to batting averages, pitching records, field records, whether the game is at home or away, the standing of the club, and all the other elements which usually add up to a winning team.

However, the people on the left side of the room *will* have the advantage of this factual information. They will have been exposed to research. Now, you know that while the people with-



# KFYR of the DAKOTAS



Gosh, Pop,  
Black Rain!

**THAT'S OIL SON!**  
Those Folks up in KFYR-land are loaded with oil..  
..and last year had \$582 million gross farm income to boot.



Located in the heart of the nation's newest major oil field, the Williston Basin, KFYR booms your message out to a wealthy, rapidly expanding market . . . gives saturation coverage in one of the country's richest farm regions. Loud and clear in a larger area than any other station in the nation—where coverage counts!

• Represented  
by JOHN BLAIR

# KFYR

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

out this information will win an occasional bet, the odds are going to favor the people who've had access to the facts.

This is the way we like to think of doing advertising research.

There is, fortunately, a worthy organization functioning today toward furthering scientific practices in advertising and marketing. It has been well supported by your ANA organization and, I am pleased to say, by our group, the AAAA. This organization, the Advertising Research Foundation, exists solely for the betterment of research—in behalf of the entire industry. The reconstitution of ARF on a tripartite basis—to include media as well as advertisers and agencies—was certainly an important event, and already we're beginning to get the benefits of excellent three-way cooperation.

It was tripartite cooperation, as many of us remember, that gave us the Audit Bureau of Circulation (ABC)—probably the greatest single milestone in media history. Before ABC,

an advertiser had to *assume* his shipment of circulation came through intact. After ABC, he *knew* it did.

With the tripartite reorganization completed, the 17-year-old Foundation broadened its research operations into four general categories: 1) developing new research methods and techniques; 2) analyzing and evaluating existing methods and techniques; 3) establishing research standards and criteria, and 4) developing specific media data in cooperation with the media themselves. Many of you are familiar with the kind of things ARF has done and is doing under the tripartite flag, but here's the kind of thing that's coming your way:

- A workable method of accurately measuring the readership of magazine advertisements.
- A comprehensive study of radio-TV rating methods.
- An analysis of new information from ARF's three "Continuing Readership" studies.
- A depth interview study of consumer buying habits.
- A practical report on human motivations, complete with a "Guide to the Language of Dynamic Psychology."

... and many more projects are still in the planning stage. I think all of us here owe a lasting debt to the 110 volunteer workers—from advertisers, agencies and media—who have given freely and unselfishly of their specialized talents so that this work could be done. The very least we can do is use this material to best advantage—and I'm sorry to say this hasn't always been the case. ARF's "Continuing Newspaper Readership" studies ground to a halt chiefly because participating publishers felt that the hard-won information they had collected was not being used enough to justify the cost in time and money. The same reason explains why many newspapers are dropping retail store audits. You can't blame them.

People who go all-out for research (as I have here) are frequently reminded by others that slogans like "A Woman Never Forgets the Man Who Remembers" were somehow created without benefit of slide-rules and probability samples. I'm sure they're right, and may the day never come when such creativeness is muffled by a pile of IBM cards. But I think we can let *that* kind of creativeness take care of itself . . . I personally can't see

the day when smart copywriters will be driven to creative stagnation by the Facts and Figures Department.


Yet I find there are a lot of skeptics in this world. To them I say this: "If you don't believe in research as a basic tool in advertising, and if you can get along without it, believe me, you should be sitting in the corner office. Because every day *something* comes across my desk that demands a research project. . . ."

Advertising will never have the fool-proof research yardsticks that are available for product manufacturing, because when you mix ingredients for a product, the elements cannot think—you decide the proportions for them, and from then on the formula is static. But when you mix the ingredients for an advertising campaign, success must depend on how thinking people react to each and every one of them. I firmly believe that all of us here in this room today are going to sink or swim on our willingness and ability to determine at least to some degree the effectiveness of these elements *in advance*—and that, gentlemen (for the fiftieth time today), means research.

★★★

**NEW ARRIVAL!**

**...BIG CHANGE  
AT WVET**





**A B C**

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**

**BMI**

**TV Film Licensing**

With the establishment of a new TV FILM LICENSING DEPARTMENT, BMI enlarges its service to Television.

The facilities of this new department are available to TV producers, advertising agencies and their clients, TV film distributors, music conductors and everyone in TV concerned with programming.

This new BMI service will:

- Assist in the selection or creation of music for films—theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help protect music ownership rights
- Extend indemnity to TV stations that perform our music on film
- Answer questions concerning copyrights, music rights for future residual usage, and help solve all other problems concerning the use of music in TV.

*Let BMI give you the TV Music Story today*

*Call or write*

**BMI TV FILM LICENSING DEPARTMENT**

**BROADCAST MUSIC, INC.**

NEW YORK • CHICAGO • HOLLYWOOD  
TORONTO • MONTREAL



*The Purpose of Advertising  
is to get*

# RESULTS

14,021 LETTERS

A general mail order business, advertising on WLS, offered an insect killer for \$1.00 plus 10c for handling and postage. They received 14,021 requests in eight weeks! The schedule was 5-minute portions of WLS programs, run at varied times of the day. The way people in Midwest America have responded to this offer proves again that WLS is listened to, that WLS listeners respond!



50,000 WATTS  
CLEAR CHANNEL

ABC NETWORK  
890 KILOCYCLES

The  
PRAIRIE  
FARMER  
STATION

**CHICAGO 7**

REPRESENTED BY JOHN BLAIR & CO.

## KWJJ SPOTS are "Point of Sale" Advertising

KWJJ's "On the Spot" Blanket Coverage plan gives you 175 spot announcements during a 4 week period—PLUS nine solid hours of Remote Broadcasting from the dealers own place of business.

ALL FOR \$700.00

Support your local distributors with this hard hitting economical spot package.



**KWJJ**  
1011 S.W. 6th Ave.  
**PORTLAND 5,  
OREGON**



Nat'l Reps.: BURN-SMITH CO.

### Prognostications

World News—Recession inevitable

Kippger—It may go up and it may go down

Lasseth—Future indefinite

Mosby—It's a great country. Work like HELL and advertise on

### The Art Mosby Stations



**KGVO-KANA**  
5000 Watts Night & Day MISSOULA  
250 Watts Night & Day ANACONDA BUTTE

## MONTANA

THE TREASURE STATE OF THE 48

Representatives:

Gill-Perna, Inc.  
N. Y., Chi., L.A., and S.F.

## SPECIAL NOTICE STATIONS AND AGENCIES with local and regional accounts

The first 39 "CAPSULE MYSTERIES," a new 5-minute TV film mystery series, produced in the Hollywood manner for local and regional accounts will be ready January 1.

Here is your chance to give your accounts a **BIG EXTRA**.

How? . . . Filming of these programs starts November 2. For sponsors contracting for this series before November 2, we will film and incorporate their commercials into the show at actual cost, with the star himself announcing their sales message . . . a **BIG EXTRA** service made possible *only* while we have the sets, stars and staff on the job.

To get this **EXTRA**, get your orders in **NOW**—before November 2.

Available on 13 weeks, 3 per week basis. All markets currently open.

For Particulars

**CHARLES MICHELSON, INC.**

15 West 47th St., New York 36 — PLaza 7-0695

## MEN, MONEY

(Continued from page 8)

Then there was that super-colossal carnival of personality sponsored by Kellogg, devised by J. Walter Thompson, and called *The Circle*. A dozen stars were assembled. They were, every one of them, male and female, famed for their spontaneous wit and for this reason were paid a total of \$30,000. But the budget for the writing was only \$350 with the result that the script failed to provide any spontaneous wit and the high-salaried actors just sat around in their *Circle*. The yawns came in like thunder.

\* \* \*

Who in the class recalls how Life-savers Candy Mints almost got the Stagehands Union installed at NBC 20 years before television? The program had been sold on the pitch and on the promise that the stars, Ed East and Ralph Dunke, would be the first to appear in an NBC studio working in front of real standing scenery. On the day when destiny trembled in the balance white-faced NBC officials and leering agents of the IATSE collided head-on. The scenery was whisked out a back elevator reserved for bull fiddles and NBC denied to the Stagehands Union that any nasty theatrical equipment had ever entered the chaste premises of Radio City. That left Lifesaver Mints without the gimmick which had induced them to sign.

\* \* \*

Well, as Miss Chase would agree, we could go on and on. Strangely, many obscure details cling to memory where more significant events fade away. We keep wondering whatever happened to the pre-television pitchman, his name forgotten, who used to talk for 15 solid minutes every night on the old WBBM. Making no pretense of providing any entertainment, not even pausing for a glass of water, this pitchman gave one straight commercial. Actually it was fascinating. He was selling a universal panacea, a richly phosphorous porridge made of ground-up ocean-bottom marine plants—a sort of nautical spinach a la Popeye. He peddled that stuff for months and months. A pity his performance is lost. His spiel should have been recorded for deposit in the archives of the Library of Congress. ★ ★ ★



# FIRST ACROSS THE BRIDGE\*

## KYA GIVES RADIO AN ANSWER TO REACHING THE 26,000,000 SETS ON WHEELS

KYA made radio history one year ago when it initiated its first "Car Tunes" broadcast from the Toll House Plaza on the San Francisco-Oakland Bay Bridge. From 4:00 to 6:00 p.m., Monday through Friday, Bert Winn, originator of the program, beams bridge traffic warnings, safety messages and highway information to the 15,000 cars crossing during those two hours. Bert actually controls the bridge traffic.

During the first six months accidents decreased 25% from four to six o'clock, 33% more than the average for the entire day.

"Car Tunes" won the National Safety Council's Distinguished Service Award for 1952.

Sound reasons why "Car Tunes" is a fast moving sales vehicle. Participations are presently available.

And this is just one of the special features in the KYA line-up of idea and personality programs. One of the reasons your product belongs on the leading independent in America's seventh market.



\*SAN FRANCISCO-OAKLAND  
BAY BRIDGE, WORLD'S LONGEST.

REPRESENTED NATIONALLY BY GEORGE W. CLARK, INC.

**Within 15 Miles  
of this tower**

**lives the greatest  
concentration of  
buying power served  
by any single station  
anywhere!**

**in New York ask  
Don Rich for the  
proof  
or write**

**THE  
NEW WBEL**

**6th FLOOR, TALCOTT BLDG.  
ROCKFORD, ILLINOIS**

● JANESVILLE  
● BELOIT  
ILL. **5000 WATTS AT 1380**  
"BASIC  
INDEPENDENT"

● ROCKFORD

**STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.**  
Required by the Act of Congress of August 21, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (39 U.S.C. 233).

**OF SPONSOR**, published bi-weekly at Baltimore, Maryland, for September 1953.

The names and addresses of the publisher, editor and business managers are:  
Publisher and Editor: Norman R. Glenn, Mamaroneck, N. Y.  
Editorial Director: Ray Lapica, White Plains, N. Y.  
Managing Editor: Miles David, New York, N. Y.  
Business Manager: Bernard Platt, New York, N. Y.

The owner is: SPONSOR PUBLICATIONS Inc., New York, N. Y.

Stockholders of one percent or more of stock are: Norman R. Glenn, Mamaroneck, N. Y.; Elaine C. Glenn, Mamaroneck, N. Y.; Ben Strouse, Baltimore, Md.; Ruth K. Strouse, Baltimore, Md.; William O'Neill, Cleveland, Ohio; Henry J. Kaufman, Washington, D. C.; Pacell Bloom, New York, N. Y.; Pauline H. Poppel, New York, N. Y.; Edwin D. Cooper, North Hollywood, Calif.; Henry J. Cooper, Brooklyn, N. Y.; Judge M. S. Kronhelm, Washington, D. C.; Norman Reed, Washington, D. C.; Adele Lebowitz, McLean, Va.; John Pattison Williams, Dayton, Ohio; Jerome Saks, Washington, D. C.; Catherine E. Koste, Hawthorne, N. Y.; William B. Wolf, Washington, D. C.; Harold Sinker, Washington, D. C.; Bernard Platt, New York, N. Y.; Norman Knight, Westport, Conn.; Ray Lapica, White Plains, N. Y.

That the known bondholders, mortgagees, and other security holders owning or holding one percent or more of total amount of bonds, mortgages, or other securities are:  
None.

That the two paragraphs above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect, in the said stock, bonds, or other securities than as so stated.

Bernard Platt,  
Business Manager

Sworn to and subscribed before me on this 25th day of September, 1953.  
SEAL: Frank E. Marra  
(My commission expires March 30, 1954.)

## DR. PEPPER

(Continued from page 35)

24-bottle case of the soft drink. Without looking at the bottles carefully, she put the case in her refrigerator. Later, wanting a drink, she reached for a Dr. Pepper, discovered the grocer had delivered the wrong soft drink.

Before she could reorder, the Silver Dollar Man phoned. She fainted. She revived just as the roving Silver Dollar Man appeared, then fainted again.

And in Tucson, Ariz., a woman named her son "Pepper" because of the show. The Silver Dollar Man called this particular housewife, got no answer to the call. A neighbor who was listening to the program immediately phoned in with the news that the woman had been rushed to the hospital the day before and had given birth to a son.

Called at the hospital, the new mother said she had 10 Dr. Pepper bottles at home in preparation for any calls. She also said she hadn't named the child yet. The Silver Dollar Man asked listeners to submit names at the mother's request. "Pepper" was the overwhelming choice.

Probably because of this ability to create suspense, the Dr. Pepper show is averaging 100% sales increases in every community where it is aired. In the city of Lafayette, La., sales jumped 336% in the eight months following the show's debut. Two Southern cities report sales increases of 516% and 474% respectively. A West Coast community's sales went up 324% after the radio show began, and a city in Texas reports increases of 282%.

Because of the success of the radio program, the Dr. Pepper marketing staff and Account Executive John Simmonds put their heads together and came up with the idea of using the same format on television. The TV version made its debut in Norfolk, Va., last January over WTAR-TV. The hour-and-a-half program has raised Norfolk carton sales 400% in the first six months, the company reports.

Dr. Pepper backs up its radio and television shows with an intensive schedule of announcements all based on the same theme: "Wake Up time."

Del Sharbutt was hired to announce both the radio and TV versions of the announcements, and Five Star Television was commissioned to produce the TV animations. The minute and 20-

second radio announcements are now being aired over 100 radio stations, and the TV announcements (minute, 20-second and I.D.) are running in 14 cities over 17 stations.

Ad Manager A. H. Caperton says radio and TV are well suited for dramatizing the new Dr. Pepper theme.

"We are convinced that our new 'Wake Up Your Taste' theme is one which is terrifically adaptable to sound," he says. "Our announcements make a powerful, ear-catching and lasting impression on the listener—both on radio and television. In addition, television advertisers still enjoy a unique prestige.

"These are the major reasons why Dr. Pepper will substantially increase its 1954 expenditures for radio and television advertising. We are also favorably influenced by the economies offered in radio advertising."

Here's a sample announcement:

"Friends, next time you order a soft drink, say 'Dr. Pepper, please!' Treat yourself to the wonderfully exciting, wake-up flavor . . . the special sparkle of frosty-cold Dr. Pepper. No other drink picks you up like Dr. Pepper. So start now . . . Drink Dr. Pepper three times a day for eight full days. Then see how much more you'll enjoy time out with Dr. Pepper. Instead of drinking the same old thing, enjoy the delicious, can't be copied, wake-up flavor of sparkling, frosty-cold Dr. Pepper! Get Dr. Pepper today in easy-to-carry cartons or in convenient 24-bottle cases."

Dr. Pepper, a 68-year-old soft drink company, uses a combination of pure fruit bases to produce a flavor which can only be described as tasting like Dr. Pepper. At the present time, Dr. Pepper ranks somewhere between third and fifth nationally, and is second only to Coca-Cola in the South.

Although the company now has bottlers in 38 states, Hawaii and Mexico with nearly 400 plants, the soft drink's sales volume comes primarily from heavy business in the South, Southeast and Southwest.

This past May, Dr. Pepper took the first step in launching a new offensive northward by opening a \$300,000 bottling plant in St. Louis. This is the first company-owned plant to be built outside the home state of Texas. The St. Louis venture is intended to be a pace-setter for other Dr. Pepper bottling operations in Northern Metropolitan areas.



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

# *The Georgia Trio*

**WAGA**

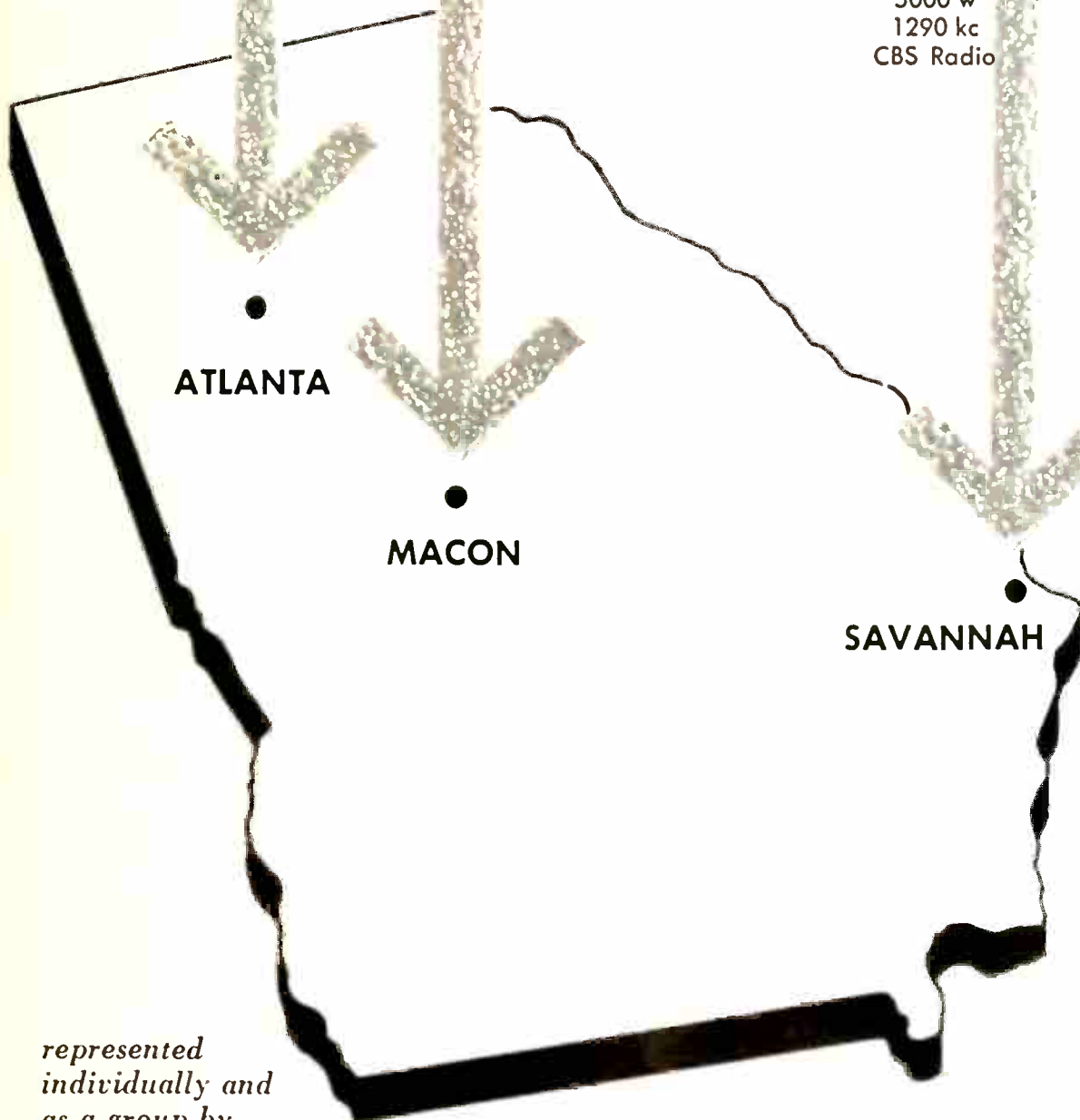
5000 w  
590 kc  
CBS Radio

**WMAZ**

10,000 w  
940 kc  
CBS Radio

**WTOG**

5000 w  
1290 kc  
CBS Radio



*represented  
individually and  
as a group by*

**The KATZ AGENCY, INC.**

NEW YORK

CHICAGO

DETROIT

ATLANTA

DALLAS

KANSAS CITY

LOS ANGELES

SAN FRANCISCO

*The TRIO  
offers advertisers  
at one low cost:*

- CONCENTRATED  
COVERAGE
- MERCHANDISING  
ASSISTANCE
- LISTENER LOYALTY  
BUILT BY LOCAL  
PROGRAMMING
- DEALER LOYALTIES

*In 3 major markets*

According to President Leonard Green, the key to better distribution is the ability to demonstrate to good bottlers they can prosper through the exclusive handling of the product. When the St. Louis results become apparent, the company expects to follow a similar pattern in the New England States, Michigan and the Pacific Northwest, where there is virtually no distribution now. Green estimates the company may accomplish its objective of establishing bottlers in all 48 states by 1958.

Dr. Pepper, long a radio advertiser, began its initial sponsorship in the 1930's with announcements. In 1946 it sponsored a 15-minute transcribed show over Dallas' KRLD. The show, a Western music program, featured a string band called "Sons of the Pioneers."

At the same time the company used ABC for a half-hour giveaway program aired Sunday afternoons (agency: Tracy-Locke Co., Dallas). The program, *Darts for Dough*, consisted of a question-and-answer format in which darts were awarded for each correct answer. The contestant would then aim his darts at a target and get the amount of money his hit represented. The show ran under the Dr. Pepper banner for about three years, was broadcast

live from military installations.

Since Ruthrauff & Ryan took over the Dr. Pepper account three years ago, the company has tried two network radio shows, one a sports show, the other a hillbilly program.

*Sports Round-up* was aired Saturday afternoons over CBS Radio, featured Ted Husing. The 15-minute program gave football scores from all major games of the day, ran for 13 weeks during the fall of 1951. *Sunshine Sue*, another CBS Radio show, featured hillbilly folk music, was transcribed from WRVA, Richmond, Va.

At present, the major portion of Dr. Pepper's ad budget, about 65%, goes into print media, with newspapers getting the largest slice. The company also uses magazines, business papers and comics. ★★★

## NBC RADIO

(Continued from page 32)

expansion of the number of participation shows on NBC Radio.

He points out, however, that there are other means of creating small units of purchase for network radio. Five-minute news shows, for example. Eight five-minute newscasts have been added to the schedule this season, bringing the total number to 13.

The creation of smaller units of purchase at NBC Radio stems from the theory that the door can be opened to hundreds of new advertisers who were never able to afford network radio back in the days when you had to spend a million dollars or more yearly to buy a show. Gen. Sarnoff stressed these objectives in his speech before the network's affiliates during the recent Chicago meeting. And Bill Fineshriber added some of the details of what the approach could mean to network radio in his own address to affiliates.

Fineshriber ticked off these facts:

- Companies spending between \$500,000 and \$1,000,000 for advertising yearly accounted for over \$116 million in advertising expenditures last year. Network radio got only 8% of this expenditure. Reason, said Fineshriber, is that these advertisers want smaller units which they can fit into their budgets.

- Smaller national advertisers who were never able to use radio before will now be potential NBC Radio clients. A company which spent \$225-

000 last year for eight color pages in a magazine will be able to buy three participations a week in *Fibber McGee* for 26 weeks with the same expenditure.

NBC hopes that in addition to attracting new advertisers into network radio with its smaller-unit approach that major existing advertisers will be sold as well. Advertisers with a small budget for a new product and advertisers with money "left over" in budgets are likely prospects. ★★★

## 49TH & MADISON

(Continued from page 13)

tion that went into compiling this report.

Unfortunately, as in all surveys and round-up stories, several important detailed pieces of information are often sacrificed to make space for trend analyses. Just to complete the record WLIB would like to offer the following amendments to your 1953 Negro Radio Survey:

1. WLIB's success in the Negro market is almost evenly divided among national, regional and local advertisers. One outstanding campaign was that conducted by 20th Century Fox film corporation on behalf of a recent production . . . 20th Century Fox used WLIB exclusively in New York to reach the Negro audience and achieved "exceptional" results.

2. WLIB offers clients selling the Negro market the most extensive merchandising and point-of-purchase sales promotion opportunities available on any station, regardless of size, in the metropolitan area. . . .

3. As part of its service to the community WLIB is the only station in New York with studios in Harlem. The station also broadcasts five daily community newscasts. WLIB broadcasts the *Walter White Show* featuring the executive secretary of the NAACP and his interviews with his famous guests weekly. . . .

4. In order to improve clarity and reception in certain areas of the community WLIB is investing \$75,000 to install a new transmitter and 212-foot tower in the heart of New York in the East River opposite 86 Street and the East River Drive. This new transmitter will improve WLIB's reception and

Use WMBD To SELL  
the Heart of Illinois

Obviously  
OUTSTANDING

Population (SM)	584,300
Radio Homes (SAM)	127,870
Food Sales (SM)	\$152,571,000
Drug Sales (SM)	\$24,259,000
General Mdsc. Sales (SM)	\$65,386,000
Effective Buying	
Income (Net) (SM)	\$940,168,000
Per Family Income** (SM)	\$6,157
Per Capita Income** (SM)	\$1,886

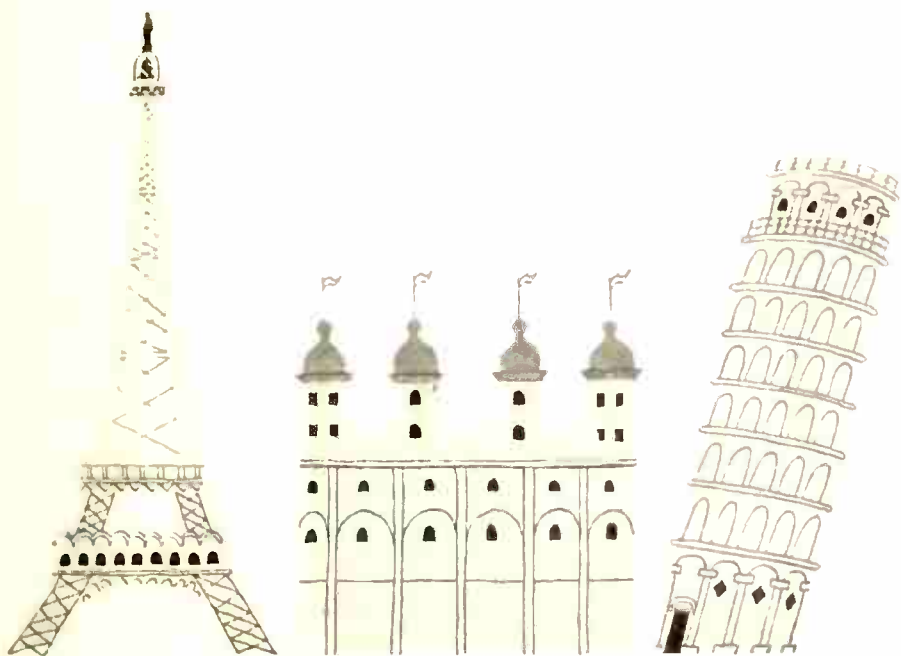
\*\*Peoria County only.

(SM) 1953 Sales Management Survey of Buying Power. Further reproduction not licensed.

(SAM) Standard Audience Measurement.







## *Move over, Famous Towers*

The world's most famous towers are, left to right, the Eiffel Tower, the Tower of London and the Leaning Tower of Pisa.

By now the tower-come-lately (right) may be just as familiar to you as these old landmarks. It is one of the many radio-relay towers that speed television service coast to coast.

It was in May, 1948, that the Bell Telephone System opened the first commercial TV network service using some of these towers. Its 916 miles of channels served just five eastern cities.

In only five years the network has grown to 34,000 channel miles, serving 120 cities with a potential single audience of 95,000,000 people. These facilities represent an investment of almost a hundred million dollars.

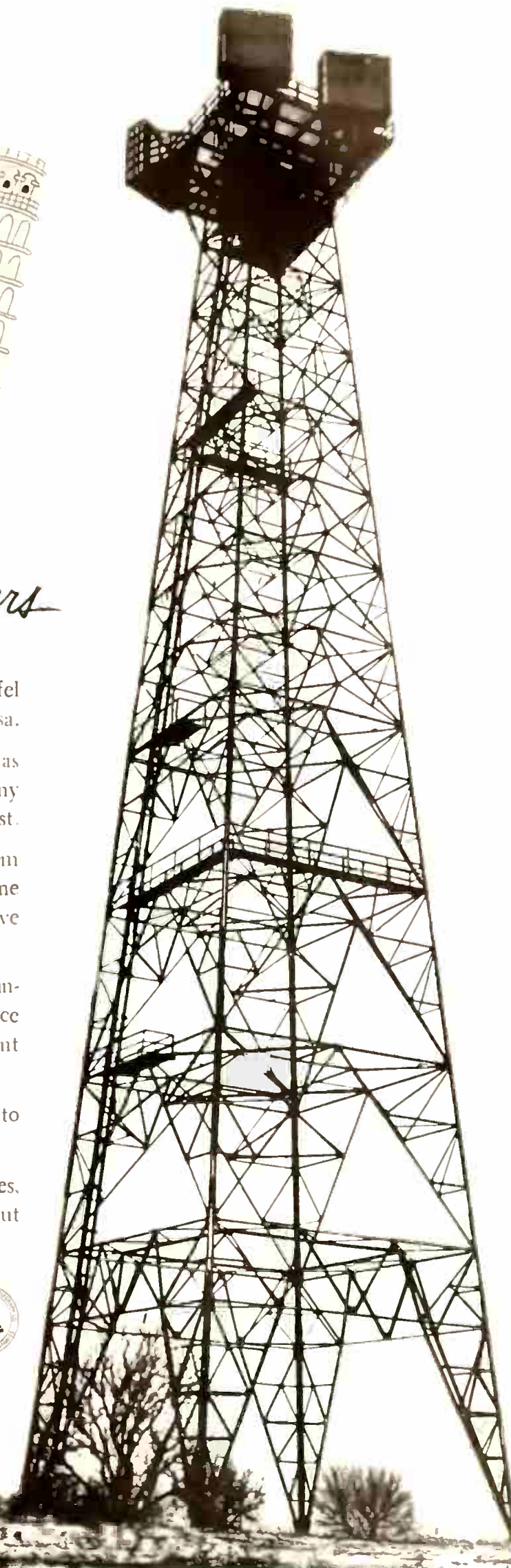
Plans for the future call for even greater investments to keep channel growth in pace with the industry's needs.

Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

**BELL TELEPHONE SYSTEM**



PROVIDING TRANSMISSION CHANNELS FOR  
INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW



signal strength by 50% and give the station a signal intensity in Harlem equal to that of any major network or independent station in New York. . . .

MIKE JABLONS  
Director of Publicity  
WLIB, New York

### NIGHTTIME RADIO

Please send us three extra copies of your August 10 issue of SPONSOR. Your articles on "12 fallacies about nighttime radio" and your review of the study made by Hank Chrystal are exceptionally timely for our sales crew. I want them to each have a copy for their use.

ARCI L. MADSEN  
Manager, KOVO  
Provo, Utah

• Extra copies of SPONSOR's 10 August issue, which is especially useful for radio buyers and salesmen, are still available. Price is 50c per copy.

Your article in the August 10 issue on "12 fallacies about nighttime radio" is excellent. It is a real contribution to radio advertising, and I hope

**No. 1  
in KC**

New Survey Shows KUDL to be No. 1 INDEPENDENT in Kansas City

**8 AM to 6 PM**  
Monday thru Friday

Call For Joe, let them tell you why KUDL is the "Best Money Can Buy"

**1000 WATTS  
250 WATT RATE**

COVERS THE GREATER KANSAS CITY MARKET  
**KUDL**  
STUDIOS: 1012 BALTIMORE BUILDING

Town to Town Local Coverage

KUDL GREATER KANSAS CITY TRADE AREA

KOKO THE MISSOURI TRI-ANGLE

KDKD KUDL—KANSAS CITY  
XOKO—WARRENSBURG  
XDKD—CLINTON

that everyone connected with radio advertising reads it thoroughly and carefully.

ROBERT R. TINCHER  
WNAX, Yankon, S. D.

### RAYCO ON TV

We would like to have a reprint of an article in your November 19, 1951 issue entitled "Rayco profits by its TV trials and errors" if such is available.

ABE BRAND  
Sales Promotion Dept.  
Oklahoma Tire & Supply Co.  
Tulsa

• No reprints of the article on Rayco are available. Copies of the issue containing the article cost 50c apiece.

### RADIO VS. NEWSPAPERS

. . . We wonder if you would send us, by air mail special delivery, three copies of the article on retail advertising, "You need both," which appeared in the February 23, 1953 issue. We are in urgent need of this material, and would appreciate receiving it just as soon as possible.

May we congratulate you on an outstanding study of Canadian radio, as presented in the Canadian issue [10 August 1953].

JIM CRAWFORD  
Promotion Manager  
CJVI, Victoria, B. C.

### CANADIAN ISSUE

We know we speak for many Canadian radio stations when we say "thank you" for your excellent story on Canadian radio in your August 10 issue.

We are keeping this issue on file for our own future reference.

D. REID  
Assistant Manager  
CKOV  
Kelowna, B. C.

I don't need to tell you SPONSOR is doing a tremendous job for both the American and Canadian radio industry. The valuable information, reviews, industry talk and editorials in SPONSOR justify a statement I once heard—"If you want to learn the business (of radio), then subscribe to SPONSOR."

Your Canadian issue is of immense value to both the Canadian radio industry and those advertisers who use radio. However, it seems to me that a reasonable suggestion would be a Canadian section in each issue. As it is, we study the magazine, and adapt the ideas therein to suit our own special problems. It seems to me that, if each issue had a section or feature article devoted to Canadian radio, it would make each and every issue of vital, topical importance to us. I would imagine that this wouldn't hurt your Canadian lineage, either. And I am quite sure it would increase your Canadian readership.

ALAN CHRYSLER  
Publicity Director  
CKOY  
Ottawa, Ont.

### ROUND-UP

(Continued from page 61)

still 4% which never have been repaired. Other findings: 90% of sets are used every weekday evening (last year, 86%); average viewing time now is four and one-quarter hours (last year, same). Morning viewing, the report added, is up from 1% to 8%, while afternoon viewing has leveled off at 14%.

\* \* \*

To find out the approximate percentage of radio listeners in Lincoln, Neb., who keep tuned to KLMS, the outlet started a "gift time" series of announcements. Here's how it works: KLMS announcements offer a small gift to 25 listeners daily if the listeners will call the station within 15 minutes and confirm their addresses and phone numbers. KLMS said the return on the pitch-outs has been 36.4%, and that the call-back time was less than five minutes after the announcement.

\* \* \*

Preview of *Victory at Sea*, filmed TV program series, was actually held at sea aboard the re-commissioned U. S. S. *Hornet* recently. The program series has been bought for reruns over WNBT, New York, this year by Thom McAn Shoes. J. Brent Wells, vice president in charge of sales promotion for the Melville Shoe Corp., parent company, says his firm never puts its money into jingles and announcements. "We like to sponsor a time segment."



# HOOPER PROVES

**YOU GET THE BIG AUDIENCE  
ON KRNT, DES MOINES RADIO!**

**60** FIRSTS OUT OF **67** TIME PERIODS  
**MORNING, AFTERNOON and EVENING!**

*Here's The*  
**BOX SCORE**

**ON YOUR ALL-TIME  
BIG TIME BUY**

**MORNING:**

FIRST in all 23 rated  
periods (51.1%)

**AFTERNOON:**

FIRST in all 24 rated  
periods (49.8%)

**EVENING:**

13 FIRSTS and 7 seconds  
out of 20 rated periods  
(36.9%)

**BUY THAT**  
**KNOW-HOW  
GO-NOW**

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS—THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS!

Represented by THE KATZ  
AGENCY . . . SOURCE: C. E.  
Hooper Des Moines Audience  
Index, June, 1953.



P.S.: Those Saturday Hoopers are pretty fancy, too! . . . 12  
firsts and 4 seconds out of 20 rated periods (8:00 a.m.-  
6:00 p.m.)

he explained, "and we think *Victory at Sea* will draw a large audience." The *Victory at Sea* series started 22 September, will run for 26 weeks. It is aired Tuesdays, 7:00-7:30 p.m.

\* \* \*

If your house has a picture window about 90 feet wide, perhaps you'll be interested in this news note: RCA found that it needed a venetian blind for one of its windows in Exhibit Hall in New York. It commissioned Levolor Lorentzon, Inc., venetian blind manufacturer, to construct the blind. Five months later it was completed and recently was demonstrated to viewers of NBC TV's *Today* after its installation. The blind weighs about 250 pounds, is operated by three electric motors, is 88 feet long and 18 feet high.

\* \* \*

New records were set in Cincinnati, Dayton, and Columbus when theatres in the three cities showed *Mighty Joe Young*. The old picture was not expected to cause any stir but after a heavy promotion job by the new Tri-State network (WHIO, Dayton; WKRC-

TV, Cincinnati; WTVN, Columbus) the crowds were lined up all around the block. This marks the first promotional effort by the new network.

\* \* \*

On the air since August 1923, WRC, Washington, D. C., is currently celebrating its thirtieth year of service in the nation's capital, Maryland, and Virginia. Old timers remember the station's coverage of the 1924 political conventions and a blow-by-blow description of the Wills-Firpo prize fight which came in on a telephone wire from WJZ, New York.

\* \* \*

The largest group of stations ever lined up before the start of a new TV show is what Ziv TV claims for its *I Led Three Lives*. A week before the show started (it teed off on WNBT, New York, 27 September) Ziv said it had been sold on 94 stations. M. J. Rifkin, Ziv TV sales vice president, said the two top-10 network shows, *I Love Lucy* and *Groucho Marx*, are on 79 stations. The Ziv show is based on the book by Herbert Philbrick.

\* \* \*

Sponsors have given unqualified approval to a new program aired over WEEL, Boston, in the 7:30-7:45 p.m. slot every evening. Called *Where Shall We Eat*, the program is built around the informal chatter of Mrs. Heloise Parker Broeg and Michael Wynne-Willson who talk about the distinctive features of various restaurants that sponsor the show.

\* \* \*

Gov. G. Mennen Williams officiated at a drawing conducted by WJIM, Lansing, Mich., at which Andrew Elseser, president of the American State Bank of Lansing won a 10-day, all expense trip to Bermuda for himself and family. Harold Gross, president and owner of WJIM, presided at the luncheon thrown for advertisers who had used the station for 10 to 20 years.

#### SPONSOR ASKS

(Continued from page 59)

data with which every timebuyer must work. He is expected to familiarize

himself with these "tools of the trade," taking every opportunity to observe how they are used . . . the relative merits of each, and so forth.

He is indoctrinated in the various basic jobs in the department, ranging from doing detailed spot or network estimates to clearing out the station files. It is surprising the number of questions a trainee can ask about the material in the station file when it is his job to choose what should be kept and what should be thrown out.

A trainee is assigned to a specific buyer for guidance. This specific assignment accelerates a trainee's development as he deals in specific problems rather than generalities.

All projects assigned to a trainee are, of course, checked by an estimator or timebuyer and reviewed with the trainee for mistakes, short-cuts or improved direction.

Our experience has conclusively established that these training methods develop our young people quickly and efficiently.

THADDEUS S. KELLY  
Timebuyer  
McCann-Erickson  
New York

**PEASE PORRIDGE HOT,  
PEASE PORRIDGE COLD**  
Pease porridge in the pot  
nine days old.  
Some like it hot,  
some like it cold;  
Some like it in the pot  
Nine days old.

The people who live in the rich Kansas City primary trade area, too, have a variety of tastes and opinions. There is one thing, though, that they are agreed upon—their favorite radio station. It's The KMBC-KFRM Team.

Not only do they listen to KMBC-KFRM, but they believe what The Team has to say. So—write, wire or phone KMBC-KFRM, Kansas City, or Free & Peters, for availabilities now.

There are a host of buyers in the Heart of America for your "porridge" and they WILL buy it if they hear about it on the station they listen to most . . .

**the KMBC KFRM Team**

CBS RADIO FOR THE HEART OF AMERICA

**AM  
EVD  
FM**

**4 Reasons Why**

The foremost national and local advertisers use WEVD year after year to reach the vast

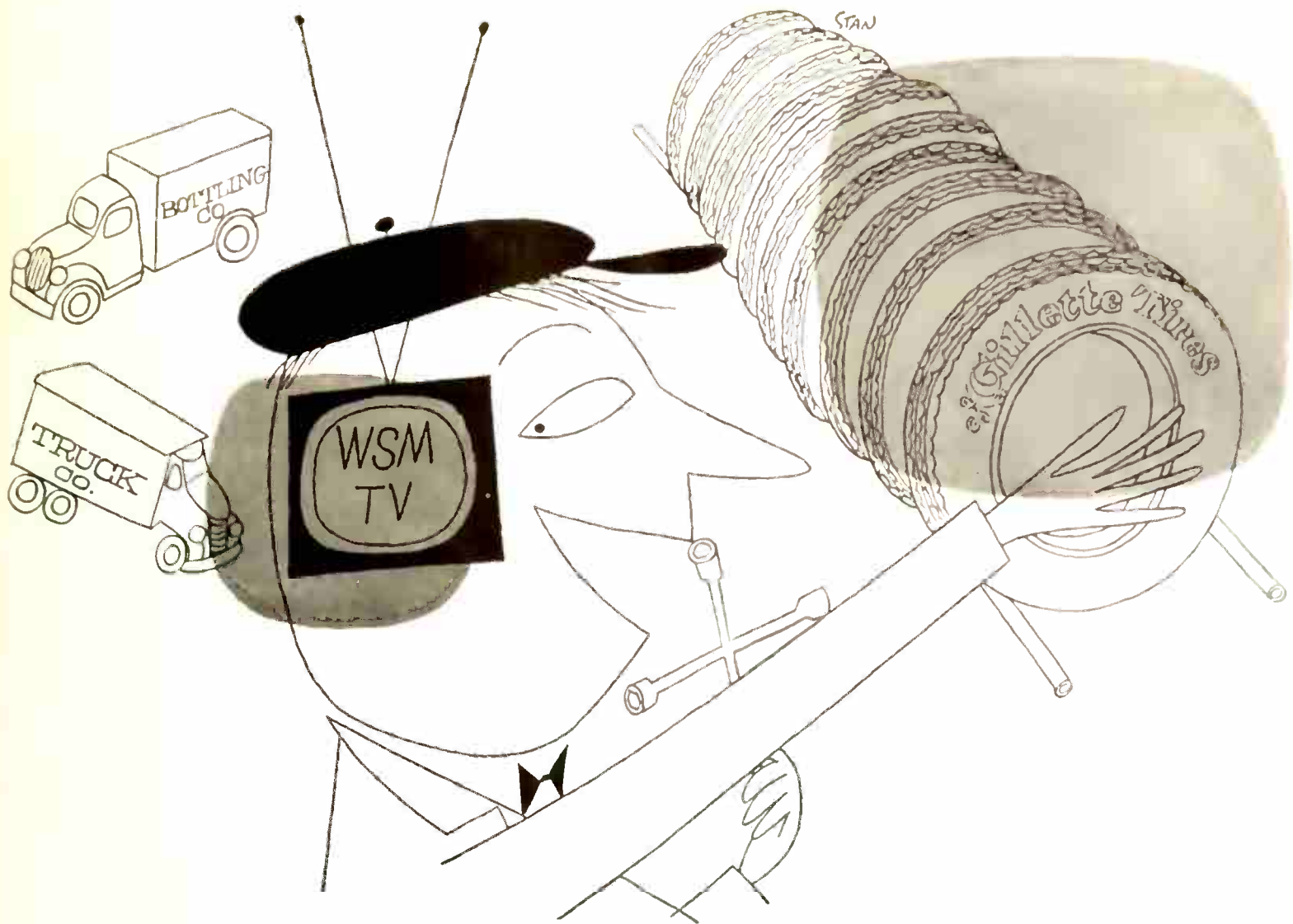
**Jewish Market  
of Metropolitan New York**

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of  
"WHO'S WHO ON WEVD"  
HENRY GREENFIELD

WEVD 117-119 West 46th St.  
New York 19  
Managing Director





## “... Good Increases in Business ...”

In January, Ragland Potter and Company of Nashville, having used television through the Walter Speight Advertising Agency for other products, decided to see what WSM-TV could do for their wholesale Gillette Tire Department. Here in the words of a Ragland Potter official is what happened:

“After our first program a Bottling Plant in Kentucky made immediate inquiry preparatory to placing an order for Gillette Tires on all their trucks (they placed it!). The bus line of a progressive Middle Tennessee town has made arrangements to equip all busses with Gillette Tires as a direct result of our television advertising. Also as a result of a TV commercial, a logger gave an order for tires for eight trucks. In addition to these, our dealers have reported good increases in business.”

“Our dealers and salesmen are keyed up over our TV advertising. And judging from consumer demand, we expect to improve our position in the Tire Field as a direct result of TV advertising. . . .”

This is no isolated instance. Irving Waugh or any Petry man can cite similar success stories in every field. How about building one for your product?

**Nashville WSM-TV Channel 4**

# man of many facets!



Versatile as a one-man band, Joe Reichman combines his talents as showman, pianist, recording star and personality to produce one of the most sparkling radio shows on the air.

● Emceed by anyone but Joe the Showman, the Reichman shows would be little more than slick disc jockery. "Pagliacci of the Piano" Reichman's music, effervescent personality, his inimitable wit and limitless store of recollections born of many years as a big name band leader blend a potent entertainment potion that charms his audiences.

● The Reichman manifold personality charms his guests as well. To the many headline stars who appear on Reichman's shows, doing a show with Joe is a delightful busman's holiday.



● The Reichman touch accrues to commercials. Response throughout the big WFAA-dominated Southwest keeps sponsors, too, under the Reichman spell. You'll want to ask a Petry man about availabilities.



THE  
**Joe Reichman**  
SHOWS . . .  
SUNDAYS • MONDAYS • WEEKDAYS

**WFAA**  
820 • 570  
50,000 WATTS      5000 WATTS  
DALLAS  
NBC • ABC • TON

ALEX KEESE, Station Manager  
EDWARD PETRY & COMPANY, Natl. Representatives  
RADIO SERVICE OF THE DALLAS MORNING NEWS

# Newsmakers in advertising



**Earle Ludgin**, president of Earle Ludgin & Co., Chicago, has been elected chairman of the American Association of Advertising Agencies. Ludgin started his own agency in 1927. Mild-mannered and soft-spoken, his associates call Ludgin antithesis of the advertising huckster. He's interested in music, modern art and writing plays (several have been produced by amateur groups in Chicago). At AA's, he succeeds late Henry M. Stevens of J. Walter Thompson Co.



**Brig. Gen. David Sarnoff**, chairman of the board for RCA-NBC, has been occupying a prominent position in news columns this fall what with NBC's move to develop new radio programming and the likely emergence of color TV within a few months. He's made it clear that he still is head of RCA and is active NBC radio-TV boss. Appearing personally at last month's NBC radio affiliates' Chicago meeting, he admonished group to support network. He predicts personal set listening to portables approaching wrist-watch size.



**Walter Craig**, who before he was named advertising director for Pharmaceuticals, Inc., headed radio-TV for Benton & Bowles, made advertising headlines with Geritol's purchase of Red Skelton Show. Program started 22 September (CBS TV, Tuesdays, 8:30-9:00 p.m.) but was sponsor-less until Geritol picked it up just few days before start. Reason: Because Skelton was going on live it was thought he'd be more productive than last year's film show.



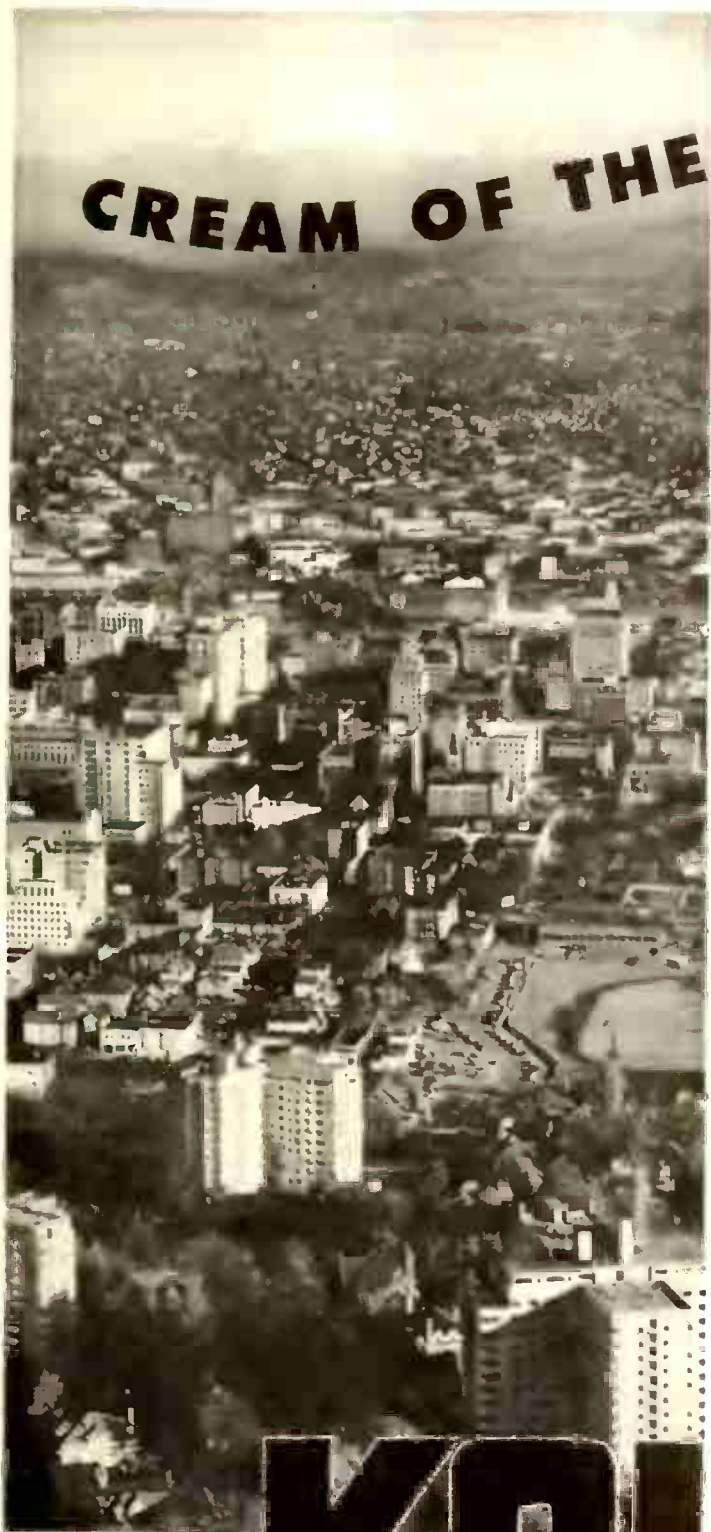
**Robert J. Landry**, who has conducted the "Men, Money & Motives" column for SPONSOR the last three years and who was the original radio editor for Variety, is returning to that paper. He will be managing editor, a new job and title at Variety. For six years, Landry was director of program writing for CBS Radio. Says Landry, referring to new position, "If there's one industry more technically complicated than broadcasting, it's motion pictures." He'll sell his Space & Time newsletter, which he's published since 1949.



**OCTOBER  
15<sup>TH</sup>**

**VHF**

*in  
Portland  
Oregon*



**CREAM OF THE NEW TV MARKETS**

- 1,228,000\* people in effective signal area
- \$1,484,528,000\* in retail sales
- 125,000 TV sets\*\* — growing fast
- 56,000 watts now — 100,000 soon

**KOIN-TV—the first with the finest**

It's a rich, prosperous market this Northwest region—a market ripe and ready for television's impact. Beginning October 15th you will be able to take advantage of the increased coverage, the assured picture quality of time-tested *VHF* telecasting. KOIN-TV will begin serving this great market.

**KOIN's reputation means dollars to you**

For 28 years KOIN has offered the people of this region the tops in national, local, and public service programs. It is known for quality programs. This good-will and public acceptance will reflect itself in increased audience. In equipment, staff, experience and talent KOIN-TV will occupy a dominate position in assuring immediate audience acceptance and popularity in the Pacific Northwest.

Write, phone or wire for complete information and availabilities.

**CBS TELEVISION**

\*CBS TELEVISION RESEARCH  
\*\* As of August 1, 1953

**CHANNEL 6**

**KOIN-TV**

C. HOWARD LANE,  
*Managing Director,*  
Mount Hood Radio &  
Television Broadcasting  
Corporation,  
Portland, Oregon

**AVERY-KNODEL, INC., NATIONAL REPRESENTATIVES**

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, ATLANTA, DALLAS



### Television basics

TV specialists, including trade paper editors, are sometimes inclined to overlook the more basic facts of TV that absorb advertisers.

For example, at the ANA's recent annual meeting in Chicago, SPONSOR placed on a table outside the session room two piles of reprints—*Radio Basics* and *TV Basics*. On the day a panel discussion on the future of TV was held by 12 well-known figures in the industry, the TV pile went first. Next morning when BBDO's Ben Duffy discussed "Evolution or Revolution in Media?" another heap of reprints was put out and *Radio Basics* melted away faster. (Incidentally don't fail to read Duffy's special media article written for SPONSOR starting page 25 and the text of his speech starting page 82.)

But on both days no copies of either of the *Basics* remained at the close of the session.

Moral: Admen are desperately in need of important, almost elementary information on this vital new medium. To ANA's credit it therefore devoted an entire morning to three case histories on TV (one, by Folger Coffee, containing a strong plug for radio) and a surprisingly stimulating panel discussion by five broadcasters, six advertising men and FCC Chairman Rosel H. Hyde on whither TV.

The panel discussion underscored the above point: the importance of TV basics. What did the advertisers want to know? Essentially four things: (1) The principles governing FCC permits to TV stations, plus data on growth of TV stations, coverage and sets. (2) TV costs in the predictable future. (3) Plans to accommodate regional and small national advertisers. (4) When color TV would be commercially practicable.

Broadcasters Robert Kintner (ABC), J. Leonard Reinsch (Cox Stations), Jack Van Volkenburg (CBS TV), Pat Weaver (NBC) and Chris J. Witting (Du Mont) and FCC Chairman Rosel Hyde dropped no passes.

\* \* \*

### How NBC will compete

Said NBC's David Sarnoff to NBC radio affiliates in Chicago meeting recently: "I, for one, will not cast a vote of 'no confidence' in the future of radio. I am convinced that there is and will be a large audience and substantial advertising revenue for a national radio service."

Signs of radio's continuing upsurge are two-fold: rise in sets to an astound-

ing 117 million, as of 1 July, according to the Broadcast Advertising Bureau; and the steady increase in sponsors of spot radio and, secondly, of network radio.

Those who read SPONSOR's illuminating article on "How ABC will compete" in the 21 September issue will doubtless want to see "What NBC's \$5 million radio investment means to sponsors," page 30.

This fall and winter should not only see programing records but new circulation and presumably sales marks for sponsors as well.

\* \* \*

### To capitalize or not

Should we capitalize radio every time we use it in print, as we do TV?

Or should we reduce TV to lower case?

Or should we stick to the present system: radio, TV, AM, FM?

Robert R. Tincher, v.p. and general manager of WNAX, Yankton, S. D., and KVTV, Sioux City, Ia., is urging all trade papers concerned with air media to capitalize radio, or at least, to keep both words in lower case. His reasoning: "... Psychologically there is emphasis placed on the capitals 'TV' to the detriment of 'radio.'" Since the two compete for the advertiser's dollar, this is "most discriminatory" to radio.

Before changing its style SPONSOR decided to poll all three groups most intimately concerned with this point: (1) the broadcasters—AM and TV, (2) the sponsors: (3) the agencies. This survey is now underway.

Meantime what do YOU think?

## Applause

### The real winner: WOV

Any curb on the dissemination of information via radio and TV is a blow at a basic American constitutional right: freedom of the press.

(By press we mean all media used for the transmission of news.)

The International Boxing Club's attempt to bar radio and TV not only from broadcasting a blow-by-blow account of the Marciano-LaStarza title fight but even a news summary at the end of each round was dangerous to this basic right for two reasons:

(1) It could set a precedent for wid-

er encroachment on broadcasting's right to transmit legitimately obtained news not only by private industry but by government as well; (2) it was discriminatory in that it struck at the very root of radio's superiority over print media: speed.

None of the giants in the industry saw fit to tangle with the IBC over this challenge to one of broadcasting's pillars. But to their everlasting credit, Ralph Weil and Arnold Hartley did. They are owners and operators of WOV, an independent New York station catering largely to Italians.

They announced they would broad-

cast a round-by-round report. NARTB President Harold E. Fellows and NARTB district meetings denounced the IBC curb. Other broadcasters pledged moral and financial aid to WOV. Taking the issue to court, the IBC sought an injunction to prohibit WOV from broadcasting anything more than a 75-word report every three rounds.

New York State Supreme Court Justice Irving L. Levey ruled in favor of WOV on the round-by-round issue.

As a result, most radio fans and quite a few TV viewers heard the fight as it progressed.



**on the air mid-fall 1953**

**Central South Carolina's only**

# VHF

## TELEVISION STATION

- Service begins mid-fall 1953
- NBC and CBS programs
- Starting with 106,500 watts effective radiated power
- Antenna 640 feet above average terrain
- Serving one million South Carolinians (including billion-dollar Savannah River H-Bomb plant area)
- Only VHF facility allocated by FCC within 65-mile radius of Columbia
- Experienced staff has operated two studio camera chains and related equipment for more than a year in regular, twice-weekly workshop sessions
- For availabilities, rates and further details, call your Free & Peters man

# **WIS-TV**

**CHANNEL 10**

**COLUMBIA, SOUTH CAROLINA**

G. Richard Shafto  
President

Charles A. Batson  
Managing Director

IN KANSAS CITY, SALES SWING IN LINE, WHEN YOU SWING TO



# WHB-TV

BASIC CBS TELEVISION AFFILIATE



CHANNEL NINE

313,062\* television homes! That's the ripe and ready Kansas City market that you can line up for concentrated selling when you swing your spot schedule to WHB-TV! Interim transmission is from mast atop Missouri's tallest office building. New tower (jointly owned with KMBC-TV) to be 1,079 feet above average terrain. Maximum allowable power —316 kw visual, 158 kw aural.

A full schedule of CBS Network TV programming . . . plus a variety of bright, talent-packed locally produced shows put your selling message in the right place at the right time for maximum audience action.

For availabilities, contact your nearest Blair-TV representative.

\*According to Aug. 31st figures of the Kansas City Electric Association.



It's good reading...and it's FREE to advertisers and agency executives!

Swing the pocket size 100-page magazine published six times a year by WHB-TV and WHB-TV is packed with interesting and informative reading for time buyers, advertisers, agencies, advertising and sales executives. Articles on marketing, advertising research, excerpts from John Crosby's Radio and Television Column, picture jokes, quizzes and cartoons — you'll find them all between the covers of Swing. Request your free copy on your company letterhead.



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