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NEW YORK 20 N Y

SPONSOR

Magazine Radio and TV advertisers use

19 OCTOBER 1953

50¢ per copy • \$8 per year

WHY?

Bab-o • Chase & Sanborn • Dyanshine • Falstaff
Feenamint • Chooz • Good Luck • Kaiser-Frazer
Hill Bros. Coffee • Household Finance • Old Spice

Home Journal • Saturday Evening Post • Life • Loew's M.G.M. • Morton House Foods
Telephone Company • Oxydol • Pan-American Coffee Bureau • Prell Shampoo • Jello
Trend • HyPower Chili • Shinola • Sunkist Oranges • Paramount Theatre • Nash
Crescent Cake Mix • Union Pacific Railroad • Bryant Gas • Packard • De Soto • R.K.O.
Records • Philco • Mayflower Van • Dodge • Westinghouse Laundermat • Nutrena
Margarine • Allied Van • Cheer Detergent • Ajax Cleanser • Lipton Tea • Plymouth
Merfield • Chlorodent • Clorets • Silver Star • Flavor-Kist • Brach Candies • Zerone
Dent • Dentyne • Electrolux

Kowh

O M A H A

Crosley TV
Motorola TV
Shadow Wave
Blue Star Bledes
General Electric TV
1-GO Van • Breeze
Dusorb • RCA Victor

Dog Food • Armstrong Tires • Whirlpool Washers • Crosley Refrigerators • CBS-TV
Columbia Records • Singer Sewing Machines • Skinner's Raisin Bran • Perfex • Musterole
Maid Hosiery • Firestone Stores • Foreman & Clark • Safeway Stores • Post's Cornfetti
Hines Cake Mix • Capitol Records • Groves Bromo Quinine • Frostee • Chevrolet

on Soup • Oldsmobile
ion Orange • Hudson
ol Pudding • Sew Gem

RESULTS!

NETWORK RADIO FERMENT

page 27

Radio puts
razzle-dazzle in
Ford one-day sales

page 30

Diary of a TV
drama: behind-scenes
with "The Web"

page 32

Timebuyers love
station manager
visits, BUT

page 34

HOW TO TEST MEDIA WEEKLY

page 36

FARM RADIO AND TV: 1953

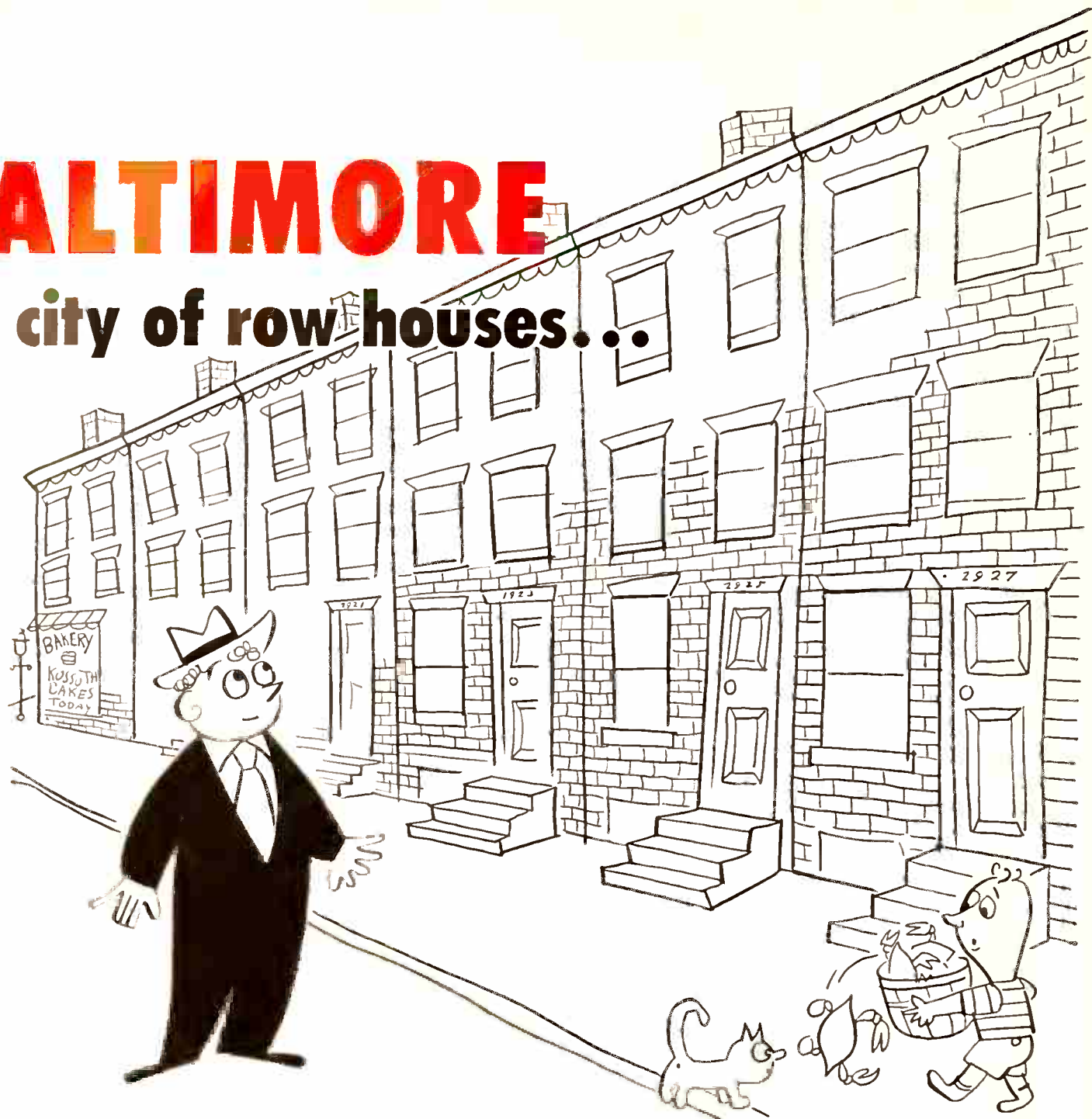
starts page 69

How admen feel about
farm air media

page 70

BALTIMORE

the city of row houses...



Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

IT'S A COMPACT MARKET!

More than 1½ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you at a fraction of the cost. Because

NIELSEN SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY

The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.

IN BALTIMORE

W-I-T-H



TOM TINSLEY; PRESIDENT

• REPRESENTED BY FORJOE & CO.

REPORT TO SPONSORS

19 October 1953

MBS affiliates' "revolt" denied

Mutual affiliates signing up slowly for new Mutual Affiliation Plan under which they give network 35 free hours weekly in exchange for 14 hours free network programming for local sale. Talk of affiliates' "revolt" heard among reps was denied by stations SPONSOR called, also by Mutual. To date more than 60% of affiliates signed (plan effective 1 October). Some affiliates, however, reported asking for unprecedented 28-day cancellation clause in case system doesn't work.

-SR-

Radio owners listen, write

NBC Radio's Operating V.P. Ted Cott sent 10,000 letters to Eastern Seaboard residents asking them what they thought of 28 new NBC Radio shows, other questions. Four hundred to 500 replies came in before week was out, indicated 80% of radios are not in living room. Cott says he's more firmly convinced than ever radio's been shortchanging itself, people do listen to radio, writing to them is good radio promotion. He plans to send 1 million letters to all parts of country.

-SR-

What's behind net radio ferment?

Whither networks? SPONSOR looks at "The network radio ferment" in this issue (starting page 27). Contributing to the ferment: (1) NBC Radio's expansion of its Operation Tandem approach, provoking Station Reps. Assn. to sharp rebuttal. (2) Mutual's new compensation plan which went into effect 1 October. (3) Criticism from field that radio stations don't have radio-only voice, need new trade association. You'll find some stimulating inside data in this article.

-SR-

Future CBS TV net will cost \$48,000

Future costs: Jack Van Volkenburg, CBS TV president, foresees CBS net of 295 stations in 1956 (present, 140) with 59 of them "must buy" (against 41 today). Cost: \$48,000 per half hour to reach 35 million homes against \$25,827 to reach 21 million via CBS today. NBC's Hugh Beville reports total U. S. TV sets have jumped 6.5 million over year ago to 25.2 million or 55% of all homes.

-SR-

Radio, TV set output soars

Radio set output hit 8.9 million for first 8 months 1953, against 6.5 million same period last year according to Radio-Electronics-TV Mfrs. Assn. TV set production for period totaled record 4.7 million (against 2.9 million 1952 period).

-SR-

SPONSOR's annual farm section

With farm market sagging a bit, you'll want to use cheapest media to reach most people—and they're radio, TV. SPONSOR analyzes farm situation this year in four-part section starting page 69. Covers (1) market, (2) Farm Radio, (3) Farm TV, (4) how sponsors look at farm air media, (5) 12 capsule success stories.

REPORT TO SPONSORS for 19 October 1953

1/5 listen out of home in summer Pulse reports out-of-home listening past summer added 22.2% to radio audience in 23 major markets. Figure is up from 18.9% extra measured in 15 markets last year, 17.3% "plus" in 14 markets 1951.

-SR-

You CAN test media weekly Agency member of SPONSOR's All-Media Advisory Board for media study read advance copy of current article, "How Emil Mogul tests media weekly for Rayco," promptly wrote: "There is food for thought for all of us in this article and I am going to be sure that our media and research people see it." See page 36.

-SR-

Beer jingle now brass band march Carling's Black Label Beer musical commercial ("Hey Mabel, Black Label") has been expanded by Phil Davis Musical Enterprises into 2½-minute march played by 25-piece brass band. Carling's rented jingle from Davis (\$600 for 13 weeks), paid \$2,680.56 for march, which now becomes Carling's property. March will introduce sporting events, other programs sponsored on radio-TV by Carling's. It hopes to duplicate success of "Dragnet."

-SR-

SPONSOR donates TV camera to Yale WYBC-TV, only TV station in country owned by undergraduates, will start closed-circuit broadcasts to Yale campus in New Haven, Conn., 29 October using lightweight Du Mont camera donated by SPONSOR. Yale men intend to sell time, make station pay for itself.

-SR-

Saturation radio sells Ford cars SPONSOR burned up long-distance circuits for nearly three hours to get you "Saturation radio puts the razzle-dazzle in Ford one-day sale," starting page 30. Tale of 5 cities shows how air can hypo sales. Baltimore dealer sold 128 new Fords for one-day world record.

-SR-

ABC TV spending \$750,000 on ads ABC TV's "750,000" ad campaign to promote its fall programs has Big City talking. Latest to hit news editors' desks: one-quart can of sunbeam yellow Super Kem-Tone, one of sponsors of Ray Bolger show. Of \$750,000, \$325,000 is going for newspapers and car cards, rest for radio and TV advertising on ABC's owned-and-operated stations. Nine-week campaign ends next month.

-SR-

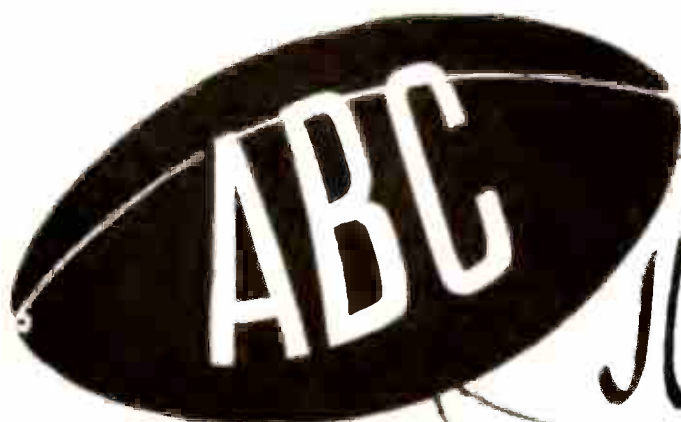
Lee named 7th man to FCC President's appointment of Robert E. Lee, Chicago Republican, House investigator and ex-FBI man, to FCC gives it 4 GOP members, 2 Democrats, 1 independent. Broadcasters had hoped someone experienced in broadcast industry would get call. Lee is auditor by profession.

New national spot radio and TV business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
Beech-Nut Packing Co., Canajoharie, NY	Coffee	Kenyon & Eckhardt	WGY, Schenectady, NY	Radio: 5 minute partic a wk; st 13 Oct; 13 wks
Bercut-Richards, Sacramento, Cal	Sacramento Tomato juice	Lawrence C. Gumbinner, NY	4 NY radio stns	Radio: 10 minute partic a wk; st 12 Oct; 13 wks
Chap Stick Co., Lynchburg, Va	Chap Stick, Chap-ans	Lawrence C. Gumbinner, NY	5 radio stns: Phila, NY, Chi, Dallas, Milwaukee	Radio: 3-5 minute partic; st mid-Oct, mid-Nov; 13 wks
Decca Records, NY	Ford anniversary album	Cunningham & Walsh, NY	50 radio mkts throughout the country	Radio: 2-5 d.j. partic a wk; st 8 Oct; 4 wks
Decca Records, NY	Ford anniversary album	Cunningham & Walsh, NY	NYC, to expand into major TV mkts	TV: "Today" partic; st 9 Oct; 8 partic through 3 wks
H. S. Fromme & Co., NY	Vivo Coffee	Emil Mogul, NY	WOV, WHOM, NY	Radio: 60-sec anncs, one 5-, one 10-min prog; st 5 Oct; 13 wks
General Foods, NY	Swansdown cake mix	Y&R, NY	24 radio mkts throughout the country	Radio: chainbreaks, 60-sec anncs; st 21 Oct; 10 wks

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ured
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MILWAUKEE HAS A NEW TRIPLE-THREAT WINNER!



This all-star line-up continues on **WOKY!**

★ **MAD MICHAEL'S MUSIC BOX**
Featured in Oct. Issue of HIT PARADER

★ **JIM O'HARA-D. J.**
Man who makes old tunes new hits

★ **LUCKY LOGAN—**
Ace News Commentator

★ **JOHNNY REDDY**
Outstanding Sports Reporter

★ *Numerous other LOCAL personalities that headline this new team that all Milwaukee follows.*

WOKY... 920... THE CENTRE AISLE ON YOUR RADIO DIAL!

ARTICLES

The network radio ferment

Out of strife and under pressure a new network radio concept is being born. Advertisers will want to know what shape the new medium will take

27

Saturation radio puts razzle-dazzle in Ford sales

Local Ford, Lincoln-Mercury auto dealers use saturation radio announcements to create mood of excitement for one-day sales. Number of such special sales reflects increased auto production along with beginnings of softening market

30

Diary of a TV drama

A behind-the-scenes study of a half-hour video drama from story conference to rehearsal to on-air-time. Includes complete production cost breakdown

32

Timebuyers love station manager visits, BUT . . .

Many timebuyers lament that station men tend to descend at one special time of the year—the period when they are busiest. New TV stations add to problem

34

How Emil Mogul tests media weekly for Rayco

Novel system detailed here enables agency to determine whether newspapers, radio or TV brought customers in, which station or paper is "best." Rayco sales have risen 35.6% in 18 months. Part 12 of SPONSOR's All-Media Study

36

ANNUAL FARM RADIO-TV SECTION

How admen feel about farm air media

Leading agencies and clients offer their opinions and share many secrets regarding farm broadcasting. A special SPONSOR industry study

70

Farm radio: it reaches virtually all farmers

Biggest sponsors are still those who sell farm-use products, but the ranks of consumer advertisers are growing due to today's competitive marketing

72

Farm TV: now it's an advertising reality

New survey shows that nearly one in every five TV stations in the U.S. is airing a farm video show of some kind. Here's today's Farm TV picture

76

Farm market: adman's facts and figures

Farm income has taken a 6% drop so far this year. But the market is still a rich one if the approach is scientific and the choice of media correct

82

Farm air results: rural broadcasting sells

A dozen capsuled case histories show the selling power of farm-area broadcasting for products ranging from dresses to farm tractors

84

COMING

Advertiser bets \$1 million budget on media tests

Part 13 of SPONSOR's All-Media Study details experiences of advertiser who tested first, then plunged

2 Nov.

DEPARTMENTS

TIMEBUYERS AT WORK	1
MEN, MONEY & MOTIVES	2
49TH & MADISON	3
NEW AND RENEW	4
MR. SPONSOR, Clayton Hulsh	5
P. S.	6
RADIO RESULTS	7
NEW TV STATIONS	8
FILM TOP 20	9
COMMERCIAL REVIEWS	10
ROUND-UP	11
AGENCY PROFILE, Joseph Scheideler	12
SPONSOR ASKS	13
TV COMPARAGRAPH	14
NEWSMAKERS IN ADVERTISING	15
SPONSOR SPEAKS	16

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7 N
ber
KWKH

heard by 22.3%
more families
than all other
Shreveport stations
combined!

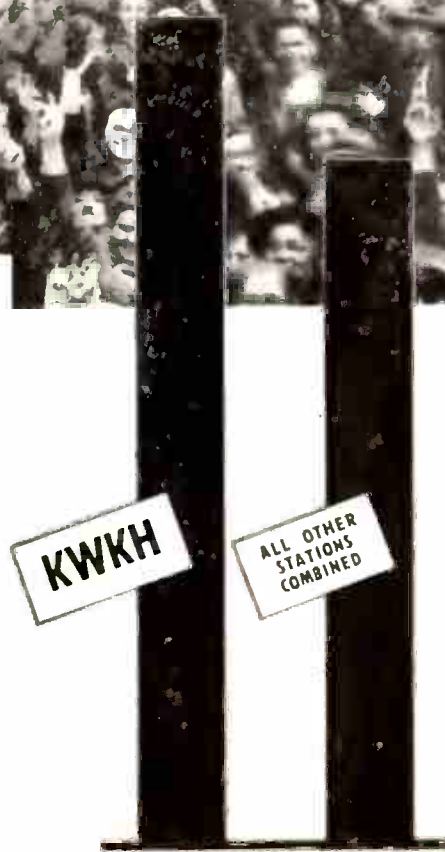


Total the number of Average Daily Listeners to Shreveport's four other radio stations combined, and you find KWKH is still 22.3% ahead, in the rich Arkansas-Louisiana-Texas area.

Yet KWKH costs only 55.8% as much as that whole competitive group.

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

Ask your Branham man to give you the whole KWKH story.



AVERAGE DAILY LISTENERS (S.A.M.)

KWKH
A Shreveport Times Station

10,000 Watts • CBS Radio •

SHREVEPORT **LOUISIANA**
Arkansas
The Branham Co.,
Representatives

Henry Clay, General Manager
Fred Watkins Commercial Manager

K eep your eye on **KBIG!** Our advertisers report sound sales increases; and these are reflected in our increased fall schedules.

B usiness is good! **KBIG** August sales are 18% over July and 64% better than August a year ago.

I ncrease your sales in all Southern California—America's Third Great Market—with **KBIG's** strong, clear 10,000-watt signal direct from Catalina Island.

G ood availabilities are going fast. Call your **KBIG** sales representative or Robert Meeker Associates, Inc., NOW for definite costs and schedules.

10,000 WATTS
AT 740

KBIG

STUDIOS IN AVALON
AND HOLLYWOOD

GIANT
ECONOMY
PACKAGE OF
SOUTHERN
CALIFORNIA
RADIO

JOHN POOLE BROADCASTING CO.

6540 Sunset Blvd., Hollywood 28, California
Telephone HOLLYWOOD 3-3205

Timebuyers at work



Kathryn Shaughan, Morey, Humm & Johnstone, New York, is buying on a 52-week basis for her Sinclair Refining Co. account, though gasoline is usually seasonally advertised. "Radio and TV did such an effective job during past years," she explains, "that the client has allotted a year-round budget. This all-year campaign has also promoted good relations with the Sinclair field personnel." The major radio budget goes into early-morning announcements and five-minute news- and weather-casts; she also buys TV announcements.



George Polk, BBDO, New York, is deep in UHF vs. VHF research for his 1954 Lever Bros. campaign. (See "UHF: one year later," 7 September 1953, page 33.) "In a market with a strong VHF station, we're faced with a need of estimating the potential UHF set penetration a year from now compared with the program and time availabilities on the established station," George explains. "Our research department is working 'round-the-clock to provide us with material for our estimates." His Lever products: Swan, Surf and Breeze.



Jack K. Keilson, The Keilson Co., New York, is a foreign-language broadcast specialist. During the Passover season in spring 1953, he placed an extensive Jewish-appeal campaign for his Horowitz Bros. & Margaretan account—manufacturers of matzoh products. "We did extensive research throughout the U. S. and Canada," Jack tells, "to find Jewish-appeal programming. Finally, we found it on some 28 stations on which we scheduled a five-a-day, five-days-a-week campaign. Result: a 5% sales increase in spite of a relatively fixed demand."



Alfred de Jonge, Harold M. Mitchell, New York, aimed Neuman & Sons' announcements for "Practical Front" corsets at the Italian market in New York. "Since commercials are keyed to stout ladies during the fall and winter season," Al explains, "WOV's Italian daytime participation programs were a natural choice for us." Al buys three a week for 10 weeks, and since each participation has a different store tag, he can keep close tab on sales through the stores. At the moment he's placing a November tie-in campaign with Gimbel's dept. store on WOR-TV, New York, for Neuman's Sarong girdle.

BIG



BOB POOLE
of "Poole's Paradise"



ADD PENFIELD
Sports Director & Newscaster



JOE TEW
Farm Director

ON WBIG

To do a top coverage job of one of the South's major markets, call on Poole, Penfield or Tew. They all have huge followings in the WBIG market area—an area containing more than 1,000,000 population with over \$575,000,000 retail sales in 1952.

WBIG's "Big Three" are supported by an excellent staff of artists and announcers with a variety of radio talents.

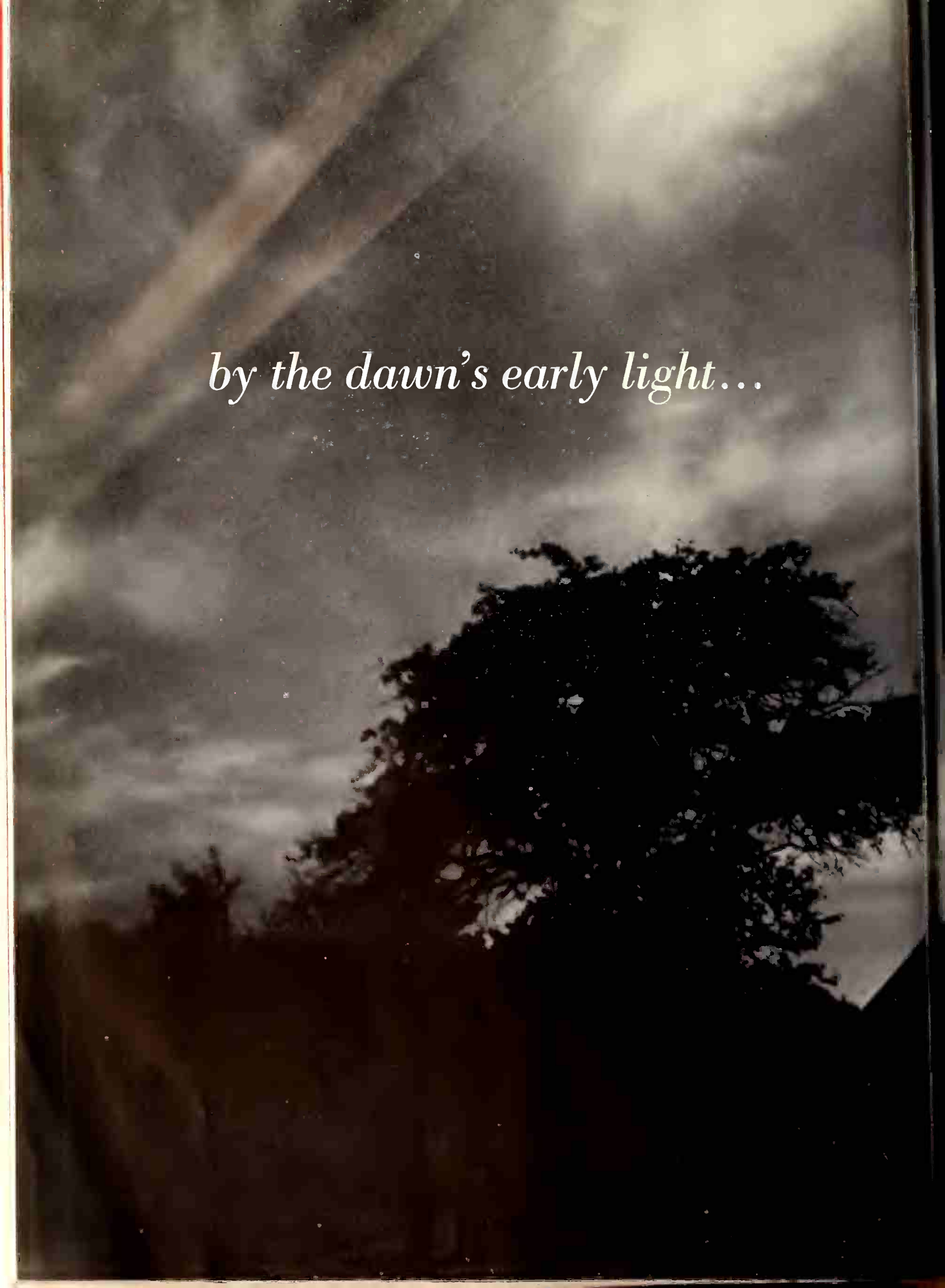
GREENSBORO, N.C.

WBIG

In 27th Year of Broadcasting

CBS AFFILIATE | 5000 WATTS

Represented nationally by Hallingbery

A black and white photograph of a cloudy sky at dawn. A faint rainbow is visible in the upper left quadrant. In the lower right, the dark silhouette of a tree is prominent against the lighter sky. The overall mood is serene and atmospheric.

by the dawn's early light...

Whether it's the farmer tuning in early for
the weather report, the night driver or
the all-night restaurant, Storer
stations serve the distinctive needs of
listeners in many rich markets.
For this reason the campaigns of an
impressive list of local and
national sponsors start with
Storer stations.

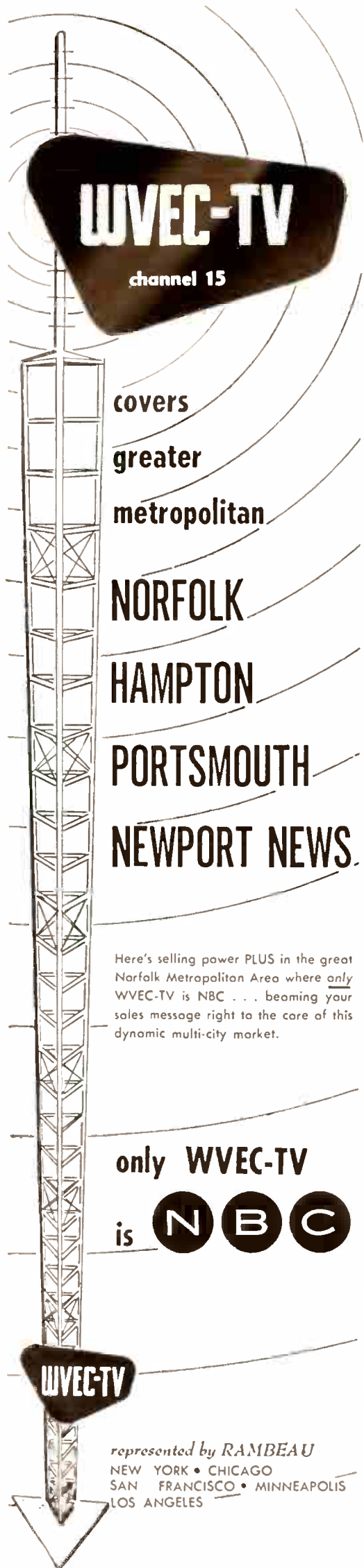


STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	KEYL-TV San Antonio, Texas	WBRC-TV Birmingham, Ala.		
WSPD Toledo, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	KABC San Antonio, Texas	WWVA Wheeling, W. Va.	WGBS Miami, Fla.	WBRC Birmingham, Ala.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, Eldorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498



Men, Money and Motives

by
Robert J. Landry

Song at twilight

This will be our final column for SPONSOR. Henceforward Landry will be enthroned, if that's the word, at *Variety* as managing editor. Thus, after three years in this space, we turn in our long white philosopher's beard. The olio curtain slowly descends. Exit music. But wait—the final column may be the most unusual yet because it turns out that the publisher of SPONSOR, Norman Glenn, may be the most unusual publisher yet. He has actually said to us. "Bob, for your final column, why don't you write about *Variety*?"

* * *

Stop and think. This is SPONSOR. It is a trade paper. *Variety* is also a trade paper. Trade paper publishers, and editors, if not trade paper legmen, are supposed to be very bigoted. They never mention, much less publicize, another journal in the same area. The best you can ever hope to be in the market surveys of a rival trade sheet is Paper B, Paper C, Paper D, or more likely, Paper F, meaning faint traces only.

* * *

Are we over-dramatic when we suggest that this final column shows more than faint traces of being, in trade paper terms, "historic?"

* * *

So what about this *Variety* to which Landry returns after 11 years in Egypt? Stix Nix Hix Pix. Wall Street Lays An Egg. Biz Boff in Buff. A newspaper appearing weekly couched in broken English? Chums, if that were all, we would not be going back. Still, there's no denying that the slanguage of *Variety* is what often most fascinates most people.

* * *

"Don't strain for *Variety*ese," the style sheet of the paper informs its out-of-town correspondents. "Although we encourage original phrasing, it shouldn't be strained, it only makes for a corny effect. If a *Variety* correspondent comes up with a good coined word like strawhat, whodunit, legmania, click, s.a., and the like, it lives and wears well. If you strain, it only makes for amateurishness."

* * *

The style sheet now in currency, prepared by Editor Abel Green, continues: "Don't overdo *Variety* familiars. Every so often there'll be a run on terms like hypo, kudo, b.o., socko, prez, prexy, okay, whammo, with the result that these once good terms wear out their welcome."

* * *

Adds the style sheet: "It doesn't always have to be exhib and distrib. pix and crix." Righto. For a novelty it could sometimes be exhibitor, distributor, pictures and critics.

* * *

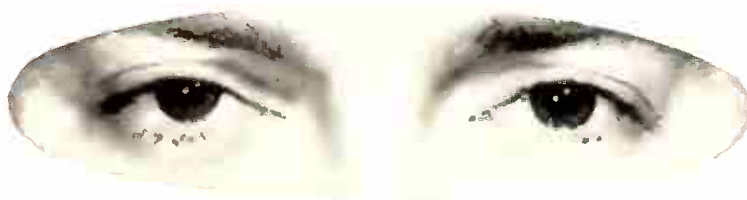
But enough of "colorful" language, part show business, part
(Please turn to page 104)



Throughout The Rochester Area



THEY'RE WATCHING



ROCHESTER BECOMES A TWO TV STATION CITY ON NOVEMBER 1st . . . and every TV viewer in the whole Rochester area is pretty excited about it.—And why shouldn't they be?—For Channel 10 will bring this third largest market in New York State the galaxy of star-studded CBS and

CHANNEL 10

ABC net work shows,—most of which have never been seen here before.

It's not too early—nor too late—to get your product on the station that all eyes are on!

CHANNEL

10

VHF

CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHEC-TV • WVET-TV

FOR AVAILABILITIES, ADDRESS ERVIN F. LYKE
CHANNEL 10, ROCHESTER 4, NEW YORK

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

Want to see
your sales
SKY HIGH?



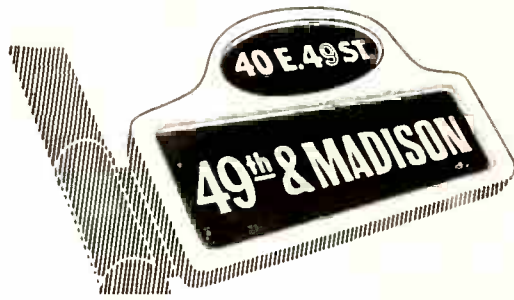
1. Huge coverage 2 out of 3 French radio homes in Quebec.
2. Hundreds of thousands of faithful listeners day and night as reported by B.B.M.
3. Selling power second to none 7,500,000 box tops last year.

CBS Outlet in Montreal
Key Station of the
TRANS-QUEBEC radio group

CKAC
MONTREAL

730 on the dial • 10 kilowatts
Representatives

Adam J. Young Jr. New York, Chicago
Omer Renaud & Co. Toronto



NIGHTTIME RADIO

I thought I would send along to you fellows a copy of the talk that I made at the Pacific Council meeting of the 4A's in Victoria last week.

In preparing this speech I drew liberally upon material presented in your magazine and want you to know that it was invaluable and the proper presentation.

WALTON PURDOM
Vice President
Brisacher, Wheeler & Staff
San Francisco

• Mr. Purdom's speech, stressing radio's value, quoted from "12 fallacies about nighttime radio," SPONSOR, 10 August 1953.

We have received, and digested, the August 10 reprint from SPONSOR, "Special report on Nighttime Radio."

We don't think it's just good, it's great!

Our sales staff is using the reprint, plus the August 10 SPONSOR, to great advantage. However, we could do a much better job with two more copies of the reprint. If these copies are available, I should appreciate your sending them to me. If there is any extra cost involved, please advise.

W. H. HENRY
Assistant Sales Manager
WSJS, Winston-Salem, N. C.

REPRINT REQUEST

We found your article, "5 ways to cut commercial costs," August 24, SPONSOR, very informative and interesting (in spite of the fact that it included my photo). We would like to reprint this by offset and send to our list of about 200 clients and friends, crediting SPONSOR, of course. May we have your permission?

SAMM S. BAKER
Kiesewetter, Baker, Hagedorn
& Smith, Inc.
New York, N. Y.

• Permission granted, with credit.

SPOT CLIENT

I wish to subscribe to your magazine SPONSOR for a period of one year.

I will appreciate your office sending latest copy immediately.

If available, I would appreciate your office contacting your research department for a list of all television film producers in the country.

Our firm is primarily interested in producing 20-second television spots.

JOE MANSFIELD JR.
Advertising Manager
J. Allen Smith & Co.
Knoxville, Tenn.

• SPONSOR suggested a list of producers as a service to subscriber Mansfield. Similar services are rendered on request by any reader.

ON AIR DATE

Reference is made to your article entitled "How ABC will compete," which appeared in the September 21st edition of SPONSOR.

We noticed that in the third paragraph on page 33, you refer to WBUF-TV as being the ABC affiliate here in Buffalo, but you also state that at presstime, WBUF-TV was scheduled to go on the air on September 17th, and that WBES-TV, the second UHF station in the Buffalo market, went on the air on September 5th. We wish to advise you that both statements are incorrect.

By the time SPONSOR was ready to go to press, WBUF-TV had been telecasting for about two weeks, and WBES-TV, at the present writing, has completed its full third day of telecasting to date. We would certainly appreciate your correcting this error.

GARY L. COHEN
Co-Manager
WBUF-TV
Buffalo

FOOTBALL

Your article "Football on the air—1953" (September 7) omits reporting two significant game coverages.

WTAM is bringing the complete 18-game away and home schedule of the Cleveland Browns professional team to 1,212,550 radio homes in Northern Ohio, as well as 24 additional stations in six states—Indiana, Kentucky, New York, Ohio, Pennsylvania and West Virginia. This is the second consecutive year that Carling's has sponsored



ME USE RADIO IN OAK HILL, W. VA.?

YES, YOU, IF 21¢ PER-THOUSAND-
FAMILIES IS YOUR KIND OF BUY!
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.	%*	
	WEST VIRGINIA								
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

If you look it up, you'll find that West Virginia ranks 31st among the 48 States. Also that Oak Hill (population, 4600) ranks 18th among West Virginia's cities. Hardly top-drawer stuff! But if you're interested in *radio listeners*, please consider this: NCS credits us with 102,200 daytime families in 21 counties — all yours for a comfortable \$21.60 per quarter-hour!

We'd love to tell you more about WOAY, including some rather amazing facts about our national business. No representative yet, so please write direct. Address Robert R. Thomas, Jr., Manager, at:

WOAY
OAK HILL, WEST VIRGINIA
5000 Watts, Daytime
20,000 Watts FM

The Better

TO SERVE YOU

Station KMPC is in the RADIO business exclusively. All of our energy, our thinking, the skill of a highly talented staff are concentrated in one direction—RADIO. Advertisers, national and local, apparently feel we are doing a good job. Business and audience ratings are best in KMPC history. And now, to better serve RADIO advertisers and to extend this concentration on a single medium, we have designated as our national representatives an agency that serves only one master—RADIO.

AM RADIO SALES CO.

New York

Chicago

Los Angeles

RADIO is powerful enough, successful enough, important enough to stand alone and we believe RADIO advertisers will appreciate working with an agency that specializes in this medium.

The straightest, shortest, surest road to the great market of Southern California is via AM Radio Sales Co. to—

KMPC
LOS ANGELES

THE WEST'S GREATEST INDEPENDENT

Gene Autry, President

Robert O. Reynolds, V.P. and Gen. Mgr.

the Cleveland Browns games over WTAM with Ken Coleman and Bob Bouwsma giving the play-by-play and color accounts. Radio coverage of the Browns games by Carling's provides greater coverage, both in terms of numbers of people, stations and geographical areas, than Carling's obtains from their four-station television accounts of league games.

WTAM, for the 25th year, is again bringing to Northern Ohio friends and alumni of Ohio State the play-by-play account of Tom Manning, Dean of American Sportscasters. Bankers Life and Casualty Company and Nescafe are sharing sponsorship.

We are certain that you will agree that both the Browns and Ohio State games on WTAM deserve more than the phrase "... A few contests are expected to be covered locally ..." under the "Midwest" heading on page 96.

CHARLES HUTAFF
Director of Advertising, Promotion and Merchandising
WTAM, Cleveland

TV BASICS

We have just sent in the coupon for SPONSOR for the next 26 issues. We were very interested in the reprint from *Fall Facts Issue*, July 13, 1953, entitled "TV Basics."

In October of this year we are having a National Sales Conference of all distributors in the United States and Canada. We wondered if it would be possible to secure 200 copies of the "TV Basics" reprint. If this is possible, please let us know and whether there would be a charge or not.

These distributors of ours are from all over the United States and Canada. Some of them are running TV spot announcements of either a minute or 10 seconds at the present time. We think this information would be very valuable to them if it were made available to them.

WARREN MESSER
Sales Promotion Mgr.
Crawford Door Co.
Detroit 5

● "TV Basics" are available at 15c each in quantities of 100 or more.

In my morning mail I received the "Radio Basics" and "TV Basics" reprints from your 1953 *Fall Facts*. You can be sure that the information con-

tained in these folders is an invaluable aid in our appraisal of radio and television.

I want to take this opportunity to say that I feel that you and your publication are making a major contribution to the broadcast industry. It is my observation that SPONSOR has a rare editorial slant that is at once studious, creative and imbued with the quality of constructive leadership.

In filling a definite need, you have earned the thanks of all of us who are interested in the future of advertising.

BILL GRAHAM
Voble-Dury & Assn., Inc.
Nashville 3

CANADIAN SECTION

Once again you have done a great job in the Canadian section of SPONSOR ["Canadian Radio and TV: 1953" 10 August 1953]. The material that you included, I feel, will greatly benefit the advertisers and agencies in the U. S. in their thinking at the point where they approach their Canadian advertising problems.

There is too little of a constructive nature in the industry as a whole and I feel that SPONSOR should be complimented on taking the initiative in preparing this useful tool to help advertisers expand their normal activity into the Dominion of Canada.

ADAM J. YOUNG JR.
Adam J. Young Jr.
New York, N. Y.

RADIO RESULTS

We are currently receiving SPONSOR and intend to renew our subscription regularly, as we find it quite valuable both from the point of general information in the industry as well as an effective sales tool.

We noted that you are offering "Radio Results," 1953 edition to new subscribers. Since we are already one of your readers and a subscriber, may we obtain your 1953 edition of "Radio Results?" I'm certain that it would be of great aid to our sales forces.

JOHN TRUHAN
Executive Director
KGAL
Lebanon, Ore.

● Copies of "Radio Results" were sent to all regular SPONSOR subscribers. Extra copies cost \$1 each.

THE NEW KEY TO




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 Margie • T-Men • TV Playhouse
- Dinah Shore • Bob Cansidine • Armstrong Circle Theatre ... and many others!



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



HATCHED!

**WHBQ-TV-MEMPHIS.
IS ON THE AIR!**

Now . . . it's 13 for 11. WHBQ-TV, Channel 13 - a CBS affiliate - now covers the 225,000 television sets (September 1st estimate) in the nation's eleventh wholesale market. Write, wire or telephone for availabilities.



WHBQ-TV

HOTEL CHISCA • MEMPHIS, TENNESSEE

• TELEPHONE 5-0825

• A CBS AFFILIATE

REPRESENTED NATIONALLY BY BLAIR-TV, INC.

Year in Radio Advertising

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Beltone Hearing Aid, Chi	Olian & Bronner, Chi	ABC 122	Paul Harvey News Sun 6 15 30 pm, 20 Sep 52 wks
Burlington Mills, NY	Donahue & Coe, NY	ABC 85	Sammy Kaye's Serenade Room T F 8 15 30 pm 15 Sep 52 wks
Carter Products, NY	SSCB, NY	ABC 336	Walter Winchell, alt Sun 9 9 15 pm 11 Oct. 52 wks
Ex-Lax, Inc, NY	Warwick & Legler, NY	ABC 335	Modern Romances M W F 11 11 15 am 5 Oct 52 wks
General Electric, Schenectady	BBDO, NY	CBS 204	Bing Crosby, Sun B B 30 pm; 27 Sep; 52 wks
General Foods, Post Cereals Div, Battle Creek, Mich	FCGB, NY	CBS 99	Gunsmoke, Sat 8 B 25 pm, 3 Oct. 52 wks
General Foods (Sanka), NY	YGR, NY	CBS 99	Sanka Salutes Sat B 25 30 pm, 3 Oct, 52 wks
Kellogg Co, Battle Creek, Mich	Leo Burnett, Chi	CBS 199	Arthur Godfrey T. Th. F 10-10 15 am; 27 Oct. 52 wks
P. Lorillard, NY	Lennen & Newell, NY	CBS 206	Two for the Money Sat 9 9 30 pm 3 Oct, 52 wks
Miles Labs, Elkhart, Ind	Wade Adv, Chi	NBC 199	Break the Bank M F 10 45 11 am, 28 Sep, 52 wks
Thomas Nelson & Sons, NY	BBDO, NY	ABC 200	This Evening Comes Sun 5 05 30 pm, 29 Nov 13 wks
Packard Motor Car Co, Detroit	Maxon, Detroit	ABC 340	Weekend News Sat Sun 24 5-min news periods, 26 Sep; 52 wks
Quaker Oats Co, Chi	J. Walter Thompson, Chi	ABC 320	Breakfast Club, M, W, F 9-9 15 am; 2 Nov. 52 wks
Sterling Drug, NY	D-F-S, NY	ABC 350	Mystery Theatre; W 9 30-10 pm; 7 Oct; 52 wks



Numbers after names refer to New and Renew category

- M. McCarty Jr (5)
- Maxine Cooper (3)
- Marshall Pengra (3)
- Melvin B. Wright (3)
- Robt. H. Wesson (3)

Advertisers and Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Ass'n of Amer Railroads, NY	Benton & Bowles, NY	NBC 129	Railroad Hour; M 8-8 30 pm; 28 Sep. 52 wks
Carnation Co, LA	Erwin, Wasey, LA	CBS 203	Stars over Hollywood; Sat 12 30-1 pm, 3 Oct; 52 wks
Club Aluminum, Chi	Buchen Co, Chi	ABC 36	Club Time; Sat 6:30-45 pm; 31 Oct; 52 wks
De Soto Motor Corp, Detroit	BBDO, NY	NBC 204	You Bet Your Life; W 9-9:30 pm; 30 Sep; 52 wks
Firestone Tire & Rubber, Akron, O	Sweeney & James, Cleve	NBC 156	Voice of Firestone; M 8 30-9 pm; 14 Sep; 52 wks
General Foods, NY	YGR, NY	CBS 161	Galen Drake; Sat 11-25-30 am; 3 Oct; 52 wks
General Foods, NY	Benton & Bowles, NY	NBC 164	Roy Rogers; Th 8-8 20 pm; 1 Oct 52 wks
General Foods, NY	Benton & Bowles, NY	NBC 164	Log Cabin News; Th 8 25-30 pm; 1 Oct. 52 wks
General Foods, NY	Benton & Bowles, NY	NBC 164	Father Knows Best; Th 8 30-9 pm; 1 Oct; 52 wks
Goodyear Tire & Rubber, Akron, O	Kudner, NY	ABC 285	Greatest Story Ever Told; Sun 5:30-6 pm; 20 Sep; 52 wks
Hotpoint, Inc, Chi	Maxon, Chi	ABC 245	Ozzie & Harriet, alt F 9-9:30 pm; 18 Sep. 52 wks
Lambert Co, St Louis	Lambert & Feasley, NY	ABC 245	Dragnet, T 9-9 30 pm; 29 Sep; 52 wks
Liggett & Myers, NY	Cunningham & Walsh, NY	NBC 204	Truth or Consequences Th 9-9 30 pm, 24, Sep. 52 wks
Pet Milk, St Louis	Gardner, St Louis	NBC 170	Amos 'n' Andy; Sun 7 30-8 pm; 27 Sep; 52 wks
Rexall Drug, LA	BBDO, LA	CBS 212	Camel Caravan, M 10-10:30 pm; 5 Oct; 52 wks
R. J. Reynolds, Winston-Salem, NC	Esty, NY	CBS 187	This Farming Business; Sat 9-9:30 am; 31 Aug; 52 wks
Skelly Oil Co, Kansas City	Henri, Hurst & McDonald, Chi	NBC 27	Breakfast Club; M-F 9:15-45 am; 2 Nov; 52 wks
Swift & Co, Chi	J. Walter Thompson	ABC 320	

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

Station Personnel Sales Transactions

NAME	FORMER AFFILIATION	NEW AFFILIATION
Lew Bassett	WELC, WMOH, W Va, acct exec	WSAI, Cincinnati, acct exec
Robert Brenner	Lewin, Williams & Saylor, NY, radio-TV dir	NBC Film Div, NY, eastern reg'l sls rep
Beverly Carnahan	BOG, Santa Catalina, Cal, traffic mgr	Same, sls service mgr
Harvey Cary	KRUN, Lexington, Neb, sls mgr	KLZ, Denver, sls stf
Wallace D. Cochran	Capitol Records, LA, sls rep	RCA Thesaurus, Southeastern sls rep
Frank Coffin	KCW, Portland, Ore, natl adv mgr	KOIN-TV, Portland, Ore, acct exec
Nat L. Cohen	WGR, Buffalo, comml mgr	Same, vp chg sls; also bd of dir
Maxine Cooper	SPONSOR Mag, NY, eastern sls mgr	WABD, NY, acct exec
William P. Dengel	Hearst Mags, NY, sls stf	Weed TV, NY, sls stf
Arthur B. Donegan	ABC, NY, publicity mgr	WABC, NY, mgr publicity-prom
Willard L. Dougherty	WSRS, Cleve, asst sls mgr	Same, sls mgr

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

3. National Broadcasters (continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Charles P. Dwyer	ABC, Chi, spot sls, sls serv	Katz Agcy, Chi, TV sls stf
John Eichhorn	KING, Seattle, sls mgr	Same, stn mgr
Richard E. Farnham	Westinghouse Elec, TV-Radio Div, publ rel dir	WBZ-TV, Boston, adv, sls prom mgr
James M. Gaines	General Teleradio, NY, vp chg WOR, WOR-TV divs	Also MBS bd of dir
Joseph V. Heffernan	WLW-C, Columbus, O, dir sls	WLW-TV, Cincinnati, gen sls mgr
C. George Henderson	KOA, Denver, acct exec	KOA-TV, Denver, sls mgr
John Henry	WDSU, WDSU-TV, New Orleans, prog mgr	Same, vp chg prog
Tom Hicks	NBC, NY, sls prom mgr radio & TV	Same, dir new radio net adv, prom dept
Ridgway Hughes	MBS, NY, vp chg sls	Same, bd of dir
Adolf N. Hult	KULA, Honolulu, sls mgr	KONA, Honolulu, local sls mgr
Jack Irvine	WNEW, NY, exec	Same, asst gen mgr
John Jaeger	YGR, NY, acct exec	Weed & Co, NY, sls stf
Broadus Johnson	MBS, NY, vp chg stn rels & eng	Same, bd of dir
Earl M. Johnson	WRC, Washington, DC, sls stf	Same, sls mgr
Harry Karr	ABC TV Net, NY, asst sls mgr	ABC Film Synd Div, NY, natl sls mgr
Don L. Kearney	Lang Worth Feature Progs, NY, Midwest rep	KSTM-TV, St Louis, comml mgr
Alvin M. King	NY Daily News, NY, adv dept	Bolling Co, Boston, mgr
Richard C. Koenig	Moloney, Regan & Schmitt, NY acct exec	WOR, NY, acct exec
Robert J. Kolb	WOR-TV, NY, natl acct exec	KULA, Honolulu, gen sls mgr
Hugh Ben LaRue	NBC, Southeast mdsg district supvr	Same, NY, asst mgr mdsg dept
Loy R. Lee	WSOC, Charlotte, NC, sls stg	Same, vp chg sls prom, pub rel
Charles M. Marshall	Bolling Co, Boston, mgr	KTLN, Denver, sls rep
James M. McCann	WNMP, Evanston, Ill., sls rep	United TV Progs, Chi, acct exec
Lee P. Mehlig	O. L. Taylor, NY, acct exec	Same, acct exec
Robert Meskill	Bolling Co, NY, chg research dept	NBC Film Div, NY, eastern reg'l sls rep
Arthur J. Miller Jr	Ward Line, freight sls rep	KCRI-TV, Cedar Rapids, Ia, sls mgr
James W. Monahan	NBC, NY, acct exec, radio-TV spot sls	KCRI-TV, Cedar Rapids, Ia, comml mgr
Robert Z. Morrison	WTVE, Elmira, NY, sls mgr	United TV Progs, reg'l sls rep, Midwest (ou Kans City)
Shaun Murphy	Bruce Brewer Adv, Kans City, chg TV coordi-nation & prodn	Weed TV, NY, sls stf
James E. Necessary	WOR-TV, NY, acct exec	KSTM-TV, St Louis, pres & gen mgr
Walter C. Newton Jr	KGKB, Tyler, Tex, gen mgr	CBS TV Spot Sales, Chi, acct exec
Marshall H. Pengra	Geo. P. Hollingbery, NY, acct exec	Free & Peters, TV acct exec, Atlanta office
John I. Peterson	Liller, Neal & Battle, Atlanta, acct exec	Same, plus KFPW, Ft Smith, Ark, sls mgr (T Bdcstg)
William J. Stubbs	KTUL, Tulsa, acct exec	Same, bd of dir
William D. Swanson	NBC, NY, vp for finance & serv	John Poole stn, ch. 53, Fresno, mgr
Robert H. Wesson	KHQ-TV, Spokane, comml mgr	Same, nat'l sls rep
Melvin B. Wright	Hawaiian Bdcstg, Honolulu, mdsg dir	



4. New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
American Home Foods, NY	G. Washington coffee	Charles W. Hoyt, NY
Barbizon School of Modeling, NY	School for models	Blaine-Thompson, NY
Dad's Root Beer, Chi	Dad's Old-Fashioned Root Beer	Grant Adv, Chi
H. S. Fromme & Co, NY	Vivo coffee	Emil Mogul, NY
General Mills, Mpls	Softasilk cake four	William Esty, NY (eff 1 Jan '55)
Paper-Mate Co, Culver City	Paper-Mate pens	FC&B, LA
Roto-Sphere Inc, Kans City	Toy manufacturer	Roberts, MacAcinche & Senr Chi
Seeck & Kade, NY	Pertussin	McCann-Erickson, NY
Stegmaier Brewing Co, Wilkes-Barre, Pa	Stegmaier Gold Medal beer, ale & porter	McCann-Erickson, NY
Al Stuebing, Hywd	Ford dealer	Yambert-Prochnow, Beverly Hil Cal
Trix Stix, NY	Toy construction kits	Monroe Greenthal, NY
Welch Grape Juice Co, Westfield, NY	Welch's grape juices, jellies, tomato juice	Kenyon & Eckhardt, NY (eff Dec '53)
Whitehall Pharmacal, NY	Heather Liquid Creme Rouge	Morey, Humm & Johnstone, N

5. New Firms, New Offices, Changes of Address

Arthur P. Jacobs-Al Horwitz, public rel firm active in radio-TV, motion pics, new NY address, 55 W. 53rd St; Al Horwitz, new partner, is ex-Universal-Intl exec	Milburn McCarty Assoc, 270 Park Ave, NY, new public rel firm headed by Milburn McCarty, ex-vp of Douglas Leig Inc
Caples Co, Phoenix, Ariz, new address, 407 Heard Bldg	NBC Spot Sales, new branch office in Detroit, Penobscot Bld
Carla Prodns, new TV film co, 751 N. Highland Ave, Hywd; pres, James Hirsch; vp, Charles A. Larrain; secy-treas, Carl Hirsch; prodn mgr, Bob Ganon	Prizes Co, new address, 53 Water St, South Norwalk, Conn
Esmond Assoc, NY ad agency, new address, 280 Madison Ave	Roberts, MacAvinche & Senne, Chi ad agency, new address 7 E. Wacker Dr
Hicks, Naiditch & Wile, new agency at 8584 Sunset Blvd, Hywd; pres, Everett V. Wile; vp, Lawrence Bole Hicks	Serutan Co, new executive offices at 711 Fifth Ave, NY
Mace Adv, Peoria, new address, 408 Fulton St	TV-Unlimited, pkg producers, now at 17 E. 45th St, NY
Mark Hawley Assoc, 133 E. 54th Et, NY, new TV film prog brokerage	21st Century Prodns, new offices at 1025 Connecticut Ave Wash, DC
	Trident Films, NY, new address, 510 Madison Ave
	WGMS, WGMS-FM, new address, Hotel Harrington, Wash DC

Numbers after names refer to New and Re-new category

- Ridgway Hughes (3)
- Harry Karr (3)
- W. L. Dougherty (3)
- Chas. P. Dwyer (3)
- John Eichhorn (3)
- John Peterson (3)
- Wm. J. Stubbs (3)
- Nat L. Cohen (3)
- W. D. Swanson (3)
- Jack Irvine (3)



We didn't stop at
telling you about
our power increase..
we told Northern
California via

93
NEWSPAPERS

your agency in the
advertising schedule on your power increase.

To the best of my knowledge, your 336-
line space in 93 newspapers in 86 northern
California cities and towns is the largest
schedule ever placed in this area by any
radio or television station.

Sincerely yours,

San Francisco
California



California Newspaper Publishers
Association, Inc. • • •

JOHN B. LONG, General Manager
President of the Association
1954-1955
1953-1954
1952-1953
1951-1952
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1900-1901

KPIX
2655 Van Ness Avenue
San Francisco 8

Phillip G. Lasky

Operated with
the recent

It has always been
a KPIX policy to build
audience through
consistent promotion.
Newspaper, local magazine
and outdoor advertising
are in constant use to
develop and hold audience.
Let your Katz man tell
you more about Northern
California's most on-its-toes
TV station...


kpix
CHANNEL 5

SAN FRANCISCO, CALIFORNIA

...affiliated with CBS and DuMont Television Networks...represented nationally by the Katz Agency





some spots are better

You've got to hand it to the women! They've mastered the fine art of getting money. The ladies, bless them, now own 70% of the nation's private wealth and they spend 85 cents of every American dollar.

To induce them to spend more of *their* money on *your* product, the local Radio stations we represent have created a brand-new line up of profit-making shows. They're built strictly for women, strictly for sales.

For the best spot, at the right time, at the right



than others

These local shows are low in cost, delivering impressionable women listeners for as little as 70 cents per thousand. They feature local top-flight personalities who are real pros at entertaining and selling! In addition, their programs offer you exciting, new merchandising possibilities.

Women who pull the purse strings go all out for

Faye Emerson in New York *Mary Merryfield in Chicago*
Captain Glenn in Cleveland *Playhouse Party in St. Louis*
Marjorie King in San Francisco *Nancy Osgood in Washington*
Josephine Biehl in Honolulu, Hawaii



SPOT SALES

80 Rockefeller Plaza, New York 20, N. Y.

Chicago Detroit Cleveland Washington San Francisco
 Los Angeles Charlotte* Atlanta* *Bomar Lowrance Associates

representing
 RADIO STATIONS:

- | | | |
|---|------|------------------|
|  | KSD | St. Louis |
| | WNBC | New York |
| | WMAQ | Chicago |
| | WTAM | Cleveland |
| | KNBC | San Francisco |
| | WRC | Washington |
| | KGU | Honolulu, Hawaii |

representing
 TELEVISION STATIONS:

- | | | |
|---|--------|-------------------------|
|  | KSD-TV | St. Louis |
| | WNBW | Washington |
| | KPTV | Portland, Ore. |
| | WRGB | Schenectady-Albany-Trou |
| | WNBT | New York |
| | WNBQ | Chicago |
| | KNBH | Los Angeles |
| | WPTZ | Philadelphia |
| | WBZ-TV | Boston |
| | WNBK | Cleveland |
| | KONA | Honolulu, Hawaii |



If your product is used by housewives, this fellow is YOUR BOY. He whispers things in ladies' ears that makes them go buy something. His mid-afternoon show bursts with features including "Pop" music, celebrity interviews, contests, listener phone calls and minute spots from shrewd advertisers like:

Pon American Coffee, Vernor's Ginger Ale, Coca-Cola, Interstate Bokeries, North American Airlines, Feenamint, Chooz, Musterole, Robert Holl.

You, too, can get up to twice the Milwaukee audience of any network station by using WEMP.* Call Headley-Reed!

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

**WEMP WEMP-FM
MILWAUKEE**

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

24 HOURS OF MUSIC, NEWS, SPORTS



Mr. Sponsor

Clayton Hulsh

President
Glamorene, Inc., New York

"Demonstration!" Clay Hulsh told SPONSOR, "Glamorene sales hinge on demonstration!"

Then, as if to substantiate his statement, Clay dipped his hand into an open can of black shoe polish and rubbed it all over his rug. He removed it within 60 seconds with Glamorene.

"And that's why television is a natural medium for us," he concluded, alluding to Glamorene's advertising breakdown—80% of the ad budget goes into air media.

Implicit in Glamorene's Horatio Alger rise from \$250,000 annual sales in 1950 to a 2,000% increase by 1953 is shrewd marketing and ad planning by the three Hulsh brothers: Clay, president; Jerald, v.p.; Sheldon, v.p. and treasurer.

Glamorene was first used commercially in 1949, mainly in theatres, hotels and rug cleaning establishments. "Unfortunately it worked too well," Clay remarks. "Many rug cleaning establishments were afraid of it because they felt their customers, watching Glamorene in action, would see how easy it is to use, and would try it."

While Clay himself was demonstrating Glamorene in the lobby of an Atlantic City hotel in 1951, he was mobbed with requests for the product by guests who'd been standing by. The Hulsh brothers decided to sell the cleaner to housewives directly.

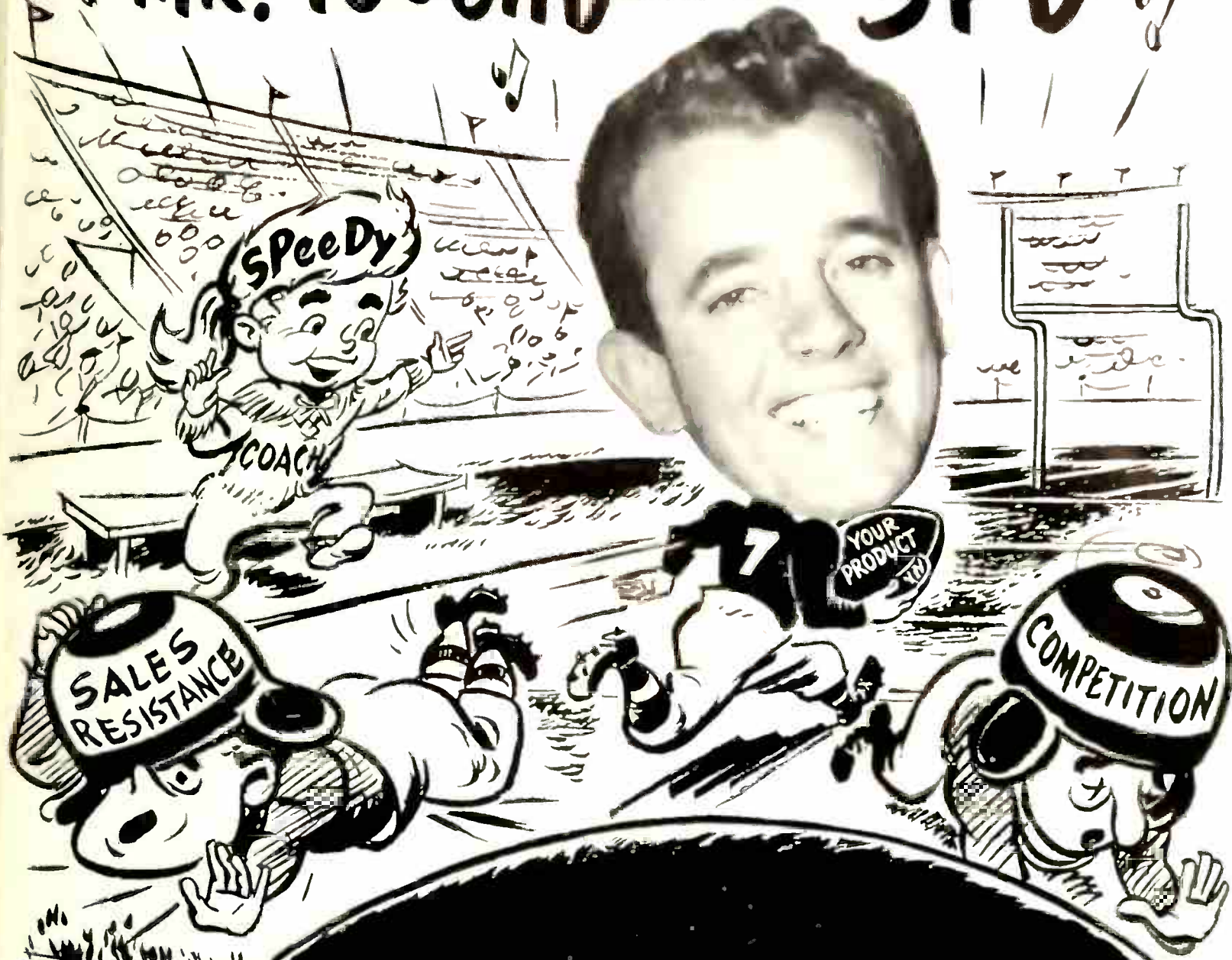
Shortly after they made this decision, they were informed that *Reader's Digest* planned to publish an article about Glamorene. In two weeks, the three brothers covered the country, flying a combined 200,000 miles to set up national distribution.

"Today we're spending about 20% of annual dollar sales for advertising," Clay explains. "When we add co-op advertising to this figure, Glamorene's responsible for more than 90% of the total rug cleaner advertising in the country."

The bulk of Glamorene's national budget went into a 13-week spot radio campaign last spring, because the SAG strike (see SPONSOR, 23 March 1953, page 27) held up production of the firm's film commercial. So good were radio results, however, that Glamorene upped its air media budget 100% for fall, with radio to be used on 121 stations, TV on 24 stations.

Glamorene's air advertising may go network as soon as the Glamorene line—rug cleaner, upholstery cleaner, paint brush cleaner—is expanded to other products.

"MR. TOUCHDOWN S P D"



SURE WAY TO REACH YOUR GOAL IN TOLEDO...

Lloyd Thaxton, producer and star of the early evening LLOYD THAXTON SHOW, brings comedy and music with Broadway polish to WSPD-TV viewers. He lets the scenery and costumes go from the elaborate to the ridiculous as do his clever pantomimes and impersonations.

In early afternoon, Lloyd supplies comedy and acts as emcee of TELETUNE TIME, with Sanford, the talking parakeet, supplying novel touches. Both programs are participating shows.

For a sure score in Toledo, let Mr. Touchdown, S P D carry your product to the goal of increased sales in the Billion Dollar Toledo market.

WSPD

AM-TV

TOLEDO, OHIO

Represented Nationally
by KATZ

Starer Broadcasting Company

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



Check
First

CLEVELAND'S CHIEF STATION

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED

BY

H - R REPRESENTATIVES



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

New developments on SPONSOR stories



See: "Radio-TV co-op needn't be a food field stepchild"

Issue: 22 September 1952, p. 30

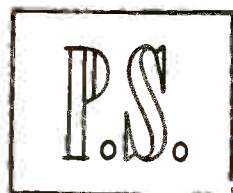
Subject: What is being done to get co-op food advertisers to use radio, television?

This year the biggest business in the world, food manufacturing, will make about \$40 billion in gross sales. About \$400 million will be spent on advertising, and a big part will go into co-op advertising. Roughly 95% of the co-op appropriation goes into newspapers, and it goes into papers for two reasons: (1) tradition; (2) contracts provided by food manufacturers specify that newspapers must be used by dealers.

SPONSOR from time to time has urged that manufacturers and dealers take another look at their co-op spending and work together on including radio-TV in the budget. Max E. Buck, director of merchandising for NBC, for the last few years has been telling the same story, and he's been attending grocers' meetings, canners' conventions and all kinds of state associations telling manufacturers—who are themselves firm believers in the selling power of radio and television—that they are hog-tying retailers by limiting co-op ad money to newspapers.

Buck informs retailers that they can get the same kind of cooperation from radio-TV stations as they do from newspapers—and he isn't bashful about pointing to radio-TV sales success stories.

Part of the blame for the lack of co-op food money in radio-TV is the broadcasters' own fault, however, according to Buck. So he admonishes broadcasters "to get up and shout. "It's a job," he told SPONSOR, "of spreading propaganda. If the broadcasters don't do it, no one else will. Broadcasters should attend the food manufacturers' and dealers' meetings, should get on the panels, and should shout about radio. . ."



See: "CBS Radio turns sponsor"
"Wherever you go, there's radio"

Issue: 18 May 1953, p. 34
28 January 1953, p. 37


Subject: How radio is promoting radio

WNEW's aggressive new promotion campaign aimed against TV is based on satirical air copy used as introductions to its own programming. Here's a sample of the kind of station break which has had New York listeners commenting recently:

You'll never hear this on WNEW, New York:

. . . And now friends, before we continue our story, we'd like to show you the newest kitchen aid under the sun. It's the MIDGET MIRACLE DO-ALL, guaranteed not to rust, bust, collect dust. It cuts, scrapes, grates, peels, chops, cleans, kneads, rolls, fruits, meats, ices, breads, herbs and oils. Now just watch the MIDGET MIRACLE DO-ALL as it slices this pumpernickle into fifty different shaped slices—in New Jersey the number to call is . . .

Purpose of WNEW's announcements, which are aired at various times during the day, is to impress the listener with how much better off he is listening to WNEW rather than watching television. A half-dozen TV program types are satirized in the spots; they range from the hard-luck show ("Trouble Can Pay! Program with real people in trouble for your entertainment . . .") to the old English movies, sponsored by a dozen participating advertisers. ★★★



MEMPHIS' PIONEER TV STATION

WMCT
CHANNEL 5

TO SELL MEMPHIS YOU NEED

- NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
- OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- AFFILIATED WITH NBC
- ALSO AFFILIATED WITH CBS, ABC, AND DUMONT

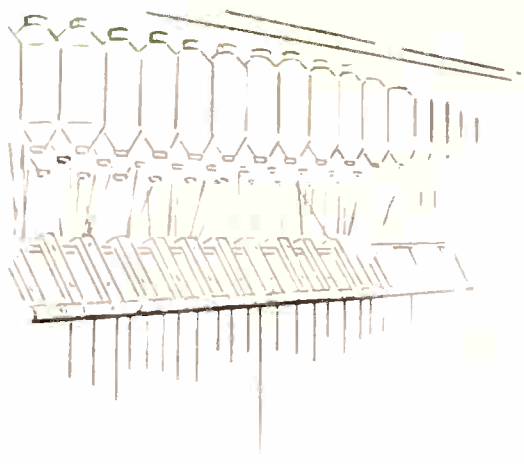
THIS FALL (AS EVERY FALL SINCE 1948)

The BIG TV SHOWS ARE BEING SEEN AND HEARD IN MEMPHIS OVER

WMCT *exclusively*

- ★ GROUCHO MARX
- ★ TOAST OF THE TOWN
- ★ I LOVE LUCY
- ★ KATE SMITH
- ★ DRAGNET
- ★ MILTON BERLE
- ★ GILLETTE FIGHTS
- ★ PABST FIGHTS
- ★ KRAFT THEATRE
- ★ FIRSIDE THEATRE
- ★ PHILCO PLAYHOUSE
- ★ THE COMEDY HOUR
- ★ ROBERT MONTGOMERY

These big shows, and others which space won't permit our listing, are the shows with PROVED RATINGS. Memphis listeners and viewers are tuned to the established CHANNEL 5 STATION—WMCT.



Spinning prosperously in this textile center of the South are 1¼ million spindles—more than in any other county in the world. Gaston County's 130 textile mills pay an annual wage of more than 65 million dollars.

spinning satellite in the Charlotte market

GASTONIA, N.C. — as close to Charlotte as Long Beach to Los Angeles



Penetration of Charlotte's
BIG 2 in Gaston County
WBT 76% WBTW 99%

More than 200 manufacturing plants evidence the industrial strength of Gastonia, a scant 18 miles west of Charlotte. Gastonia is one of half a hundred industrial communities circling in the orbit of the Charlotte market—encompassing more than 1½ million people within a 50 mile radius of Charlotte. For coverage to match the Charlotte market, draw on Charlotte's big 2, WBT and WBTW.

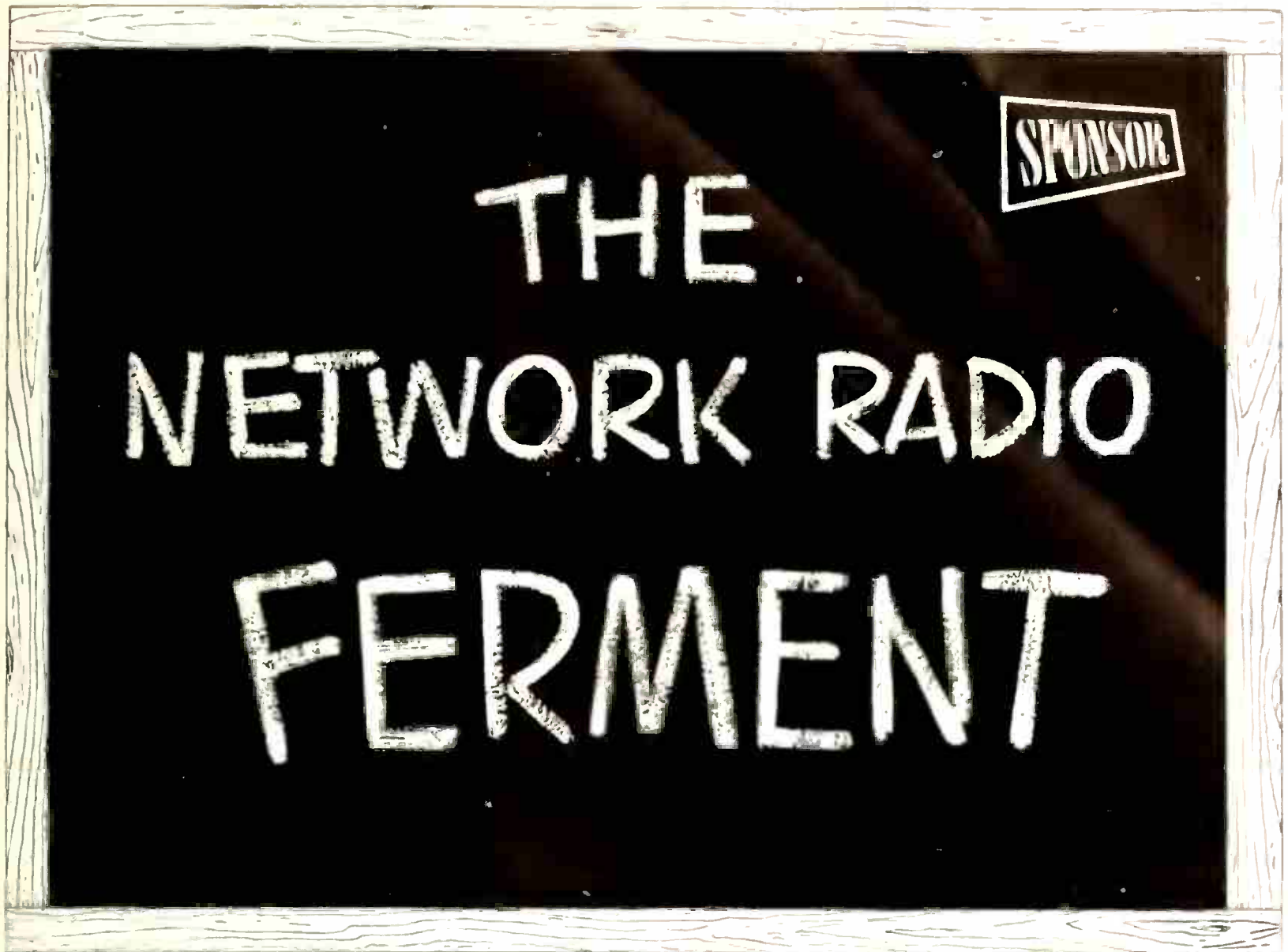


JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTW

CHARLOTTE'S BIG 2 ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET



Out of strife and under pressure a new network radio is being born. The important consideration for advertisers is what shape the new medium will take. Here is SPONSOR's analysis

A new network radio is being born in pain.

By last week these were some of the pangs felt in the industry.

- Sharp anger expressed by the Station Representatives Association at NBC Radio's expansion of the Operation Tandem approach, "Invasion," of spot radio's preserves. SRA Managing Director Tom Flanagan termed it at a Radio and Television Executives Society luncheon meeting in New York (14 October).

- Disapproval voiced by some Mutual affiliates at the new MBS compensation plan in which free programming for local sale is swapped by MBS for free network time.

- A drive for a new radio trade association organized by William B. Way, general manager of KVOO, Tulsa, out of the desire to give radio stations a radio-only voice.

Though not directly linked, all three of these industry storms stem from the same process of ferment which is re-

making radio in general and network radio especially. The big pressure at work has been television. But more important than the reason for the changes is the shape they will take. That is the crucial thing for advertisers to follow.

The advertiser viewpoint about network radio's ferment could be summed up this way: "We're sympathetic about radio's problems. We don't like to see branches of the medium exchanging blows over the question of what is 'spot' and what is 'network.' We hope radio can smooth out the inevitable disruptions during a time of transition. But for us the important thing is what will come out of all the hassles and the changes."

On the pages that follow, SPONSOR analyzes for advertisers some of the directions in which network radio seems headed. This report is based on a series of interviews over recent months with executives at the networks, at stations and among advertisers and agencies.

These are two of the controversies brewing between radio stations and nets

Spot "invasion": The Station Representatives Association has acted as a spokesman for stations in protesting recent expansion of Tandem-type sales plans to increased number of hours on NBC Radio schedule. The Three Plan, or NB3 plan, as reps have named it, draws their fire because they feel it's aimed at grabbing national spot business. Stations with most national spot business protest the most. Tom Flanagan, managing director of SRA (pictured at right), says networks are not only invading spot but are also extending their control over local radio through stepped up activity in station representation. Nets feel they are justified.

MBS affiliate protests: MBS' new compensation plan for affiliates has met opposition from minority of affiliates. Plan calls for net to trade shows for time. Stations get shows from Mutual which they can sell locally in return for furnishing network time to MBS without compensation. Recent issue of "Inside Advertising," newsletter for admen, said most MBS affiliates were "up in arms," warned MBS might be planning to extend participation-type programming to all network hours and drain away all national spot business of MBS affiliates. Most industry observers doubt MBS plans such a move or could sell so many participations. Tom O'Neil (bottom right picture), MBS board chairman, has been working to allay affiliate fears.



1. SURVIVAL: Whether all the radio networks will survive this era of change or not is the most basic of questions.

One network radio chief executive told SPONSOR he thought the answer was "No." Which network would go under? Not his own, he said, and said no more.

Many industry observers are inclined to make the same prediction the same way: Someone else's network is vulnerable. But there are plenty of opinions and plenty of logic on the side of survival for all four networks over at least the next decade.

This, in summary, is the credo of the optimists.

The two top earners, CBS and NBC, have nothing to worry about, given the will to fight for business. NBC has shown the will, particularly with its new separation of radio from television. CBS has had it all along.

ABC and MBS are more vulnerable. Their billings are lower; therefore they don't have as far to go before income shrinks to the irreducible minimum you need to maintain a network operation. Yet, provided there's the incentive to fight for healthy income, each of the two has a favorable life expectancy.

The incentive exists at both network. MBS, which has no television network, must continue to sell radio hard. ABC, though its new management is today bearing down

on television sales first, is mated to radio. It can't be otherwise. No network whose affiliates operate both radio and TV stations can fail to keep up both media. For proof, industry people point to the pressure NBC affiliates exerted, culminating in NBC's recent announced \$5 million investment in new programming.

Continued healthy existence of all four radio networks is patently to the advantage of advertisers. The bigger the choice among media, the better the opportunity for an advertiser to make a selection fitting his needs.

2. SALES: The Operation Tandem-type sales plans which provoke stations and reps represent network efforts to sell time in smaller units. Whether the trend to expansion of Tandem-type plans continues or not depends as much on the success of NBC's new plans as on the heat of broadcaster reaction.

This was one viewpoint from a present-day network radio and TV client with a substantial budget: "The NBC plans are no big bargain for us. We can buy radio just as cheaply in program form, especially if we split the cost among several of our products."

But a smaller client, Lewis Howe Co.'s Tums, jumped in early and became the first NBC "Three Plan" sponsor

(via Dancer-Fitzgerald-Sample).

If other small and medium-sized advertisers go along with Tums' thinking, NBC as well as the other radio networks are sure to be encouraged in continuing their small-unit, multiple program plans. At SPONSOR's presstime NBC reported other Three Plan sales were in the offing.

But whether or not the Three Plan and the One Plan at NBC are a big success, there'll be growing emphasis on selling small units. Five-minute shows, especially news or commentary, have been created by all the networks in the recent past (NBC added eight five-minute news periods this fall alone). Other small units are being packaged.

It's not generally known, but CBS Radio, for example, has several sustaining shows which it has offered to sell as One Shots (*Stage Struck* and *Benlah* among them).

The small units are a necessity, the networks contend, in order to broaden network radio's income base and bring in the smaller advertisers, many of whom have never used any form of radio.

The reaction of reps and many stations, however, is that the networks are seeking to cannibalize the industry instead of broadening its base. Said one rep executive to SPONSOR: "It would be fine if they did bring new faces into sponsorship circles. But they are gunning for spot business. It's spot which has done the job of getting new clients, many of whom later became network advertisers."

You can question the motives of the networks when they say their sales plans are designed to create new advertisers, but there's no arguing with the fact that network radio needs new advertisers from among the ranks of smaller companies.

How will the networks get new advertisers?

In addition to the small-unit approach, something else is needed, say a number of executives within the networks. Creative selling is the phrase that sums up their suggested solution.

Definition: Creative selling makes the media salesman a partner with the advertiser in shaping a campaign and making it effective. Here are two specific examples of what

form creative selling may take at the networks.

Copy guidance: The small advertiser, lacking the experience or facilities of veteran air media users, may waste his air budget in network radio if his copy isn't up to par. Accordingly, there's sentiment growing among some network executives for establishment of copy guidance programs. Clinics on radio commercial writing and use of research to pre-test commercials are among the devices which might be used. End result would be copy that sells better, advertisers who stay in radio once they try it.

Test networks: When advertisers fear buying a national network, why can't tests be arranged on a limited-market basis, one network executive asked. His proposal was that networks work with their owned-and-operated stations and affiliates to provide 12-market (or fewer) test networks. Sustaining programs would be sold in the chosen markets so that advertisers could check sales results just as is now done in test market spot campaigns.

One of the networks was planning such a test for a client recently, but the project fell through due to disagreements with talent on whether or not they should be compensated at the full sponsored rates when the show was sold in the test markets only. It's still hoped that obstacles like this can be ironed out eventually. But, SPONSOR's source emphasized, the approach should never be anything but a test for a client who's prepared to buy a normal network once he's checked results for a short period.

3. TRAIL-BLAZING: The spirit of experiment has unfrozen thinking at the networks. What used to be right for yesterday's needs doesn't hold true today, it's been realized. One of the most interesting of the fresh new ideas at the networks is a plan afoot at CBS Radio to sell the same show twice to the same advertiser on two different nights of the week. Reported for the first time exclusively here, the plan's objective is to double a show's rating without doubling its cost. (See box below for summary of plan and some of the arithmetic.)

(Please turn to page 130)

New CBS Radio plan calls for airing of same show twice in one week

CBS Radio has "Repeat Plan" which is simply broadcast of same show on two evening nights of the week. Plan's objective is to in effect double a show's rating without doubling its cost. Second show's talent cost would be greatly reduced because it's on tape and the second night's time would add to the client's discount. Plan hasn't been made public till now but it was pitched to a few advertisers recently. One of radio's biggest spenders almost bought it.

CBS Radio feels that show with a 10 rating in good evening time can earn a 10 the second time it is aired, provided it is again in a good evening slot on the network.

The figures below are for a nighttime network show which is now sponsored on CBS Radio. This program was offered to several clients on a Repeat Basis before it was sold recently for once-a-week airing. The figures show number of homes and cost-per-1,000 for the show on a non-repeat basis; for the repeat; and for both combined. Figures are on a 52-week basis, including 17 weeks with a summer replacement show. Ratings on which cost-per-1,000 is based are Nielsen, October '52-May '53. Show had 10 rating during fall-spring and 5 ratings was assumed for summer. Figures assume repeat would hit same rating.

	TOTAL HOMES REACHED PER WEEK	COST-PER-1,000 HOMES REACHED	TOTAL LISTENERS REACHED PER WEEK	COST-PER-1,000 LISTENERS REACHED
WITHOUT REPEAT	3,744,000	\$5.32	8,612,000	\$2.31
REPEAT	3,744,000	2.50	8,612,000	1.09
BOTH	7,488,000	3.91	17,224,000	1.70

Saturation radio puts the razzle

SPONSOR five-city survey of recent 'blitz' sales finds local dealers use radio to create strong mood of urgency

Radio's ability to hypo special sales events by creating a powerful mood of urgency is one of the medium's strong talking points.

This ability has probably never been better illustrated than in the recent rash of one- and two-day sales by auto dealers. These blitz sales, which reached a crescendo in August and early September, were born of the auto industry's tremendous 1953 production and the beginnings of a softening in the auto market. Significantly, while this kind of sale is not new, this is its first appearance since World War II.

The special sales have been spearheaded in many cities by saturation radio announcement campaigns, reflecting a growing awareness of the air media by the local auto dealer. There is no question but that radio is playing a greater role in local auto advertising, and in some of the blitz sales it was given the major credit for bringing in

traffic, though more money was spent on newspapers.

The reasoning behind the use of radio in the one-day sale is given by Shecter & Levin, Baltimore ad agency, which ran the most successful of these blitz sales: for Defoe Motors, a Ford dealer:

"To convey the excitement of a one-day sale, to reach the largest audience potential most dramatically at lowest cost, to achieve repetition of the sales message in a limited period, saturation radio spot campaigns are the most effective as the driving wedge."

In following through on this theory, Defoe Motors sold 128 new Fords in one day. This was described by the parent company as a world's sales record for all makes of cars.

While many different makes of cars have been figuring in these special sales, it is common knowledge in the trade that Ford and Lincoln-Mercury dealers have been the most active.



CROWDS JAM DEFOE MOTORS, BALTIMORE.

One-day sale: what's behind it, how it works

1. Softening of auto market produced first one-day sales since World War II. Ford and Lincoln-Mercury dealers are most active because of high production rate at factory

2. Because there is plenty of money around dealers feel that consumer caution is target to attack. Hence they seek to create a feeling of urgency, excitement in public

3. Radio was chosen to provide urgency. Commercials made point that dealer got large shipment only by pledging to sell all the cars, so 'terrific' deals were possible

4. 'Blitz' sales present a pattern: Ads usually started two days before sale. About 20 announcements per day were used. Newspapers also purchased. Total cost: \$1500 to \$3000

It is not too clear just what part the Ford company played in pushing these sales. There was no one guiding hand, but neither were the sales a coincidence. It is known that regional and district officials of the Ford and Lincoln-Mercury divisions were on hand to watch the results of the advertising razzle-dazzle as well as give advice.

It is also a fact that news travels fast in the auto business and what works successfully in one city will be tried by a dealer in another. Shecter & Levin, as a matter of fact, used their experience in the Defoe Motors sale to whip together an advertising package which is being offered to other Ford dealers interested in using the one-day sale technique.

Despite the success of the blitz sales, some quarters look upon them with a jaundiced eye. A number of auto

razzle in Ford one-day sales



ORDS IN ONE DAY, CONSIDERED A WORLD'S RECORD. DEALER USED 84 ANNOUNCEMENTS ON WITH, WBAL IN THREE-DAY DRIVE

dealer associations questioned the techniques as well as the wisdom of promising "crazy trade-ins" and "wonderful buys." J. Walter Thompson, which handles Ford's national advertising and the advertising of local dealers when they act as a group (Ford dealers are divided into 33 districts), feels that the one-day blitz bears an uncomfortable resemblance to a fire sale.

Like most large agencies handling auto accounts JWT favors reason-why copy. Said a Ford man at JWT: "A car like the Ford should not be sold as if the dealer is having trouble. It isn't healthy for the auto business either. It may break the market and the benefits to the dealer who runs the sale are dubious. He is only stealing sales from the future."

There is certainly no evidence that Ford is having any trouble selling its

cars. And that goes for the whole industry, too. Except for a few makes, auto sales are well ahead of 1952. Total new auto registrations for 1953 (through July plus 21 states for August) come to 3,574,525 compared with 2,551,826 during the comparable 1952 period, according to *Automotive News*.

Here are the figures for the three cars of the Ford Motor Co.: In second place with registrations (following Chevrolet) is Ford with 610,500, compared with 415,341 last year. In eighth place, Mercury registrations total 150,206, compared with 108,040 in 1952. Lincoln, which jumped from 19th to 17th place in registrations, accounted for 27,341 registrations, compared with 16,184 last year.

Why, then, the ballyhoo-type sale? *Automotive News*, the bible of the

auto industry, came up with one clue last month. It pointed out that the week previous Ford division production had reached a rate equaling 27% of the industry total. On the other hand, Ford sales during the first six months of 1953 were 16% of the industry total. For Mercury the week's figures showed a production rate of 3% and a six-month sales figure of 4% of the industry.

There were other reasons, too. Some cities were having more trouble selling cars than others. In Washington, D. C., for example, the fear of layoffs by government employees had put a dam-

(Please turn to page 124)

case history



Rehearsal scene (top); and same scene on air

Diary of a TV drama

Here's the behind-the-scenes story of a TV drama from script conference, budget meetings and rehearsals through to air time

The busy advertising executive who approves the expenditure for the TV show his firm sponsors rarely has the time to watch how his money is put to use until the finished product appears on the air.

To show sponsors and agencies the work that goes into bringing a TV drama to viewers, SPONSOR followed the various production stages of *The Web*, CBS TV, Sundays 10:00-10:30 p.m., a typical half-hour mystery.

The Web pulled a rating of 26.5 for the past season (27 is average for its type). As an advertising vehicle for P.

Lorillard's Kent cigarettes (through Young & Rubicam), the show has a \$3.22 cost-per-1,000 viewers.

Average total production costs to the sponsor of each weekly half-hour drama is \$11,000 gross, or \$9,350 net to the packager. (See box below for average cost breakdown.) Incidental note: Because of a time switch controversy that occurred last year when program was shifted from Wednesday to Sunday, CBS has held cost line for sponsor despite rising production expenses; makes up the difference to Goodson and Todman, packagers of *The Web*.

Average production costs for "The Web"

ABOVE-THE-LINE

CAST	\$1,875.00
SCRIPT	600.00
SCRIPT EDITOR	250.00
PRODUCER	500.00
DIRECTOR	400.00
SCRIPT GIRL	75.00
Total	\$3,700.00

BELOW-THE-LINE

CAMERA REHEARSAL (6 HOURS)	\$1,175.00
NO FAX REHEARSAL (NON-CAMERA)	100.00
SET	1,000.00
SET DESIGNER	300.00
REHEARSAL HALL (17 HOURS)	85.00
SOUND EFFECTS MAN	100.00
SPECIAL EFFECTS MAN	70.00
CREW (STAGEHANDS)	600.00
LIGHTING DIRECTOR	40.00
FLOOR MANAGER	18.75
MUSIC TECHNICIAN	85.00
COSTUMER	75.00
MAKEUP MAN	20.00
COSTUMES	50.00
PROPS (SET DRESSING)	700.00
MIMEOGRAPH	100.00
GRAPHIC ARTS	30.00
Total	\$5,148.75

Total average production costs: . . . \$8,848.75

People who work on "The Web"

Producer (Herbert Hirschman): Plans budget for program, picks director, helps decide on script and cast; he's the boss

Director (Lela Swift, Herb Hirschman): Casts show, blocks out script for stage action, rehearses actors, plans camera angles

Script editor (Eugene Burr): Screens scripts and outlines submitted both on spec by free-lancers and by CBS story dept.

Associate director (John Desmond): Is director's right-hand man, follows through on camera directions during show

Floor manager (Cal Lowell): Cues actors, keeps track of props (in supervisory capacity), checks on stagehands so they move at right time, supervises costume changes

Production assistant (Libby Sains): Times show, keeps director's notes, blocks out rehearsal hall to scale to correspond with eventual sets, acts as coordinator for director

Lighting director (Dean Nelson): From set designer's floor plan, plots onion-skin overlay for location of lighting. Consults with director on day before show to determine mood and camera angles. Night before show, he and his crew put up lighting

Set designer (Leo Kerz): Consults with producer on type of setting required, designs it, then supervises construction

Set dresser (Ted Ralph): Works with set designer on procuring proper furniture and props for his sets

Costumer (Anne Eckart): Consults with director on type of wardrobe needed on Tue-day before show, supervises changes

Technical director (Vernon Gamble): Supervises technical staff and is responsible to network for video quality

Other people who work on "The Web": One dolly, two pedestal-cameramen; one audio engineer; a sound effects man; two video control men; a lighting gaffer and five electricians; stagehands; carpenters and painters; and, of course, actors

Here then is a diary of Von Stuart's *One for the Road*, a recent *Web* play:

Tuesday (19 days before air time): During a preliminary production meeting, Herb Hirschman (producer), Lela Swift (director) and Leo Kerz (set designer) discuss "ground plan" or blueprint for set the script requires in terms of mood as well as physical properties.

Friday (16 days before air time): During a production meeting, estimates on the show's physical components are presented to Herb Hirschman. The set dresser, Ted Ralph, states how much props and furniture will cost. Anne Eckart, costumer, reports her wardrobe estimates. If special effects will be needed, a special effects man attends meeting. A representative of the CBS Cost Control unit sits in. If the total estimate runs under the budget allotment, the show is put on the road. If it runs above budget, Producer Hirschman submits his estimate to CBS for an okay. Variations in budget between one week and the next balance out within each 13-week cycle.

Tuesday (12 days before air time): Herb Hirschman spends the afternoon with Eugene Burr, script editor, in a story conference. They discuss future program possibilities, rewrites on stories that have been accepted. Scripts are usually scheduled four to five weeks ahead of air time.

Wednesday and Thursday: Director Lela Swift, who alternates with Herb Hirschman as director, casts show.

Monday (week of the show) 11:00 a.m.-12:00 p.m.: This is the first time producer, script editor, author and director get together with the cast for a reading of the play. This takes place around a big scarred table (see picture) at the Walnut Room in the Capitol Hotel. *The*

Web's rehearsal hall.

The purpose of the first reading is mainly timing and a last crack at rewrites. Playing time on *The Web* is 23½ minutes, the remainder of the half hour being used for commercials, lead-in, lead-out and credits.

While the actors go out to lunch, the producer, script editor, director and author get together to cut the script according to the first timing.

1:00-1:00 p.m.: The actors remain seated around the table and reread the script, this time not only for timing but to check on the rush rewrites made during lunch break. Then director, either Lela Swift or Herb Hirschman, blocks out the show in terms of staging.

Tuesday 10:00 a.m.-12:00 p.m.: When the actors come into the Walnut Room Tuesday morning, they find the sets indicated with red and white tape on the floor. Libby Sains, the p.a. (production assistant), has taped off the floor of the rehearsal hall to scale to conform to the "ground plan." Wooden chairs show places where furniture will be. Doors and windows are indicated.

During the Tuesday run-throughs of the script, the director is mainly concerned with the stage action.

The costumer, Anne Eckart, comes to the Capitol Hotel Tuesday afternoon to confer about wardrobe.

Wednesday and Thursday: No rehearsals. During these two days the cast has a chance to learn the lines.

In the meantime, Lela Swift or Herb Hirschman (whichever one is going to direct play after this one) casts his next script. Director working on the current program takes these days to plan camera angles.

(Please turn to page 122)

BETWEEN FIRST READING OF SCRIPT (LEFT) AND LELA SWIFT GIVING CAMERA DIRECTIONS (RIGHT) SEVEN DAYS ELAPSE



Timebuyers love to see station

Heading long list of buyer gripes is tendency of station

"Now, don't get me wrong," the timebuyer was saying. "I love station managers."

He glanced desperately at a copy of *Consumer Markets* out of the corner of his eye, noticed something that interested him and began making notes.

The SPONSOR editor coughed sharply.

The timebuyer looked up. "Oh, yes. Now, what was I talking about? Ah—station managers. Well, they're great guys individually. But why the devil do they all come in when I'm busy? It seems that whenever I'm up to my ears in work, the station boys decide to work both sides of Madison Ave.

"And do you think they all call up before stopping in my office? They do not! Then, after cooling their heels in the reception room, they come in and make sly remarks about my putting on airs."

He paused as if he had just gotten a big load off his chest.

As a matter of fact, he had. And he wasn't the only one among the

many timebuyers interviewed by SPONSOR who indulged in some chest unloading on the subject of station managers and what they think of them ("I'll tell you what I think but don't use my name").

This critical attitude was by no means unanimous among timebuyers. A number of agency men and women had only words of praise for the visiting station firemen. One of the station managers' champions said:

"Sure, a timebuyer may be a little busy on occasion because a number of station managers have come into town at the same time. So what? Everybody has something that keeps him extra busy once in a while. But I've never found station managers to be a problem.

"As a matter of fact, I enjoy seeing station managers. They're a welcome relief from paper work. And don't get the idea that station managers are not good salesmen. Some are top-notch.

"I suppose there are times when a

station manager, who happens to be in the neighborhood, drops in on me without calling up first when I'm right in the middle of a big campaign. But most of the time they are more thoughtful."

Among the critical group, the why-do-they-all-come-at-one-time complaint was not the only gripe, but it was the most frequent one.

Here's a typical example. The complaint is from a timebuyer who works for an agency that placed about \$10 million in TV and radio billings last year.

"The station managers always come in droves during the heavy buying months: at the beginning of the year and in August and September. They feel the best time to sell is when we buy. They often hear that a competitor has gotten some business and decide to come in and tell us why we should have bought their station instead.

"That's the wrong approach. If they

A STATION MANAGER'S VISIT (or how to lose friends and drive timebuyers crazy)



Managers, BUT

statist at the same time

are going to sell us, they should come in during the slack season when we have time to listen and when their words will sink in. We're not going to make any last-minute changes in our schedule just because a station man comes in like a whirlwind and says, 'Hey, you forgot me. I've got some new listening data.'"

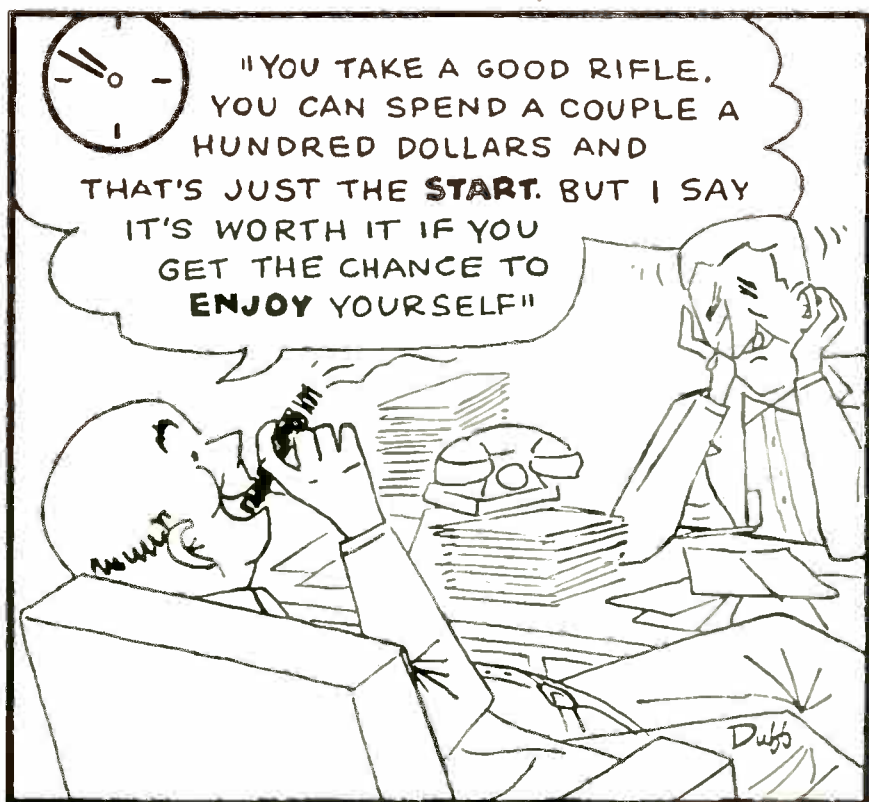
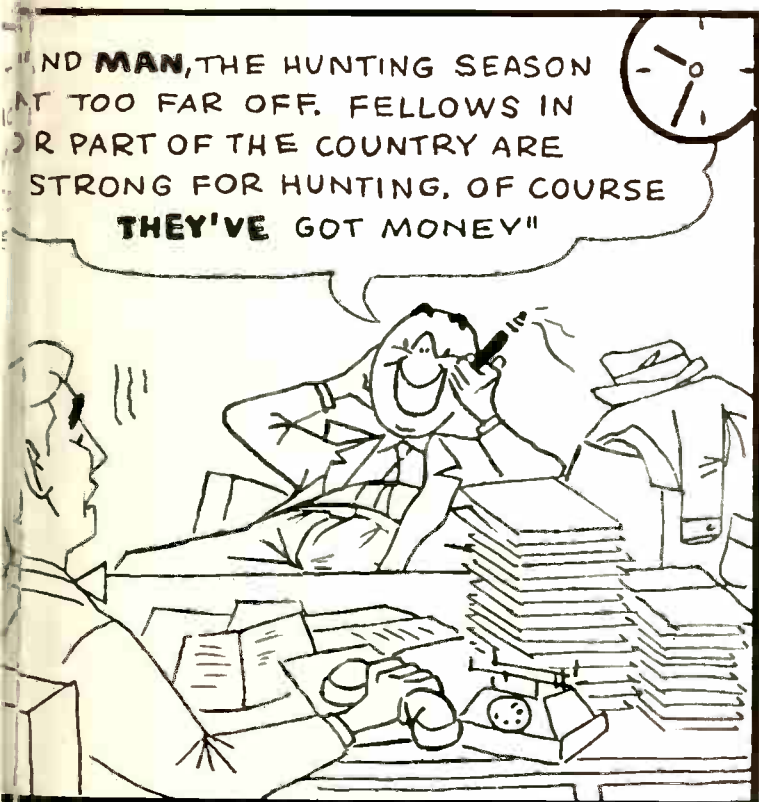
A time buying executive from one of the oldest and largest agencies in the business had this to say about station managers:

"You want to know a secret? Many of the station boys just don't have any idea about how national advertising is placed. They really don't. Even some of the radio managers who have been around a long time are surprisingly ignorant of the business. They'll come around offering time for an account that has little distribution in the type of market they represent.

"If I were a station manager, here's what I would do before coming into
(Please turn to page 98)

Here are some tips for station managers on the care and feeding of agency timebuyers

- 1 Station managers who feel that the best time to visit timebuyers is during the busy season often make a big mistake. Many timebuyers say they are much more receptive to what a station man has to say during the slack season of the year.
- 2 Don't waltz in on a timebuyer without making an appointment first. Reason you may be cooling your heels in the reception room is that the timebuyer may be seeing another station man who had made an appointment before he came up.
- 3 Don't waste the timebuyer's time with trivia. He often has a great deal of paper work to do. The best way to sell your station is to come up with specific ideas for a specific account. A letter first will sometimes help.
- 4 A luncheon for a large group of buyers can save you a lot of footwork but make sure it is not so large as to be unwieldy. Let your guests enjoy themselves until dessert and coffee and then give them the pitch. And don't make it long.
- 5 Check with your rep before giving the buyer your pitch. The rep might have already told him the same thing. Don't forget that your rep has a lot of research and promotion facilities. Use them. They will make your job a lot easier.
- 6 Timebuyers respect a station man who knows how a national campaign is thought out and made up. Learn more about the way advertising works and make sure you know all the ins and outs of the specific accounts you are trying to sell time to.



How Emil Mogul tests media weekly for Rayco

Part 12 of SPONSOR's All-Media Study shows how novel system upped Rayco sales 36% in 18 months

by Ray Lapica

They said it couldn't be done.

They said you couldn't test newspapers, radio and TV against each other and get accurate, meaningful results.

They said that in any case it would

cost thousands and the information would be dated because you couldn't possibly accumulate it on a continuing timely basis.

"They" refers to literally scores of agencies and advertisers among the

several hundred SPONSOR interviewed by mail and in person for its All-Media Study.

Well, the Emil Mogul Co., a \$5,000,000 New York agency, has proved the cynics wrong.

It tests newspapers, radio and TV for its client, Rayco Auto Seat Covers of Paterson, N. J.

It does it on a weekly basis.

It buys space and time on the basis of which paper or station is pulling best.

It knows every Thursday morning what the preceding week's sales results were by media for 84 Rayco stores in 60 markets east of the Rockies.

It not only provides Rayco executives, from President Joseph Weiss down, with weekly advertising results in terms of directly traceable dollar sales but tells them specifically which media are responsible for those sales and in what proportion.

It not only informs each Rayco dealer precisely what his advertising

Agencies can try variation of Mogul-Rayco system IF

1. They have a client who is willing to let agency take over most functions of regular advertising department.

2. Product is suitable—preferably sold through franchised dealers—such as automobiles, household appliances and floor coverings. Cheap mass consumer goods are not suitable.

3. Client is willing to pay agency percentage-of-sales or other additional fee instead of expecting agency to make system work on 15% commission alone. The 15% wouldn't cover costs.

4. The dealers (if they pay for their own advertising) are convinced testing media weekly is to their benefit, willing to let agency in far-off New York buy and write all advertising (print and air) and let agency decide which are best buys on basis of

research and statistical analysis. Emil Mogul persuaded dealers initially by personal store interviewing and weekly report to dealer (interviewer asked each customer what brought him in). Once sold, dealers aren't hard to keep sold on advertising that is measured regularly.

5. Agency must set up entire department to handle account. Emil Mogul has minimum of 15 persons devoting full or part time to Rayco, including account supervisor, two account executives, a research and media director, three time and space buyers, four research and media people, two production men and copywriters. Emil Mogul himself devotes considerable time to account, which will net the agency \$150,000 this year.



HOW WEEKLY MEDIA CHECKING SYSTEM WORKS

1. Every buyer of Rayco auto seat covers or convertible tops fills out a card while waiting for installation to be completed. Card asks only four questions designed to establish what brought the customer in (see right). Dealer saves all the cards, mails them to Emil Mogul agency Saturday night. Total sales figures for all stores are mailed to Rayco execs in Paterson, N. J., at the same time. Agency gets these cards Monday morning from each of the 84 stores in 60-odd markets. Then—

2. Four tabulators tabulate all cards store by store on Rayco Work Sheet. Sheet shows total sales by medium (newspaper, radio, TV), total spent on advertising by medium, percent of total sales accounted for by each medium and sales produced per \$1 of advertising spent on each medium. Two researchers interpret results, can see at a glance which media accounted for sales and which are slipping. Dead or dying ducks can be spotted and eliminated and schedules in efficient media stepped up on short notice.

3. Report goes out from agency to each store by Thursday morning. Store report duplicates data on Work Sheet, keeps dealer enthusiastic about advertising (since he pays for it) by showing him how few just "walked in" and which medium does the job. Report may also point out trend and indicate future actions, as follows: "This is the third week in row Newspaper 'B' gives low return. Will watch and cancel if it happens again." Agency buys and writes all advertising for dealers, pays local rates for space and time, gets no commission but percentage of sales.

produced during the preceding week (medium by medium) but also how many of his customers were just "passing by," "recommended" or from other sources.

And best of all, the agency knows week by week which newspaper (morning or evening, daily or Sunday) or radio or TV station is producing the largest dollar returns, which one is slipping in sales results and which size ad or adjacency is most productive. And it steps up or reduces schedules accordingly, virtually overnight.

Has this system worked?

In the 18 months (April 1952 to date) since it has been in operation here is what has happened:

1. Rayco has increased its lead as the number one manufacturer in the auto seat cover business by a large margin.

2. It has expanded its chain of franchised retail stores from 54 to 84 in 60 markets, with 25 new outlets sched-

uled to be added in the next 12 months.

Gross sales for the chain are expected to top \$15 million this year—quite a jump from three stores and \$295,000 in sales when the company began operations in 1946.

4. Average per-store increase in sales during this period is 35.6%.

5. Average per-store percentage cost of advertising (ratio of expenditures to sales) has been reduced 25%.

6. Rayco's ad budget (actually the total spent locally by Rayco operators) has jumped from \$200,000 in 1951 before the Emil Mogul Co. took over to \$400,000 in 1952, \$800,000 this year and it will reach an estimated \$1,250,000 next year—business is that good.

7. This year for the first time Rayco is planning to continue its record ad expenditures through the fall and winter instead of curtailing them after the peak summer selling months. The current schedules include 83 newspapers, over 1,400 radio announce-

ments a week on 52 stations, 135 TV announcements on 13 stations and several local 15-minute TV film shows.

Rayco's media checking and measuring system was developed by Research and Media Director Joel Martin as a tailor-made solution to the problem of evaluating scores of individual selections in the three basic media in local markets. In principle the system is not too different from what the agency follows for all clients. The techniques, however, are based on the unique nature of the Rayco account itself and the opportunity it presents for quick and accurate media evaluation.

When the Emil Mogul Co. took over the account in April 1952 (an article in SPONSOR, 19 November 1951—"Rayco profits by its TV trials and errors" helped the agency win it), the firm's franchised dealers were spending over 95% of their aggregate ad budgets in newspapers. Previously

(Please turn to page 106)

Dear Friend:

We would appreciate it if you would take a moment to tell us what brought you to Rayco. The answers to the few questions below will help us continue to give you the utmost in quality, value and service, and help to acquaint others with Rayco.

Your cooperation in answering all questions would be most helpful.

Cordially,

Your RAYCO Dealer

1. HOW DID YOU HAPPEN TO COME TO RAYCO?

saw your ad on TV

2. HAVE YOU EVER SEEN OR HEARD RAYCO ADVERTISED IN:

	Yes	No	If yes, which newspaper, program or station?
NEWSPAPERS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<i>Elizabeth Journal</i> Daily or Sunday ?
RADIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<i>WNEW</i>
TELEVISION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<i>WNBT</i>

3. HAVE YOU EVER SEEN OR HEARD RAYCO ADVERTISED ANYWHERE ELSE? If yes, WHERE?

got your address in phone book ad

4. WHAT SECTION OF TOWN DO YOU LIVE IN?

Elizabeth

SPONSOR'S All-Media Advisory Board

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HERE'S HOW YOU CAN PROFIT BY BEING ABLE TO CHECK MEDIA WEEKLY

1. See how sales zoom when you add radio to newspapers.

BEFORE RADIO (Market "A")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.	Number of customers
Newspapers	\$761	\$5,506	68.3	\$7.21	269
Other Sources	2,555	31.7	125
Total Sales	8,061	100.0	394
Adv. ratio	9.5%				

AFTER RADIO (Market "A")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.	Number of customers
Newspapers	\$761	\$5,772	52.5	\$7.55	330
Radio	408	3,595	32.7	8.81	206
Total Adv.	1,172	9,367	85.2	7.99	536
Other Sources	1,627	14.8	93
Total Sales	10,994	100.0	629
Adv. ratio	10.6%				

NOTE: This chart proves astounding fact that you can boost returns from one medium by adding another. Spending \$408 more for advertising (on radio) increased sales from advertising by \$3,861 for Rayco. Some of this increase came from newspapers. Table shows situation four weeks after radio was added.

2. Adding TV can double sales due to advertising.

BEFORE TELEVISION (Market "B")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.	Number of customers
Newspapers	\$908	\$5,741	65.8	\$6.33	268
Other Sources	2,986	34.2	139
Total Sales	8,730	100.0	407
Adv. ratio	10.1%				

AFTER TELEVISION (Market "B")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.	Number of customers
Newspapers	\$908	\$5,599	47.8	\$6.17	296
TV	328	4,826	41.2	14.71	255
Total Adv.	1,236	10,425	89.0	8.43	551
Other Sources	1,289	11.0	68
Total Sales	11,714	619
Adv. ratio	10.6%				

NOTE: Here is case where adding TV nearly doubled sales due directly to advertising at same advertising ratio. Newspapers dropped only slightly in sales, actually brought MORE customers into store after TV. Terrific TV return is obvious above. Some Rayco stores have got back \$46 for \$1 spent on TV.

3. Eliminating "weak" station, substituting stronger will boost sales.

BEFORE CHANGE (Market "C")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.	Number of customers
TV Station A	\$1,563	\$11,536	80.3	\$7.38	582
TV Station B	661	1,250	8.7	1.89	63
Total Adv.	2,224	12,786	89.0	5.75	645
Other Sources	1,580	11.0	80
Total Sales	14,366	100.0	725
Adv. ratio	15.5%				

AFTER CHANGE (Market "C")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.	Number of customers
TV Station A	\$1,563	\$11,216	62.0	\$7.20	551
TV Station C	735	5,296	29.2	7.21	261
Total Adv.	2,298	16,512	91.2	7.20	815
Other Sources	1,596	8.8	79
Total Sales	18,138	100.0	894
Adv. ratio	12.6%				

NOTE: This is classic example of way entire system works. Station B obviously does not compare with Station A. When B was dropped and strong Station C substituted, over-all return increased and, even though slightly more dollars were expended, advertising ratio dropped 3%. Using wrong station is costly.

4. Dropping weaker paper, increasing space is good strat

TWO NEWSPAPERS (Market "D")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.
Newspaper "X"	\$503	\$3,654	36.2	\$7.26
Newspaper "Y"	1,173	4,279	42.4	3.65
Total Adv.	1,676	7,933	78.6	4.73
Other Sources	2,160	21.4
Total Sales	10,093	100.0
Adv. ratio	16.6%			

ONE NEWSPAPER (Market "D")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.
Newspaper "X"	\$865	\$6,217	69.1	\$7.19
Other Sources	2,780	30.9
Total Sales	8,997	100.0
Adv. ratio	9.6%			

NOTE: This is example of how system works when budgets need to be (going out of season, for example). Over-all ad expenditure dropped ratio dropped 7 points. Dollar return for newspapers remained same with increased dollars spent in Newspaper "X" over-all improvement is

5. Stepping up all media may increase returns from each.

BEFORE STEP-UP (Market "F")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.
Newspapers	\$423	\$1,950	19.8	\$4.61
Radio	454	2,255	22.9	4.97
TV	528	4,175	42.4	7.91
Total Adv.	1,405	8,380	85.1	5.96
Other Sources	1,466	14.9
Total Sales	9,846	100.0
Adv. ratio	14.3%			

AFTER STEP-UP (Market "F")

Medium	Ad cost	\$ Sales	Percent	Sales per \$ of adv.
Newspapers	\$538	\$3,640	24.9	\$6.77
Radio	512	3,684	25.2	7.20
TV	638	5,935	40.6	9.30
Total Adv.	1,688	13,259	90.7	7.85
Other Sources	1,360	9.3
Total Sales	14,619	100.0
Adv. ratio	11.5%			

NOTE: Stepping up all media increased returns from each above. Volume dollar return rose and advertising ratio showed gratifying decline. You use this step-up technique too to determine whether media are at peak efficiency or can absorb bigger budget. Sometimes spending more does

Here's the man who's responsible for the weekly Rayco media



JOEL L. MARTIN

Emil Mogul's research and marketing director has spent past 13 years in various research. He joined McGraw-Hill in 1950 after five years as v.p. and search director of Marketing Share, Inc. and Marion Harper Associates. He worked out this novel weekly test for Rayco after visiting Rayco stores in the field and determining their media problems. Joel is a New Yorker by birth.

NEXT ISSUE: "The advertiser who bets \$1 million on his media tests." Part 13 of SPONSOR'S All-Media Evaluation Study.

**Everybody
in TV
is talking
ABC**

and no wonder



Here it is . . . the new fall line-up on ABC



ARLENE DAHL, Fri. 8:30 p.m.
JAMIE, Mon. 7:30 p.m.
THE UNITED STATES STEEL HOT L. Opening show: 5 P.M.
DANNY THOMAS, Tues. 9 p.m.

THE ... PO ... COLLYER
S ... PAUL WHITMAN
H ... PO ... KAY BOLGER
P ... PO ... SHE ERWIN
S ... PO ... PETER POTTER
L ... PO ... CALACADE OF AMERICA



B Television. We promised you new shows, new

BILL STERN, ABC-TV sports
SATURDAY NIGHT FIGHTS, 9 p.m.
NOTRE DAME FOOTBALL AND FRANK LEAHY, Sun. 7:30 p.m.
OZZIE & HARRIET, Fri. 8 p.m.
KRAFT TELEVISION THEATRE, Thurs. 9:30 p.m.



stars . . . new excitement on ABC. But ever

Mon. Fri. 4 p.m., DENNIS JAMES
Thurs. 9 p.m., DOTTY MACK
Sun. 6:30 p.m., THE GEORGE JESSEL SHOW
Mon. 8 p.m., SKY KING
Sat. 7:30 p.m., LEAVE IT TO THE GIRLS
Fri. 9 p.m., PAUL HARTMAN



ve never thought things would happen so fast

ROBERT Q. LEWIS, Tues. 10:30 p. m.
JOHN DALY, Mon. Fri. 7:15 p. m.
TOOTSIE HIPPODROME, Sat. 10 a. m.
THE LONE RANGER, Thurs. 7:30 p. m.
SUPER CIRCUS, Sun. 5 p. m.
SMILIN' ED McCONNELL, Sat. 10:30 a. m.
SPACE PATROL, Sat. 11 a. m.



(or so big). Now, the critics are talking . . .

Fri. 9:30 p.m. THE COMEBACK STORY
Sun. 7 p.m. ART BAKER
Sat. 9:15 p.m. ORCHID AWARD
Mon. - Fri. 4:30 p.m. ERN WESTMORE
Wed. 7:30 p.m. TOM CONWAY
Sun. 9 p.m. WALTER WINCHELL



he viewers are talking... everybody's talking ABC!

And look who's talking to America on ABC Television:

American Chicle	Hotpoint
American Cigarette & Cigar Co.	S. C. Johnson
American Home Products	Kellogg's
American Tobacco Company	Kraft Foods
Armour & Co.	Listerine
Bayuk-Phillies Cigars	Mars Candy
B. B. Rolrite Pen	Pepsi-Cola
Bristol-Myers	Ralston-Purina
Brown Shoes	Sealy Mattress
Carter Products	Skippy Peanut Butter
Derby Foods	Speidel Watch Bands
Duffy-Mott	Standard Oil of Indiana
DuPont	Sterling Drug
Ekco	Super Kem-tone & Kem Glo
Ex-Lax	C. A. Swanson Company
Gemex Watch Bands	Thor
General Mills	Tootsie Rolls
Gruen Watches	United States Steel
Hazel Bishop	Viceroy Cigarettes

AMERICAN BROADCASTING COMPANY



TOWELS

SPONSOR: The Towel Shop,
St. Louis

AGENCY: Shaffer Brennan
Margulis, St. Louis

CAPSULE CASE HISTORY: *The St. Louis sponsor was from Missouri—he had to be shown what air salesmen in Greenville could do. The towel company bought announcements on WFSC over a four-day period at a cost of \$76. After the first day, however, orders began to come in. By the end of the four days, The Towel Shop had received 565 orders. The total value of the towels was not revealed, but the advertising cost per order came to less than 14¢.*

WFSC, Greenville, S. C.

PROGRAM: Announcements

ICE CREAM STORE

SPONSOR: Dairy King Stores

AGENCY: Harvey & Porter

CAPSULE CASE HISTORY: *Inclement weather apparently has no bearing on ice cream sales, at least if radio is used in promoting the ice cream. During cold weather the Dairy King Stores bought 12 100-word announcements on the Bob McNulty Show, a three-hour daily program on KWJJ. Total cost of the dozen announcements came to \$64.30. The results: In the four Dairy King stores, the amount of ice cream sold was three times that sold on an average "ice cream weather" day.*

KWJJ, Portland

PROGRAM: Bob McNulty Show

RADIO results

CHICKENS

SPONSOR: Pacific Hatchery

AGENCY: Direct

CAPSULE CASE HISTORY: *Chick production was down all over British Columbia—that is, down all over British Columbia with the exception of one hatchery. The Pacific Hatchery had a sales increase of 100%. It probably is not coincidental that the only major medium employed by the hatchery was radio. The sponsor's radio schedule consists of one announcement daily, at noon, at a cost of \$9 each. The only station used is CKNW.*

CKNW, New Westminster

PROGRAM: Announcements

HOMES

SPONSOR: F & S Construction Co.,
Phoenix

AGENCY: Direct

CAPSULE CASE HISTORY: *The construction company built 178 homes in a new residential section of Pueblo, Col. To sell them, the firm bought 30 one-minute announcements on KCSJ to run Friday, Saturday and Sunday. The following Thursday Jim Woodhams, advertising manager for the construction company, wrote KCSJ to say that all 178 homes had been sold at an advertising cost of \$178.50, or slightly more than \$1 per \$7,000. KCSJ was the only advertising medium used.*

KCSJ, Pueblo

PROGRAM: Announcements

FURNITURE

SPONSOR: Dorothy Lerner Sleep
Headquarters

AGENCY: Direct

CAPSULE CASE HISTORY: *The sponsor bought a nightly 15-minute music program aired from 12:05 to 12:20 a.m. Lerner expected that after 10 or 11 weeks there might be tangible results reflected in increased traffic and sales. After three weeks, however, sales which could be directly attributed to the program were chalked up and many listeners wrote in to compliment the sponsor on the calibre of the program. After seven weeks, Lerner was getting \$3,000 worth of sales weekly on the programs which cost \$176 weekly.*

WCAU, Philadelphia

PROGRAM: Daydreams at Night

PEACHES

SPONSOR: W. P. "Red" Doherty

AGENCY: Direct

CAPSULE CASE HISTORY: *Doherty, a West Texas fruit grower, discovered after a drought-breaking rain that an orchard of peach trees, which he had written off earlier as a loss, was heavy with good, ripe peaches—too ripe to pack and ship. In two one-minute announcements, one Saturday afternoon and one Sunday morning, his problem was stated and listeners were told they could have all the peaches they wanted for \$1.25 a bushel. Cars blocked the road leading to Doherty's farm Sunday morning. He estimated his total sales at about \$5,000. The announcements cost \$27.50.*

KGNC, Amarillo

PROGRAM: Announcements

APPLIANCE STORE

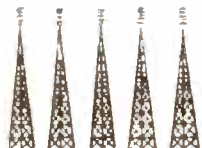
SPONSOR: Dunagan & Bowen Appliance Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *Dunagan & Brown is located in the small town of Chicamauga, Ga. It is an out of the way location and even WMFS was not sure (1) if its listeners would travel to an appliance store, or (2) if Tennessee people would patronize a Georgia merchant. The sponsor nevertheless bought a five-minute mystery singer program six days a week for a cost of \$60 weekly. From the programs the sponsor got over 180 leads weekly and business went up "hundreds of dollars." Business still is growing after 16 weeks on the air.*

WMFS, Chattanooga

PROGRAM: Name the Singer



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 RPT.
					VISUAL	AURAL				
ANDERSON, S. C.	WAIM-TV	40	30 Sep.		135	67.6	0	NFA	Wilton E. Hall	Burn
GOLDSBORO, N. C.		34	1 Oct.		17.8	9.12	0	NFA	Goldsboro TV Corp.	
SALEM, ORE.	KSLM-TV	3	30 Sep.		5.5	2.75	0	NFA	Oregon Radio Inc.	McKl
VANCOUVER, WASH.- PORTLAND, ORE.	KVAN-TV	21	23 Sep.	15 Jan. '54	107	62	1	108 UHF	Vancouver Radio Corp. Sheldon F. Chitty, v.p. & g.m.	

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	RADIO RPT.
				VISUAL	AURAL					
ALBUQUERQUE, N. M.	KOAT-TV	7	27 Sep.	25	12.5	ABC	2	31 VHF	Alvarado Bdstg. Co. Phil Hoffman	Hollin
BAKERSFIELD, CAL.	KERO-TV	10	27 Sep.	30.9	17.4	NBC, CBS	2	30 VHF	Kern County Bdcstrs. Albert E. DeYoung	Avery-Knor
BUFFALO, N. Y.	WBES-TV	59	27 Sep.	21.4	11	None yet	3	60 UHF	WBES-TV, Inc. Roger Baker	Bolling
COLORADO SPRINGS, COLO.	KRDO-TV	13	1 Oct.	11.3	6	NBC	2	10 VHF	Pikes Peak Bdstg. Joseph Rohrer	McGill
FRESNO, CAL.	KJEO	47	2 Oct.	10	5	ABC	2	40 UHF	O'Neill Bdstg. Co. L. E. Chenault	Hollin
HANNIBAL, MO.- QUINCY, ILL.	KHQA-TV	7	27 Sep.	10.5	5.4	CBS, Du M	1	70 VHF	Courler-Post Publ. Walter Rothschild	Weed
HARLINGEN, TEX.	KGBS-TV	4	4 Oct.	13	6.9	CBS	1	30 VHF	Magic Triangle Televisors Troy McDaniel	Pearson
HENDERSON, KY.	WEHT	50	27 Sep.	16.2	8.7	CBS	1	20 UHF	Ohio Valley TV Co. Hecht S. Lackey	Meeker
JOHNSTOWN, PA.	WARD-TV	56	22 Sep.	26	13	CBS	2	20 UHF	Rivoll Realty Co. George Gartland	Weed
KNOXVILLE, TENN.	WROL-TV	6	1 Oct.	100	50	NBC	1	23 VHF	Mountcastle Bdstg. W. H. Linebaugh	Avery-Knod
MEMPHIS, TENN.	WHBQ-TV	13	1 Oct.	125	65	CBS	2	220 VHF	Harding College John H. Cleghorn	Blair T
MERIDIAN, MISS.	WTOK-TV	11	27 Sep.	31.2	15.5	All 4	1	7 VHF	Southern TV Corp. Robert F. Wright	Headley-Reed
MILWAUKEE, WIS.	WOKY-TV	19	1 Oct.	18.2	9.77	ABC, Du M, CBS	3	70 UHF	Bartell Bdcstrs. Lee Bartell	H-R R
MONROE, LA.	KNOE-TV	8	27 Sep.	230	115	All 4	2	65 VHF	James A. Nos Paul H. Goldman	H-R R
PEORIA, ILL.	WTVH-TV	19	27 Sep.	95	54	ABC, CBS, Du M	2	86 UHF	Hilltop Bdstg. Co. George Norman	Petry
ST. JOSEPH, MO.	KFEQ-TV	2	27 Sep.	52	26	CBS, Du M	1	79 VHF	KFEQ, Inc. Barton Pitts	Headley-Reed
RENO, NEV.	KZTV	8	27 Sep.	3	1.5	All 4	1	NFA	Nevada Rad o-TV Corp. Harry Huey	Pearson
SPRINGFIELD, ILL.	WICS	20	5 Oct.	18	10	ABC, NBC, Du M	1	19 UHF	Plains TV Co. Milton D. Friedland	Adam J Young
SPRINGFIELD, MO.	KYTV	3	27 Sep.	61	30.5	NBC, ABC	2	35 VHF	Springfield TV, Inc. J. Gordon Wardell	Hollin
TUCSON, ARIZ.	KVOA-TV	4	27 Sep.	10.6	5.3	NBC	2	11 VHF	Arizona Bdstg. Co. R. B. Williams	Raymer
WEST PALM BEACH, FLA.	WIRK-TV	21	13 Sep.	18.6	10	ABC	1	16 UHF	WIRK-TV, Inc. Joseph S. Field, Jr.	Weed
WINSTON SALEM, N. C.	WSJS-TV	12	27 Sep.	40	20	NBC	2	141 VHF	Triangle Bdstg. Corp. Harry Shaw	Headley-Reed
WINSTON SALEM, N. C.	WTOB-TV	26	25 Sep.	20	10	ABC, Du M	2	20 UHF	Winston-Salem Bdstg. John G. Johnson	H-R Re

BOX SCORE

Total U.S. stations on air, incl. Honolulu (9 Oct. '53)

259

No. of post-freeze CP's granted (excluding 18 educational grants; 9 Oct. '53)

111
152

No. of TV homes in U.S. (1 Sept. '53)

25,233,000\$

No. of markets covered

167

No. of grantees on air

Percent of all U.S. homes with TV sets (1 Sept. '53)

56%\$

*Both new CP's and stations going on the air listed here are those which occurred between 25 Sept. and 9 October 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 NIM Research, consists of estimates from the stations or reps and must be deemed approximate. ‡Data from NBC Research and Planning.

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



CHANNEL 10

AT THE SIGN OF THE ROOSTER

WJAR-TV

The super power of **PROVIDENCE** (Channel 10)
blankets the southern New England market
where TV saturation is an overwhelming 85% . . .
with prestige and personalities that **SELL** your products.

WEED TELEVISION, NATIONAL SALES REPRESENTATIVES

SPONSOR-TELEPULSE ratings of top

Chart covers half-hour syndicated film

Rank row	Past rank	Top 10 shows in 10 or more markets**		Average rating	7-STATION MARKETS			4-STATION MARKETS			3-STATION MARKETS					
		Period: 1, 2, 3, 11, 12, 13 and 14 Sept. 1953			N.Y.	L.A.	Chi.	Mpls.	Wash.	Atlanta	Balt.	Cinc.	Cleve.	Col.	Det.	
		TITLE, SYNDICATOR, PRODUCER, SHOW TYPE														
1	1	Favorite Story , Ziv (D)		23.4	8.0	8.9	13.6	22.8	12.2	12.3 13.0 19.5						
					wnbt 10:30pm	kttv 8:00pm	wbbm-tv 9:30pm	wcco-tv 9:00pm	wtop-tv 10:30pm	wbal-tv 10:30pm	wcpo-tv 8:30pm	wews 10:30pm				
2	6	Foreign Intrigue , JWT, Shel. Reynolds (A)		22.6	16.4	12.2	10.4	25.3	13.8	19.5 24.5			19.3			
					wnbt 10:30pm	knbh 10:30pm	wnbq 9:30pm	kstp-tv 8:30pm	wnbw 10:30pm	wkrc-tv 8:30pm	wews 10:00pm	wjbk-tv 10:00pm				
3	2	Boston Blackie , Ziv (M)		21.9	6.5	10.9	16.0	23.8	14.4	15.3 12.5			24.8 14.3			
					wabd 9:30pm	knbh 6:00pm	wgn-tv 9:30pm	wcco-tv 9:30pm	wtop-tv 8:30pm	wbal-tv 10:30pm	wkrc-tv 7:30pm	wbns-tv 8:30pm		wxyz-tv 9:00pm		
4	3	Cisco Kid , Ziv (W)		20.8	7.4	10.7	8.2	10.4		12.3 22.5 18.8			18.8 13.0			
					wnbt 6:00pm	keca-tv 7:00pm	wbkb-tv 2:00pm	wnbw 6:30pm		wbal-tv 7:00pm	wcpo-tv 5:00pm	wnbk 6:00pm	wbns-tv 7:00pm	wxyz-tv 3:30pm		
5	4	Liberace , Snader, Guild Films Co. (Mu)		20.4	6.4	9.2	9.4	6.6		12.8			10.0 9.3			
					wnbt 7:00pm	klac-tv 7:30pm	wgn-tv 9:30pm	wttg 10:00pm		wbal-tv 10:30pm	wbns-tv 5:00pm			wxyz-tv 6:30pm		
6	5	Hopalong Cassidy , NBC Film (W)		18.5	14.0	8.7	20.3 10.4		10.3 12.3 16.3 12.8 18.3 12.5							
					wnbt 6:30pm	kttv 7:00pm	wcco-tv 7:00pm		wmal-tv 6:00pm	wsb-tv 5:00pm	wbal-tv 5:30pm	wlv-tv 5:30pm	wnbk 6:00pm	wbns-tv 12:00pm	wvj-tv 5:30pm	
7	7	Kit Carson , MCA, Revue Prod. (W)		16.9	10.4		7.0		14.0 7.3 8.8 21.0 8.5							
					keca-tv 7:30pm		wbkb-tv 2:30pm	wlv-a 6:30pm			wmar-tv 6:00pm	wnbk 6:00pm	wbns-tv 6:30pm	wjkb-tv 6:00pm		
8	8	Wild Bill Hickok , W. Broidy (W)		16.1	6.9	8.0	7.4	18.8	11.2	13.3 12.3 10.8 10.0 20.8 10.3						
					wabd 7:00pm	ktla 6:00pm	wbkb-tv 1:30pm	wcco-tv 7:30pm	wtop-tv 1:00pm	wsb-tv 5:30pm	wbal-tv 7:00pm	wkrc-tv 5:30pm	wnbk 6:00pm	wbns-tv 6:00pm	wxyz-tv 5:30pm	
9	9	Superman , MPTV, R. Maxwell (K)		14.6	7.7	10.2	9.8	7.8	7.0	8.5 10.0 9.5 11.8 13.5 9.5						
					wnbt 6:00pm	keca-tv 8:30pm	wbkb-tv 7:30pm	wcco-tv 5:00pm	wmal-tv 6:00pm	wsb-tv 5:30pm	wbal-tv 7:00pm	wkrc-tv 5:30pm	wnbk 6:00pm	wbns-tv 6:00pm	wxyz-tv 5:30pm	
Rank row	Past rank	Top 10 shows in 4 to 9 markets†		Average rating	7-STATION MARKETS		4-STATION MARKETS			3-STATION MARKETS						
		TITLE, SYNDICATOR, PRODUCER, SHOW TYPE			N.Y.	L.A.	Chi.	Mpls.	Wash.	Atlanta	Balt.	Cinc.	Cleve.	Col.	Det.	
1	1	City Detective , MCA, Revue Prod. (D)		26.4	7.0					13.5			14.0			
					knbh 10:30pm					wsb-tv 10:30pm	wnbk 10:30pm					
2	2	Orient Express , PSI-TV, Inc. (A)		23.7	3.9								10.3 19.3			
					keca-tv 8:30pm								wlv-e 8:30pm	wvj-tv 9:30pm		
3	8	Dangerous Assignment , NBC Film (A)		20.9	5.2	9.9	7.4	20.5	10.3							
					wor-tv 9:00pm	knbh 10:30pm	wbkb-tv 9:00pm	wcco-tv 7:30pm	wnbk 10:30pm							
4	3	Range Riders , CBS Film, Flying "A" (W)		20.5	6.9		25.8 10.2		8.3 18.5							
					knxt 7:00pm	wcco-tv 8:00pm		wtop-tv 1:30pm	wsb-tv 5:30pm	wews 7:00pm						
5	5	Doug. Fairbanks Presents , NBC Film (D)		20.2	8.2	10.2 17.8 10.4			15.8							
					wnbt 10:30pm	wgn-tv 9:30pm		kstp-tv 8:30pm	wtop-tv 10:30pm	wbal-tv 10:30pm						
6	6	Heart of the City , United TV Programs (D)		19.5	4.2								13.3			
					kttv 10:30pm								wxyz-tv 10:30pm			
7		Jeffrey Jones , L. Parsons (D)		19.3	5.4											
					kttv 10:30pm											
8	7	Abbott & Costello , MCA, TCA (C)		18.1	7.9		11.0	12.4								
					kttv 7:30pm	wbkb-tv 5:00pm		wnbw 10:30pm								
9	4	Hank McCune , Video Pictures (C)		16.6	2.2								7.0			
					klac-tv 7:00pm								wxyz-tv 9:30pm			
10	9	March of Time , March of Time (Doc.)		15.5	3.5					8.0			9.8 11.5			
					wnbt 7:00pm					wsb-tv 9:30pm	wews 9:00pm		wbns-tv 10:30pm			

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

1-3, 11-14 of September 1953. While network shows are fairly stable from one month to another in the markets in which they run, this is true to much lesser extent with syndicated shows. This should be borne in mind when analyzing rating trends from one month to another in the chart. *Refers to last month's chart.

Shows

all made for TV†

STATION MARKETS				1-STATION MARKETS			
Buffalo	Dayton	Milw'kee	St. L.	Charlotte	New Or.	Seattle	
			47.0	52.5	51.5	40.0	
			ksd tv 9:30pm	wbtv 9:30pm	wdsu tv 9:30pm	king tv 8:00pm	
		51.0	24.0	55.5			
		wtmj tv 8:30pm	ksd tv 11:00pm	wbtv 8:00pm			
	22.3	34.5		54.5	51.0		
	wlio tv 8:00pm	wtmj tv 11:00pm		wbtv 4:30pm	wdsu tv 10:00pm		
1.0	36.5		32.5	30.5	28.0	29.5	40.0
	wben tv 7:00pm		wtmj tv 4:30pm	ksd tv 4:30pm	wbtv 12:00pm	wdsu tv 5:00pm	king tv 7:00pm
			48.5	45.0			
			wtmj-tv 9:00pm	ksd-tv 9:30pm			
2.0	27.5		22.5	30.5	34.5	36.3	
	wben tv 11:30am		ksd tv 9:30am	wbtv 5:30pm	wdsu-tv 1:30pm	king-tv 7:00pm	
1.5	15.0		29.5	28.5	35.0	21.5	
	wlv d 5:00pm		ksd-tv 2:30pm	wbtv 5:30pm	wdsu-tv 2:00pm	king tv 5:00pm	
3	27.0	8.3	22.0	25.0	28.0	40.0	20.8
	wben tv 1:00pm	wlv d 5:00pm	wtmj-tv 12:00n	ksd tv 12:00n	wbtv 5:30pm	wdsu-tv 2:30pm	king-tv 5:00pm
7.8	36.5	7.3	30.0	24.5	24.5	20.5	
	wben tv 7:00pm	wlv-d 5:00pm	ksd-tv 5:30pm	wbtv 5:00pm	wdsu tv 5:00pm	king-tv 5:00pm	
	47.0	21.5		44.0	45.0		
	wben-tv 10:30pm	wtmj-tv 11:00pm		wbtv 7:30pm	wdsu tv 10:00pm		
					53.0	40.5	
					wdsu-tv 8:00pm	king-tv 8:30pm	
				57.0		41.0	
				wbtv 9:00pm		king-tv 9:00pm	
2.5				44.0		31.3	
				wdsu-tv 5:00pm		king-tv 7:00pm	
		35.5	41.5				
		wtmj-tv 10:00pm	ksd-tv 10:00pm				
	18.5				45.0		
	wben-tv 11:30pm				wdsu-tv 10:00pm		
1.5	2.0		38.0		35.5		
	wbnf tv 9:00pm		ksd-tv 10:00pm		wdsu-tv 6:30pm		
						41.0	
						king-tv 9:30pm	
						41.8	
						king tv 5:30pm	
5	50.0						
	wben-tv 9:30pm						

† Only a few of these markets are not fully reflected in ratings. † syndicated shows were being shown in 10 or more markets † Pulse 1-3, 11-14 September 1953.



what a row of beans can amount to... with wfmy-tv

Rows of canned beans, to be exact . . . pinto beans. One year ago the Mountain View Canning Company took the wise step of advertising its Luck's Pinto Beans on WFMY-TV.

Well sir, a hillbilly band was featured on a weekly 15-minute show — and the fame of Luck's Pinto Beans raced across WFMY-TV's 29 counties with the speed of Jack's Beanstalk!

Last year Mountain View produced about 750 cases of Luck's Pinto Beans a week. This year it's over 5,000 cases a week! Factory space and staff have tripled, and still grocers can't keep a row of these beans on the shelf!

Sales magic like this is nothing new with WFMY-TV. When the people in 29 surrounding counties have \$1,500,000,000 to spend . . . the only TV station tapping all that buying power is bound to be popular with advertisers and viewers!

wfmy-tv

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

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

Radio

...and now a message from our sponsor

TV

by Bob Foreman

The new film-like process known as video tape is sure to be something of a hydrogen bomb to the television business. Rather than a spectre on the horizon, this phenomenon is here and, according to some authorities, will mushroom into use in less than three years.

What video tape will mean to the television industry, as well as to organized labor, from economic and aesthetic points of view is little short of devastating. (The very same may be said of its effects on the big screen motion picture industry.)

Unlike most big improvements in television such as the cable facilities and color-to-come, which increase the cost of doing television, video tape offers all its advantages at marked down rates, a fact that should evince deep sighs-of-relief.

What are these advantages? Well, visualize, if you will, a picture process as simple, as faithful,

and as economical as sound tape is for audio alone. In essence, that's it. In place of the present costly equipment, time—and cash-consuming lab processes and the inflexibilities of so-called celluloid, this tape, on far simpler "cameras" which aren't cameras at all, will record what is exposed to it and enable the director to play back instantaneously what he has just shot.

If the results are not to his liking, a simple erasure, as in sound-tape, makes the stuff ready, willing and completely able to reproduce the next "take."

Skilled writer-director-producers like Frank Wisbar (*Fireside Theatre*) expect to be able to edit their scripts as they go along and, in some cases, come up with scenes minus any script—just shooting on an ad-lib basis, if you will. Such is the flexibility and economy of this means of recording sight plus sound.

Why Foreman calls video tape the H-Bomb of TV:

- 1. It's a television development which, unlike most improvements, will decrease rather than increase the cost of TV for sponsors.*
- 2. It will make editing easier—in fact the tape can be edited while a show is being recorded—and color can be added without very much trouble; the fact video tape is so simple may make some jobs non-essential, however, and that might draw union fire.*
- 3. It will make the present cameras and projectors obsolete; tape probably will be between 16 mm. and 35 mm. wide and won't have sprocket holes.*
- 4. It may make live TV an unknown commodity—except for spot news and sports events—since producers will be able to get perfect performance at no, or little, extra cost.*

Color will come as a simple second step with few added difficulties if any—no greatly increased cost of raw stock, no expensive lab work and no long delays in delivery.

Prints are simultaneously made in large numbers and being electronic mates will suffer no loss of quality. Costs, here too, should be gratifyingly low.

Among the many and most obvious dislocations that video tape will present us with are—first, unions. As I understand it, the very simplicity of this process makes scores of people and a couple of now very powerfully organized groups non-essential.

Secondly, all of our present cameras and projectors will be obsolete. The tape will be, in size, probably somewhere between 16 mm. and 35 mm., have no sprocket holes, and since its sound and sight are in perfect synchronization (rather than advanced sound track as on present day films), editing can be done on location, on the set, in an office or up a tree. A scissors is all it takes just as is now possible with sound tape.

Third, I imagine this process spells the end of live television, at least for dramatic shows. Since there will be little difference between the cost of shows done live or on this tape in contrast to the big differential we now face; since there will need to be much less of a lag than there now is between a film's shooting and the time it is ready for broadcasting; and since video tape provides a producer with all the assurance that film does of a perfect performance—the ability to re-do a scene, the opportunity to eliminate errors and fluffs providing at the same time the scope of film in contrast to the confinement of the live studio—well, I'd say, for these reasons live television except for ball games, horse races, fisticuffs and a few other events where immediacy is the great appeal, will be found setting up in the attic along-

"BUILD A BETTER MOUSETRAP . . ."

WTRY's superior brand of local radio
keeps a well beaten path thru WTRY's traffic department . . .

NATIONAL ADVERTISERS

Programs:

ALL Detergent	News
Schaefer Beer	News
Shell Oil Company	News
Socony-Vacuum	Weathercast and Roy Shudt Sports
Tobin Packing Company	Forrest Willis
Ward Baking Company	News
Wheatena	News
Wultex Clothing	News

Announcements:

Amana Family Foods, Anacin, Blue Coal, Camels, Campbells Pork & Beans, Cashmere Bouquet, Cavaliers, Coca-Cola, Colgate Chlorophyll, Doans, Feenamint Chooz, Filberts Margarine, Ford Dealers, Gaines Dog Food, Glamorene, General Electric Lamps, Genesee Beer, Glim, Groves Bromo and 4-Way, Halo Shampoo, Instant Sanka Coffee, Italian Swiss Colony Wine, Keepsake Diamonds, Kirkman Detergent, La Rosa, Life Magazine, Lincoln-Mercury, Lipton Soup, Manischewitz, Musterole, Telephone, Old Spice, Pall Mall Cigarettes, Pan American Coffee, Papermate, Pertussin, Lydia Pinkham, Prestone, Scotkins, Shinola, Sinclair, Skybar Candy, Sunkist, Tapioca Pudding, Tetley Tea.



HANK MALOY — gifted writing. . . "Kid Stuff"



VERN COOK — the morning man before Godfrey



ROY SHUDT — nationally famous sportscaster for Mobilgas



FORREST WILLIS— with 25 years of popularity. . . "Musical Clock"



JOYCE DONOVAN — the "girl friend of the area"



JOHN GIVNEY — Outstanding News Editor, Commentator



PAUL FLANAGAN — commands national attention daily. . . "Saturday Ballroom"

CBS Radio Network **WTRY** 980 KC. 5000 W.
ALBANY—TROY —SCHENECTADY

REPRESENTED BY HEADLEY-REED CO.

FIRST

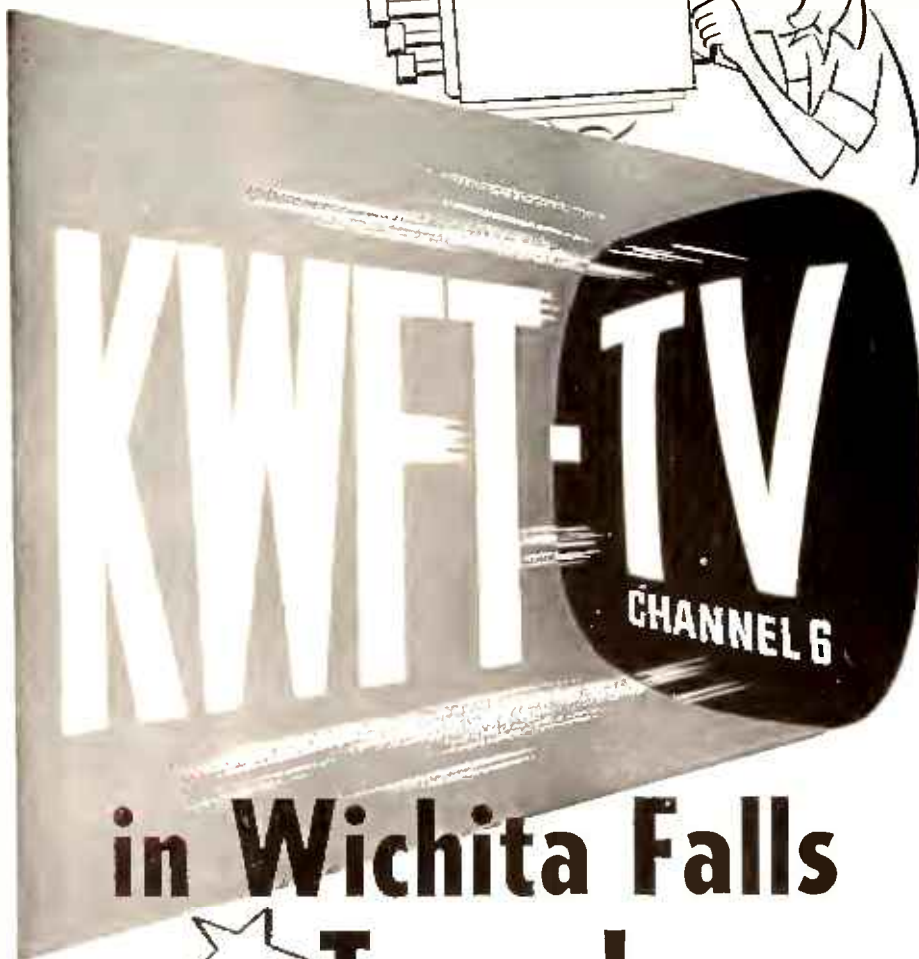
IN RADIO!



NOW

FIRST

IN TV!



in Wichita Falls ★ Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

side of the Magic Lantern.

These are but a few of the many wonders and problems that are just ahead of us thanks to video tape. Therefore, I do not think my original statement that video tape will be something of a hydrogen bomb to television is an overstatement.

commercial reviews

TELEVISION

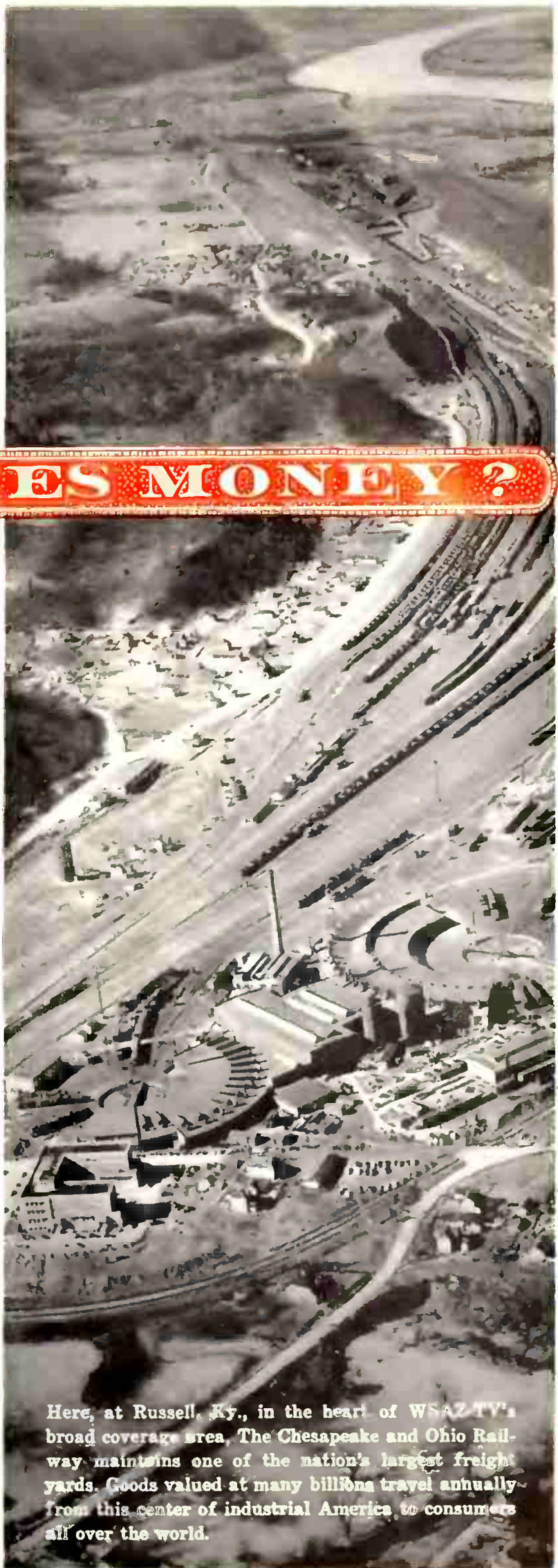
SPONSOR: **Braun Baking Company**
AGENCY: **Ketchum, MacLeod & Grove, Pittsburgh**
PROGRAM: **Announcements**
PRODUCER: **Sarra**

This series of chainbreaks (plus a one-minute announcement) might very well be designated as a model of superior TV copy from a creative as well as production standpoint. They are busy without being cluttered. They are hard hitting without being offensive. They are skillfully done without permitting technique or tricks to interfere with the simplicity and basic salesmanship of the message.

Some of the many excellent production values in the copy are achieved, for example, by (a) adroit combination of the live and the animated—a realistic loaf and a slice of bread in such extreme close-up that you can see and savor the bread's texture; (b) by use of an excellent and very relevant optical, in this case an iris, which takes on the same shape as the end wrapper on the loaf and thus provides a transition from scene to scene which also helps to do a job of product identification; (c) live photography that is well lighted, well cast and sensibly spotted within the announcements; (d) in addition to all these virtues, a catchy ditty that is well produced, easy to understand and cleverly animated.

It is this ditty plus the little animated baker that maintains continuity throughout the series and still brings variety to it. Characteristically done by Sarra, it is my humble opinion that all who had anything to do with this series should feel pleased with themselves. I daresay the desired results will come from televising them. ★ ★ ★

SPONSOR



WHAT MAKES MONEY?

Industry, of course... which creates payrolls
... which distributes money that people can spend
for things they decide they'd like to buy.

But what *makes* them decide to buy? Well,
here in the big industrial center of the
United States, one of the most potent factors
is an influential television station called WSAZ-TV.
It's the *only* TV station covering this whole
high-income area of 114 busy counties in five states.

There's more than *four billion dollars*
of buying power, waiting here to be tapped.
And WSAZ-TV is at your service, ready to help
you do the job swiftly and profitably.



Huntington-Charleston, West Virginia

Channel 3—84,000 watts ERP—NBC-CBS-DuMont-ABC

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

Here, at Russell, Ky., in the heart of WSAZ-TV's
broad coverage area, The Chesapeake and Ohio Rail-
way maintains one of the nation's largest freight
yards. Goods valued at many billions travel annually
from this center of industrial America to consumers
all over the world.



WKLO-TV is starred in WHAS-TV motion picture

Slated to go on the air this month is WKLO-TV, Louisville. To promote the event, it's been doing all the usual advertising and exploitation that new TV stations usually do. But it got an unexpected bit of promotion from WHAS-TV, Louisville, an existing (pre-freeze) station.

A recent WHAS-TV *Late Show* presented the movie "Here Comes Elmer," starring Al Pierce. Pierce, at the time the picture was made in 1943, was a nationwide radio favorite, and the picture was the story of his rise to fame. The opening shot showed was of a studio door, and in gilt-edged letters was WKLO. The next action took place in WKLO's studios, which were well supplied with microphones, each with a WKLO call letter plate. One WKLO-TV official commented, "This, indeed, was a most unforeseen hour-and-one-half promotion for WKLO. . . ." ★★

The picture dimmed, but WNBW's public relations soared

H.T.H.P. That stands for "higher tower, higher power." Those four letters made many friends for WNBW, Washington, when the VHF Channel

would return to their screens. In addition, Smith wrote to all the area's set dealers and servicemen, and publicity releases were sent to all the radio-TV columnists explaining the weaker picture. (The columnists used the stories, too; one writer said it was the first time a TV station ever bothered to explain to viewers why its picture wasn't quite as good as usual.)

Letters received after the station went to "H.T.H.P." came from viewers as far as 110 miles from Washington, said picture was "very good." ★★



Tower is higher than Washington Monument

4 station had to operate with reduced efficiency for three weeks last summer. Here's how:

When WNBW got ready to increase its antenna height by adding 184 feet to its existing tower, and to increase power to 100 kw, there were more than technical problems involved. During the tower construction, the station would have to use a temporary antenna hooked on one side of WNBW's tower. Obviously some viewers would get a poor-quality picture and want to know why.

Carlton D. Smith, general manager of WNBW, created the slogan "H.T.H.P." and before and during the construction, it was used to inform viewers that the poor picture was only temporary—soon a better picture than ever

Educational series finds ideal sponsor in Philadelphia

For the past decade Philadelphia children have spent part of each day in school listening to the radio. Called *Radio School Room*, the series is one of the oldest in the U. S. and probably has one of the largest audiences for such a production: about half a million students weekly. Unique twist this year, however, is that the broadcasts are sponsored.

Mindful of complaints which would arise if these educational programs become identified with hard sell, WIP shrewdly sold the show to the Philadelphia Savings Fund Society. That this is a happy choice for a sponsor is best illustrated by the fact that for years Philadelphia teachers have been

admonishing their charges to put aside dimes for a rainy day. PSFS by telling the youngsters the same thing will add credence to what teacher has to say.

For the teachers, manuals and handbooks were prepared which outline forthcoming programs, give suggestions on preparing for the programs.

Supervisor of the broadcasts is Sam Serota, WIP's director of educational programming. Material is prepared by the Radio-Television Division of Philadelphia's Board of Public Education and members of the Radio Television Council of the Arch Diocesan School.

". . . These programs become an integral part of the on-going pattern of our classroom activities and have rep-



School's not too bad when His Honor the Mayor is on hand to answer questions on the radio

VHF

has hit the BIG Oregon Market

Now on the air



WAIT NO MORE. Now you can hit the rich, able-to-buy Northwest market with the increased coverage and assured picture quality you should expect. KOIN-TV'S 56,000 watts ERP (100,000 soon) and 1114-foot antenna height above average terrain (1536 feet soon), is reaching thousands of homes in Oregon and Southern Washington which cannot receive good service from any other station.

REACHING A BIGGER MARKET

A market ripe and ready for television's impact. Per capita retail sales are more than double* the national per capita retail sales average. Over a million and a quarter people are in the effective signal area.

150,000 SETS—INCREASING RAPIDLY

All TV sets in the area are VHF receivers with UHF devices added or built-in. KOIN-TV's top CBS Television Network shows plus selected ABC Network and local programs are capturing audiences everywhere. Set sales are sky-rocketing. It's a bustling, ready-to-tap market!

*208% Based on 1952-53 Consumer Markets.

KOIN
AM-FM-TV
Mount Hood Radio & Television
Broadcasting Corporation
Portland, Oregon

CBS
TELEVISION

WASH.
OREGON

CENTRALIA
CHEHALIS
LONGVIEW
KELSO
VANCOUVER
HOOD RIVER
THE DALLES
ASTORIA
TILLAMOOK
PORTLAND
OREGON CITY
MC MINNVILLE
ALBANY
CORVALLIS
EUGENE
SALEM

FOLKS KNOW KOIN

For 28 years radio station KOIN has offered the people of this region the tops in local, national, and public service programs. KOIN is *known* and respected as a fellow citizen. This reputation is reflecting itself in a tremendous popularity and public acceptance.

Write, phone, or wire for complete information and availabilities.

Avery Knodel, Inc., National Representatives
New York, Chicago, Los Angeles, San Francisco, Atlanta, Dallas

MUTUAL

CKLW

**LOWEST COST
MAJOR
STATION BUY
IN THE
DETROIT AREA**

EARLY FALL SCHEDULING
MEANS EARLY FALL PROFITS FOR
ADVERTISERS WHO USE CKLW'S
HARD HITTING, LOWER COST
COVERAGE. OVER 17,000,000
LISTENERS IN AN IMPORTANT
FIVE STATE REGION.

**50,000
WATTS
800 KC.**

Adam J. Young Jr., Inc.
National Representative

Guardian Building

Detroit 26, Mich.

J. E. Campeau, Pres.

resented one of the finest supplemental instructional services we have ever had," Dr. Louis P. Hoyer, superintendent of Philadelphia public schools, wrote to Benedict Gimbel Jr., WIP president and general manager. "In addition," he wrote, "parental interest in them has been widespread."

Learning about city government becomes an exciting assignment for Philadelphia students when the mayor, Joseph S. Clark Jr., is on hand to answer their questions. ★ ★ ★

KMOX makes first St. Louis sale to department store

KMOX, St. Louis, has signed up one of St. Louis' largest department stores for 52 hours of air time. This is the only instance of a St. Louis depart-



St. Louis fashions take to the air for Scruggs

ment store buying a radio program in history, St. Louis radio men told SPONSOR.

The store, Scruggs-Vandervoort-Barney, bought *Teen O'Clock Time*, a high school talent program aired Saturdays, 10:00-11:00 a.m. Featured on the show are the most talented eight students from a particular high school (a different school each week); the KMOX orchestra; Tommye Birch, who handles a teen-age fashion round-up, and Curt Ray, KMOX personality, who is m.c.

The S-V-B contract is 13 weeks firm with four-week cancellation privileges. Cost is said to be about \$50,000 annually. Hirsch, Tamm & Ullman is the agency.

In the picture are Miss Birch, Ray and Francine Coffey, high school senior modeling a coat. ★ ★ ★

Briefly . . .

Edith Green each noon hour in San Francisco tells the Bay Area's housewives how to cook on her KRON-TV program. She also delivers a commer-

(Please turn to page 132)

Why UHF stations prefer the **RCA** "1-KW"

• UHF stations can get an RCA "1-KW" when they want it (shipments are being made within 30 days after order).

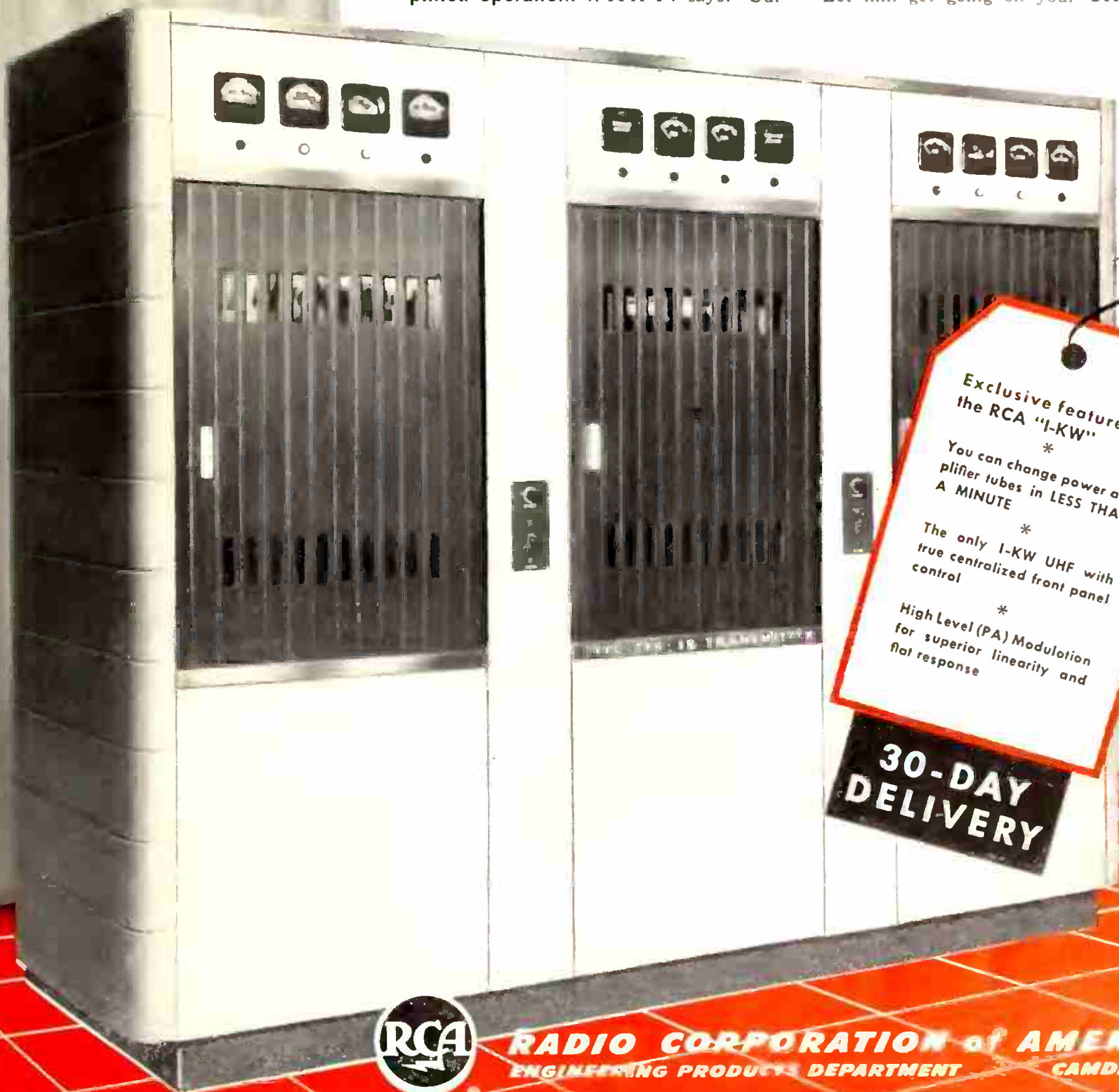
• RCA UHF engineering experience pays off for YOU. WBTB-TV writes: "Not only are we getting the coverage where we wanted it—WE ARE GETTING COVERAGE FAR BEYOND OUR ORIGINAL EXPECTATIONS!"

• RCA UHF spells Reliability and Simplified operation. WTPA-TV says: "Our

TTU-1B operates as reliably as any AM transmitter. It's easy to maintain too—just a routine weekly maintenance and cleaning is all that's needed."

• RCA can supply every UHF accessory you need. WSBT-TV reports: "We like to get everything from one place, work with ONE responsible supplier—RCA."

Your RCA Broadcast Sales Representative is at your service for technical help. Let him get going on your UHF plans.



Exclusive features of
the RCA "1-KW"

*
You can change power amplifier tubes in LESS THAN A MINUTE

*
The only 1-KW UHF with true centralized front panel control

*
High Level (PA) Modulation for superior linearity and flat response

30-DAY DELIVERY



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



TAKE "THREE"
WITH FIBBER MCGEE

Take "Three" with McGee—hear your product sold round the nation, round the clock at the *lowest cost in radio history*.

NBC's dynamic new Three Plan can be flexed to fit any budget, large or small. For as little as \$2,025 per minute, this is what you get:

THREE CHOICE NBC STRIPS! *Fibber McGee and Molly, It Pays to Be Married, and Second Chance*. Now, for the first time on this network, these 'big three' are open to participating advertisers for full 198-station coverage. Buy your selling time *in any combination you like . . . on any day of the week you like . . . for as long as you like*.

MORNING-NOON-NIGHT IMPACT . . . a veritable sales marathon right through the day on three great programs, one in the morning, one in the afternoon, one at night . . . with cumulative audience impact growing through the broadcast day.

LOWEST COST EVER! *Fibber McGee and Molly* (10-10:15 p.m.)—\$2,917 per participation . . . *It Pays to Be Married* (5:45-6 p.m.)—only \$2,025 per minute! *Second Chance* (11:45-12 noon)—\$2,250 for a time-tested housewives' delight.

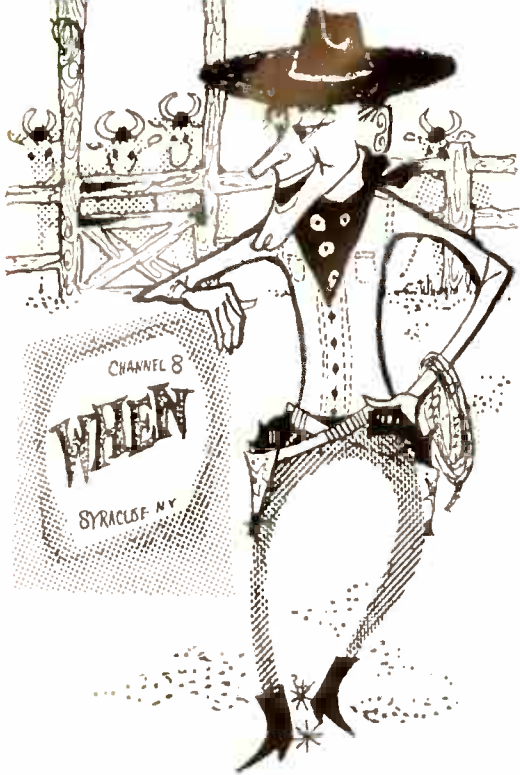
We repeat: these are the lowest costs in our network's history—made possible only by the "Three Plan" for better selling. And you can earn up to 8% discounts in a 52-week period!

Better take "Three" with Fibber McGee on . . .

NBC RADIO . . . *headquarters for new ideas*

ALL OF TEXAS WATCHES

W·H·E·N



... and that's only a part of WHEN's coverage. There are no cowboys, but Texas, N. Y., is mighty important country to advertisers.



Only 15 counties in the whole state of Texas outspent little Texas, N. Y., and her county in 1952 — and Oswega is only one county in 26 covered by WHEN. Here's a market of 2¼ million people spending more than the national average every year — people whose buying habits are influenced by watching Channel 8. We know they watch, for we measure coverage in response as well as in millivatts. With the heaviest viewing season in history coming up, sell in the market that's tailored to your product. Ride with WHEN over the range of central New York.

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody
WATCHES



agency profile

Joseph Scheideler

President
Scheideler, Beck & Werner, New York

Joe Scheideler broke into advertising as an errand boy for Calkins & Holden during the early Twenties. Though he had studied to be a court stenographer, he found he preferred advertising to law courts.

"I've done just about every type of work available in an agency," Joe remarks, adding: "Everything from being a third-rate copywriter to a fourth-rate art director."

But, when he did find his forte—contact work and planning advertising strategy—he noticed that this varied experience was a great asset. It was in capacity of contact man that he left the Tracy-Locke-Dawson agency to join Duane Jones in 1943, rising to v.p. and director as the new agency grew.

During summer 1951, he left Duane Jones and shortly after opened his own agency with key men coming from Duane Jones. (Final court decision concerning his agency's inception was pending at SPONSOR's presstime.)

His initial billings—primarily in the package goods line—were at the rate of \$5.1 million, about 60% in air media, 40% in print. Total billings have gone up over 20% since then, he told SPONSOR.

In suggesting use of air media to package goods manufacturers with a single rather than multiple line, Joe stresses the importance of economical, responsive mass circulation as afforded by radio. The key note of his air campaigns is regular testing, many times by means of self-liquidating premium offers.

"When we use gift offers for test purposes, we choose a tested premium that will show audience pull rather than the strength of the premium," he explains.

What is Joe doing to keep his key people?

"Everyone in the agency should be made as close to partners in the over-all picture as is possible in order to keep a current incentive. We've done this through stock ownership, a profit-sharing system based on annual earnings and by making bonds in our corporation available to all employees at a favorable rate of interest."

This system, he feels, also benefits his accounts in that every man working on a campaign has a vested interest in it.

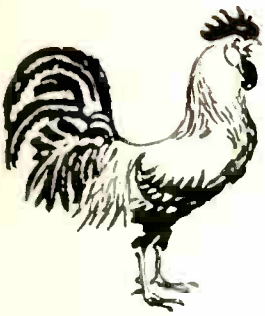
Born and reared in Eastchester, New York, Joe is now bringing up three children—ages 18 months to six years—in his Westchester home.

★ ★ ★

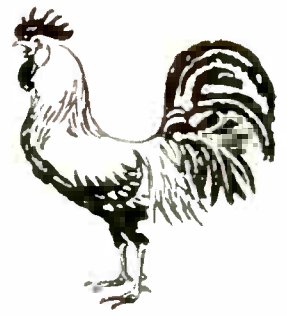
FOUND GUILTY of DOUBLE TALK



But we're standing behind him just the same!



For it's the kind of double talk we like. When Charles John Stevenson, our "Chanticleer," opens his early morning show he's talking to a combination audience made up, in almost even balance, of rural and urban listeners. His is the first voice heard in homes in *22 cities of more than 10,000 population*. At the same time his voice is coming over the radios in the thousands of barns and kitchens of WGY-land farms.



For the Advertiser Buying An Urban Market WGY
Gives A Dividend of 1,269,756 Rural Listeners

For the Advertiser Buying A Rural Market WGY
Gives A Dividend of 1,489,044 Urban Listeners

WGY, pioneer farm station, serves 22 cities of
more than 10,000 population.

WGY

A GENERAL ELECTRIC
STATION

SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Co. New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

SPONSOR Asks...

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

To what extent do you make use of air and print rating services to measure media effectiveness?

THE PICKED PANEL ANSWERS



Mr. Gross

The effectiveness of an advertising medium can mean only one thing—its ability to produce sales. There are at least four factors which determine a medium's power to produce results. They are:

1. Efficiency and coverage: the capacity to bring a selling message to large masses at a low cost.
2. Quality: the ability to reach those consumers who are the best prospects for the purchase of our product.
3. Impact: the power of implanting a sales story.
4. "Merchandisability:" the prestige of the medium that helps to influence the purchase decisions and induces the sales force and distributors to place extra effort behind the product.

Primarily, ratings serve as a measuring rod to help determine the efficiency of alternative availabilities within the same medium, which are generally equal in all other respects. Ratings are often used to judge the effectiveness of media. When used this way, they provide information on only one of the four factors mentioned above as being responsible for sales results—namely coverage and efficiency.

Minute radio spots can generally be purchased at a cost-per-1,000 homes reached of \$1.50 to \$2.00. Using an average milline rate of \$2.50 and assuming a 20% readership, the cost-per-M readers of a 1,000-line newspaper ad is \$12.50. If efficiency were the sole criterion in the selection of media, national newspaper advertising would have died 20 years ago. The current

prominence of newspapers as an advertising medium can only mean that ratings and cost-per-M constitute only one of the methods used to judge the effectiveness of media.

Our company uses sales results to measure media effectiveness. Since this information is difficult to come by, we use ratings to provide information about one of the variables which influences our judgment of the ability of a medium to produce sales.

MURRAY W. GROSS
Ass't. Advertising Mgr.
Consumer Products Div.
Hudson Pulp & Paper Corp.
New York



Mr. Gumbinner

Particularly in radio and television, we are forced to use the rating services fairly generously, for their obvious purposes: to try to evaluate spots and stations, and as an indication of the audience

trends of various programs.

We like salesmen to have rating data on what they are trying to sell us. We like that particularly when we want to say "no"; it's often so easy to refute their arguments by providing an opposite set of figures from a different rating service. For the salesmen—like the buyer—finds it difficult to compare Hooper apples, Nielsen oranges, Pulse plums and ARBananas.

The temptation to include a lemon in that fruit salad was very strong. Which brings up the question inevitable whenever ratings are discussed: Which method is better? Which data more nearly accurate? How far to go in believing them?

It's easy to be crazy about a service when it gives your program a 20. But you're suspicious of the one that gives the same program, same night, a 6!

Discrepancies like this (and every agency can quote dozens of them) have conditioned us to view all the ratings with a cocked eyebrow. And so we look at them, not as gospel, but as thin straws in a light breeze.

Our decisions are governed by many factors, only one of which is the far-from-factual size of audience. Those factors most universally recognized include the type of audience a program attracts . . . and the compatibility of entertainment and product, or entertainment and commercial handling.

We do have one final gauge—one method of rating that's beyond disputing. If a 2-point rated program moves the goods, and a 30-pointer doesn't, our choice is clear!

PAUL G. GUMBINNER
Radio-TV Director
Lawrence C. Gumbinner Adv.
New York



Mr. Schroeter

Nabisco, of course, believes that advertising's purpose is to make sales. But because so many factors enter in, it is usually almost impossible to gauge specific sales results from advertising in any particular medium. Lacking that, we use rating services of various kinds to obtain some indication of the success of our advertising campaigns.

Perhaps the most extensive of these is the Nielsen Radio-Television Index. This gives us information about our

Arthur Godfrey simulcast and our schedule of TV spots. We can determine how many homes we are reaching, whether they are the best prospects for Nabisco products, with what frequency and at what cost. This not only defines what we are getting for multi-million dollar expenditures but provides information on which to build product schedules. Of course, we also use local ratings in buying radio and television spots. Without them, we would be unable to assure a low enough cost-per-1,000 to warrant the relatively high expenditures for TV time.

In print we use Starch Rating Service to determine readership. Ritz, for example, has long ranked high among food ads and we check to be sure this leadership is maintained. The Impact service of Gallup and Robinson also gauges the success our ads have had in impressing Nabisco products on the minds of its readers.

It must be remembered that these services can only measure certain specific attributes of specific advertising programs. They are not gauges of a medium's general effectiveness in comparison to other media. In so far as they throw light on the accomplishments of a specific campaign in a specific medium, we believe they are most worthwhile.

HARRY F. SCHROETER
Director of Media
National Biscuit Co.
New York



Mr. Friedenber

In our particular end of the advertising business, I pay no attention to ratings or surveys when buying time on radio stations.

Almost all our business is mail order. There are a few outstanding stations that do a real selling job for us. I don't know what ratings these stations have, but as far as I'm concerned, these stations are tops. When one station can produce about 5,000 orders weekly, week in and week out, for 14 weeks on one product, that station must have the listeners. I don't know what rating this particular station has. I do know, however, this
(Please turn to page 124)



How do you like this— FOR COVERAGE?

Umbrella radio coverage pays off in some states, but not in Kentucky. Here, the compact Louisville Trading Area *alone* accounts for 59.8% of the State's drug sales, 57.5% of its automotive sales, 51.3% of its food sales!

5000-watt WAVE delivers this booming market (including a quarter-billion-dollar chunk of Southern Indiana) at budget-pampering cost—covers it thoroughly and exclusively, *without waste!* To cover the rest of Kentucky, you need *many* of the State's other 50 stations.

Ask Free & Peters for the facts on WAVE—the Blue Chip Buy in the Bluegrass State!

5000 WATTS

NBC AFFILIATE

WAVE
LOUISVILLE



Free & Peters, Inc., Exclusive National Representatives

SPOT SALES SOAR FOR STATIONS!

UP TO 75 SPOTS
PER WEEK *SOLD* IN
"HOUR OF STARS"

The BIGGES



TONY
MARTIN

SELL-OUTS! COMPLETE SELL-OUTS IN NO TIME AT ALL!
LOOK AT THESE STATION SELL-OUTS!

ZIV

WSAI CINCINNATI, OHIO
"HOUR OF STARS" . . .

SOLD OUT!

75 SPOTS WEEKLY ON FIRST AUDITIONS
TO THESE ALERT ADVERTISERS . . .

- ALBERS SUPER MARKET
- JUMBO PEANUT BUTYER
- PEPSI-COLA
- HOTPOINT APPLIANCES (dealer)
- BAVARIAN BREWING CO.
- MR. MUSTARD
- WORTHMORE SOUP
- DORSEL'S FLOUR

All 8 Sponsors New to WSAI

KLMR LAMAR, COLORADO
"HOUR OF STARS" . . .

SOLD OUT!

75 SPOTS WEEKLY TO THIS
GREAT GROUP OF SPONSORS . . .

- FLORA REXALL STORE
- MILNE INSURANCE CO.
- LAMAR LIGHT & POWER CO.
- PEERY ELECTRIC
- POWER'S FIRESTONE STORE
- CUT RATE GROCERY & MARKET
- DON WESTFALL CREDIT BUREAU
- MAIN CAFE
- MORANS HARDWARE STORE

Hour of Stars Creates New Business!

WDOV DOVER, DELAWARE
"HOUR OF STARS" . . .

SOLD OUT!

75 SPOTS WEEKLY TO THIS
GREAT GROUP OF ALERT SPONSORS . . .

- EMANUEL'S (ladies' ready to wear)
- DOVER HARDWARE
- PHILCO DEALER
- VOGUE SHOE SHOP
- DANNEMANS' (Mill Remnants)
- NAP & SPENCE (Furniture)
- SANDERS JEWELER
- WESTERN AUTO STORE
- GENERAL ELECTRIC DEALERS
- HUBER BREAD

Hour of Stars Brings New Profits!

... The **LOWEST** Price... in History!



**DICK
POWELL**

**PEGGY
LEE**

"HOUR OF STARS"

PULLING SPONSORS AND PROFITS FOR STATIONS IN OVER 300 MARKETS!

BE SURE YOUR MARKET, YOUR STATION IS IN THE MONEY
WRITE, WIRE OR PHONE

GE 5 & 10
ERAL MILLS FLOUR
GATES VEL
WELL HOUSE COFFEE
USSIN
CHER'S CASTORIA
TH TV
BOTTLING CO.
CO DEALER
CTIAC DEALER
GE DEALER
HEADACHE POWDER
VER APPLIANCE
RIBUTORS
BITT CLEANER
IONAL PREMIUM BEER
ERAL ELECTRIC DEALERS

**NATIONAL
ADVERTISERS
LIKE THESE:**

**ARE BUYING
PARTICIPATION
IN "THE HOUR
OF STARS" ON
FINE STATIONS
LIKE THESE:**

- WING, Dayton, Ohio
- WSAZ, Huntington, W. Va.
- KSD, St. Louis, Mo.
- WFAA, Dallas-Ft. Worth
- WKOY, Bluefield, W. Va.
- WSPD, Toledo, Ohio
- WHOO, Orlando, Fla.
- WMC, Memphis, Tenn.
- WSDC, Marine City, Mich.
- KXYZ, Houston, Texas

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

BIG MIKE... THE FARMER



Big Mike... the 50,000 watt KFAB... is the "extra hand" for a million farmers. Big Mike doesn't till the soil or haul the grain... he helps out by doing a bigger, more important job. He keeps his farm friends informed with the latest weather information, crop and soil conditions, long-range forecasts and numerous other farm service features... plus entertainment... 24 hours a day.

Big Mike is proud and justly so, of the job he does in helping farmers bring in the crops through better and faster radio farm service. He's proud that the average per farm income in Nebraska is way over \$10,000 a year... with the state total reaching a staggering billion-and-a-half dollars annually. This prosperity in the nation's food basket is reflected in buying power for the products and service Big Mike advertises and sells. Find out why *more farm advertisers* use Big Mike to sell this BIG FARM MARKET. Free and Peters will be glad to tell you more... or call on General Manager Harry Burke.

Big Mike is the physical trademark of KFAB—
Nebraska's most-listened-to-station
(Hooper Area Survey, Jan.-Feb., 1953)

THE MIDWEST-EMPIRE STATION
KFAB
1110 KC
50,000 WATTS OMAHA CBS RADIO



FARMER STANDS AMIDST HIS CHOICE TOBACCO CROP; HE LISTENS REGULARLY TO FARM RADIO ON NASHVILLE'S WSM

Farm radio and TV: 1953

Ruralites time to farm-beamed shows for news and relaxation —and buy what's being sold

Despite this year's droughts, crop troubles and lessened farm income, the nation's farmers are a well-to-do, quality-conscious market with a multi-billion disposable income. But security has meant proud independence for the farmer: you must win his confidence before you can sell to him. Throughout the country, radio and TV outlets, from New York's WABC to Los Angeles' KNXT, have done a top job of earning the farmer's loyalty through skillful farm programming. This loyalty is daily being translated into sales for both the farm-product and consumer advertisers who use farm air media. In this special section, SPONSOR again highlights Farm Radio and TV, again gives a round-up of new facts, figures and methods.

Project editor: Charles Sinclair

19 OCTOBER 1953

1. How agencies and advertisers feel about Farm Radio-TV: A SPONSOR study takes you behind the scenes with top admen, presents likes, dislikes and secrets.... **Page 70**

2. Farm Radio: It reaches virtually all of the farmers in the U.S. and presents a ripe advertising opportunity to consumer and farm-product air sponsors..... **Page 72**

3. Farm TV: It's an advertising reality although it was only a dream a couple of years ago. Today, many clients are on Farm TV bandwagon, getting results... **Page 76**

4. Farm Market: Facts and figures for air-minded admen. Here's a round-up of the latest data on the size, buying power and outlook of the rural market... **Page 82**

5. Farm Air Results: A dozen capsuled success stories show that farm-beamed programming can sell everything from women's fashions to farm feeds, fertilizers.... **Page 84**

What advertisers and agencies

Leading agencies and clients herein offer opinions which range from

The attitude of U. S. ad agencies and clients toward Farm Radio and Farm TV is like the attitude of U. S. women toward Christian Dior's new higher hemline. Some like it; some are still dubious.

This situation became clear during a SPONSOR checkup among a number of agencies and advertisers. Two dozen admen were asked to voice their opinions of farm broadcasting and to state their likes and dislikes. They were also asked how they felt broadcasting aimed specifically at farm audiences compared with other farm media (magazines, newspapers, direct mail) from the standpoint of costs, coverage and results.

When the answers were compiled, a particular dividing line between the admen who rhapsodize over farm broadcasting and those it leaves cold was obvious.

Those who swear by Farm Radio, and its electronic cousin, Farm TV, are nearly always clients or agencies whose main sales target is the farmer and where the product is one the farmer uses in his business.

Those who are lukewarm on the subject of farm broadcasting: agencies and advertisers chiefly concerned with maintaining a competitive position for low-cost, fast-turnover consumer products in urban areas.

Here's how a Young & Rubicam executive summed it up:

"Whether or not farm broadcasting is on a client's air media schedule depends, it seems to me, on two things: (1) Is the farmer an above-average consumption factor, on a per-capita basis, for the product? (2) If not, how well does the product's general air ad-

Can farm air media do a good job of selling consumer items?

While admen are generally agreed that farm broadcasting rates an important place in media lists for farm-use products, opinion is divided on Farm Radio-TV's value to leading consumer products. Many feel regular radio and TV do the job in farm areas. Stations, however, point to extra-big returns from farm broadcasting as reason why consumer campaigns are good. See story, p. 72.

vertising succeed in reaching the farmer?

"Farmers figure importantly on a per-capita basis in the consumption of agricultural items like tractors and farm feeds. Farm broadcasting is often an excellent media choice for such accounts.

"But if farmers don't use any more

of a consumer product—like cigarettes or toothpaste—on a per-capita basis than their urban cousins, the value of Farm Radio then depends on the ability of the product's general advertising to reach farmers. If the farm impact of regular air advertising is noticeably weak, a farm air advertising campaign may be a good idea.

"However, if per-capita consumption is similar between farmers and urban dwellers, and the product's regular consumer air advertising reaches farmers effectively, a special campaign in Farm Radio or TV may be more trouble than it's worth."

This private opinion of the Y&R executive quoted above is widely held among a number of big agencies and clients, most of whom told SPONSOR substantially the same thing. All of these firms, however, had one thing in common. None was what might be termed a "farm advertising specialist" and all were primarily concerned with major "consumer" advertising campaigns.

To a large extent, it furnishes an interesting answer to a question which has long plagued many a farm broadcaster or farm-specializing agency: Why don't more of the big consumer products use farm radio?

(For views of the farm stations on this subject, see story, page 72.)

Farm air sponsors include many national, local clients

Chuck Muller (WJPS, Evansville) interviews Tim Hoelle, Ralston sales rep; Tractor dealer R. D. Hunt chats with Glenwood Howell of Roanoke's WSLS; Ralston president William H. Danforth, Sr. gives checked tie "Oscar" to Bob Carbert of CKNX, Wingham, Ontario for outstanding job in Canada; H. J. "Smitty" Schmitz of KFEQ, St. Joseph, Mo. smiles as farm air client J. M. Silvey, president of MFA Mutual Insurance Co. guests on special Missouri State Fair show; KFAB, Omaha's "Big Mike" Thomson Holtz (left) interviews branch manager Clyde Hart of Oliver farm machines



out farm air

ways to cautious acceptance

On the farm product side of the dividing line of product usage, however, the reactions of admen to farm broadcasting are much more lyrical.

Take the case of Ralston Purina Co., which annually spends over \$1,500,000 in farm broadcasting to promote its line of Purina feeds. Farm broadcasting is the biggest single item in the Purina media list, amounting to some 65% more in dollar expenditures than the next medium, farm magazines.

Today Purina spends about 10 times as much for farm broadcasting as it spent back in 1912 and has special client and agency staffers who devote all their working time to looking after Purina's extensive farm air schedules in the U. S. and Canada. (Purina's agency: Gardner Advertising Co., St. Louis.)

With its air-sold product line almost entirely purchased by farmers (dairymen, ranchers, poultry raisers and others), Purina has had great success with farm broadcasting both radio and video—and is understandably a booster for these air media.

Recently, for instance, Maury Malin, manager of Purina's Chow Advertising Division, wrote to Bill Martin, manager of KMMJ, Grand Island, Nebraska:

"The success of Farm and Ranch
(Please turn to page 86)



Careful planning is secret of farm broadcasting success when selling products used regularly by farmers in agricultural practice. (Top) BBDO group discusses possible Farm Radio campaign for Du Pont agricultural chemicals. Group includes, left to right: Ted Kangas, copy specialist on farm air, print media; John Coulter, asst. account exec. handling Du Pont farm chemicals; Mary Ellis, BBDO radio timebuyer. (Bottom) Promotional follow-through for Allis-Chalmers' "National Farm and Home Hour" (NBC Radio) is planned by admen. Left to right: Everett Mitchell, veteran master of ceremonies on NBC show; C. N. Karr, sales promotion manager of Allis-Chalmers; Reuben Smith, A-C's radio director. Agency: Bert S. Gittins





One of top farm stations in U. S. is Chicago's WLS, whose "National Barn Dance" show opened Illinois State Fair, drew 12,922 admissions



Jack Timmons, farm director of Shreveport's KWKH (left) pays a visit to Louisiana farm to observe newest methods of livestock raising

Farm Radio: ripe air opportunity

Up-to-date data shows that practically every farmer has a radio and spends a steadily increasing amount of time listening to farm shows

Farmers have more radios than anybody.

According to the Nielsen Coverage Service's nationwide estimate of radio receivers in the spring of 1952:

- A primarily agricultural state, Iowa, had the highest radio saturation in the 48 states—99.5%. It wasn't a case of Iowa's metropolitan centers pulling up the level of rural areas either. Buena Vista, an Iowa farm county with a population of some 6,800 homes, was found to have a radio saturation of no less than 99.9%—tops among the country's counties. Other Iowa rural counties were only slightly less saturated.

- Buena Vista is no freak. In Kansas, which had a radio saturation of 99.1%, Ford County (population 4,700) ruralites were 99.5% radio-equipped. In Georgia, where the state-wide radio figure was 96.7%, the

rural-area county of Whitfield showed up with a 98.2% saturation figure. And so on and on.

- Farm areas are more than a match for the most densely populated, radio-heavy cities in terms of saturation percentage. In Manhattan County, New York City—which consists of the jam-packed island of Manhattan—97.3% of the homes are radio-equipped. Of course, Manhattan's millions of homes top Buena Vista's thousands (and those of any other farm county, for that matter) on a population density basis. But not even Manhattan tops something like two-thirds of the farm counties in the country when it comes to a percentage of homes with radio.

And farmers, as BAB's Gale Blocki recently pointed out, "don't use these radios as doorstops."

Today's farmer, with more leisure time on his hands and more complex

problems of big-time agriculture before him, listens to his radios (note the plural; the U. S. average for farm homes is two receivers) increasingly for entertainment and advice.

This is illustrated typically by a recent series of diary studies conducted by WCCO, Minneapolis. Between 1950 and 1952, WCCO learned, listening in urban homes in its large coverage area at 6:30 a.m. in farm homes advanced from a level of 9.6% to 14.8%—an increase of 54.2%.

At 6:30 a.m., incidentally, WCCO has for years aired a service program of news, market reports, time signals, weather and other information of value to *both* farmers and urban dwellers.

Obviously radio is popular with farmers and gathers a farm air audience. But just what does Farm Radio represent exactly in the way of an advertising opportunity?



WWJ, Detroit's John Merrifield takes notes as poultry raiser Mrs. Gordon Rogerson scatters feed to hens. Later, he'll report to listeners



Farm Editor Bob Child gathers reactions to "Weather Round-up" shows of Rural Radio Network, a chain of outlets serving upper N. Y. State

To answer this question, you must divide Farm Radio's sales ability into two categories:

1. The ability to sell products which the farmer uses regularly in his business of farming. Such products would include machinery, feeds, chemicals and so on.

2. The ability to sell straight consumer products, from toothpaste to breakfast food, which the farmer or the farm housewife purchases for personal consumption.

SPONSOR queried a sizable number of farm-area broadcasters on these points, and received replies from nearly 100 stations in all parts of the U. S. farmlands. (For a survey of advertiser and

agency thinking on this subject, see story page 70.)

The station replies added up to this:

1. Few ad media rival Farm Radio when it comes to selling a farm-use product. Results for a long list of agricultural advertisers (see section on *Farm Radio Results*, page 84) have been excellent. Listener attentiveness to the kind of service shows on which such products are usually sold is enormous and can be compared only with the kind of rapt attention an eager medical student would give a famous surgeon lecturing on anatomy.

Among other farm media used to sell farm-use products, including farm publications and direct mail, radio

wins hands down on a question of straight cost-per-1,000 circulation. As Leo B. Olson, advertising manager of DeKalb Agricultural Association, points out elsewhere in this issue, Farm Radio has reached audiences twice as big as that of farm magazines and five times as big as that reached by direct mail for an equal amount of money.

2. Farm Radio's ability to sell consumer products is also proven. But consumer advertisers are noticeably scarce in Farm Radio. In fact, according to the findings of SPONSOR's survey, there are about 10 farm-use products being sold via Farm Radio for every one consumer product.

Consumer advertisers, most stations

Farm Radio entertains as well as informs. Below, (l. to r.): KYW's Bill Givens interviews Phillies on his early-morning farm show; "KOA

Western Stampede" is beamed at farmers, ranchers in Denver area; Grain Belt Beer sponsors folksy musicale over WNAX, Yankton, S. D.



felt, were overlooking a good bet in not joining the small-but-growing number who are aiming special radio campaigns at the farm trade. (As far as this growth is concerned, KVOO's Sam Schneider, farm director, said: "General advertisers seem to be realizing more and more the value of getting their product to the farm audience through the medium of farm service radio.")

There is some lack of agreement among stations as to what sort of program vehicle is the "best buy" for a farm-use product. Most stations feel that the services of a farm air specialist, preferably a member of the National Association of Radio Farm Directors, are necessary for real success.

Stated Jack Jackson, agriculture director of Kansas City's KCMO:

"To provide Farm Radio (which will help farm-use advertisers to do a thorough selling job) one needs a properly trained radio farm director who knows farmers, their problems and their thinking about the products they buy. The farmer must also know and respect this farm director.

"So to me a radio station with no such farm director is not offering Farm Radio. The agency or sponsor not insisting that his copy be checked by the farm director is not taking advantage of the Farm Radio offered on the sta-

tion he is buying. Therein lies the greatest misunderstanding affecting the sale of Farm Radio."

To deviate from this formula, some stations believe, is unwise, particularly where the matter of time slots is concerned.

"WMC, Memphis, programs to the farm audience from 5:30 a.m. until 7:00 a.m., and again from noon to 1:00 p.m.," reported Earl Moreland, WMC's commercial manager.

"We have learned that the farmer in the wide agricultural section which surrounds Memphis prefers these times for programs directed to him," Moreland continued. "He rises early and tunes in his radio before he leaves the house. He comes back for his heavy meal of the day at noon and relaxes during that time. Often he retires early in the evening.

"Experiments with other times for broadcasting to the farmer have brought a flood of protests, so that we are convinced our advertisers reach the greatest proportion of farm listeners during the periods we program to them. Occasionally agencies unfamiliar with the local customs indicate they prefer other times for farm programs, but generally we have been able to convince them that they get the best results at the times we have indicated."

Listener loyalty to local farm service programs, other stations feel, should

never be overlooked in favor of a too-generalized approach.

"Few national advertisers will risk sponsorship of a long-established, highly-rated local farm program which has done a consistent selling job for a local advertiser," said Vin Dittmar of Wingham, Ontario's CKNX, a big Canadian farm-area outlet. "Most agencies prefer to 'can' a show in some far-off production center using strange voices and techniques instead of capitalizing on the local appeal of the well-known personality within the market."

Some farm radio stations, however, feel that the philosophy of "Buy Farm Directors Only" is too limiting. One manager who voiced such a feeling was Joe Bradshaw of Worthington, Ohio's all-farm station, WRFD. He said:

"One misunderstanding potential advertisers have about Farm Radio is that the only effective way to reach and sell farm people is to use the farm director's program. The farm directors themselves, through their national association, have done an excellent job of selling this idea to farm advertisers.

"We have found that strong farm programs that interest the farmer and his family will keep them tuned to the station all day long, provided the programs in between the farm features are to their liking. Programs in the final analysis are only vehicles to carry the advertiser's message. We have

J. D. Squire (center), 90-year-old Texas farmer, is visited by "Doc" Ruhmann (right), farm director for Fort Worth's WBAP, on field trip



With men who know tobacco best, WSAZ's farm director W. D. Click is well-liked. Here, he examines leaves at Huntington, W. Va. auction



found that news, music, market reports, weather and other types of programs will sell just about as much feed as a farm director's program."

Which school of thought is correct? Since a growing number of farm-area stations are beginning to program other farm-interest shows besides farm service shows, nobody knows for sure.

The answer for agencies and advertisers seems to be this:

1. Farm service shows featuring radio farm directors are still the backbone of farm broadcasting. And with their impressive sales records they will continue in all probability to be the backbone.

2. The base of farm programing however is broadening. Other farm-slanted shows—from women's service programs to musical entertainment are making their appearance. Even some nighttime slots are converting.

3. Advertisers therefore should by no means overlook the opportunity to buy into a farm director's show if they want to sell a farm-use product to a loyal audience. But advertisers should not limit themselves only to RFD shows, since many are sold out consistently. Availabilities should be checked in other time slots.

4. In any case, advertisers should listen to the advice of farm-area stations and their station reps. They know the local Farm Radio picture and can

•Radio continues to be dominant medium': Ralston

St. Louis' Ralston Purina Co. is easily the United States' top farm air advertiser, spending over \$1,500,000 in rural air media. Here's what Maury Malin, manager of the Chow advertising division of Ralston, told SPONSOR:

"Ralston Purina feels that radio continues to be the dominant medium for reaching America's farm families. This was demonstrated most dramatically the past year in launching a new product, Purina Nursing Chow. Using radio as the primary promotional force, the immediate sales results renewed our faith in radio's selling power. In 1954, Purina's radio budget is more than all other media combined."

give useful tips on everything from a good program purchase to the right wording of a commercial. As Amos Kirby, farm director of Philadelphia's WCAU, candidly told SPONSOR: "We do most of our own direct selling. Agencies are brought in later. We think this is better since we are able to select our clients. Agencies do not have either the facts or the interests in farm radio."

Do the above four points apply equally to the advertiser who has a consumer product to sell?

To some extent, the answer is "yes."

Virtually all the many farm-area radio stations surveyed by SPONSOR felt they could do a good job of selling a

consumer product to farm audiences.

Several stations pointed out that their areas contained so many farmers and so few urban dwellers that almost any consumer advertising on the station was bound to hit farm homes.

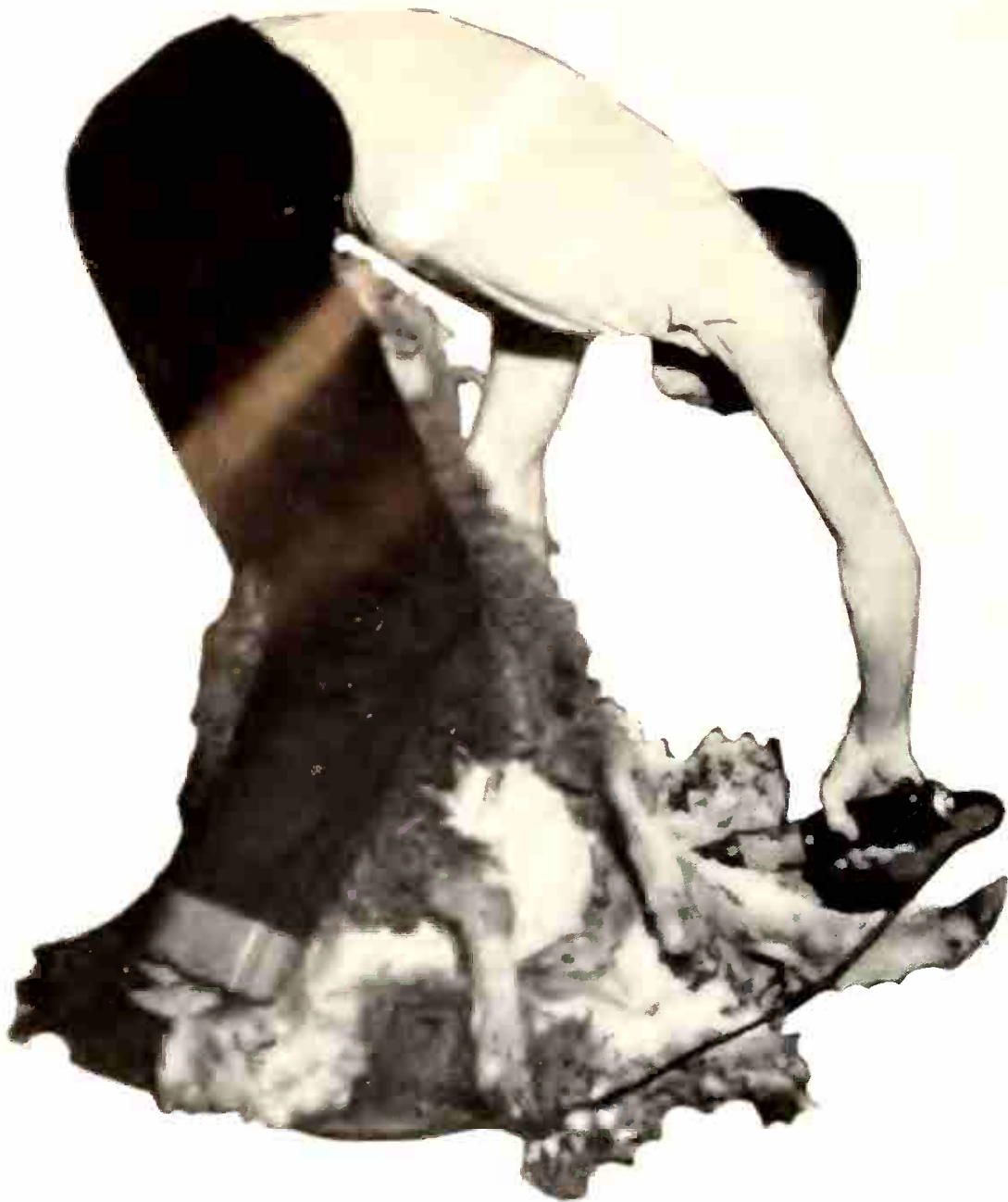
"It is difficult to differentiate between consumer products and farm products as far as WIBW is concerned," said Wes Seyler, farm service director of that Topeka outlet. "In our area—since most listeners are farmers—they buy not only farm products but consumer products. Generally speaking, there is an increase in consumer-product advertising as well as farm-product advertising in the

(Please turn to page 94)

Some farm-area stations even have their own experimental farms, such as one maintained by WLW, Cincinnati. Below: WLW's "Beef Day"

Farm Radio is a familiar sight at big festivals. Worthington, Ohio's WRFD set up special broadcast booth at the 1953 Ohio State Fair





Farm video shows offer ideal method of showing farmers latest techniques as in WSAZ-TV, Huntington, W. Va. sheep-shearing demonstration

Farm TV

Video service for

Two years ago Farm TV was just a dream. One year ago it was an experiment. Today it's a practical advertising reality.

Nearly one out of every five TV stations (18.5%) in the U. S. is now airing one or more Farm TV shows, to judge from a cross-section study of U. S. video conducted by SPONSOR during August. These stations are in all types of markets in every major TV area in the country, from Los Angeles' KNXT to Nashville's WSM-TV.

Other highlights of SPONSOR's recent TV survey:

- Farm TV sponsors haven't caught up with the number of shows. About four out of 10 farm-appeal video shows (38.8%) are commercially sponsored; the rest are sustaining, some on a public service basis.

- Advertisers in Farm TV are, almost without exception, being recruited from the ranks of clients who also sponsor Farm Radio shows. A few: Allis-Chalmers, Pioneer Seed Corn, Ralston Purina, Staley Milling and Ford Tractor dealers (local).

- Farm TV shows bear a family resemblance to the programs of Farm

Radio and consist basically of farm news, market and weather reports and farming advice. However, a few stations are now beginning to develop Farm TV entertainment shows and original TV formats.

- Few farm video shows are aired in early-morning slots, a time period long a peak listening segment for Farm Radio. About two-thirds of the Farm TV shows covered by SPONSOR's survey are currently slotted into the noon hour, running anywhere from five minutes to a half hour in a Monday-through-Friday series.

- Of the remainder, most Farm TV shows—such as WHAM-TV's Saturday-afternoon *Farm Hour* or the Friday-night *Wiley and Gene* on Oklahoma City's WKY-TV—are scheduled in evening or weekend slots. By comparison few Farm Radio shows are scheduled at such times.

- The relationship between Farm TV and density of farm population is understandably close. Most farm video shows are aired in sections of the country where agriculture is a major industry, such as the Midwest, South and Southwest and the Great Plains.

However, an increasing number of Farm TV shows are being televised by stations in large metropolitan markets aimed at farmers who live in beyond-metropolitan counties still within TV range. These stations include outlets in Los Angeles, Detroit and Rochester, N. Y.

- When asked for their opinion on Farm TV's future, better than nine out of 10 TV stations currently airing

KSL-TV, SALT LAKE AIRS WEEKLY FARM NEWS





Farm Director John McDonald (right) assists in presentation of Pasture Committee awards. He is seen on WSM-TV, Nashville show



Milking stunt staged by WFMY, Greensboro, N. C., attracts smiles and stares from passers-by in business section of farm town

aining as newest rural air medium

can now reach nearly every fifth U. S. farm home for sponsors

farm video shows said they thought it was "excellent" or "extremely favorable." However, most station operators observed that while Farm TV was gaining a strong foothold among farmers within video range it would never really approach Farm Radio from a coverage or straight cost-per-1,000 basis.

That is the shape of Farm TV today. But, you may ask, what about its

size? What is its audience?

Here are some of the basic facts:

1. *Nationally*—Over-all figures on TV set saturation in farm homes are not to be had. The nearest guide in this respect is a recent (as of 1 July) set of statistics from the Nielsen Coverage Service.

NCS broke the country's TV distribution down by county sizes: "A" (500,000 or more home population, or

counties within metro areas); "B" (down to 100,000); "C" (down to 30,000); "D" (below 30,000). These were the findings:

The total national picture was a TV set saturation of 54.7% in the U. S. As might be expected, this "average" saturation scaled down from a TV top of 79.3% in the "A" group counties to 59.4% in the "B" group, 28.5% in the "C" group; 20.2% in "D" group.

MEMBERS MEET MUSKRAT ON WRGB, SCHENECTADY "FARM SPOTLIGHT"; WAVE-TV, LOUISVILLE HOLDS DISCUSSION ON JAP BEETLE



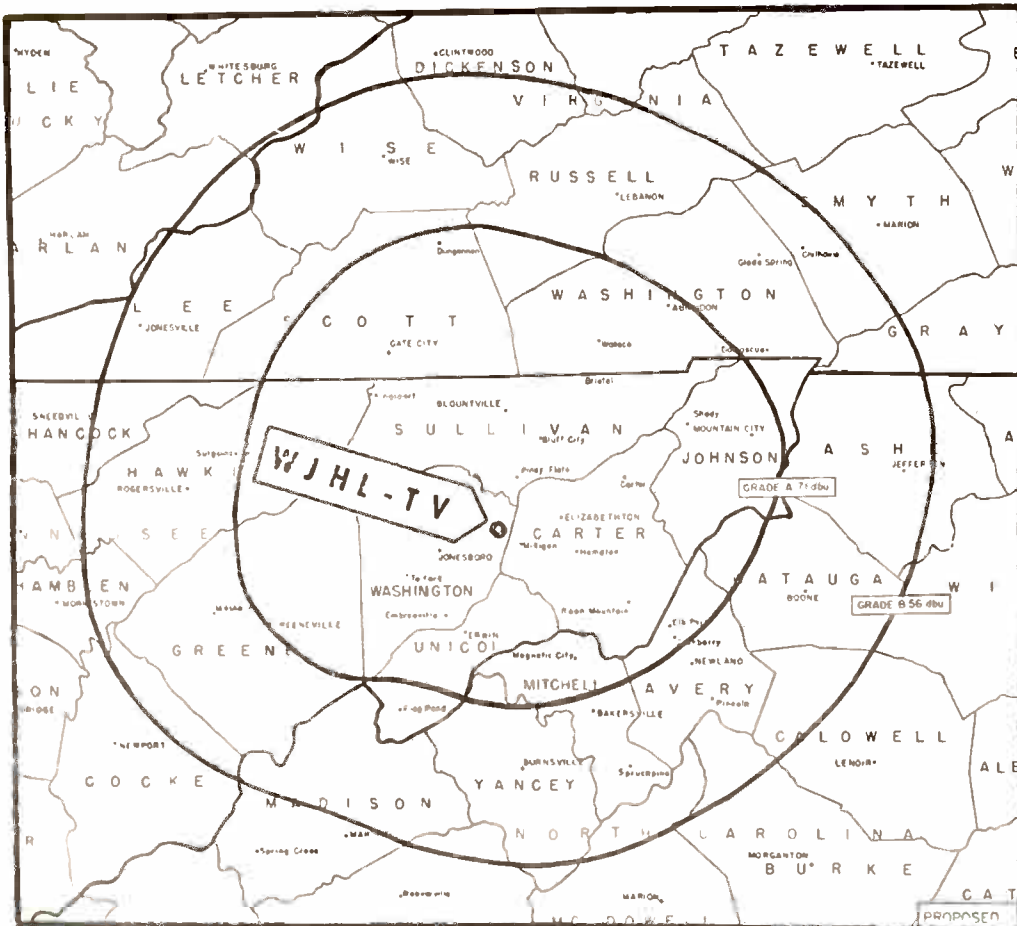
NOW...

TRI-CITIES TELEVISION

WJHL-TV

JOHNSON CITY, TENN.

*Brings the top rated shows of
CBS (Basic) ABC—DuMont—NBC*



... not just in Johnson City, but in sections of the four state area of Tennessee, Virginia, Kentucky and North Carolina.

Included in the Class A and B signal area of WJHL-TV are 822,000 people and VHF potential of 200,000 homes. This is based on interim power of 58,780 watts which, by summer of 1954 will reach full power of 316,000 watts.

You'll get perfect coverage now of Johnson City, Bristol, Kingsport, Elizabethton, Greenville, Erwin, Morristown and scores of other thriving communities. Here is VHF television sensibly priced... priced to sell... and priced to sell for you. Just call John E. Pearson Television, Inc.

Represented by *John E. Pearson Television Inc.*

NEW YORK CHICAGO MINNEAPOLIS
DALLAS LOS ANGELES SAN FRANCISCO

WJHL VHF Television... coverage of 822,000 people... TV affiliate of WJHL radio



**CHANNEL 11
JOHNSON CITY TENN.**

Rapid growth of TV spurs farm video

Most of the new crop of U.S. TV outlets are springing up in the smaller towns and cities, often in farm areas. Such stations, which serve a city-farm audience, lose no time in telecasting programs tailored to the tastes of farmers. Recent outlets, like WTVP, Decatur, Ill. and WBAY-TV, Green Bay, Wis. had farm programs scheduled and on the air a few days after telecasting operations officially began.

Most of the "D" group of counties are primarily farm counties, so there is some validity for saying that something like one out of five farm homes in the U. S. is TV-equipped.

This rule of thumb, however, can't be applied to all individual farm counties within TV range since many of the 30,000-and-under counties (or groups) are far beyond the limits of TV coverage. The 20.2% TV saturation in the "D" group is, again, an average. The local picture can vary considerably.

2. *Locally*—Anyone who has driven through the rolling farmlands of the Midwest and South knows that big TV antennas—often looking like small Air Force radar stations—are a common sight on farmhouses, even when the nearest TV center is 50 to 60 miles away.

(One enterprising Texas rancher, according to Rolf Sinclair, Westinghouse physicist and brother of one of SPONSOR's editors, has even constructed a monster TV antenna out of oil derrick girders and series-wired boosters to bring him reception from a station nearly 100 miles away.)

In many cases TV set saturation in farm areas within TV range compares most favorably with—and sometimes even surpasses—TV saturation in most U. S. cities. For instance:

Bill Zipf, director of the noon-hour *Farmtime* show on WBNS-TV, Columbus, Ohio, reported to SPONSOR that a check in the station's central Ohio TV area showed "more than 80% of those living on farms in the area own television sets."

Even higher saturation was reported by the Farm Department of WKY-TV, Oklahoma City. According to WKY-TV Farm Director Sandy Saunders and Harold Dedrick, his assistant,

the TV saturation last year in the station's area was around 10%. But this year it has climbed to over 90%. Said WKY-TV: "Several agricultural counties now boast of greater *per capita* ownership of television sets than the metropolitan centers in the state of Oklahoma!"

By way of comparison, remember that the NCS TV saturation figure for its "A"-sized counties (500,000 and up) is 79.3%. The conclusion is obvious: When TV is available to farmers, they buy sets and spend a lot of time watching them.

The influence on the buying habits of farmers matches their interest in TV. While most stations told SPONSOR that Farm TV was such a recent development that success stories had yet to be compiled, a few result stories did emerge which certainly attest to video's ability to sell to farmers.

Earlier this year, for example, a veterinary chemical company sponsored a one-time show on WKY-TV.

Reported the station: "During the first week of the sales campaign, volume of the sponsor's products increased at the distributor level by 20%. During the same campaign, some dealers over the state ran completely out of one of his products during the week."

In West Virginia, where Huntington's WSAZ-TV commands a loyal audience of farmers in the tobacco-growing Shenandoah Valley, a local tractor dealer bought a participation in the noontime farm news show. Then, states the station, "he had a 50% increase in his sales and he attributed practically all of this increase to his television advertising." At another time, the local tobacco market in Huntington bought its first participations in the TV show, which features the station's farm director, W. D. Click, and teamed it with a radio campaign on WSAZ-AM. Result: the biggest sales season of its history.

Visual element lends new dimension to farm shows of farm broadcast directors like those seen at right. Top to bottom: Dick Crosswhite of "Farm and Ranch Reporter," KBTU, Denver; Joseph T. Brown of WBZ-TV, Boston's "Down to Earth"; Everett Mitchell of "Town and Farm," WNBQ, Chicago watches Livestock and Meat Board expert give tips on meat cooking; Roger Conner of WHIZ-TV's farm series in Zanesville, Ohio; Bill Zipf gives farmers latest market facts and figures on "Farmtime," seen on WBNS-TV, Columbus, Ohio. A growing number of TV farm shows are attracting big-time advertisers, from Ralston Purina and Staley Milling to Ford Tractor and Dearborn Implement dealers, and are producing results





Here is a capsule roundup of other Farm TV activity:

KNXT, Los Angeles: A Hollywood TV station might not seem to be a place where you'll find a top farm video show. But CBS' KNXT covers an area in which lies some of the richest farm territory in America, accounting for some \$800 million in farm income alone. To these Pacific farmers, KNXT beams a Monday-through-Friday morning show, *Farm Reporter*, from 9:20 to 9:30 a.m.

The show is handled by George Wolfe, a versatile gentleman who is everything from an expert farmer to an educational TV consultant. During the week, George talks to both the farmer and the consumer, explaining agricultural techniques to farmers and reporting food shopping news to urban housewives. Various guests—usually executives of farm organizations or big companies which do business with farmers—appear on the program, which has often been lauded as an outstanding public service.

At the moment, the KNXT *Farm Reporter* is not sponsored.

WNBQ, Chicago: One of NBC's biggest owned-and-operated TV outlets, WNBQ now televises a Monday-through-Friday show called *Town and Farm* in the 6:45 to 7:00 a.m. slot, just before *Today*. On it, veteran farm commentator Everett Mitchell offers a quarter-hour of farm market reports, weather forecasts and news pertaining to farming and gardening. *Town and Farm*, as its name implies, serves a double purpose. By planning the show in close cooperation with the U. S. Department of Agriculture, Mitchell manages to inject a good deal of practical tips on farm safety, grass silage, new fertilizers, soil conditioning and the like. But by slanting and simplifying many of the tips, Mitchell has also built a loyal following among Chicago's amateur gardeners, many of

The scene changes but the object is the same; Farm TV shows are designed to bring to farmers the latest information on everything from marketing to stock raising with words and pictures. At left, top to bottom: WFBM-TV, Indianapolis covers farm cattle prices; Los Angeles' "KNXT Farm Reporter" (George Wolfe) feeds a new calf; Saturday-afternoon "Country Club" show on Baltimore's WBAL-TV; "Deacon Doubleday" chats in WSYR-TV, Syracuse farm video show on pig raising; Modern veterinary methods are explained by WKY-TV's Harold Dedrick (holding mike) in a Lederle-sponsored remote Farm TV show from pen in Oklahoma City Stockyards

Ralston: "TV will be a tremendous farm force"

At presstime, Ralston's Maury Malin, manager of chow advertising division, wired these thoughts on Farm TV: "Initial TV efforts have demonstrated that this new medium stimulates sales enthusiasm among dealers and salesmen. We know TV will be a tremendous influence on the farm. But when and where are the questions we have to solve for Ralston Purina."

whom write frequently to the program for booklets and advice.

Jules Herbeuveaux, assistant manager of WMAQ-WNBQ, said this about the future of Farm TV: "Visual education-wise, it can't be topped. Farm TV can teach a man more in three minutes about a new method of planting corn than many a county agent can in three days—and teach a million of his neighbors at the same time."

WAVE-TV, Louisville: To farm families in the Blue Grass State and neighboring Indiana, WAVE-TV beams a daily 25-minute series during the noon hour. However two shows—*Farms and Folks* and *Your Market Basket*—alternate in the slot. The first of this pair of programs is scanned on Monday, Tuesday and Friday and features the latest crop information, data on disease and pest control, seeding and irrigation techniques. The other, seen on Wednesday and Thursday, features the University of Kentucky's Mirian Kelly, who brings to farm housewives the latest information on best buys for farm family menus. Both shows are sustainers but have built sizable TV audiences.

WLW-TV, Cincinnati: For many years, the WLW radio frequency has been a familiar spot on farm home radio dials. It still is. But the three Crosley-owned video outlets in Ohio are now airing farm shows too.

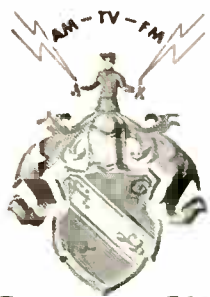
Two shows—a daily quarter-hour feature called *Forecast For Today* and a weekly series called *City-Farm Extra*—are being aired on the three TV stations.

Production of the two farm shows—both of which are as-yet sustaining—is handled by the WLW and WLW-TV Farm Department in cooperation with the Extension Service of Ohio State

(Please turn to page 90)

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

**THE OTHER
BIG MARKET
IN
NEBRASKA!**



The Felzer 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

FARM MARKET: *Future looks good, although strong ad pressure is needed today*

The U.S. farmer today is watching his dollars more closely than he has in several seasons.

Main reason: Farm income is off. Gross receipts to farmers from the sale of farm products are down about 6% for the first eight months of 1953 compared with 1952. And due to the increased costs of farm production these days average net farm income is now about 14% below last year's level.

The farmer also has less money in his pocket or in his bank account—nearly 7% less on the average—than last year. And the average value of his total assets has declined a little more than 2%.

Does this mean that the nation's 23,000,000-plus farmers are no longer a choice advertising target?

Not at all. What is happening to the farm market today is more of a slight recession than any kind of major calamity, farm experts point out.

Farmers are cutting down on luxuries and holding back on many big-ticket items, like tractors and combines. Many are repairing their farm machinery, rather than spending money for outright replacement. But, since farmers are continuing to bank their money in the face of recent income declines, even the experts admit that the purchasing picture could change overnight if farm income starts upward again.

Meanwhile, the farmer is spending the same or more for a long list of items. A survey made earlier this month by the astute *Wall Street Journal* showed that mail-order sales to farms of soft goods are likely to be up some 6% this fall and that grocery sales to ruralites are currently some 18% ahead of last year. The sale of items the farmer uses in his everyday business—feeds, fertilizers, seeds, chemicals—are holding up well.

There's every indication too that many farmers may better their income next year simply by becoming more efficient. The government has confined price supports on wheat to crops raised on a specified amount of acreage, and may soon apply the same economics to cotton and corn. But there's nothing to stop a farmer from raising more wheat-per-acre through more efficient methods and tools, meanwhile improving his income further by raising other crops on his non-wheat land.

To advertisers—both farm-product and consumer manu-

Four key farm facts for admen to remember

1. According to the U.S. Census, there are some 23,000,000 people living on U.S. farms. Farm homes number around 5,380,000 in all parts of the U.S.

2. The farmer is feeling a dollar pinch, but he's a long, long way from being broke. Farm assets are now around \$165.4 billion; farm money: \$14.2 billion.

3. Gross receipts from farming in first eight months of 1953 were off 6%—but this still amounts to a huge industry with estimated value of \$17.7 billion.

4. Living standards are up on farms. As of 30 September of this year, 90.8% of U.S. farms were electrified. Over 90% have radio receivers; some 20%, TV.

facturers—the 1953-54 farm market shapes up like this:

1. The era of free-wheeling spending by farmers is over, at least for the moment. But farmers still buy as much and often more of the basic necessities of life.

2. Farm income is off. But many farmers plan to improve this picture by stepping up the efficiency of their farm operations, creating a market for products which help him do so.

3. Farm prospects for the future are good. U.S. consumers are eating more food, buying more farm products. When the tide turns and farmers buy big-price items, they are likely to turn to advertisers who have kept their brand names alive through skillful use of basic farm ad media.

4. Farm advertisers, puzzled by which farm ad media to use, would do well to remember these facts: (A) Over 90% of all U.S. farm homes (according to U.S. Census, 1950) have radios and in some farm counties radio saturation (according to Nielsen Coverage Service) runs at levels of over 99%. (B) TV is now in something like one out of every five U.S. farm homes. (C) Farm-beamed air shows are consistently good buys on the basis of coverage—greater than other farm media—and cost-per-1,000. (D) Farm broadcasting brings real sales results.

WHAM's George Haefner is in charge of farm programs for Rochester, N. Y. station; WGN, Chicago, aired special pickup of Illinois Corn

Picking Contest at Bloomington; Walter Durham, farm editor of WMC, Memphis, conducts two farm shows daily on across-board basis





IN THE WESTERN MARKET RADIO IS **KOA**



Because KOA's is the single signal capable of reaching *all* the vast, rich Western Market ...the peaks, the plains...the range! KOA specializes in service to this area where specialized farming is the rule. Its programs serve the irrigation farmer, the high altitude farmer, the plains and plateau farmer, and the cattleman with his huge land empire for livestock production! This is the market where high incomes constitute a huge buying potential of both general consumer goods and specialized farm and ranch equipment. According to the 1952 report of the U.S. Department of Agriculture, the average cash farm income in KOA-land was \$10,716! Compare that with the national average of \$6,146! KOA can sell your product to this market!

**18 HOURS A WEEK...AT TIMES WHEN
THE WESTERN MARKET CAN LISTEN!**

WESTERN Breakfast BELL

5:30 to 7:00 a.m.
Cow Pasture Productions (Western music)
Weatherman Bowman
KOA News
Mile-Hi Farmer (Opening markets and farm features)
Breakfast Bell Music
Weatherman Bowman
Your Hymn for Today

WESTERN Dinner BELL

11:30 a.m. to 1:00 p.m.
Dinner Bell Music
Livestock Market Reports
Grain Markets
Eggs and Poultry Markets
KOA News
Weatherman Bowman
Rural Roundup (Interviews)
Your Hymn for Today

THE KOA WESTERN MARKET

302 counties in 12 states
1,033,100 families—53.2% rural
Buying income—\$5 billion
Retail sales—\$4 billion
Farms and ranches—185,768

**KOA IS THE BASIC MEANS OF COMMUNICATION
IN THE WESTERN MARKET.**

Call
Your
Petty
Man



Covers The West...*Best!*

*** FOR FOOD ADVERTISERS:**

**KOA
FOOD
LEAGUE**

AMERICA'S MOST FOOD-CONDITIONED AUDIENCE

FARM RESULTS: Radio sells everything from feeds to fashions in farm areas

Product: Angus cattle. When the Reith Angus Farm held its annual sale last spring, the owner purchased \$11 worth of radio announcements on KMMO, Marshall, Mo. The two prize heifers in the sale were sold to a farmer from Concordia, who said he had heard about the sale on KMMO, and had driven over to buy the two heifers. One brought \$375; the other \$360. Total received from the radio-sold farmer: \$735. Total advertising expenditure to make the sale: \$14. Radio heads Reith media list.

Product: Farm machinery. Moore Manufacturing Co., makers of heavy farm machinery, decided to test farm radio's pulling power in the spring of 1952, and bought a dozen one-minute announcements on Bill Givens KYW, Philadelphia farm show. Result: According to Moore's agency, Walter S. Chittick, 80 inquiries were received at a cost which compared "very favorably" with space ads in leading farm publications and "far better" than client's campaigns in a number of regional farm publications.

Product: Ralston Purina. Via the James Fisher agency of Toronto, Canada, Ralston Purina has for some time been a regular sponsor of "Early Morning Farm Review" on CKNX, Winnipeg, Ontario. District dealers for Purina report that their sales have doubled in two years of sponsorship. Recently, the station's farm editor, Bob Carbert, was awarded an expense-free trip by Ralston to St. Louis because of his "outstanding cooperation with a client." The award was won in competition with other Canadian outlets.

Product: Dresses, brooms. In Danville, Va., Johnson's Department Store found itself accidentally promoting a special sale of women's dresses and cleaning brooms by radio only: the store's ad department had forgotten to get the sale ad to the local newspaper. One participation during WBTM's "Farm & Home Time," aired prior to 6:15 a.m., caused a complete sellout of the bargain merchandise at a cost of only \$4.50. Three weeks later, as a result of this one spot, farm housewives still asked for the brooms.

Product: Fresh peaches. Reynolds Peach Orchard, 30 miles from WRFD, Worthington, Ohio, found that 1953's warm summer was ripening the peaches 'way ahead of time. Thousands of bushels were about to rot on the trees. Reynolds scheduled eight announcements per day for three days on WRFD in September. By the third day, some 5,000 people had come to pick and buy the peach crop, some from as far as 100 miles away. Almost all said they had heard the announcements on WRFD.

Product: Farm feeds. Some of farm radio's biggest successes have been in selling feeds. A typical case occurred recently at KFEQ, St. Joseph, Mo. Al Pfander, sales manager for the Standard Seed Co., told KFEQ's Farm Service Director Harold J. Schmitz that Standard's business had jumped at least 40% during the time they had used farm shows on the St. Joseph station. Stated Pfander: "A good percentage of the increase can be definitely tied to our radio advertising." Standard is continuing.

Roy Gumtow, radio farm director of WKOW, Madison, Wis., interviews farmer in feed store; WIBW, Topeka's Wes Seyler (center)



Product: Rat poison. Although WGN, Chicago, is a key outlet for MBS and gets plenty of metropolitan listening, the big Windy City station schedules an extensive farm radio roster and has a loyal farm audience. This loyalty means sales, too. D-Con was sold by mail on WGN prior to having retail distribution. In the first 10 weeks, D-Con received 4,108 orders for the product. Each order was accompanied by a remittance for \$2.98, a total of some \$12,000 worth of business for the D-Con product via farm radio.

Product: Hybrid chicks. Recently Paul C. Jamieson, Jr. of Jamieson & Sons Hatchery, Englewood, Col. told KOA, Denver: "We are happy to confirm the fact that our past season of sales on By-Line Hybrid Chicks has been most successful. A good portion of that success can be attributed to our schedule of announcements on KOA's farm service programs. This was our first use of a radio campaign on a sustained, season-long basis. The campaign has also had a beneficial effect on our field sales staff."

Product: Macaroni products. Ranch & Farm Radio's two outlets: KMMJ, Grand Island, Neb., and KXXX, Colby, Kansas, have long had excellent sales records for both farm and consumer products. One consumer account, American Beauty Macaroni, reported that "in four weeks on KXXX we have noticed a definite increase in sales through two of our jobbers in that area. We can measure it from the fact that they are selling items they once didn't stock. Distributors have ordered increased variety."

Product: Building lumber. Under the direction of Sam Schneider, KVOO, Tulsa's Farm Service Department has long made a point of serving us well as reaching the farmer. Result: The loyal farm audiences buy recommended products. Sample: Tulsa's Allied Lumber Company wanted to boost sales, tried a farm radio schedule on KVOO. Soon Allied Lumber was selling the equivalent of one complete farm house per week using the slogan "Don't go home from the stockyards with an empty truck!"

Product: Ward's tractors. Although the big mail-order houses have not used large amounts of farm radio in national campaigns, many of the local stores of Ward's and Senrs have used farm radio with good results. One outstanding case was a local campaign by a Ward's store on WCCO, Minneapolis-St. Paul. Some \$9,000 worth of Fluid Drive tractors were sold in a few days with an investment of \$200 for two announcements. Farmers came from 30 miles around to see the Ward demonstration.

Product: Freezer lockers. After three years of announcements on the farm shows of WCAU, Philadelphia, the Paulsboro Locker Plant Co. which uses no other form of advertising—figured out its advertising score. The result: For every \$32.50 announcement on WCAU, the freezer locker firm was rewarded with a minimum of \$1,000 worth of sales. Paulsboro is now a year-round advertiser, taking no hiatus, and reports "important sales results for summer and winter alike" from its farm radio usage.

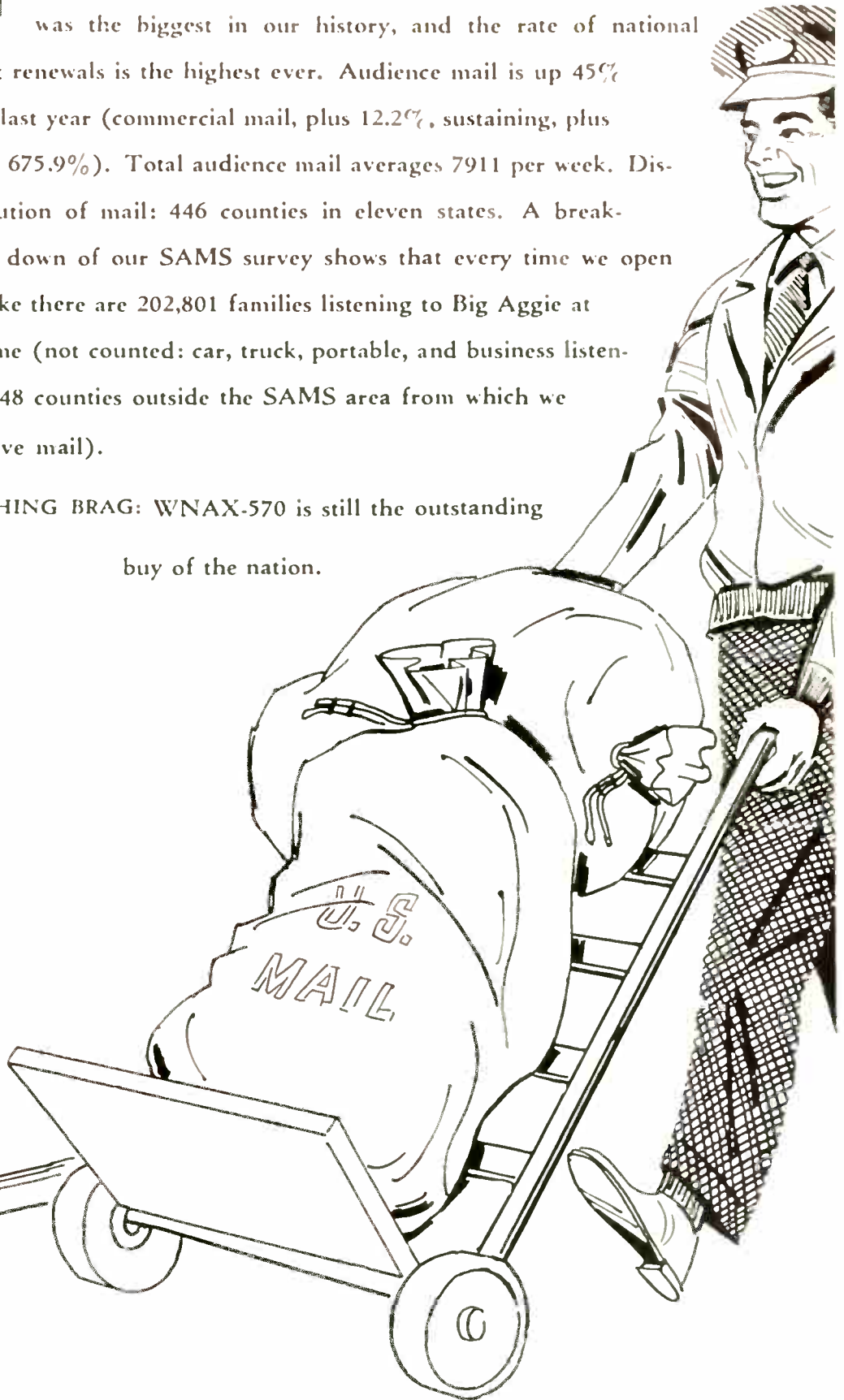
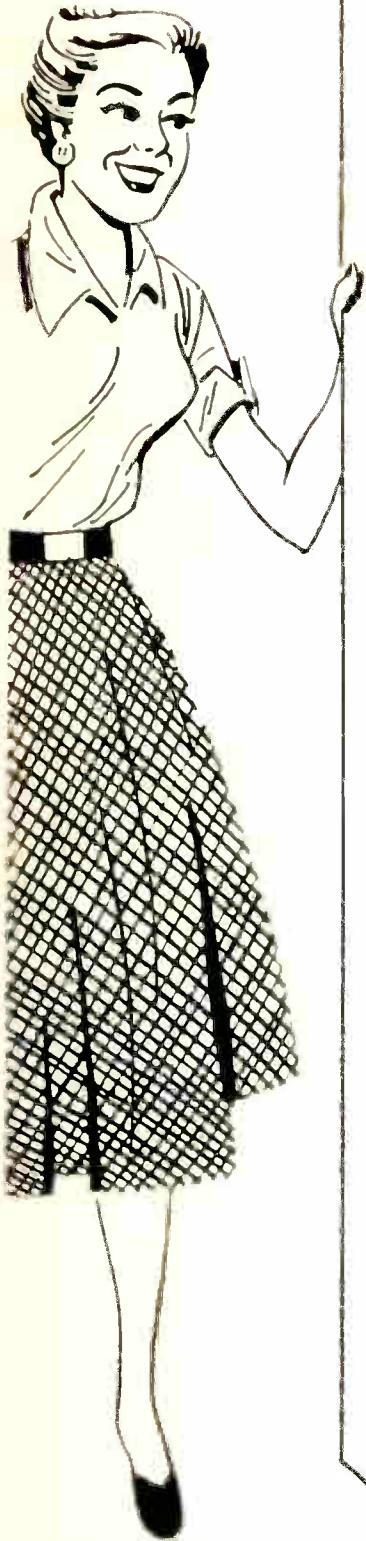
records latest standing of Purina laying contest; Les Harding of KELO, Sioux Falls, S. D., does a remote radio show from Sioux Empire Fair

MAIL
ROOM

Station Break

Our local and regional billings are up over last year, which was the biggest in our history, and the rate of national spot renewals is the highest ever. Audience mail is up 45% over last year (commercial mail, plus 12.2%, sustaining, plus 675.9%). Total audience mail averages 7911 per week. Distribution of mail: 446 counties in eleven states. A breakdown of our SAMS survey shows that every time we open our mike there are 202,801 families listening to Big Aggie at home (not counted: car, truck, portable, and business listening; or 248 counties outside the SAMS area from which we receive mail).

UNBLUSHING BRAG: WNAX-570 is still the outstanding
buy of the nation.



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



Don Davis, Pres.
John T. Schilling,
General Mgr.

WHB
710 KC 10,000 WATTS
MUTUAL NETWORK

KANSAS CITY'S
OLDEST
CALL LETTERS
Represented
nationally by
JOHN BLAIR & CO.

WHB-TV
CHANNEL 9 BASIC CBS-TV
KANSAS CITY
SHARING TIME
WITH KMBC-TV

Represented Nationally by

BLAIR
INC.

Sales
Swing in
Line
on
Channel
Nine!

CBS

IN THE LAND

OF

M

MILK and HONEY

WBAY

GREEN BAY

5,000 WATTS

FARM ADVERTISERS

(Continued from page 71)

Radio in helping us sell more Purina Chows and other Purina products adds to my own conviction that radio is our best sales tool outside of the Purina salesman in the field. No other medium has the impact on the farm family—our advertising target—that radio has.

"Here are some of the reasons why Purina believes in radio:

"1. Radio means so much to the farm family—they listen for service and they listen for entertainment.

"2. We can reach more farm homes—reach them more frequently and reach them in a receptive mood for buying with radio.

"3. We can reach farm families at a low cost per listener with radio.

"4. Radio sells Purina Chows.

"5. Radio stimulates our salesmen and dealers to do a better job.

"Yes. Purina believes in radio. We're America's Number One farm radio advertiser. We believe in it enough to invest more money in it than all other media combined."

Arthur Meyerhoff, head of the Chicago ad agency bearing his name and the account executive handling Myzon, a hog and poultry feed supplement containing terramycin, paid a similar tribute to Farm Radio's ability to sell feed products.

Declared adman Meyerhoff:

"Because I had faith in farm service radio, I began advertising Myzon on Norman Kraeft's *WGN Farm Hour* when the product was brand new in 1950. We weren't even doing \$5,000 worth of business a month. Today Myzon is a million-dollar business, and I owe much of its success to the *WGN Farm Hour* which carried our only advertising for the first six months of our advertising campaign."

Although much of the programing in farm broadcasting has a specialized appeal, many agencies and advertisers give credit to farm air media as being an economical buy. Reason: For those primarily interested in reaching farmers, farm broadcasting's ability to gather an advertising audience usually tops other farm media on a cost-per-1,000 basis.

Not long ago Leo B. Olson, advertising manager of the DeKalb Agricultural Association (hybrid seed corn), revealed to a group of Radio Directors how well farm broadcasting has suc-

ceeded in this respect. DeKalb, Olson stated, has been a farm radio user for over 16 years and spends more in this medium than on its other media (farm magazines, direct mail) combined.

Back when advertising expenditures for the firm in each medium were equal, DeKalb found that farm radio reached 25,000,000 listeners; farm magazines, 12,500,000 readers, and direct mail, 4,166,000 ruralites. Said Olson: "Farm radio helps sell the prospect. It has a strong morale-building effect on the dealers and has considerable effect on competition."

A logical question to ask at this point might be, "If farm radio tops other farm media in farmers-reached-per-dollar, why use anything else?"

SPONSOR put this poser to Charles Calkins, radio-TV director of the Conklin Mann & Son Agency, New York, an ad firm that has had much experience with farm broadcasting. Said Calkins:

"We have found that farm radio and farm publications make a good working team. This has been proved to our satisfaction in our ad campaigns on behalf of the veterinary medicines of Lederle Laboratories Division of American Cyanamid Company.

"Radio gives plenty of farm coverage and a steady push to products. But by using farm print media as well we can substantiate our radio copy claims, giving full technical explanations and pictorial treatment. We have found that farmers do not merely read the ads in farm publications—they study them, thus adding greatly to radio's impact.

"The balance we maintain between farm broadcasting and farm print media is roughly 50-50. But local or regional conditions vary and this balance must actually be determined on a market-by-market basis, weighing the relative strengths of the two media. Sometimes the balance may swing sharply in favor of radio; at other times in other markets print media receives larger expenditures. It's a question of which can do the better job.

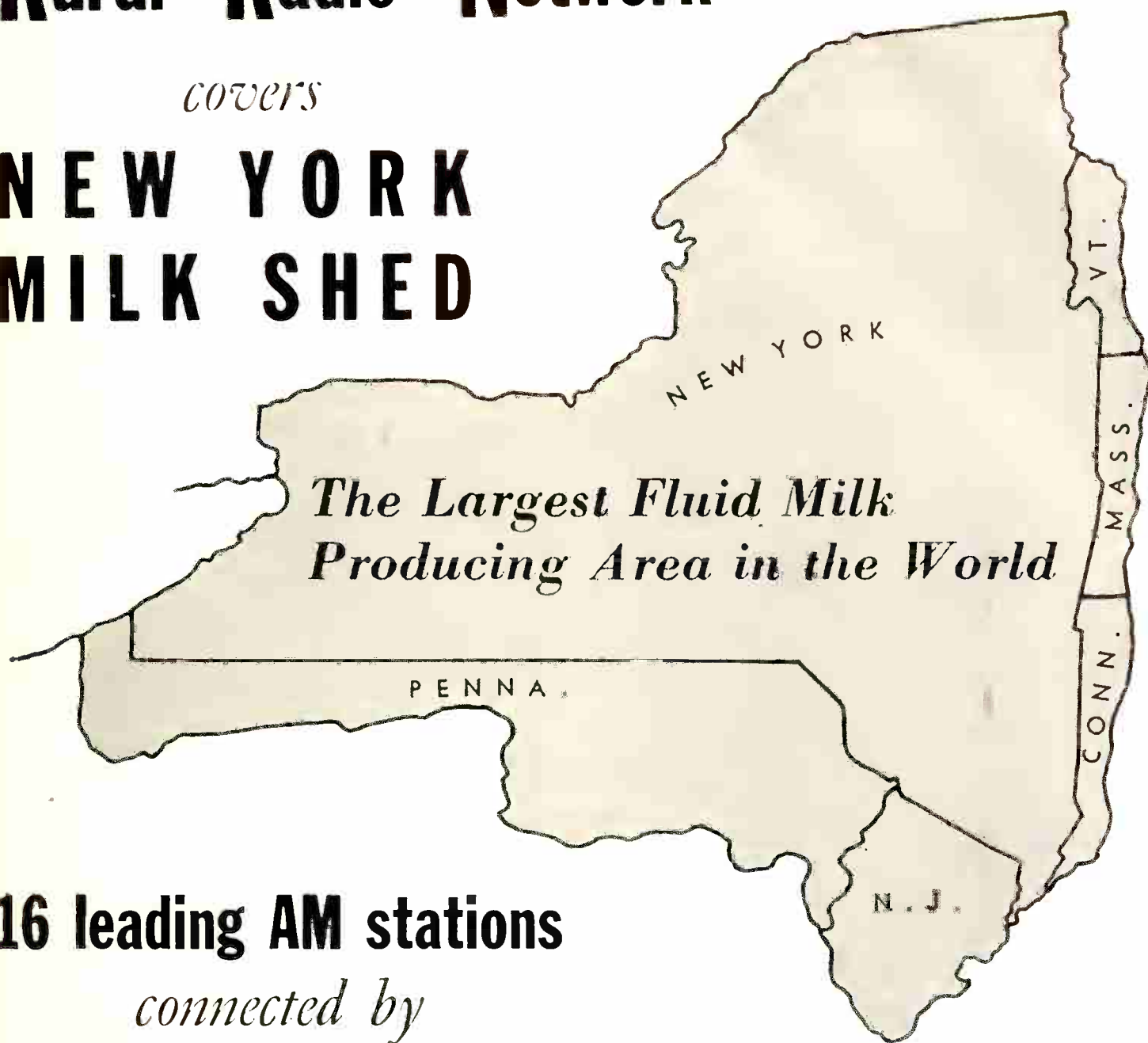
"Incidentally, when we buy farm broadcasting, we try to spot our client in strong, locally produced shows which feature Radio Farm Directors. Then, we brief these RFD's personally on the uses for the products and let them work out their own commercials for us in their own words."

Another useful advertising feature of farm broadcasting—its advantage

Rural Radio Network

COVERS

NEW YORK MILK SHED



16 leading AM stations

connected by

13 strategic FM stations SERVE THE FARMER

WKBW	WRUN
WELM	WGNV
WHAM	WQAN
WJTN	WHCU
WGY	WNBF
WKIP	WMSA
WAGE	WHLD
WWNY	WDLA

serve the New York Milk Shed
plus 7 Metropolitan Markets

Farm market reports, farm weather roundups, daily farm
interviews, farm panel discussions, and farm news for

201,690 farm families

with an annual farm income of

\$1,239,156,000

RURAL RADIO NETWORK

ITHACA, NEW YORK

Total population 7,168,500

Annual retail sales \$7,937,885,000

Total unduplicated weekly audience 1,152,733 families (1952 SAMS)

Represented nationally by **AVERY-KNODEL, INC.**

of speed was cited to SPONSOR by an account executive of the New York office of BBDO, who has supervised several Farm Radio campaigns for du Pont's Grasselli line of farm and agricultural products. Said the BBDO adman:

"Farm Radio lends itself well to the promotion of all kinds of agricultural chemicals, particularly insecticides used to combat sudden plagues of insects. You can move faster in setting up an emergency schedule of announcements in an infested area than you can in print media.

"Let me cite you a typical case.

"Last season, there was a sudden influx of potato bugs on farms on Long Island, New York. Du Pont's Marlata insecticide was just the thing to fight these insects with, but we had to tell our story in a hurry to the Long Island farmers.

"We learned on a Friday that the potato crop was threatened. That same day we met with our client and discussed a schedule of announcements for the New York City area, as well as a print ad in the Suffolk County monthly farm publication. By Monday morning we were on the air and

growers were asking for du Pont's Marlata brand of methoxychlor.

"Without the rapid communication to growers afforded by radio, thousands of potato plants would have been destroyed.

"This pattern can easily be repeated in other areas," the BBDO executive concluded. "We find it a useful one for our client since an insect season can strike suddenly and be over in two or three weeks. By moving quickly, we can promote the right chemical product to farmers via Farm Radio at a time when they are certainly in a mood to buy something which will save their valuable crops."

Such seasonal buying is not without its headaches however. Robert Kunkel, account executive of the G. M. Basford Co., a New York agency handling farm advertising of U. S. Industrial Chemical Co., pointed out a major agency problem thusly to SPONSOR:

"We are currently using some 43 farm stations in the South and Southeast to promote USI's Pyrenone, a non-toxic grain protectorant. Our campaigns usually run on a seasonal basis, lasting some six or seven weeks. We

have to scratch hard for good time slots in which to put our minute announcements and station breaks, and we must be ready to jump immediately into a good slot if it is vacated.

"The trouble is this: There aren't enough good farm shows developed by stations apart from a couple of hours in the morning and the noon hour. True, the farmer's radio listening time is limited. But we've found that stations are often afraid to experiment with new farm shows for fear they won't sell them right away. Thus the best farm shows—particularly those with farm directors—are usually sold out on long-term contracts, and it's very tough for a seasonal user to buy into them."

Probably the best over-all view of farm broadcasting came to SPONSOR from Vern Lausten, a radio-TV supervisor of Bert S. Gittins Advertising, Milwaukee. In an extensive report, agencyman Lausten outlined how Allis-Chalmers used Farm Radio as far back as 1929 to overcome early sales resistance of farmers to A-C's then-new "baby combine," and how Allis-Chalmers has progressed in farm broadcasting to the point where it now sponsors the *National Farm and Home Hour* on NBC.

"In the past four or five years we have placed as many as 200 farm radio spots at a single time, mostly for feed accounts," reported Lausten. "Many of these were on a continuing schedule, but some were for saturation campaigns for periods as short as six to 13 weeks.

"In one particular campaign, sales of a calf food increased 300% in an entire state with a concentrated sales campaign spearheaded by local radio spots and small-town newspaper space."

On the question of how spot or network farm broadcasting fitted into farm media plans, agencyman Lausten said:

"As an agency, we have no particular preference for either spot or network farm shows. We believe they both have their place. For a 'big budget' institutional and service type approach such as used by Allis-Chalmers, we believe the network presentation of the *National Farm and Home Hour* serves best. However, on hard-selling, dealer-participation type of sales—and especially with the smaller, carry-out items—spot radio is our choice."

Lausten, a veteran broadcast adman.



PUSH-BUTTON CONTROL gives WBNS advertisers bonus listeners!

Listening habits don't change when the audience slides behind the wheel. Un-counted listeners swell the volume of WBNS regulars . . . add thousands of prospects for this area's most-listened-to radio station. Pulse Ratings prove WBNS has more listeners than all local stations combined — carries the top 20 rated programs, both day and night. Push-button selling on WBNS can push up sales for your product.

CBS for CENTRAL OHIO

ASK
JOHN BLAIR
WBNS
radio
COLUMBUS, OHIO



"Another TV station went on the air last week."

"That's news?"

"In Eastern Iowa, it's news."

In Eastern Iowa it's WMT-TV, the first station to go on the air with maximum 100 kw power ("In the whole United States?") ("In the whole United States"); the first TV station with a tower 703 feet high ("In the whole United States?") ("Between Milwaukee and Kansas City"); the first station on Channel 2 ("In the whole Un . . . ?") ("In Eastern Iowa.")

WMT-TV was the first station to go on the air with three left-handed copywriters, the first station to advertise on page 89 of the 19 October issue of *Sponsor*, the first station to go on the air with a staff member whose last name begins with Q whose middle initial is B.

WMT-TV may very well be the first station to advertise that we don't have great concentrations of population. But . . . of the total land area of thirty-five million acres, Iowa has 97% in farms; and there are families living on and working nearly every square mile of it, so there are no blind spots as there are in, shall we say, less fortunate areas. And there's the most rapt audience abuilding that ever sat and watched an advertiser worm his way into its collective heart.

WMT-TV

CBS & DuMont in Eastern Iowa

Channel 2 100,000 Watts

Mail Address: Cedar Rapids

National reps: The Katz Agency



offered some good advice and background data on Gittins' farm air personnel to agencies and advertisers not familiar with the problems of selling to ruralites via farm broadcasting. Stated Lausten:

"Naturally, we'd say—hire an agency that knows farm selling. You need a background of farming to really know the advertising approach that clicks with your farm customers. A farmer can easily spot commercial wordage that is not authentic, and that lack of authenticity reflects directly on the product being sold. A good farm agency spends a lot of time on commercial copy. They know sales appeals for the product. They know the approach used by the Radio Farm Director who delivers the message. And lastly, they know at what time of day to buy farm listenership.

"We believe the use of farm radio will be increasing among our clients, particularly those introducing new products and giving special emphasis to those already in their line. For that reason we continue to stay very close to farm radio activities.

"As for personnel engaged in Farm Radio work, actually all our agricultural men—eight at present—have at

one time or another supervised some phase of farm radio.

"Jerry Seaman, our radio and television director, is a master of farm radio and a long-time member of the National Association of Radio Farm Directors. He is continually working with farm radio people all over the nation. I work closely with Jerry and have in the past spent much of my time supervising spot schedules for feed accounts. I am also an active member of NARFD. A third member of our team who contributes greatly to our farm radio activities is our Southern farm specialist, Paul Scabrook. Paul was formerly an Extension radio man at Clemson College and was raised on a South Carolina farm. He is also an NARFD member.

"Naturally, being so close to farm radio, we're real enthusiastic on the subject. Having worked closely with hundreds of Radio Farm Directors we know what a powerful influence they are in selling farm families. We see them as an important factor, more and more, in the farm selling picture."

FARM TV

(Continued from page 30)

University and cooperating area farm organizations. Heading this operation is a full-time farm director, Robert Miller, and an assistant, William Johnson. There is also a home management consultant, Miss Virginia Helt.

As the show titles suggest, the first one is a farm news show, which also features guest experts and films made on WLW's own 137-acre farm at Mason, Ohio. The other show is largely educational, and attempts to promote a better understanding between farmers and consumers. *Forecast* began in the spring of this year; *Extra* has been running since last fall.

Says Ward L. Quaal, v.p. and assistant general manager of Crosley Broadcasting:

"The reaction to our farm programming has been good. There has been much interest, not only on the part of formal farm organizations in this state and area but on the part of average farmers, large and small. They are grateful for what we are doing and want to help us produce the type of shows that are most suitable for agriculture here in the southern part of the Midwest and the top of the South.

There is definitely a big future for farm television, not only for programs of this type but for general entertainment. No person today is more appreciative of television programming than the average farmer and his family."

WSM-TV, Nashville: Although WSM-TV is still the only TV station in the well-to-do Nashville market, the Channel 4 outlet nevertheless has cleared a weekly time slot (Wednesdays, 6:15 p.m.) for a show called *Farm Furrows* which features the station's farm director, John McDonald.

The show has no sponsor (although several have indicated that they'd like to bankroll the show) since WSM-TV has preferred to keep the show on a public service basis. However, in the near future the show may be open to advertisers, the station reports.

"By way of success stories," reports William McDaniel, WSM's director of public relations, "our farm editor used a short film showing how to use a rubber band around a cow's horn for de-horning. The agricultural agencies in this area say that this demonstration caused more talk among the farm people than any demonstration they have previously seen."

WBAY-TV, Green Bay, Wis.: Reported the Dairy State station to SPONSOR:

"Our indications that there is a need for farm programming in TV have thus far come primarily from interested sponsors rather than from the audience itself. This is true primarily of our radio operation, and to a lesser degree in TV. Because of this interest and because approximately 50% of our audience is in small towns or on farms, we have decided to set up a farm department to serve the program tastes of this particular group of our audience."

Currently WBAY-TV is presenting a weekly half-hour farm show based on information and guest experts drawn from the University of Wisconsin, county agents and 4-H clubs. A leading Midwest feed company has placed a participating spot schedule in the program.

WHEN, Syracuse: SPONSOR's questionnaire arrived at WHEN during August almost coincidentally with that video station's scheduling of its first farm-slanted TV program, *Party Line*. The program is slotted at what might seem to be a time when farmers can't be reached by television—9:30 to 9:45 a.m. each weekday—but WHEN's Rob-

The Only

**COMPLETE BROADCASTING
INSTITUTION IN**

Richmond

WMBG—AM

WCOD—FM

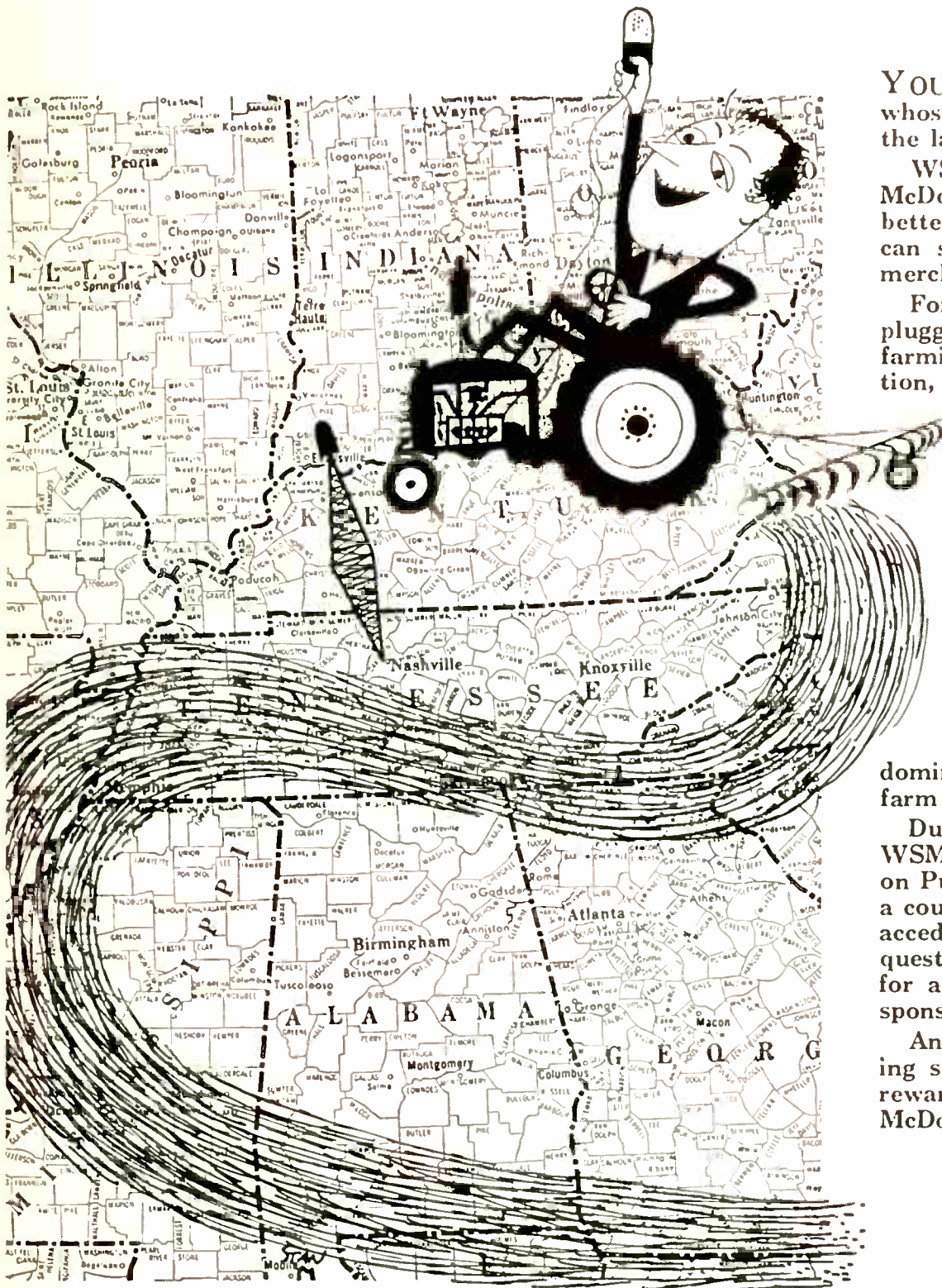
WTVR—TV

First Stations of Virginia

WTVR Blair TV Inc.

WMBG The Bolling Co.

Old McDonald has a farm which covers the Central South



YOU'VE heard of the farmer whose ambition was to buy all the land adjoining him?

WSM's Farm Director, John McDonald, has gone him one better. So listen to a story that can sell an amazing amount of merchandise for you.

For eight years, John has been plugging away, selling better farming methods, soil conservation, better livestock, crop rotation, forest conservation—everything a farmer needs to do to improve his land and his lot. And for as many years, Southern farmers have listened, heeded and profited by John McDonald's advice. They plant when John says so, buy when John says so, sell when he tells them the time is ripe. First thing everybody at WSM knew, John McDonald was a dominant figure in Southern farm life.

During his first six years at WSM, John was used exclusively on Public Service Programs. But a couple of years ago, the station acceded to repeated sponsor requests and let him go commercial for a carefully selected group of sponsors.

And at this writing, the following sponsors are harvesting rich rewards from WSM selling John McDonald style:

- Columbiana Seed Company
- Purina Mills
- Reynolds Metals Company
- U. S. Industrial Chemicals
- Lederle Laboratories

If you have a product appealing to farmers, better find out what John McDonald can do for it, and you. Tom Harrison or any Petry Man can fill in the details.

WSM Nashville • Clear Channel • 50,000 Watts

ert Peel, promotion manager, told SPONSOR:

"Although the telecast is scarcely more than a week old, it has already attracted considerable mail response—more than 50 letters in the initial week."

WSYR-TV, Syracuse: The veteran station's TV outlet is currently airing a 15-minute show called *Deacon Doubleday's Wired Woodshed*, sponsored by the local Ford Tractor and Dearborn Implement dealers. The show is handled as "informational interviews," featuring live farm animals and actual farm machinery in the studio. WSYR-TV, at last report, was planning to expand the show into one which featured everything from farm panel discussions to a live hill-billy band.

WDAF-TV, Kansas City: Like many stations in farm areas, WDAF-TV draws upon the resources of its local state university for help in planning a Farm TV program. The station televises—apart from routine farm weather and market news—a weekly 15-minute show featuring one of the professors of the University of Missouri College of Agriculture. The sponsor is Staley

Milling Company, one of the largest feed companies in the Midwest.

WTVP, Decatur, Ill.: This Illinois station, whose firm name is Prairie Television Company, began programming for farmers almost as soon as it went on the air. By mid-September, although the station had only been operating for a month, WTVP had a 6:00 p.m. farm show featuring Al Pigg, farm director. Said he: "A packing house is now a sponsor, and a food processor is considering the program. I would say that any TV station in a farming community should definitely provide a farm program for viewers. This program should be of an educational nature, and sponsors will find these programs of high commercial value."

KVTV, Sioux City, Iowa: Another new TV station, KVTV televises a five-minute market report at 5:40 p.m. every day directly from the Sioux City Stockyards. The show gives market trends, a streamlined report of the markets for the day and estimated receipts for the next—vital information for business-minded farmers. Sponsor: Kent Feeds. On Thursday nights, the station airs a 30-minute Western music show combined with farm interviews. "Reaction to both programs has been very good," says Arthur J. Smith, the outlet's resident manager.

WFBM-TV, Indianapolis: Keystone of WFBM-TV's farm video programming is a Monday-through-Friday strip (noon to 12:20 p.m.) containing market and weather reports, as well as a roundup of farm news, interviews, demonstrations of farm techniques and guest speakers. Ralston Purina sponsors the first five minutes of the show. According to the station, Ralston "selected this particular program as its first venture into television advertising for farm products and used Indianapolis as a guinea pig. Ralston sponsorship began in April of 1952 . . . and still continues." Says Farm Editor Harry Martin: "We feel definitely there's a big future for Farm TV."

KFOR-TV, Lincoln, Neb.: "Since last year," reported the Corn Belt outlet, "television has come to KFOR." TV adds greatly to the farm service shows of KFOR Radio in helping southeast Nebraska. With the aid of the University of Nebraska and the State Game Commission, the station now airs two shows: *Backyard Farmer* and *Outdoor Nebraska*. The first of these

is a panel session devoted to all manner of farm problems, from rose bushes to hybrid seed corn. The latter is a hunting-and-fishing type of program, which contains much practical information for the farmer and sportsman.

KELO-TV, Sioux Falls, S. D.: As the first of a projected series of farm telecasts, KELO-TV now airs a Saturday evening show featuring the outlet's farm director, Les Harding. During the program Harding discusses general farming practices, using films made on farms in the area. Following this program, the station televises a newscast aimed at the farm audience, featuring Bill Wiggington. Present sponsors include a motor cleaner company and a farm implement dealer.

WWJ-TV, Detroit: Farm TV is by no means the exclusive province of stations located in the middle of farm communities. From the nation's Motor City, WWJ-TV televises *RFD #4* each Saturday at noon on a sustaining basis at the moment. Said John F. Merrifield, the outlet's Farm Editor: "The future for Farm TV is indicated by our vast backlog of subjects for which we are seeking time to present. Further indication is seen in a recent statement by officials of Michigan State College who declare Farm TV can replace demonstrations which have heretofore been presented only to small groups by county agricultural agents."

WCPO-TV, Cincinnati: Another station that believes in morning TV programs for farmers, WCPO-TV airs a five-minute program just before 7:00 a.m. each day. The show consists of farm news and weather reports slanted to ruralites and is aired on a public service basis.

Following this program, there is a daily one-hour kid's show—again aimed at farm families—which is produced in cooperation with the University of Cincinnati and which features children's songs, films and games.

Reported Ed Weston, manager of WCPO-TV:

"The pitch to the farming population is made through the children on this show in the form of what goes on in the smooth operation of an efficient farm."

KGUL-TV, Galveston, Texas: "There is a big future in Farm TV here because the Texas Gulf Coast area boasts one of the most productive cattle, poultry, rice and cotton-raising markets in the country," Promotion Director Bill Evans told SPONSOR.

LATEST AUTHENTIC
1953 RATINGS PROVE
WHAT

PHILADELPHIA STILL LEADS
ALL OTHER STATIONS IN PHILA.
BROADCASTING TO THE 450,-
000 NEGRO PEOPLE IN THE
METROPOLITAN PHILA. AREA.

As Proven by the Martin Survey,
Dated July 28, 1953



AM-1340

FM-105.3

almost 10% of the
nation's sales
takes place

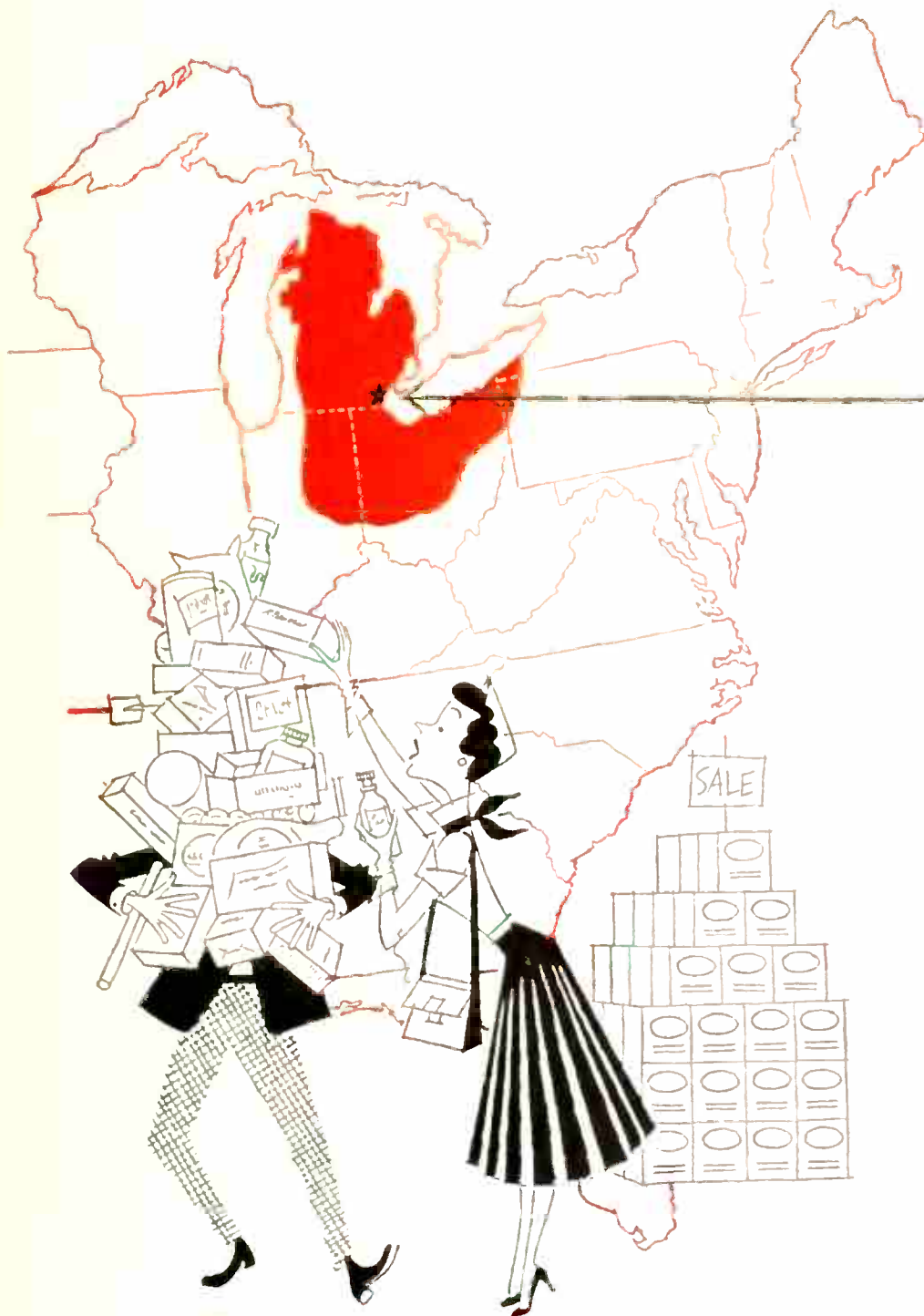
HERE
in WJR's primary
coverage area!

W

J

R

the
great
voice
of the
great
lakes

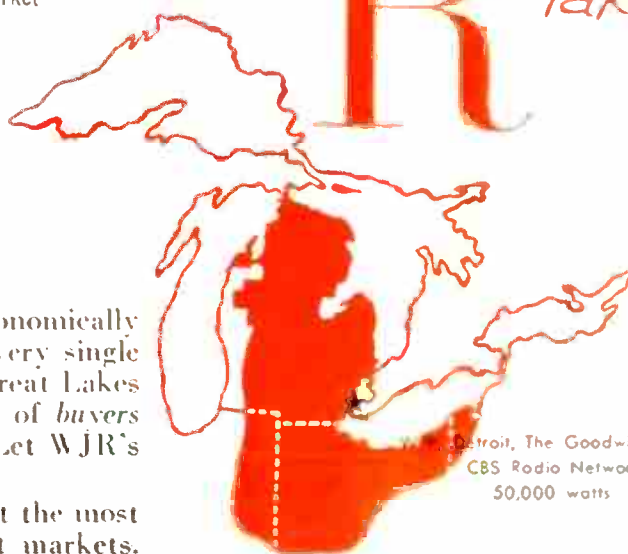


WJR MARKET DATA

		% of total U. S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
Drug Sales	\$ 464,447,000	10.3
Food Sales	\$ 3,266,766,000	9.4
Retail Sales	\$13,613,431,000	9.3
Filling Station Sales	\$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

WJR is the one salesman that can effectively and economically increase your volume in *all* of this rich market area. Every single day of the year WJR, the most influential voice in the Great Lakes region, will carry your advertising message to millions of buyers in Michigan, Ohio, Indiana, Pennsylvania and Ontario. Let WJR's success and popularity do a real selling job for you!

Contact WJR or your Christal representative today to get the most for your advertising dollar in one of the nation's richest markets.



Detroit, The Goodwill Station
CBS Radio Network
50,000 watts

AN IMPORTANT AREA FOR YOU
—A FAMILIAR AREA TO US



WJR, Fisher Building, Detroit 2, Michigan
WJR, Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radia Time Sales, (Ontario) Ltd.

To this market, KGUL-TV beams a sustaining daily program, *Jack Thomas Farm Show*, from noon to 12:20.

WBZ-TV, Boston: Since December, 1951 WBZ-TV has aired a Thursday-morning agricultural show called *Down To Earth* as a sustainer in cooperation with the Massachusetts Extension Service. WBZ-TV has no immediate plans to sell the show, which it airs as a public service to bring up-to-date information to farmers as well as food production knowledge to urban consumers. The program's slot (9:30-10:00 a.m.) is part of the across-the-board series conducted by the station in cooperation with the Massachusetts Department of Education.

WBAL-TV, Baltimore: Another big-city station which is now programming special farm-appeal shows, WBAL-TV reported to SPONSOR:

"We carry a half-hour Saturday-afternoon program called *Country Club On TV* which carries local rural newsreels, farm interviews and general human interest discussions.

"As we convert to full power, our television agricultural programming will increase. Currently in the planning stages is a 15-minute TV show entitled *Scene in Maryland*. ★ ★ ★

FARM RADIO

(Continued from page 75)

WIBW market."

Other stations carried this one step further, pointing out that TV advertising—a favorite medium today with a long list of fast-turnover, low-price consumer items—fails to cover many farm areas at all. As Dick Harris, promotion manager of Denver's KOA, stated:

"The large-area coverage of KOA makes the station a natural as far as farm programming is concerned. Agriculture in the West is probably more dependent on radio than in other parts of the country because of the great distances involved. Many KOA listeners are 48 hours or more from a daily newspaper. The outstanding majority of them are outside of TV range. As a matter of fact, KOA has more listeners out of the range of present TV than any other station in America."

Farm radio, stations feel, presents a worthwhile opportunity for the consumer-product advertiser who is confining his air activity to TV or to radio campaigns spotted to cover only the largest metropolitan markets.

However, most stations offered little more than this when it came to discussing what type of consumer products were best suited to Farm Radio and how the relationship between farm broadcasting and regular (i.e., network or national spot) air advertising.

Agencies and advertisers handling consumer products have often steered relatively clear of Farm Radio (see story, page 70) for just this reason. Usually their objections take the following form:

1. Admen freely admit today that the farmer buys all manner of consumer goods and that he is a good customer for consumer products. However, the fact that some farmers buy more of a particular air-sold consumer product (example: flour or baking powder) and the same or less of another (such as imported wines or filter-tip cigarettes) on a per-capita basis is a restraining factor. Is Farm Radio worth the trouble, they argue, if the farmer is using less of the product on a per-capita basis than city folk? Why not take care of the product's competitive standing in urban areas and let the farm market shift for itself?

2. Admen are also becoming convinced that Farm Radio can sell both farm-use and consumer products. But

in the consumer field Farm Radio must stand on its own two feet as just another air medium, they feel. In many cases, research figures show that excellent impact is achieved in the farm market for consumer products through the use of regular network shows.

(Until the middle of 1951, A. C. Nielsen broke down radio ratings in the "NRI Complete Report" into "Metro," "Medium" and "Rural" communities. Nielsen reports now on a county basis, to match marketing patterns and to correlate with the Nielsen Coverage Service. However, here are a few April 1951 Nielsen radio ratings, which would seem to show that a network radio show can gather a farm audience at times even greater than its city listening level:

Show	CITY VS. FARM LISTENING		
	Metro	Medium	Rural
Lone Ranger	6.4	5.6	5.8
Pepper Young	4.9	8.0	9.8
Suspense	6.7	8.8	9.8
My Friend Irma	11.9	13.5	9.4
Lux Radio Theatre	13.5	15.6	13.5

(To the way of thinking of many an adman, there's no point in diverting money to a Farm Radio campaign for, say, Lux—unless farm women start using a higher-than-average amount of the product or a Lux competitor starts up a special Farm Radio drive. Reason: Lux, as the Nielsen figures show, got the same kind of ratings (13.5) in farm homes with *Lux Theatre* as it got in urban homes. Other network radio programs, as Nielsen data make clear, get better ratings in farm homes than they do in the cities. This is particularly true of daytime serials, spearhead of daytime radio selling of consumer products.)

A few stations, however, have managed to grab this advertising tiger by the tail. They make the following two-point rebuttal:

1. More consumer advertisers are getting into the Farm Radio act. This tends to upset the competitive advertising balance maintained by regular network radio shows and to force other consumer advertisers into Farm Radio to reestablish their farm advertising balance.

This increase in the consumer ad expenditures in Farm Radio was cited in several replies to SPONSOR's survey. For example:

WLS, Chicago: "Many consumer advertisers are using our farm programs for the first time. Some are new sponsors and others have advertised on the station before, on different programs."


WHBF

+CBS

Adds up to—

**BETTER QUAD-CITY
COVERAGE AT NO
INCREASE IN COST!**

Les Johnson, V.P. and Gen. Mgr.



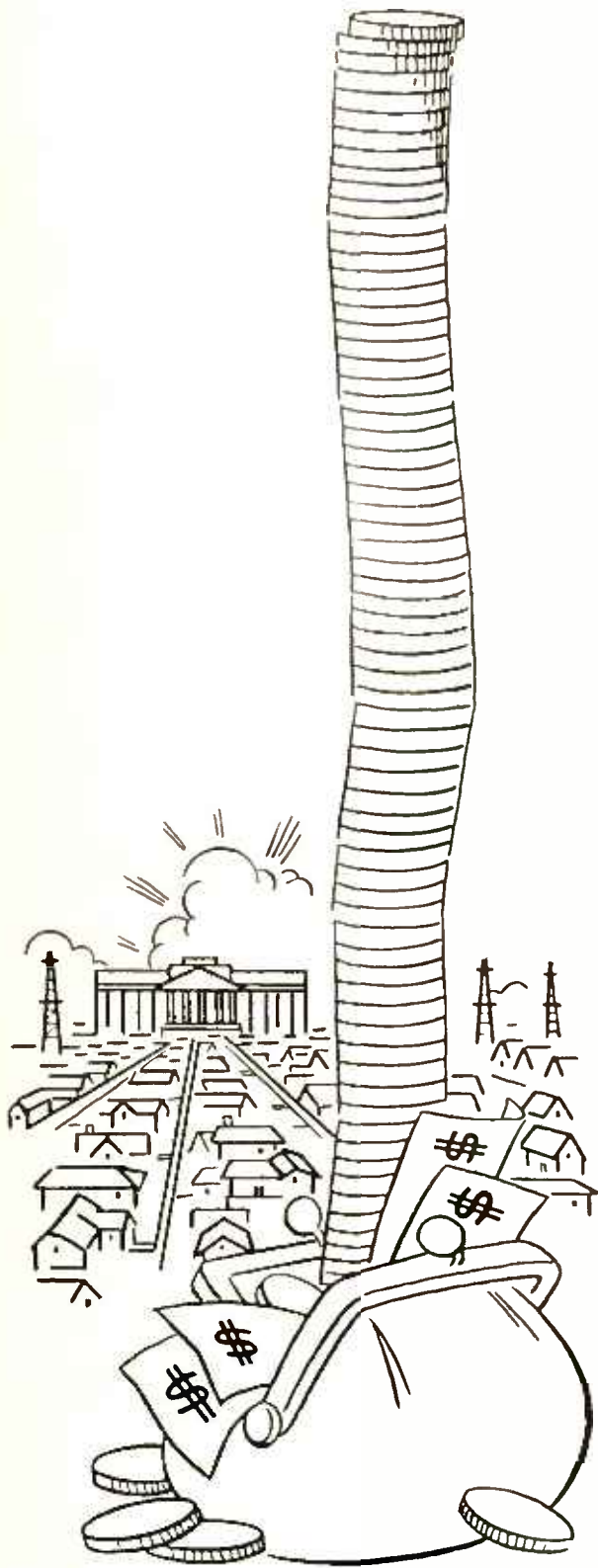
Quad-Cities' favorite

WHBF

AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

When planning an *ADVERTISING* schedule for OKLAHOMA, remember . . .



WKY

**-third oldest
radio station
in the nation
serves more
Oklahoma homes
from its state
capitol...**

**-covers more
Oklahoma buying
power from
its largest
city...**

**than any other
station!**

Sources: Nielsen and Sales Management

WKY RADIO

930 KC • NBC

Owned and operated by The Oklahoma Publishing Co.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY-TV
Represented by KATZ AGENCY

San Antonio's Outstanding Radio Voice

KABC RADIO

CLASP HANDS as KABC JOINS the

Already a powerful advertising influence, the name of KABC-radio takes on added lustre under the "radio-wise" leadership of the Storer Broadcasting Company. Now, even more, you can look to KABC for the dynamic programming and intensive merchandising characteristic of a Storer station . . . and this, in turn, always means more sales impact per dollar for you throughout Central and South Texas.



ABC • TSN • TBS

KABC

680 kc.

50,000 Watts Day ★ 10,000 Watts Night

**Tom Harker, National Sales Director • 118 East 57th, New York
National Representatives John Blair and Company**

San Antonio's Dominant TV Station

KEYL

TELEVISION

STORER BROADCASTING CO.

KEYL-television, the unchallenged leader in San Antonio, is proud to join with its radio partner, KABC, to become the most powerful advertising-merchandising combination your dollar can deliver. Under aggressive Storer management, KEYL has become, by far, the TV station most viewed in San Antonio* and now, with its sister radio station, becomes the dominant sales force in Central and South Texas.

*August Pulse



CBS • ABC • DUMONT

KEYL

channel 5

Now 100,000 Watts

**Tom Harker, National Sales Director • 118 East 57th, New York
National Representatives Katz Agency**

KVOO, Tulsa: "The number of manufacturers of consumer products advertising on our farm service programs has doubled over last fall. One farm show has been taken completely off the market two days a week because of the demand for spot announcements advertising everything from sporting goods to dress shops."

KFAB, Omaha: "A definite increase in the use of farm radio by the general-product advertisers is evidenced by old-timers increasing their radio advertising in farm radio periods and many newcomers being added to the ever-increasing list."

Rural Radio Network: "The lack of any real measurement of actual farm listenership—separated from general listenership—is a real problem. But consumer products using our facilities show a slight increase both in number of items and in time sales."

2. Apart from the competitive angle, farm stations feel consumer advertisers should spend more in Farm Radio simply because the results are often well above the average—even when product consumption is not necessarily higher, on a per-capita basis, among farmers than among urban dwellers.

A facts-and-figures example of this was cited to SPONSOR by KMMJ, Grand Island, Neb., in connection with a spot campaign for Butter-Nut Coffee. Reported Rex Lathen, v.p. of the Ranch and Farm Radio station:

"This account is one of the old-timers on KMMJ. For many years, it has featured the 'Butter-Nut Christmas Club.' Starting about the 15th of November the commercials are used to promote this Christmas Club. Listeners are urged to send labels and key strips to stations on the Butter-Nut list.

"Each year Ranch and Farm Radio (KMMJ-KXXX) is among the leaders

in number of returns. Last year KMMJ alone received over a quarter of a million labels, representing of course that many pounds of coffee. This was an all-time record.

"A metropolitan station, with excellent frequency, good power and high ratings, produced approximately 155,000 returns on a similar schedule."

Added Lathen's report, with a dash of pride:

"This shows the ability of a good farm station to out-produce an equally good metropolitan station."

Summed up, the 1953-54 Farm Radio picture looks something like this:

- There is plenty of activity by farm-use products in Farm Radio, and the situation is not likely to change. A wider variety of farm shows is being used by these advertisers.

- More consumer advertisers are edging into Farm Radio although they still run far behind the number of farm-only advertisers. Leading consumer accounts are being forced to review the impact of their entire air advertising on farm markets by the pressures of competition. ★ ★ ★

STATION MANAGERS

(Continued from page 35)

New York or Chicago or wherever he comes. I'd send a letter first to the timebuyer listing specific ideas for specific accounts. If the station is small, sometimes a special gimmick could turn the trick. Then, when the station manager comes in town, the timebuyer will not only be glad to see him but will set aside enough time to let the station man tell his complete story."

Is there any special reason for the griping about station managers? There is. While timebuyers told SPONSOR that mobs of station managers coming

in at one time has always been somewhat of a problem, it has gotten worse since the end of the television freeze and the consequent rush of new stations to get on the air.

The time buying executive quoted above speaks again:

"We have 'em all over the place. They practically trip over each other. Sure, I understand they are anxious to get set with a solid base of spot and network business. But there's a lot of waste motion. Many of the new TV markets are small and the station man will come along with so little information about the market that my timebuyers will have to look it up. The station man should bring all the necessary data with him."

Some of the timebuyers pointed their fingers at the reps. It was pointed out that since appointments between timebuyers and station managers are usually made through the reps, the latter should improve their scheduling of station manager visits. It is up to the rep, one timebuyer said, to educate the station man on when to come in.

The reps answer, for the most part, that that is just what they are trying to do. Said an executive of one of the medium-sized rep firms:

"Station managers are a problem to us, too. We've been trying to get them to come during the slack season and we've had a little success. But you can't keep a client out of New York City if he wants to come in."

This rep told SPONSOR there were days during the past summer when his sales staff was rendered non-existent because of the need for escorting station managers in their rounds of agencies.

"It's true that salesmen may have to see the timebuyers anyway. But the salesman's route may not always coincide with the agencies our clients want to see. And don't think it doesn't often happen that a salesman who has just seen a timebuyer about a certain station and given the timebuyer the latest dope about it will hear the whole story repeated by the visiting station man."

Another rep said:

"Look, you want to know what it's all about? The real story, I mean. Our clients don't always trust us. They're afraid we may overlook their stations and concentrate on the big boys.

"They're dead wrong, of course. Why should we ignore them? Their money is as green as the next fel-

SUBLEASE

1,100 Sq. Ft. Desirable Office Space

MADISON AVENUE AT 53RD STREET

Nicely partitioned ★ Elevator Building
 Attractive new lobby ★ Ind. Subway Stop
 Short or Long Term at Moderate Rental

**CUSHMAN &
 WAKEFIELD, INC.**

281 MADISON AVENUE
 MU. 6-4200

WGN Blankets the Nation's Richest Farm Market

... Because WGN reaches more farm homes per week than any other Chicago station, WGN offers the most comprehensive farm market reporting service in the Middle West:

- ★ Farm markets reported eight times daily.
- ★ WGN sponsors the Illinois and National Cornpicking Contests, encouraging greater safety and efficiency in mechanical corn picking.
- ★ Farm Service Director Norman Kraeft travels more than 25,000 miles every year to record on-the-spot farm news.

More and more advertisers are taking advantage of WGN's great farm coverage... The Oliver Corporation, Pure Milk Association, Myzon, Inc., Country Life Insurance Company and Murphy Products Company, to mention a few... WGN, your basic buy in the Middle West.

A Clear Channel Station...
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peachtree Street
Chicago — 307 N. Michigan Avenue • San Francisco — 625 Market Street

low's. As a matter of fact, if they came to us with their story more often, we could do a better job for them."

The rep sighed. "You know, many of these station boys just aren't equipped to sell nationally. They do O.K. in selling local stores in their markets but when they come to New York they have to out-argue the slide-rule boys. And some of them just don't know how to do it."

A number of timebuyers echoed this point of view. They pointed out that the reps have research, promotion and marketing people who can whip sta-

tion information into the best shape for selling. Even if a station man has some important data to show the time-buyer he may not present it in its best light. Or, he may not play up those factors which would clinch the sale. The rep, who keeps on top of current trends, can spotlight the data which will appeal to the time buying prejudices of the sponsor or agency.

Regarding this, one timebuyer said: "Whether we like to admit it or not, there are facts and fashions in time buying. Some represent sound advertising practice and some don't. But

whether these fashions are good, bad or indifferent, the average station manager isn't always aware of them. The rep is."

The question of luncheons and cocktail parties for timebuyers came up often in SPONSOR's roundup of time-buyer opinion. Should the station wine and dine timebuyers at one fell swoop and save the station manager a lot of footwork? Or is it better for the station manager to take out one time-buyer at a time and angle his sales talk accordingly?

The answers varied. It was generally agreed that the wholesale method *could* work—if it were handled right. One name cropped up insistently in the discussion of parties—WITH, Baltimore. The station gave four luncheons during this past summer alone. There was one in Chicago and one in New York in June. Last month there was one in Detroit and a second one in New York. The latter took care of those timebuyers who couldn't be accommodated at the June luncheon.

A timebuyer who attended one of these luncheons told SPONSOR: "I think it ought to be pointed out that not every station can afford to throw such luncheons. A station can figure on about \$10 a head. The first New York luncheon was attended by 81 timebuyers, the second by 55. So figure it out. Even if I'm a little high on the cost, it still isn't a cheap way to keep timebuyers happy.

"These WITH luncheons start off with cocktails. But no business. Then everybody sits down to eat. Still no business. Then when the audience has reached coffee and dessert, the station gets in its licks. It's a good time to do it. You're not concentrating on tearing a chicken bone and yet you're still not ready to get up. Smart.

"The station uses an easel presentation. The selling points are put across with cartoons by a guy from the Baltimore *Sunpapers*. After it's all over, a copy of the presentation is given each timebuyer. It couldn't be smoother.

"Incidentally, if a station is interested in giving one of these affairs, here's some free advice: Use a private room in a hotel. If a station hires one of those high-class saloons, the timebuyer may see somebody he knows, may get invited to a couple of drinks and forget what he came for."

While the WITH luncheons were generally given a pat on the back, some timebuyers felt that large lunch-

what's this about pedigree?



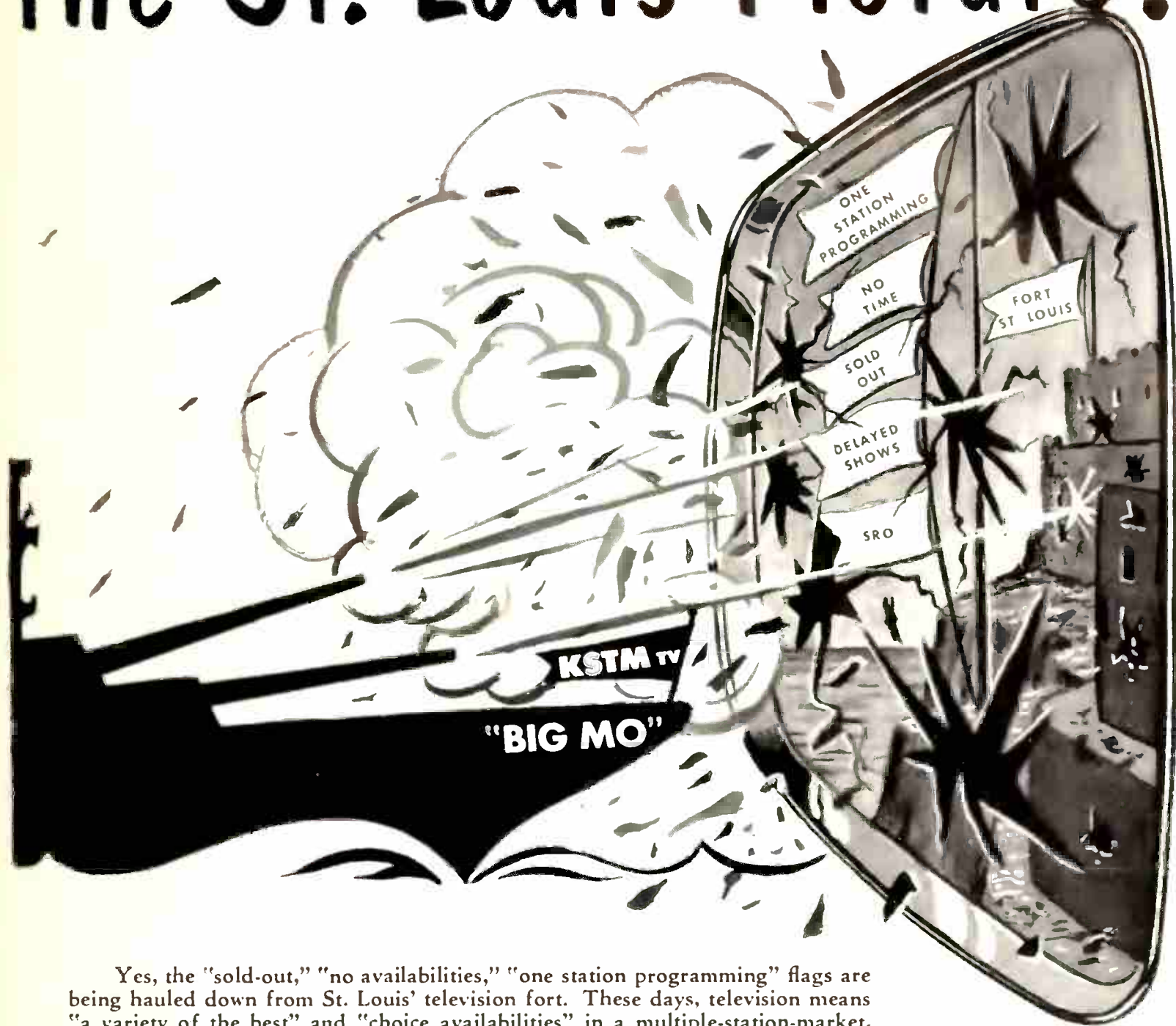
KLZ-TV... going on the air November first... has a dog-gone fine pedigree! It possesses antecedents who have given it a heritage of showmanship and salesmanship—a quality in its bloodstream transfused from the veins of remarkable ancestral lineage... KLZ Radio, with 32 years of outstanding performance in building personalities, in programming and public service.

All this barking up our family tree is a matter of pride, of course, but the background with which KLZ-TV goes on the air is important to you, the advertiser. The highly qualifying experience... the complete facilities... CBS Television... mean an immediate and continuing audience acceptance—man's best friend for doing a TV selling job in Denver.

KLZ-TV Channel 7 DENVER
SEE YOUR KATZ MAN

ALADDIN RADIO AND TELEVISION, INC.

"Big Mo" Has Changed the St. Louis Picture!



Yes, the "sold-out," "no availabilities," "one station programming" flags are being hauled down from St. Louis' television fort. These days, television means "a variety of the best" and "choice availabilities" in a multiple-station-market.

Very soon now, "Big Mo," St. Louis' ABC affiliate, will bombard area television screens with a sparkling array of network and local shows. Individual viewers will be in a position to make their personal choice of programs, and advertisers will have a wider selection of program and spot availabilities.

Yes, the St. Louis television picture has changed . . . thanks to KSTM-TV. Get on the "main deck!" Join the steadily growing list of important forward-looking national and regional advertisers aboard "Big Mo." . . . St. Louis' most-welcome, new television battlewagon.

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



ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

eons tend to be unwieldy and ineffective. One point was universally agreed on: A station should give a luncheon when it has something new to say.

Regarding the individual luncheon or after-work cocktail, most timebuyers regard them as a refreshing break in the day's routine. A number of them said that such entertaining accomplished a social purpose but nothing else.

One timebuyer explained: "If a station manager is really interested in pinning down business, he can do better in my office. I like to have my

reference books and data at hand when I discuss business.

"If any station managers are listening, I'm still not against luncheons and cocktails."

When they're not busy, timebuyers don't mind a station manager coming up for a social hello. They don't mind station managers coming up to thank them for some new business. But nothing is calculated to rile a timebuyer more than a "thank you" visit during the buying season.

The staunch defenders of the visiting station man include reps as well

as timebuyers. A promotion and advertising executive at one of the well-known rep firms said:

"We want station men to come in town. We think it's good for the station, the timebuyer and ourselves, too. It gives our salesmen a chance to get the latest dope about the station and the market. The only thing better is a visit by the salesmen to the market itself.

"We don't high-pressure timebuyers into seeing the station manager if the timebuyer is busy even if the station man has a new story to tell. If the station man won't get around to telling it, one of our salesmen will.

"I'm sure there are cases where a station manager will take up a buyer's time unnecessarily, but they are exceptions. As a rule, station men don't visit long with timebuyers."

Most timebuyers agreed that individual visits by station men were not long. The average was about 15 minutes, the range was 10 to 20 minutes for the most part.

A timebuyer from one of the top five ad agencies had this to say on the question of reps vs. station managers: "There are times when it is better for me to deal with the station manager rather than the rep. With all due respect to the rep and his selling and research strength, he can't be as close to the market as the station manager. No one can know all the ins and outs, all the detailed facts about a market, as well as the guy who lives there."

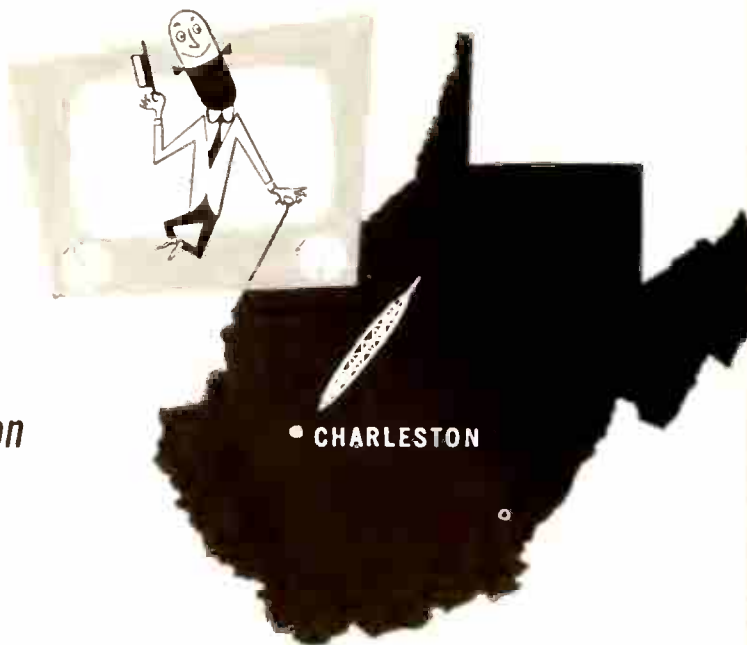
And another timebuyer added: "A station manager should come in to town once or twice a year. It's natural that the station whose manager comes in will be more likely to stick in my mind. If I were a station manager, I'd certainly make sure I came to town regularly. I agree that the slack buying season is very often the best time for a station manager to come in but you can't generalize about it. It depends on what kind of business is at stake."

A lady timebuyer from a fairly new but upcoming agency declared: "I can't see why station managers should be a problem. True, they sometimes bunch in at one time. But that's the way the business works. That's the nature of the beast. I always manage to see a visiting station manager if he calls. I'd prefer that he make an appointment before he comes up but if

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

the
quiz club

**brings you
nighttime audiences
at daytime prices**



BRENT GUNTS



JAY GRAYSON

NBC AFFILIATE
WBAL-TV
TELEVISION BALTIMORE

- **Biggest mail puller on the station**
- **1000 in studio audience weekly**

Brent Gunts and Jay Grayson are two fellows with a record . . . Yes, a record of popularity and a record for selling.

Put these super salesmen to work for you on "The Quiz Club", a Monday through Friday feature from 1:00 to 1:30 p.m.

Advertisers can sample 200 daily audience . . . and leave literature, too. Use this audience to conduct surveys.

IT'S A SHOW YOU CAN MERCHANDISE.

There's lots more to tell . . . ask your Petry man.

Nationally represented by Edward Petry & Co.

he doesn't, it's no calamity."

A very determined lady timebuyer dismissed the question of station managers as follows: "Poof! It's very simple. If I'm busy and can't see them, I tell them so. In a nice way, of course. That's all there is to it. No problem."

A time buying executive from an agency which places about \$30 million of business a year on radio and TV told SPONSOR: "My timebuyers have no trouble with too many station managers at one time. And I tell my buy-

ers to see station managers whenever they have time. It's a good idea for buyers to see station managers. Timebuyers should cultivate station managers. They'll learn a lot about the business and maybe the time will come when the timebuyer will need some extra help in clearing time for a campaign. In such a situation, it certainly doesn't hurt to be on first-name terms with the station manager.

"And, you know, some timebuyers have ambitions of getting jobs on stations." ★★★

MEN, MONEY

(Continued from page 10)

broadcasting, part jive and part horse park. More interesting by far, in terms of men, money and motives, is how *Variety* came to be founded in 1905 by a guy who, when he got sore, got awful sore. We mean Sime Silverman who was then a vaudeville critic on the old, but old, *Morning Telegraph*. He had been warned that his criticisms were too tough. Finally he panned two acrobats up at the Alhambra Opera House in the Bronx. "Look," he was told, "what you say in your review and what the acrobats say in their paid ad are contradictory. Change your review to conform to the advertising." They didn't know Sime. He accepted the "or else." got himself fired.

* * *

Stewing in the juices of his conviction that this was no way to run a theatrical journal, swapping praise for dollars, Sime Silverman began saying to himself that it would be nice to have a sheet of his own where he could sound off. One thing only intervened. He had no dough. Fortunately, his father-in-law loaned him \$2,500. And that, chums, was the initial capital of *Variety*, now 48 years old, now owned by Sime's grandson, now a big seller on the newsstands of London and Paris and wherever entertainment is the occupational obsession of the brethren.

* * *

Trade papers have changed a lot since 1905. There are still venal sheets. Some still swap praise for dollars. Some still frankly cater to personal and corporate vanity. Some will fire a reporter rather than defend a story. But the respectable trade papers stand out in marked contrast. Always, your columnist thinks this is true: With every good will in the world and acknowledging the obligation to be just, there must come occasions when a trade paper man, for the good of his own soul, must look some bullying big shot square in the eye and remark, "Go scram yourself!"

And so, now to bed with our broken English. ★★★

we've moved up... **way up**
for greater coverage
in a fast-growing,
high-spending market



KOB-TV has doubled its coverage with a new transmitter and specially designed antenna system . . . LOCATED ON THE HIGHEST TV SITE IN THE NATION, 10,832 FEET ABOVE SEA LEVEL!

channel 4 nbc • dumont
a five year listening habit in New Mexico

Climaxing five years of pioneering TV operation, KOB-TV has moved its transmitter and antenna to the highest point in Central New Mexico . . . the crest of the Sandia Mountains, 4200 feet above average terrain. We've rounded up another 61,734 new families in our enlarged coverage area . . . boosted KOB-TV's total coverage to 107,934 families! As New Mexico's first TV station, we're proud to say that our new transmitter and antenna site, plus continued emphasis on program selection and local promotion, combine to keep KOB-TV first . . . by an ever-widening margin!

National Representatives
THE BRANHAM COMPANY

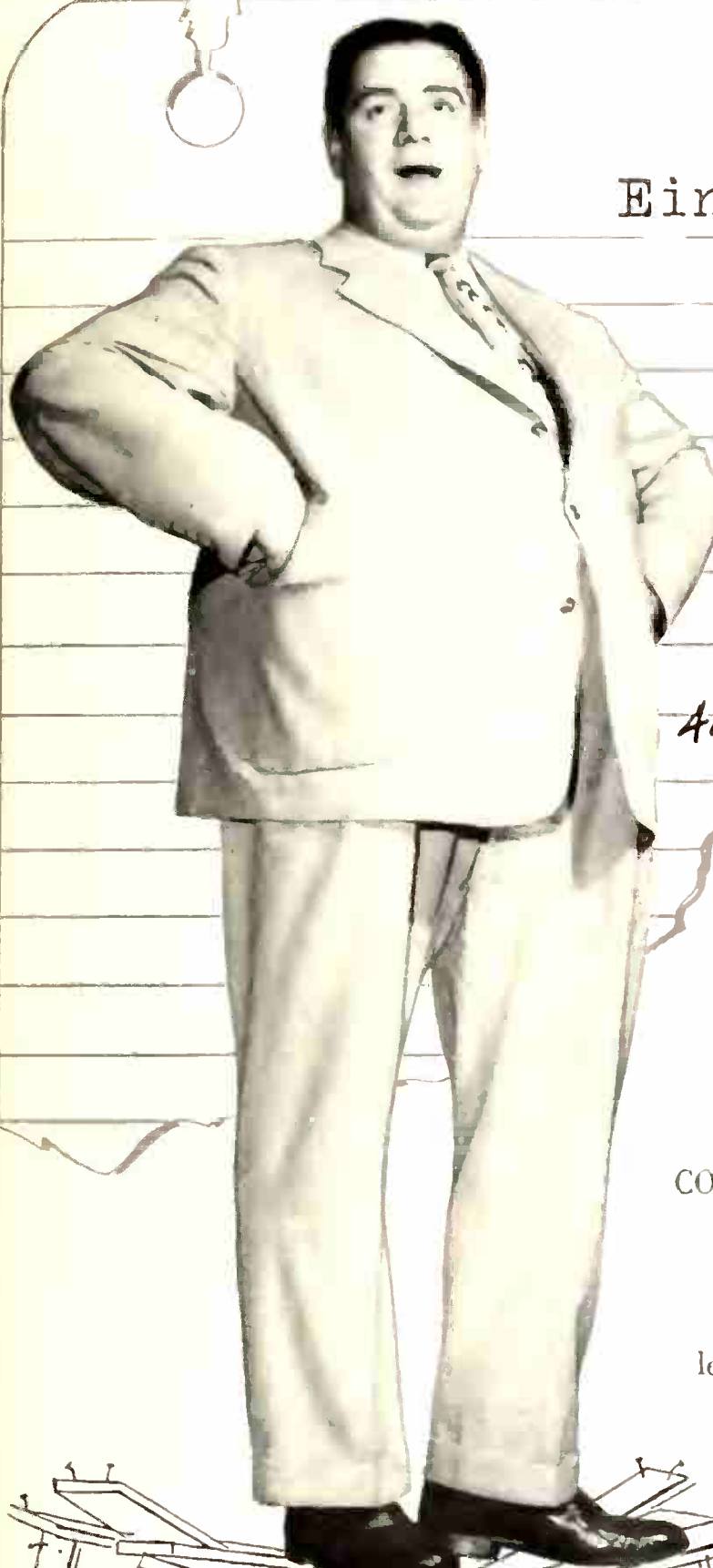
KOB TV

Owners: Wayne Coy & Time, Inc.

ALBUQUERQUE

The ATOMIC Station
in the ENERGY Market

ABOVE. Calculated 28 dbu coverage of KOB-TV from new Sandia Crest site.



Einstein's theory says
Jack McElroy has
4½ Trillion Tons
of TV impact!

$$(e = mc^2 \text{ or } \frac{300 \text{ lbs}}{G} \times 186,000 \text{ mps})^2 =$$

4,521,005,280,000 ft. tons of energy

This 300 pound one man sales force covers Southern California with the speed of light.

Stars helping him are song stylist Ginny Jackson, western warbler Carrot-top Anderson, and music master Eddie Baxter. Jack McElroy sells to 53,000 TV homes each day... and how he sells! Says TAPPAN STOVE COMPANY: "Direct sales results were so definitely felt that we extended our campaign from 13 weeks to 39." SUNKIST extended a 2 week introductory campaign for their bottled lemon juice to 13 weeks. Both of these extensions were across the board! Other sponsors have shown similar enthusiasm over sales!

Jack McElroy has the formula to convert theory into solid sales results for you, too!

The JACK McELROY Show
Noon-1 P.M. MON. THRU FRI.
For details contact KNBH,
Hollywood, or consult your nearest
NBC Spot Sales Office

NBC HOLLYWOOD

KNBH

Channel **4**

MEDIA TESTING

(Continued from page 37)

about one-third of their expenditures had gone to air media in some 25 radio markets and 15 TV markets, as reported by SPONSOR in November 1951.

In New York Rayco had tried the expensive Eva Gabor Show on WJZ-TV which flopped as a sales vehicle for seat covers. It switched to a family-slanted TV show, *Trapped*, on WOR-TV. It looked encouraging for a short time, but sales had leveled off and, if

anything, the curve appeared to be downward when the Mogul agency was invited to prove what it could accomplish in a three-month test in one of Rayco's poorest and toughest markets—New England.

Despite the New England operators' howls that newspapers were the only productive medium and their reluctance to "waste any more money on radio," the agency went to work with experimental newspaper and radio copy themes based on consumer research in the area. In less than a month (and long before the test was

concluded) Rayco switched its entire account to Mogul. Rayco's executives—President Joseph Weiss, Treasurer Harry Wachsman, V.P. Jules Stern (in charge of production) and V.P. Jules Rudominer (in charge of merchandising)—apparently were not only impressed by the agency's approach to media selection but by the small but almost immediate gain in sales.

In the next few months the general sales curve for the chain began to slant upward. The agency adopted a tri-media system and began a continuing process of increasing allocations to productive media and reducing expenditures in less efficient media on a week-by-week basis.

After constant refining during the past year and a half, today's over-all picture has evolved: 75% air (45% TV, 30% radio) and 25% newspapers. Most of the air media is spot, consisting almost entirely of one-minute announcements. On radio Rayco's 20-second jingle, "Ride with Pride with Rayco," leads into live, hard-selling copy delivered by local announcers. TV announcements are devoted almost exclusively to a series of one-minute "retail selling" films. In some markets where Rayco uses 15-minute film programs, commercials are a combination of the agency's films plus copy delivered live by local announcers.

From what the agency has learned to date the likelihood is that TV will figure still more prominently in Rayco's schedules next year. Although the agency discourages the use of over-all averages as meaningless, television where it has clicked has accounted for an average of close to \$15 in directly traceable sales per dollar of expenditure as compared with \$9 from radio and \$8 from newspapers. Account Executive Nort Wyner emphasizes that these figures reflect only directly traceable sales. Projected to the sales volume that is not specifically accounted for by media the dollar returns are actually considerably higher.

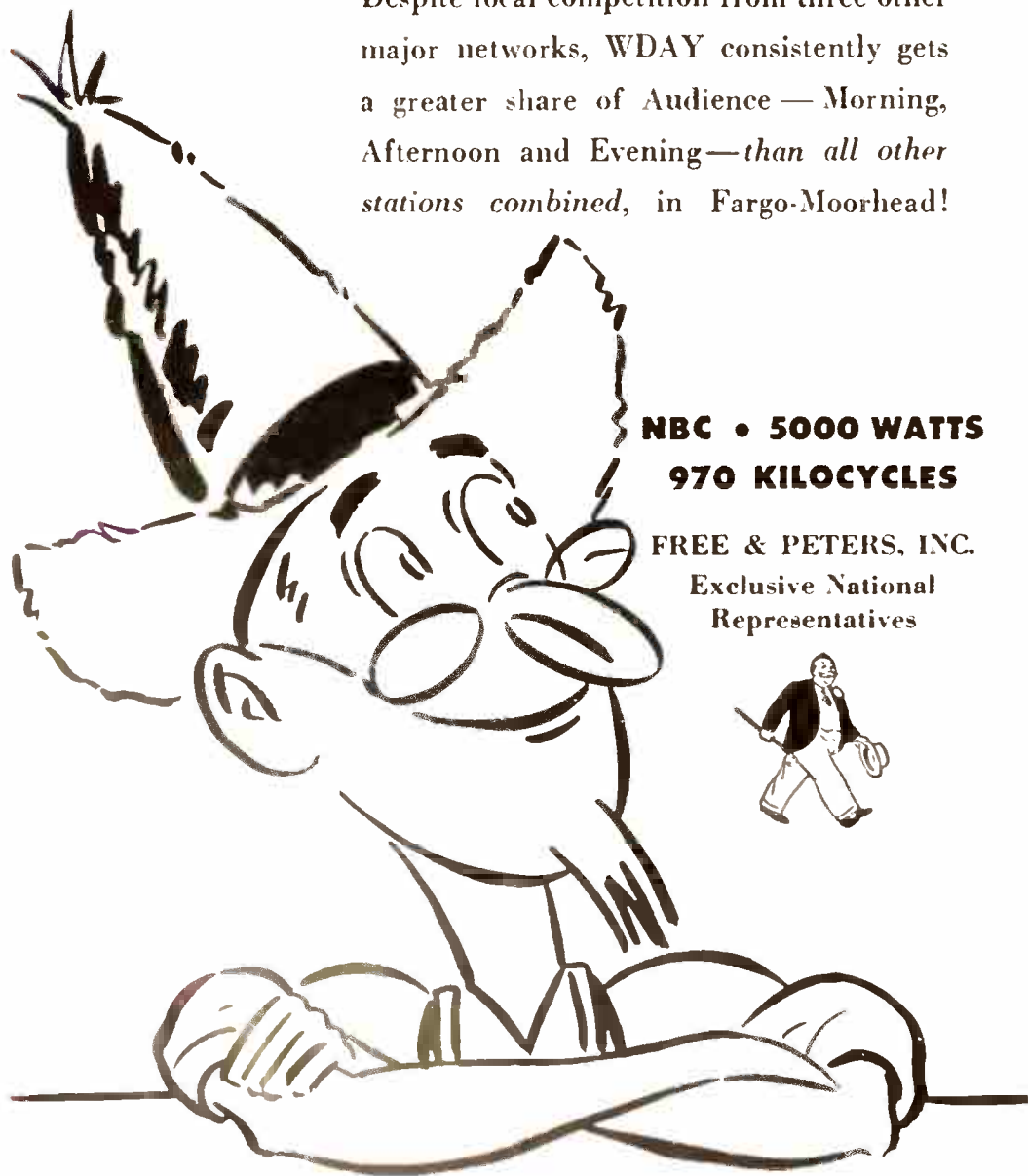
These figures which vary from week to week are obtained through a customer questionnaire check system devised by Mogul's Media and Research Director Joel Martin to obtain continuing objective data from all stores on the same basis. The system takes advantage of the fact that Rayco customers must wait approximately 30 minutes while their seat covers (or new convertible tops) are being installed. Specifically it works this way:

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Despite local competition from three other major networks, WDAY consistently gets a greater share of Audience—Morning, Afternoon and Evening—*than all other stations combined*, in Fargo-Moorhead!



**NBC • 5000 WATTS
970 KILOCYCLES**

FREE & PETERS, INC.
Exclusive National
Representatives

o Television and Radio Station Owners and Managers:

**please pardon us
if we haven't called on you!**



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 CARLIN FRENCH, Vice President
 PAUL WEEKS, Vice President

Recently a big TV executive walked into our New York office and growled, "Every outfit in the business has called on me, and romoned me, except H-R. What's the matter, don't you think my station is good enough for you?"

After we eased him into the leather upholstered chair and handed him a cigar, we explained our situation thusly:

Not only does H-R not have any desk-bound brass but also we don't have any traveling ambassadors. Every one of the mature, successful owner-partners has a regular list of agencies and clients on which to call . . . every day . . . every week. We are committed to the member stations of our family to give them this selling service and we're never going to let them down.

When we told the big TV exec about our fundamental policy on "Man's Work," whether it be one of the owner-partners or one of our high calibre SALESmen, the TV mogul was mollified . . . and pleased.

So. He signed with us for representation.



405 Lexington Avenue, New York 17, N. Y.
 Murray Hill 9-2606
 35 E. Wacker Drive, Chicago 1, Illinois
 RA ndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
 6253 Hollywood Blvd., Hollywood 28, Calif.
 Granite 1480
 James Alsopugh, Manager
 155 Montgomery St. San Francisco 4, Calif.
 Exbrook 2-3407

As a sale is consummated, the customer is given a questionnaire card which asks four questions (see page 37 for text). Originally the card included additional questions which have since proved unnecessary. The agency is primarily concerned with what brings the customer into the store (an open end question) and where he has seen or heard Rayco advertising in the three major media—radio, newspaper or TV. Also whether he has seen or heard Rayco advertised elsewhere ("elsewhere" includes direct mail, bill boards and telephone directories). The

fourth question concerns the area of town in which the customer lives and is used by the agency to determine the effective coverage of Rayco advertising and by Rayco's statistical and real estate departments in determining market potentials and new location sites.

At the end of each week the dealer mails all the cards to the agency in a self-addressed postage-free envelope. By Monday morning four tabulators and two researchers (who interpret the figures) go to work.

Using "Rayco Work Sheets," which are the key to the entire system, this

crew tabulates each dealer's batch of cards. (These generally reflect an average of about 85% of his total volume for the week.) From this large sample the agency is able to extract in terms of percentage the specific number of sales attributable to each medium. For example, if 400 cards are received from a given store in a given week, they represent 400 sales. One hundred fifty or 37.5%, may be from TV, 100 or 25% from radio, 100 or 25% from newspapers and 50 or 12.5% from other sources. These percentages, which reflect a specific percent of the store's total sales for the particular week, are then applied to its known total dollar volume. If the store's volume were \$10,000, the work sheet would attribute 37.5% or \$3,750 to TV for that week. (This is possible because the average unit sale does not vary appreciably from week to week). That figure divided by the store's TV expenditure for the week indicates the dollar return of the medium. The same calculation is made each week for each store and each medium.

The most valuable figure in all these calculations, of course, is the last one—sales per dollar of advertising. The agency does not consider this figure an absolute measure of results but uses it as a comparative index. As the figure fluctuates from week to week, the agency is able to determine how each medium is gaining or losing in effectiveness compared with the others. By watching this comparison vigilantly week after week, the agency can make periodic adjustments in schedules. The net effect of this constant refining process is to keep the stores' ad budgets at maximum efficiency and their percentage cost of advertising down.

All the data from the work sheet is transferred to a memo form, which is mailed to each dealer weekly. By this method the dealer is kept constantly informed as to what his advertising dollar is doing for him and advised of possible changes in media strategy which the agency is considering as a result of its evaluation.

In addition to providing this up-to-

SELL MORE IN THE SOUTH'S No. 1 State!

You Hook a BIG Market With—

WSJS

HOME FURNISHINGS SALES
in
WINSTON-SALEM'S
WSJS
15-COUNTY MARKET
\$43,002,000 —S. M.
1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

How Mogul gets paid

Emil Mogul & Co. gets a percentage of sales rather than a straight 15% commission from Rayco. This controversial issue is of such interest that SPONSOR will run a debate on it in the near future.

KSD

TV

KSD

and

**The St. Louis Post-Dispatch Stations
are now represented nationally by**

- NEW YORK**
- CHICAGO**
- CLEVELAND**
- DETROIT**
- WASHINGTON**
- LOS ANGELES**
- SAN FRANCISCO**
- ATLANTA**
- CHARLOTTE**

Laurence Associates

NBC

SPOT SALES

the-minute index of comparative effectiveness the system also enables the agency to determine the value of combinations of media. The pull of one medium has often shown an increase shortly after the introduction or strengthening of a schedule in another.

This vast sampling of customers week after week provides a reservoir of information from which the agency and Rayco have been able to draw extremely important conclusions. Not only do they represent a blow-by-blow picture of advertising effectiveness per store, but by studying them in groups the agency is able to recognize or anticipate marketing and media trends by geographic territories.

The system is not absolutely fool-proof, of course, but the agency maintains that it is far more valid and up to date than any other system devised by research thus far. SPONSOR questioned Account Supervisors Seth Tobias and Nort Wyner about these four points:

1. If 15%-20% of all customers don't fill out the questionnaire cards, how can you be sure their response, if obtainable, wouldn't change all your media figures?

2. Don't people favor TV and therefore feel psychologically predisposed to say that TV brought them in when this may not be the case at all?

3. What about seeing and hearing the ad in several media but mentioning only one?

4. How do you know the customers are telling the truth?

To all this the agency says, "We don't contend that the system is an absolute measure of media pull but it is a highly accurate comparative index of one medium versus another and a good measure of the elements within media. The fact that we don't get 100% response from the customers doesn't please us, but we believe that a sampling of 85% of any client's total number of customers establishes some kind of research record. It is certainly large enough to be statistically reliable. The consistency of responses from week to week is good evidence of their accuracy.

"However, we don't let it go at that. We have also developed a system of checking periodically on the accuracy of the data we get from these cards. Periodically, we employ trained researchers who conduct semi-depth in-

terviews with each customer in the store for a period of a week or two, and we find little and often no variation between their findings and the information the customers give us via the cards. Far too many customers volunteer specific information about the media, such as disk jockeys by name and TV shows by name, to leave any doubt as to the general accuracy of their responses.

"If they are psychologically disposed to favor TV, which we doubt, the probability is that TV would also be the medium to which they would respond most favorably." As to customers learning about Rayco through more than one medium but mentioning only one, the agency explains that their first open-end question is the only one to which customers could answer in the singular. The other questions require specific answers medium by medium, the customers usually credit more than one medium. "and by projecting these over the entire sampling we are able to arrive at the desired answer plus a very satisfactory picture of the total penetration of Rayco's advertising.

"Before we take to the air with a given station we are aware of whatever confusion may exist in the customers' minds. Once we are using a new station, the general question and the specific ones serve as cross checks against each other—not only as a measure of directly traceable sales but of penetration of the advertising in toto."


"Most substantial confirmation of the validity of our information," says Account Supervisor Seth D. Tobias, "is the sales increase that we see almost invariably after we have adjusted a store's advertising schedule according to the card analysis. These sales increases are often accompanied by reductions in the store's percentage cost of advertising, and they are all the assurance we need that we are getting accurate information."

To SPONSOR's query as to whether other advertisers and agencies can use this technique, it is Martin's opinion that this particular system in all its details would apply only to Rayco or a similar account, but modified according to the nature of another account and the purchasing habits of its customers, the same general principle would work just as efficiently. As long as some system can be devised (and a little ingenuity can do it) for getting information from large numbers of customers either at the point of sale

1000 WATTS

730! Charleston's most far reaching station

PAL says



"We'll be a FALL guy for anybody!"

"Some of the folks who have chosen us as their FALL guy are: *Duz, Manischewitz Wine, Robin Hood Flour, Calotabs, Lady Lennox Hair Preparation, & Stanback*—and these are all FALL renewals!"

"And—we'd like to welcome newcomers to the kennel: *Jake's Potato Chips & Glovers Mange Medicine and Hair Tonic.*"

"FALL is the time to sell, and sell-hard!"

"When you're picking your FALL guys—pick WPAL!"

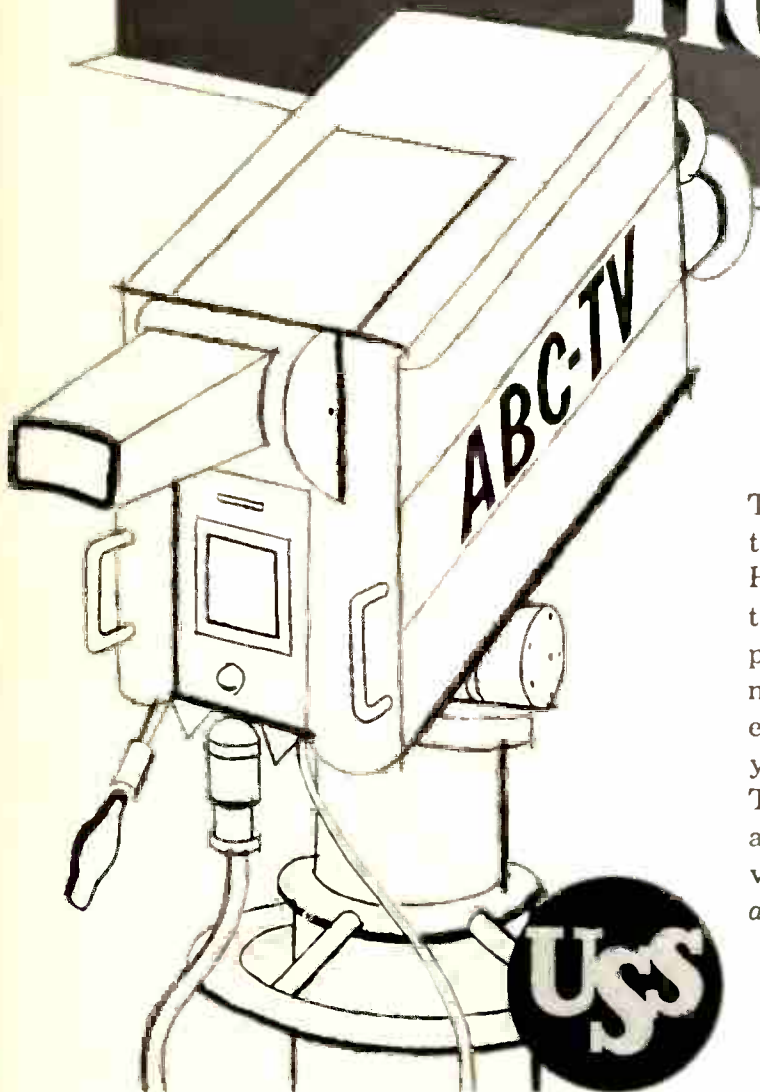
"You'll FALL for the quick results, believe me!"

W-PAL
of CHARLESTON
SOUTH CAROLINA

Forjoe and Company }
S. E. Dora-Clayton Agency } **All this and Hoopers too!**

TV PREMIERE!

THE UNITED STATES STEEL HOUR



The United States Steel Corporation announces with pride the first performance of **THE UNITED STATES STEEL HOUR**—a new TV show designed to bring fine dramatic entertainment into homes across the nation. The stories: new plays written especially for TV and adaptations of famous novels, all with a broad popular appeal. The stars: both established personalities of movies and TV and promising youngsters on their way to the top. Produced by the famous Theatre Guild, **THE UNITED STATES STEEL HOUR** aims to compel the interest of America's discriminating viewers. *The first show is "P.O.W." and it stars Gary Merrill and Sally Forrest. Don't miss it.*

9:30 p.m. *Alternate Tuesdays*
WABC-TV — CHANNEL 7

In other cities, check your local newspapers for station, channel, day and time

or in connection with a specific purchase, the agency believes the system would work just as effectively, but its executives emphasize that each account poses its own peculiar problems and that it serves no purpose to try to apply a blanket system to all alike.

For its client Esquire Boot Polish, Mogul conducts some 40,000 consumer interviews annually. Carefully keyed and highly controlled premium offers test the pulling power of media and copy for Ronzoni Macaroni. A discount certificate offer obtained by mail provides similar information on media effectiveness for National Shoes, and the agency employs still other methods for other accounts.

Rayco V.P. Jules Rudominer is enthusiastic about the Mogul-Rayco system. "As a result of this kind of research we are doing a much more scientific advertising job," he says. "You can spend a lot of money foolishly if you don't know what you're doing. We still don't think we know all the answers, but this system has cut down our margin of error tremendously."

The system depends on the cooperation of the dealers, of course, and one of the agency's problems (and Rayco's) was to educate the dealers as to

the value of the procedure.

Ben Greenberg, a Rayco franchise holder in White Plains, N. Y., a suburb of New York City, told SPONSOR: "It's a good system. I like it. We miss very few customers, only occasionally when we are awfully busy. It gives us a chance to see what is bringing them in—in our case radio or TV, which is all we use in this area."

What has the Emil Mogul agency learned from its media testing? Research and Media Director Martin summed it up for SPONSOR as follows:

"1. Most important, it pays to tailor-make a research technique to the particular problem of the client instead of trying to use a standard system for all clients alike.

"2. As for Rayco advertising specifically, we have concluded generally that a well-rounded media program embracing three major media usually is most productive even though all media do not pay off at the same rate.

"3. All media, particularly air media, must be watched for a minimum trial period before any intelligent evaluation can be made. Results are rarely instantaneous. Continuity and frequency often make an apparently slow-starting campaign successful.

"4. In newspapers position, reproduction and the day of the week on which the ad is scheduled all influence sales, just as adjacencies and time periods are important in radio and TV.

"5. There is no set pattern of media values. Market by market all possible combinations have worked well but it takes constant analysis to know which is the best. For example, in one city newspapers and radio have been a better combination than TV. In another television has proved more effective than either newspapers or radio. In still another radio is the strongest. In still another, where two newspapers were used with poor results, when one was dropped, the other shot up.

"6. The traditionally accepted guides for time and space buying are not necessarily conclusive for our product. ('This station must be good. Look at all the retail advertisers who use it.' 'Look at these ratings, these adjacencies.' Or, 'Look at all the retail lineage this newspaper carries.') Media evaluation and analysis must be in terms of what is good for your product.

"7. Letting the stations and newspapers in on specific problems usually results in much greater cooperation and interest than you would get through the normal impersonal business relations. Some of our most significant schedule changes have come as a result of suggestions by the media people themselves."

Mogul's weekly media check for Rayco is designed primarily as a guide to getting the most efficient buys for 84 separate budgets. But actually getting them, of course, is another thing. Since the agency takes the patient's pulse once a week, poor buys are not permitted to continue beyond a minimum period because they are discovered early. And because the agency works so closely with the stations, advising them constantly of what the media checks disclose, they are able to count on station cooperation, and there is a minimum of "station mortality." The agency puts great weight on what Mogul calls "creative time buying" and invests heavily in long distance calls and personal trips to the stations. These are investments that have paid big dividends for all concerned—for Rayco, for Mogul and for media alike.

You can't mix apples and oranges in media evaluation?

Emil Mogul has proved that it can be done. ★ ★ ★

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)

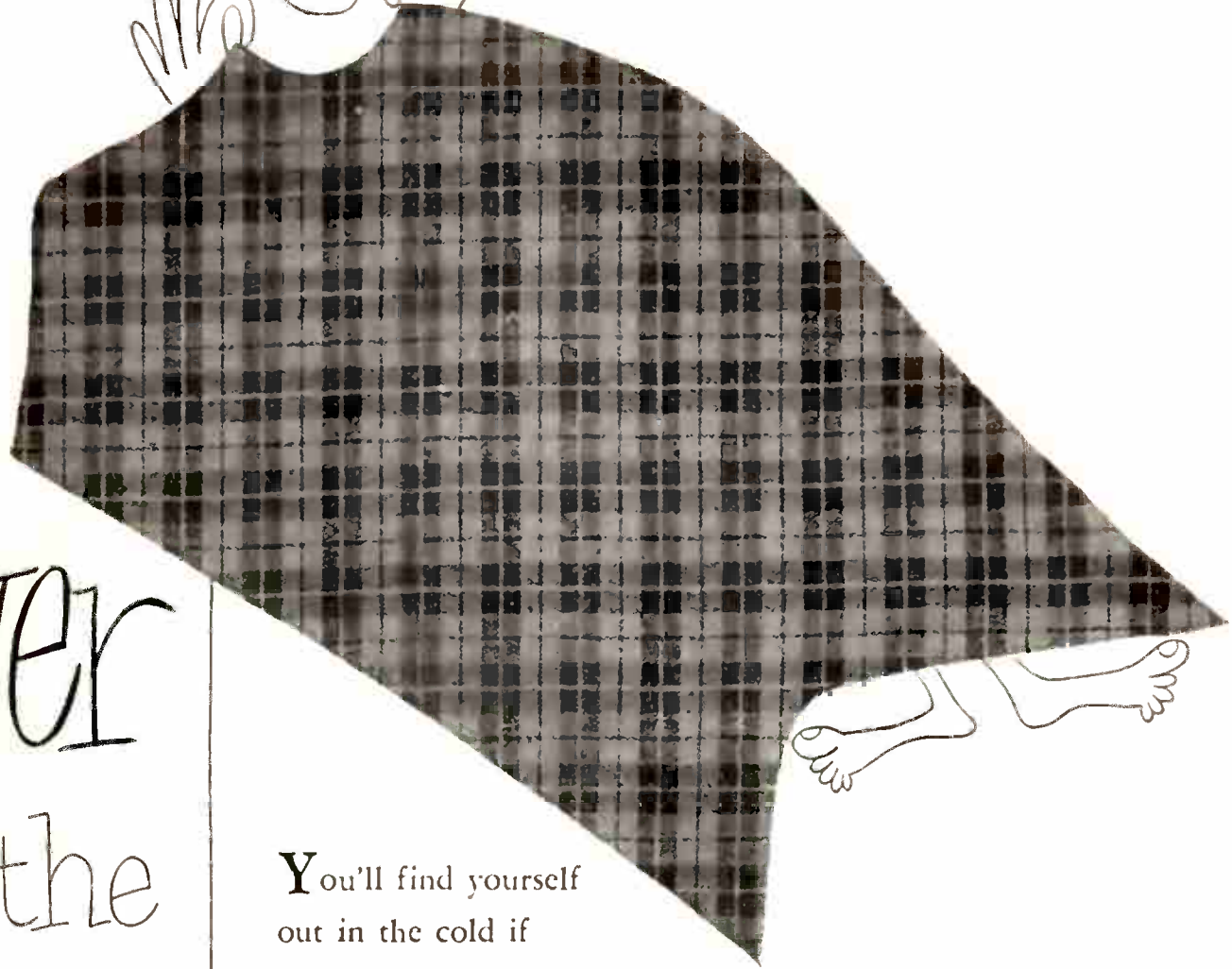
Put your product before *three separate audiences* every day on the ONE Pittsburgh station with personality appeal!! Saturate the fabulous Pittsburgh market across the board at tremendous savings with this "once in a lifetime" triple bonus package. Take advantage of Radio Pittsburgh's three top radio 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.



Cover
the
Mountain
West
Best
with

You'll find yourself out in the cold if you try to rest on your laurels in the rich, competitive Mountain West market. However, you can rest comfortably if you have KSL Radio's blanket coverage warming up your customers. You see, KSL Radio has a whopper of a Hooper commanding an audience which averages 113.2% larger than the next ranking Salt Lake City station. Cover all of the billion-dollar Mountain-West market with KSL Radio.



SALT LAKE CITY, UTAH
CBS Radio Network • 50,000 Watts
Represented by CBS Radio Spot Sales

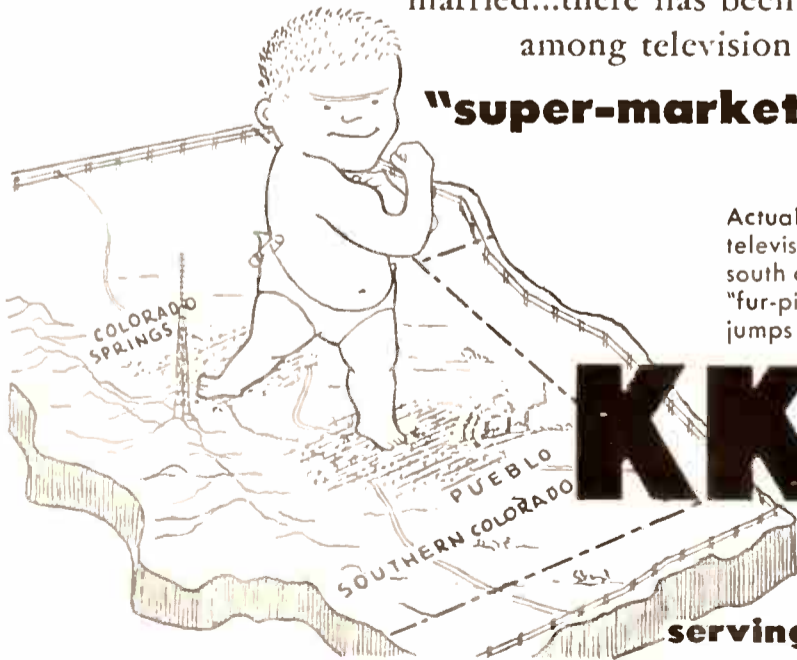
Source: Hooperatings, Feb., 1953

KKTV

*"Fancy Pants" and "IRONSIDES"
got married...on Cheyenne Mountain*
much to the surprise of the television world. (Most people
didn't even know they were running around together.)



Social note: The above formal announcement makes "SUPER-MARKET" legitimate! (Since "SUPER-MARKET" came along so soon after Fancy Pants and Ironsides were married...there has been considerable lifting of eyebrows among television research men and time buyers.)



"super-market" is quite a husky lad...stands on his own two feet and is quite capable of keeping the neighborhood kids out of his own back yard.

Actually — Super-Market's back yard is just about the purtiest television package in the West. Starts "two-whoops-and-a-holler" south of Denver, covers Eastern Colorado like the dew, and runs a "fur-piece" on South of Pueblo. Sort of a Paul Bunyon set-up that jumps Super-Market's back yard up to 108th position in the nation.

KKTV

channel

TV COLORADO, INC.

COLORADO SPRINGS, COLORADO

Represented by Geo. P. Hollingbery

servicing COLORADO SPRINGS, PUEBLO, SOUTHERN COLORADO

MONDAY

TUESDAY

WEDNESDAY

Time	MONDAY	TUESDAY	WEDNESDAY
7:00-8:00	Arthur Godfrey* Klogg, Burnett Knemark, Mogul 10-10:15 alt das Int'l Cellucotton FC&B; Snow Crp Maxon alt das Star-Kist Tuna w 10:30-45 Rhoades & Davis Lever: pepodent w 10:15-11 Mann-Erickson	Arthur Godfrey* Kellogg, Burnett Knemark, Mogul 10-10:15 alt-das Int'l Cellucotton FC&B; Snow Crp Maxon alt das General Mtrs: Frigidaire Div tu,th 10:30-45 FC&B Toni Co tu,th 10:45-11 Weiss & Geller	Arthur Godfrey* Kellogg, Burnett Knemark, Mogul 10-10:15 alt das Int'l Cellucotton FC&B; Snow Crp Maxon alt-das Star-Kist Tuna m,w 10:30-45 Rhoades & Davis Lever: pepodent m,w 10:45-11 McCann-Erickson
8:00-9:00	No network programming all wk	No network programming m-f	No network programming all wk
9:00-10:00	Ding Dong School Ch m-f L (sponsored tu, th, f)	Ding Dong School Ch m-f L (sponsored tu, th, f)	Ding Dong School Ch m-f L (sponsored tu, th, f)
10:00-11:00	Glamour Girl Hy m-f L	Glamour Girl Hy m-f L	Glamour Girl Hy m-f L
11:00-11:30	No network programming m-f	No network programming m-f	No network programming m-f
11:30-12:00	Hawkins Falls Ch m-f L	Hawkins Falls Ch m-f L	Hawkins Falls Ch m-f L
12:00-1:00	The Bennetts Ch m-f L	The Bennetts Ch m-f L	The Bennetts Ch m-f L
1:00-2:00	Three Steps to Heaven NY m-f L	Three Steps to Heaven NY m-f L	Three Steps to Heaven NY m-f L
2:00-3:00	Follow Your Heart NY m-f L	Follow Your Heart NY m-f L	Follow Your Heart NY m-f L
3:00-4:00	No network programming all wk	No network programming all wk	No network programming all wk
4:00-5:00	Bride & Groom Toni Co 47NY tu,th L LB shr \$10,000	Bride & Groom Toni Co 47NY tu,th L LB shr \$10,000	Bride & Groom General Mills m,w,f (see mon); DFS, K-R
5:00-6:00	Love of Life Amer Home Pr m-f (see mon) Blow	Love of Life Amer Home Pr m-f (see mon) Blow	Love of Life Amer Home Pr m-f (see mon) Blow
6:00-7:00	Search for Tom'w P&G: joyf m-f (see mon) Blow	Search for Tom'w P&G: joyf m-f (see mon) Blow	Search for Tom'w P&G: joyf m-f (see mon) Blow
7:00-8:00	Guiding Light P&G: ivory, duzt m-f (see mon) Compton	Guiding Light P&G: ivory, duzt m-f (see mon) Compton	Guiding Light P&G: ivory, duzt m-f (see mon) Compton
8:00-9:00	No network programming m-f	No network programming m-f	No network programming m-f
9:00-10:00	Garry Moore Cats Paw Rubber 56NY L Levyne (see bel) Pillsbury Mills ballard biscuits 48NY L C-M ¼hr \$2038	Garry Moore Cats Paw Rubber 56NY L Levyne (see bel) Pillsbury Mills ballard biscuits 48NY L C-M ¼hr \$2038	Garry Moore Purex Corp: FC&B (see bel) Best Fds: rit, shinola 54NY L ¼hr Ludgin \$2038
10:00-11:00	I'll Buy That Seeman Bros: airwick 37NY L tu, th 1st 15 min	I'll Buy That Seeman Bros: airwick 37NY L tu, th 1st 15 min	Double or Noth'g Campbell Soup m,w,f (see mon)
11:00-12:00	Weintraub \$4000 Art Linkletter Kellogg: all pr 38Hy L LB tu 2:30-45 Pillsbury Mills m-th 2:45-3 LB ¼hr \$4000	Weintraub \$4000 Art Linkletter Kellogg: all pr 38Hy L LB tu 2:30-45 Pillsbury Mills m-th 2:45-3 LB ¼hr \$4000	Ward Wheelock Art Linkletter Lever: surf m,w,th 2:30-45 Ayer Pillsbury Mills m-th 2:45-3 (see mon) Leo Burnett
12:00-1:00	Big Payoff m-f NY sus tu,th L	Big Payoff m-f NY sus tu,th L	Big Payoff Colgate m,w,f (see mon)
1:00-2:00	Paul Dixon Show m-f 3-4 James Lees: carpets D'Arcy 3:30-45	Paul Dixon Show m-f 3-4 James Lees: carpets D'Arcy 3:30-45	Paul Dixon Show m-f 3-4 James Lees: carpets D'Arcy 3:30-45
2:00-3:00	Bob Crosby Show Amer Dairy Ass'n 33Hy L tu,th 3:45-4 seg Campbell- Mithun ¼hr \$3100	Bob Crosby Show Amer Dairy Ass'n 33Hy L tu,th 3:45-4 seg Campbell- Mithun ¼hr \$3100	Bob Crosby Show Amer Dairy Ass'n 33Hy L tu,th 3:45-4 seg Campbell- Mithun ¼hr \$3100
3:00-4:00	Kate Smith m-f 3-4 James Lees: carpets D'Arcy 3:30-45	Kate Smith m-f 3-4 James Lees: carpets D'Arcy 3:30-45	Kate Smith m-f 3-4 James Lees: carpets D'Arcy 3:30-45
4:00-5:00	Vitamin Corp: rybutol, juvenal 10Cinc L m 3:45-55 seg	Vitamin Corp: rybutol, juvenal 10Cinc L m 3:45-55 seg	Vitamin Corp: rybutol, juvenal 10Cinc L m 3:45-55 seg
5:00-6:00	Welcome Travelers P&G: prell, ivory snowf 61Ch L	Welcome Travelers P&G: prell, ivory snowf 61Ch L	Welcome Travelers P&G: prell, ivory snowf 61Ch L
6:00-7:00	Action in the Afternoon Phila m-f L (see mon)	Action in the Afternoon Phila m-f L (see mon)	Action in the Afternoon Phila m-f L (see mon)
7:00-8:00	Turn to a Friend NY m-f L	Turn to a Friend NY m-f L	Turn to a Friend NY m-f L
8:00-9:00	On Your Account P&G: tide tu, w, f	On Your Account P&G: tide tu, w, f	On Your Account P&G: tide tu, w, f
9:00-10:00	Atom Squad Phila m-f L	Atom Squad Phila m-f L	Atom Squad Phila m-f L
10:00-11:00	Gabby Hayes Quaker Oats 32NY m-f 30L Per prog: \$1750 S&M Howdy Doody Standard Brands: royal puddings, gelatin 53NY 48L m,th 5:45-6 Bates ¼hr \$1600	Gabby Hayes Quaker Oats 32NY m-f 30L Per prog: \$1750 S&M Howdy Doody Standard Brands: royal puddings, gelatin 53NY 48L m,th 5:45-6 Bates ¼hr \$1600	Gabby Hayes Quaker Oats 32NY m-f 30L Per prog: \$1750 S&M Howdy Doody Standard Brands: royal puddings, gelatin 53NY 48L m,th 5:45-6 Bates ¼hr \$1600
11:00-12:00	No network programming m-f	No network programming m-f	No network programming m-f
12:00-1:00	No network programming m-f	No network programming m-f	No network programming m-f
1:00-2:00	No network programming m-f	No network programming m-f	No network programming m-f
2:00-3:00	No network programming m-f	No network programming m-f	No network programming m-f
3:00-4:00	No network programming m-f	No network programming m-f	No network programming m-f
4:00-5:00	No network programming m-f	No network programming m-f	No network programming m-f
5:00-6:00	No network programming m-f	No network programming m-f	No network programming m-f
6:00-7:00	No network programming m-f	No network programming m-f	No network programming m-f
7:00-8:00	No network programming m-f	No network programming m-f	No network programming m-f
8:00-9:00	No network programming m-f	No network programming m-f	No network programming m-f
9:00-10:00	No network programming m-f	No network programming m-f	No network programming m-f
10:00-11:00	No network programming m-f	No network programming m-f	No network programming m-f
11:00-12:00	No network programming m-f	No network programming m-f	No network programming m-f

THURSDAY

FRIDAY

SATURDAY

Main table containing program listings for Thursday, Friday, and Saturday. Each row lists a program with details like time, channel, cost, and sponsor.

No netw program
Pre-gan sports st
Oldsmbl div
83Var 15 m
D P Broth
NCAA For
Game
General Mtr
83Var
2-2 1/2 hr b
Pontiac Sec
Pontiac div.
83Var
15 min afte
McJ&A



Things look good on WCBS-TV

Look at cosmetics. (Like Helena Rubinstein, currently giving 6,469,056 beauty demonstrations a week with a "12-Plan" schedule on Channel 2.)

Only on TV, of all media, can you actually demonstrate your product at home (with greater frequency than in any other type of selling) . . . concentrate your calls on *women* prospects . . . show them how easy modern cosmetics are to apply—how magical their results.

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

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

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

DIARY OF A TV SHOW (Continued from page 38)

Friday 11:30 a.m.-1:30 p.m.: During these rehearsals the director stresses actual performance. Dean Nelson, the lighting director, comes to this rehearsal with a ground plan from which he has made his overlay indicating locations of light cables. With the sets and probable camera angles in mind, the lighting director plots the lighting.

Lela and Dean confer about the lighting, and while the actual rehearsing of scenes is going on, the lighting director follows along, taking notes. He discusses furniture location and camera angles thoroughly, since he has to hang the lights before the sets are completed in the studio. These lights are refocused and readjusted during camera rehearsals on Sunday.

During the actors' lunch, Lela frequently has a sandwich sent in so she can discuss lighting and sets both with Dean Nelson, lighting director, and Leo Kerz, the set designer.

2:30-5:30: Performance gets wholehearted attention during these run-throughs. At this time, lines may still be changed.

In the case of *One for the Road*, for example, Paul Newman, the lead, felt that one of his lines sounded out of character. He suggested a change. The director asked him to say the line his way. It sounded good. The change went into the script.

The last cuts in the script, for timing, are made on Friday, although occasionally further cuts are necessary on set. However, last-minute cuts and changes are avoided to lessen the margin for error.

Saturday 10:00 a.m.-1:00 p.m.: The Saturday rehearsal is a real getting down to cases. Virtually everyone concerned with the show attends:

Herb Hirschman comes in to give Lela his comments. Gene Burr, the script editor, stops in to see how the story he picked will play. Lou White, the musician, who has seen the script but not the show, comes in to watch rehearsal. John Desmond, associate director, comes to rehearsal for the first time, following Lela with script in hand, marking down camera angles as she suggests them. It's John's job to coordinate traffic among the three cameras on the show. Cal Lowell, the floor manager, attends his first rehearsal at this time. He too follows

Lela, script in hand, marking cues. He cues the actors, keeps track of props (in a supervisory capacity) checks on stage hands so that they move at the right time, supervises costume changes. His job is parallel to that of a stage manager in the theatre. When show is being aired, Cal is the only one through whom the director can get word to actors and stagehands.

Both the lighting director's and set designer's crews work on Saturday night. The sets from the Saturday evening program that emanates from CBS TV's Studio 42 are usually struck between midnight and 2 a.m. The crew (night crew, at higher union wages) then takes its luncheon break.

In the meantime, the light director spends a couple of hours with his men putting up the lights. He, too, works with his night gang: a "rigging gaffer" (chief electrician) and six men.

Sunday: Around 3 a.m. the carpenters start putting up the new sets for *The Web*. As soon as they're finished with one portion, they're followed by Leo Kerz, set designer and a crew of five or six painters who work right behind them, from 7 a.m. on.

By 10 a.m. the sets have to be pretty well completed, and painted so that furniture and props can be moved in.

Actors' rehearsals start at 12:30. This is usually the first rehearsal for extras, who're briefed by the director at this time. The 12:30-1:30 p.m. period is a no-fax rehearsal, that is "with props, but no cameras on set." These run-throughs are to perfect the actors' familiarity with sets.

The 1:30-5:30 p.m. period is devoted to camera rehearsals. Then the actors take a dinner break.

Dick Dana, a Young & Rubicam TV producer, comes to the studio at 5 p.m. to watch the last run-through before dinner. Then he supervises rehearsals of the live commercial, which is entirely agency-produced.

Between 7:00 and 9:25 p.m. the *Web* director takes over again with last camera rehearsals for *The Web*. The full dress rehearsal is timed and run through between 8:45 and 9:25 p.m., exactly as though the show were on the air. It's followed by five minutes of notes from the director, with last-minute corrections and suggestions.

The next half hour is the most tense period in television—the last break before show time. At 10:00 p.m. the show goes on the air. ★ ★ ★

Coming to
ALBANY • TROY • SCHENECTADY
WTRI
TELEVISION
HIGHER POWER
WIDER COVERAGE

CHANNEL
35

To **SELL** the vast Los Angeles
Sports Audience, **BUY**

KHJ-TV

CHANNEL 9

L.A.'s Sports Station

For the past six months KHJ-TV has averaged over 20 sports hours per week.

Cost per thousand is low and **SPORTS FANS BUY** in the year 'round sports center of the nation.

- Pacific Coast League Baseball... *exclusively*
- National Professional Football... *exclusively*
- Junior College Conference Football... *exclusively*
- 1953 Pacific Coast Conference Football...
1st film showing on TV
- Plus Professional & Amateur boxing...
wrestling... fishing... skiing

Another exclusive... **AND...**

**A HOT
AVAILABILITY!**

Pacific Coast Conference Basketball

All home games (1953-54)
UCLA Bruins and USC Trojans
live on KHJ-TV



DON LEE TELEVISION

KHJ-TV

LOS ANGELES

For details, call or wire:

H-R TELEVISION, INC.
New York—Chicago—San Francisco
or

KHJ-TV

1313 N. Vine, Hollywood 28, Calif.

FIRST in the WEST—**PIONEER** for the **NATION**

DON LEE BROADCASTING SYSTEM, a division of GENERAL TELERADIO, INC.

MR. SPONSOR ASKS

(Continued from page 65)

station produces orders from 18 different states. The same goes for almost all stations that we do business with.

A few years ago, we embarked on a big mail campaign nationally. Our client insisted we buy stations with big ratings. Frankly, it was a terrible bust. After four weeks, we discarded that plan and fell back on our old reliables, and they came through for us in a big way. That experience along with a few others taught us to forget ratings and stick with stations we know can do a job for us.

It is reasonable to assume these so-called mail stations must have the audience or they couldn't produce the way they do consistently.

I can use 30 stations and get orders from every state in the union as well as Canada.

HARRY A. FRIEDENBERG
President
Marfree Advertising
New York

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.



Mr. Ellis

long as they are accepted as such they perform a useful function. A stethoscope can tell the doctor whether or not his subject is in good condition and functioning properly. If something has gone wrong, the stethoscope merely indicates that fact, but the doctor must detect by other means *what* has gone wrong and how best to remedy it. So with the rating services.

It is our contention that the slide rule will never replace creative thinking. However, the growing complexities of advertising have created the demand for scientific thinking and planning as well. Such valuable and authoritative aids as audit reports, market statistics, P.I.B., Media Records, etc., have been the result. We feel certain that the rating services will, in time, also develop to a point of comparable authority.

In the meantime, pending further development, we find the air rating service a useful though far from perfect means of computing *comparative* costs-per-1,000 and determining audience composition in radio and TV buying. We find print ratings helpful in analyzing media as well as in the development of effective copy appeals and visual treatments. In addition, both types of ratings provide a certain amount of comparative information on competitive advertising.

THOMAS J. ELLIS
Media Director
Grant Advertising
New York

Any questions?

SPONSOR welcomes questions for discussion from its readers. Questions are evaluated for their interest to other readers and, if found suitable, will be submitted to the most appropriate authorities for answering.

FORD SATURATION

(Continued from page 31)

per on retail sales.

Then there was the fact that '54 models would be coming out soon, and the showrooms had to be cleared of '53 models. Dealers of Chrysler Corp. cars also held a number of sales for this reason. (The '54 Dodge came out early this month.)

Some Ford dealers, conscious that the factory was battling mightily to catch up to Chevrolet's production, wanted to slice themselves a larger quota of cars than they might otherwise get.

It may seem strange to those not in the auto business, but the old pros who held the blitz sales expected to make just as much profit per car (if not more) than they would under normal selling conditions. In some cases, they did just that. The reason why will be explained later in the story.

In examining the role played by radio in these sales, SPONSOR talked to auto dealers, local agency men, radio station people and district and regional officials of the Ford and Lincoln-Mercury divisions. It came up with a tale of five cities. Here they are along with the dates which the blitz sales were held: Toledo, 30-31 July; Philadelphia, 20 August; Baltimore, 27 August; Washington, 10 September, and New York City, 24-25 September.

The sales held in these cities (they were not the only ones in which such sales were held) resemble each other in many ways, indicating the exchange of information among dealers and the passing along of experiences by Ford and Lincoln-Mercury officials.

The rough pattern of these sales was as follows: The dealers advertised that they had to get rid of a certain number of cars. The campaign was usually three days long, two days before the sale, plus the day of the sale itself. About 20 radio announcements were used per day with TV supplementing in some cases. Usually all the newspapers in town were used. Total costs ran from \$1,500 to \$3,000.

Starting with Baltimore, where smart planning and execution led to a smashing sales record, here are the details:

There was definite leveling off in car sales in Baltimore. However, it was felt the sluggishness was not due to lack of money but rather to cautiousness and indecision. The object, there-



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-950 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

fore, as explained by Shecter & Levin in its program for action addressed to auto dealers, was to jar the prospect "out of this complacency, to create a condition of urgency and pressure, to nudge him out of the driver's seat and take the wheel yourself. He must be convinced that he has nothing to gain by further delay."

It was decided that limiting the entire sales effort to 24 hours was the best way to create a feeling of urgency. To make sure the event was not regarded as just another sale, it was decided to give it a strong name. The name chosen was "Deal Day."

One of the most important factors in pushing "Deal Day" was the success of the advertising in putting across the idea that the dealer was under pressure to sell. This was accomplished by making the point that Defoe Motors could have gotten a tremendous shipment of new cars only by pledging to sell what was obviously an extravagant quota.

The pressure for the sales blitz was built up not only in the advertising, but in the planning. It was felt that more would get done if there was also pressure on the dealer's salesmen as

well as on the media. One way to create this pressure was to start planning only 10 days before the sale. Another way was to make decisions on media, with all the media salesmen present, including the decision on how the total ad appropriation should be broken up.

By doing this, explains Shecter & Levin, "the selected media of advertising realize they are being put on trial. They have to produce results."

Defoe's media appropriation totaled \$1,937. It was broken down as follows: \$425 for WITH, \$269 for WBAL, \$220 for WBAL-TV, \$408 for the morning and evening *Sunpapers*, and \$624 on the evening *News-Post*. The agency told SPONSOR it would have spent more on radio but that the Baltimore newspapers charged the national rate, which is about twice the local retail rate.

Three types of announcements were used. Two days before the sale WITH blasted off with short "build-up" copy. There were 20 of the following 35-word announcements:

(Opening sound effect: Auto horns)
 "Don't buy a new car until THURSDAY—Deal Day at Defoe Motors! 125 new Fords practically GIVEN AWAY! One-day sale! 24 hours only! Absolutely crazy trade-ins and deals! TREMENDOUS SAVINGS: Defoe Motors, 4600 block Belair Road."

The day before the sale there were "big push" announcements, one minute long. Defoe used 20 on WITH and 12 on WBAL. Here are some choice excerpts:

"Tomorrow's the day! . . . 125 BRAND NEW FORDS MUST BE SOLD IN 24 HOURS! . . . Defoe's practically giving 'em away! . . . Tremendous savings! The craziest trade-ins and deals you've ever heard of! . . . Bring your title! . . . Bring your money! . . . Friday is too late! . . . Almost any deal is possible! . . ."

On the day of the sale, there were 35-word "clincher" announcements. The schedule was the same as the day previous. The announcements were featured by listing each hour the increasing number of cars sold.

Besides the radio announcements, Defoe also used TV. The medium was not new to him. He had used TV announcements successfully in the past. The TV schedule on WBAL-TV consisted of two one-minute announcements during *Picture Playhouse*, which is on daily from 11:15 p.m. to midnight over the station.

As for newspapers, Defoe used four three-column ads, two the day before the sale, and two the day of the sale. Defoe also spent \$75 on circulars, which were distributed by models at baseball games, places of assembly and downtown.

There was plenty of other razzle-dazzle including (1) a Ford auto carrier with signs, (2) special telegrams to prospects, (3) the ringing of a bell each time a sale was completed, (4) an early-morning "kick-off" breakfast for salesmen and media men the day of the event, (5) cash prize drawings and (6) a blowup of a telegram from the Ford Motor Co. (arranged by Defoe) saying that an entire day's production from a Ford plant was being shipped for the one-day sale.

Of the five dealers covered in this story, only Defoe paid for research to find out which media pulled best for the sale. The study was made by the firm of Sidney Hollander Jr., which interviewed nearly half of those who bought cars.

While all the answers were not in at the time SPONSOR went to press, the research firm feels that the following figures will change very little: 32% of the respondents said that radio brought them to the showroom, while 25% said that newspapers brought them. A small percentage said both radio and newspapers were responsible. The rest gave miscellaneous reasons.

A minor tempest was stirred in auto circles by the sale's success, though it was not the first such sale among Ford dealers. The Automotive Trade Association of Maryland accused the Ford company of being behind the sale and said such sales cheapened the industry. As the blitz snowballed other groups chimed in with the Maryland dealers. They included the Chicago Automotive Trade Association, the Birmingham Motor Trades Association and the Washington (D. C.) Motor Trades Association.

Ford officials said that while they encouraged Defoe they did not suggest or sponsor the sale. Emerson Planck, Ford district sales manager, pointedly mentioned that despite the wording of the advertising Defoe's gross profit per car was about the same as his gross profit during the rest of the year.

How did Defoe do so well? Jack Levin of Shecter & Levin explained it to SPONSOR as follows:

"You'll note," he said, "that while the advertising promised big savings,

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.

This Bank Compounds Interest* Daily ...with an **AP** NEWS report!

**Listener interest, of course*

WITH a tough local competitive news situation (5 stations, 2 dailies) WLEU at Erie, Pa., exercised a little ingenuity and evolved a program high in listener appeal . . . equally high in sponsor satisfaction.

The station offered — and sold — this attractive format to the Bank of Erie, for a daily noontime newscast:

Regular opening . . . commercial . . . AP national and regional news to 12:09 . . . commercial . . . then by remote to the Bank of Erie where President W. J. Flynn delivers a brief commentary . . . then back to the studio for the weather and close.

For his commentary background, the bank president uses the daily AP feature, "Between the Lines". Mr. Flynn has the deep conviction the program is not only good business, but good citizenship as well.

In his commentator role, the bank officer daily visits the homes of people he serves. Here, the traditionally stilted bank advertising has been replaced by advertising that is dignified yet carries a warm and human overtone.

The moral? Says WLEU's General Manager Philip B. Hirsch:

"The secret of any sale is to find the right combination of sponsor and vehicle. News is a natural for bank sponsorship . . . and since banks make their mark on dependability and prestige, what's more natural for them than a program of Associated Press news?"

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write —



*Those who know famous brands . . .
know the most famous brand in news is **AP***



no specific discounts were mentioned. Giving specific discount figures is a mistake that the inexperienced dealer will make.

"The important thing is to give the consumer the general idea that there is pressure on the dealer to get rid of his cars. He will go down to the showroom expecting to get the deal of a lifetime. Those radio commercials are ringing in his ears.

"Once he gets down to the showroom, the situation is reversed, assuming that a big crowd is attracted. The hectic activity makes the consumer feel that there are terrific buys being made every minute and that he had better get his car before it's too late. In other words, he becomes 'buy-minded.' The psychological pressure is no longer on the salesman.

"With the consumer buying in this auction atmosphere, he will accept as terrific a trade-in deal that he would consider normal under ordinary conditions.

"This isn't theory," Levin concluded. "We saw it work at Defoe's."

While Shecter & Levin worked out

most of the details for the Defoe sale it elf. the agency cleared many of the ideas with the Ford district and regional offices. The Ford people, for example, were against using a specific discount figure. The previous sales in Toledo and Philadelphia also gave the agency a few ideas.

So far as SPONSOR could learn, it was the Toledo event that led off the train of blitz sales. It was run for Lee Motors by Beeson-Reichert, Inc. and resulted in 103 new Fords sold in two days. According to *Automotive News*, the idea came out of a meeting between Raymond F. Tank, president of Lee Motors and Erik Hansen, Ford district representative.

Lee Motors allotted \$2,500 to the campaign, used 36 one-minute announcements on WTOL and 30 one-minute announcements on WTOD and ran ads in both the *Toledo Blade* and the *Toledo Times*. The advertising ran during the two days of the sale.

Here's one of the commercials, in part:

"ATTENTION! Lee Motors has 100 BRAND NEW FORDS THAT MUST BE SOLD IN 48 HOURS! . . . In order to get this shipment. Lee Motors pledged to sell EVERY ONE of these 100 new Fords by MIDNIGHT FRIDAY, JULY 31! . . . You can virtually write your own ticket. . . Just tell us the deal you want. . ."

The dealer also used airplane "trailer" the second day of the sale and, at night, scoured the sky with a premiere-type searchlight.

Customers bought fast. As in Baltimore later on, parts men and mechanics were pressed into service. One salesman earned \$1,250 in commissions. Representatives from three finance companies were kept busy.

Regarding the pull of the media used, Lyle Olmstead of Beeson-Reichert told SPONSOR:

"It is impossible to tell which medium actually pulled the most customers to Lee Motors. However, judging from the remarks of people at the sale, the radio promotion was extremely effective. Lee Motors uses radio announcement schedules extensively during special promotions and uses television regularly. The special promotions employ a saturation-type schedule during the early morning hours and the later afternoon hours."

As an aftermath of the two-day sale, Lee Motors ran ads the following week saying it was overstocked with used cars because of the sale and offering

good deals on them. The firm sold 50 used cars in 48 hours and 91 during the rest of the week.

The Philadelphia sale was run by A. C. Liles, who owns Ogontz Motors, a Ford agency. Liles is an old-timer in the business, sold his first car in 1918. His one-day sale sold 110 new Fords, not counting trucks. The sale cost him \$1,500, which was divided about 50-50 between radio and TV. No agency was used. Liles told SPONSOR he feels that radio pulled more traffic for him than newspapers. (He has been using radio for 15 years.)

He used WIBG and WFIL plus all three Philadelphia papers, the *Inquirer*, *Bulletin* and *Daily News*. His campaign ran three days. In addition to the two media, Liles put great emphasis on telegrams to prospective customers. He sent out about 1,000 the day of the sale, which ran from 7:00 a.m. to midnight.

Unlike some of the other dealers, Liles let the announcers ad lib his message. Ad lib radio copy is popular with Liles since one of his favorite shows, Doug Arthur's *Danceland* program on WIBG, employs this technique. *Danceland* is on twice a day for a total of three hours and Liles has been buying time on it for 13 years.

Liles, who has always been a volume dealer, found the Ford district people interested in the sale but somewhat reluctant to push it. However, he said that auto stocks had been rising among all dealers (nationally, new car stocks were at a postwar high in August, according to *Automotive News*) and he decided to jump into a promotion before someone else got the idea.

By the time the Philadelphia sale was over, things were really humming. The Baltimore sale followed in a week and in September Mayflower Motors in the nation's capital proved the same job could be done with the Mercury by selling 87 in one day—which is considered a world's record for this make.

The sale cost Russell Klopfer, owner of Mayflower, about \$2,500. More than \$900 went for radio, \$1,100 for newspapers and the rest for miscellaneous expenses. The agency, Kal, Ehrlich & Merrick, bought 110 one-minute announcements on three stations during the three days of the drive. WWDC ran 60 and the remaining 50 were divided between WRC and WMAL. A display ad was used in each of the Washington papers, the *Post*, *Star*,



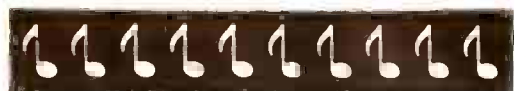
Nothing Succeeds Like Success
and there's success in the
sales records of

Song-Ads!

- "Paper Mate Pens are Leak Proof"
- "Try Listerine, Buy Listerine"
- "It's Carnation Time When It's Coffee Time"
- "Look for the Red Head—BB Role Rite Pen"

Call or Write Today

About our **\$75** audition
package of three original
Song-Ads.





WERD - SALES RINGER IN **ATLANTA**

WERD delivers a vast, scarcely tapped market—Atlanta's great Negro audience!

WERD stimulates sales. Its listeners go out and **BUY!** They have confidence in their station—the only Negro owned and operated radio outlet in the U.S.

WERD wants the opportunity to sell for you. Write for our "Proof of Performance." We're loaded with success stories! Surprising—WERD is your most economical radio buy in Atlanta. Call or write for details.

RADIO DIVISION
Interstate United Newspapers, Inc.

Represented nationally by

JOE WOOTTON

WERD ATLANTA

1000 WATTS • 860 ON EVERY ATLANTA DIAL

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

News and Times-Herald.

Here is part of one commercial. Note how it resembles the others:

"... 125 BRAND NEW MERCURY CARS MUST BE SOLD IN 24 HOURS! ... Though new Mercurys have been hard to get, Mayflower Motors is getting 125 by pledging to sell EVERY SINGLE CAR in 24 hours. ... Mayflower Motors is practically giving 'em away ... The craziest trade-ins and deals you've ever heard of! ... Almost any deal is possible! ..."

In the New York sale, Palma Motors of Staten Island used radio for the first time. Dave Palma, who owns the Ford agency, has nothing against radio, but, like all Staten Island retailers, faces a situation that is peculiar to Staten Island alone among the city's five boroughs. It is isolated from the rest of the city and depends on local shoppers whereas the other four boroughs have varying amounts of inter-borough shopping.

"That means," explained Palma, "that a metropolitan radio station means a lot of waste circulation for me. However, I thought I'd try it to put some additional pep in the campaign. And radio has been used suc-

cessfully in the other sales I heard about."

For his two-day sale, Palma bought a floating schedule of 38 announcements on WMCA. He also bought a heavy schedule in the *Staten Island Advance*, a community newspaper. No metropolitan newspapers were used.

With all his waste circulation, Dave Palma didn't do badly. He sold 96 new Fords in 48 hours, including a number to "foreigners" across the bay. Palma said he could have sold more to the outsiders but decided to discourage them. He took in 73 used cars and sold 71 of them within a week of the new-car sale.

Palma's 38 announcements on WMCA cost him \$684, which averages out to \$18 per announcement, the 26-time local rate on the station. He asked for no specific shows, but bought a run-of-the-station schedule covering morning, afternoon and evening. ★ ★ ★

NETWORK RADIO FERMENT

(Continued from page 29)

The new CBS Radio approach is called The Repeat Plan. It's designed to give the advertiser whose show earns a 10 rating the chance to make his rating in effect reach 20 while at the same time lowering his cost-per-1,000.

Crux of the matter is that talent costs for the taped "repeat" broadcast would be a fraction of the original talent and cost for time would be lower as well due to discounts. An evening advertiser with a cost-per-1,000 homes of \$5.32 (see table) could hit a cost-per-1,000 of \$3.91 by replaying his show in good evening time the same week. (That's based on the specific case of a show now on the CBS Radio network. Before the show was bought this fall, CBS pitched it to several advertisers on a Repeat Plan basis. Several other major programs were similarly presented and in one case CBS came close to selling a major mass-product manufacturer.)

The Repeat Plan is just about unprecedented for nighttime radio in general though there have long been (1) shows in the afternoon which are repeated at different times the same day (usually on different networks); and (2) some net radio shows which are aired twice on the West Coast the same day.

CBS points out that *Jack Benny* is heard on the CBS Pacific Coast Net-

work at 4:00 p.m. PST (live) and at 9:30 p.m. PST (tape). The earlier live show got an 11.1 Nielsen (October '52-April '53) on the Pacific Coast. The later show hit 13.2. (National rating was 12.9.)

Research data prepared by CBS Radio indicates that the same show aired twice on different nights of the week would get as good or better audience the second time. If the show got a 10 the first time, that leaves the remaining 90% of U.S. radio homes which haven't heard it. Somewhat similar reasoning has been applied to television as in WOR-TV, New York's *Broadway Theatre* which carries the same play five nights a week.

4. EXCITEMENT: A major problem in selling—and staffing—the radio networks has been that radio isn't fun any more. Not for clients who used to flock to broadcasts; not for ambitious young men who used to fight for the chance to start as a page boy in a station. TV has robbed the glamor. So another objective on network radio's horizon is to find ways of bringing back some of the excitement.

Excitement, or the lack of it, network diagnosticians say, has lost many a sale for radio. Clients allow their personal apathy toward radio to influence them rather than the facts about radio results and listening.

Over this next season you'll see examples of audience promotion which are designed to create interest and talk about radio among listeners and advertisers. NBC Radio's use of audience promotion announcements on NBC TV O&O stations is typical of what's to come. Ted Cott, NBC Radio operating v.p., came up with the idea to ballyhoo launching of the network's 28 new radio shows early this month.

Another Cott idea in the same vein is a mass mailing to 1,000,000 radio families asking them for their reactions to programing and suggestions.

No one thinks radio can regain the glamor it enjoyed during its first 20 bonanza years. But all the new ideas, the new sales plans, the stunts and the fisticuffs are an advertiser's best proof that network radio is full of vitamins and vinegar. A Rip Van Winkle who went to sleep in a control room back in 1933 would be amazed at what network radio turned out to be in 1953. But chances are he'd be even more amazed if he went back to sleep and took a look again in 1973. ★ ★ ★



Same old story
in Rochester . . .

**WHEC WAY
OUT AHEAD!**

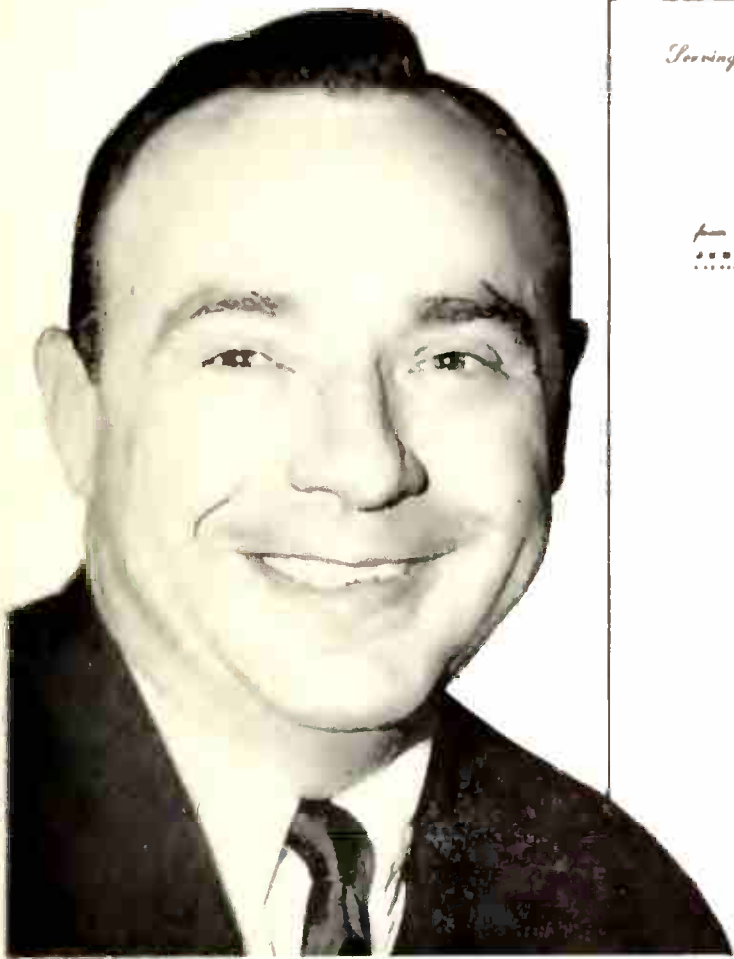
Consistent audience rating
leader since 1943.

WHEC

ROCHESTER, N. Y.
5,000 WATTS

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





John I. Hyatt, General Sales Manager, Television Station WTVI

from St. Louis
 another
 outstanding
 experience
 in selling
 through SRDS

*national representative
 applauds WTVI service-ad*

Serving the GREATER ST. LOUIS Television Area.

Form 5454



SALES OFFICES - CHICAGO & ST. LOUIS
 ST. LOUIS, MISSOURI

from the office of
 JOHN I. HYATT

August 22, 1953

Mr. John G. Williams, Manager
 Midwest Sales
 Standard Rate & Data Service, Inc.
 333 North Michigan Avenue
 Chicago 1, Illinois

Dear Mr. Williams:

Just a line to tell you of the tremendous reaction we have had to our "tell-all" color ad in Standard Rate & Data. Our national reps, Wood & Company, have informed us that this ad was a real stopper, causing tremendous interest in WTVI by all of the leading time buyers around the country.

We, at WTVI, certainly appreciate the value of advertising in Standard Rate & Data, since we have received numerous inquiries direct from agencies all over the country asking for availabilities, as a result of our "tell-all" ad.

We definitely feel that this ad is extremely valuable to us in launching our national advertising campaign. As a new station, we had a particular job to do—and that was to let all time buyers know that St. Louis was no longer a single-station market... a second station, WTVI, had entered the picture as a 'big league' operation, and our announcement on Major League Baseball carried the story to all corners of the United States.

In my recent travels, I found the time buyers were familiar with WTVI as a result of this 2-page color ad.

Sincerely,

TELEVISION STATION WTVI

John I. Hyatt
 John I. Hyatt
 General Sales Manager

JIH:JV



SIGNAL HILL TELECASTING CORPORATION

General Sales Manager Hyatt's letter tells how SERVICE-AD helps sell time.

8 Ways a SERVICE-AD in SRDS Helps Sell Time

- 1 It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
- 2 It helps unknown prospects to decide to call in your representatives.
- 3 It goes to agency-client conferences.
- 4 It remains instantly accessible to the SRDS user who is working nights or weekends.
- 5 It provides liftable material for inclusion in media proposals.
- 6 It makes possible a good "action" closing far other promotion, directing prospects to your SERVICE-AD in SRDS for more information, fast.
- 7 It keeps your story in the only place you can be certain that everyone who uses it is interested in stations right then.
- 8 It provides a "last chance" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative SERVICE-ADS in SRDS sell time for you, because they deliver wanted information to your prospect at the time he is using STANDARD RATE to make station selections.

SRDS

Standard Rate and Data Service, Inc.

The National Authority Serving the Media-Buying Function • Walter E. Botthaf, Publisher
 1740 Ridge Ave., Evanston, Ill. Sales & Service Offices: New York • Chicago • Los Angeles

ROUNDUP

(Continued from page 58)

mercial for S.O.S. scouring pads. In the announcements she asserts that after all the Bay Area ladies have finished cooking, it would be nice if they cleaned up their dirty pans and things with S.O.S.

The persuasiveness of Mrs. Green's S.O.S. announcements was such that a goodly number of her listeners decided to follow her advice, and the first thing S.O.S. knew, the sale of scouring pads in San Francisco had taken a noticeable swing upward.

Now Mrs. Green not only is telling Californians but also housewives in most of the other states about S.O.S. So impressed were the scouring pad manufacturer and its agency, McCann-Erickson, that they produced films of Mrs. Green's commercials which now are being shown on about 50 NBC TV stations. This, says KRON-TV, is probably the first time a local TV personality has done such a good job that the sponsor decided to use her for nationally distributed commercials. Several are being used on *Hawkins Falls* (11:00-11:15 a.m. weekdays).

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

WKY-TV, Oklahoma City, Okla., which is often received in such distant places as Western Pennsylvania, Mexico City, Cuba, Ontario, Canada, Georgia, Louisiana, New York, Idaho, Montana and Pennsylvania, has added a new viewer: Charles W. Batley of 20 Grosvenor Gardens, London. Batley not only sent WKY-TV a letter telling about the reception, but enclosed a photograph of the station's identification slide as received on his set. Although WKY-TV has operated with maximum power of 100 kw from its six-bay superturnstile antenna since 1 October, at the time Batley reported reception the station was operating with 16.8 kw and five-bay antenna from atop its 968-foot tower. WKY-TV is on VHF Ch. 4.

Advertising managers and account executives needn't scratch their heads when asked how much a radio or TV jingle costs. A spot production cost estimator, which can be folded to fit into your pocket, is being issued by Gordon M. Day Productions, New York. "A hundred pages of talent contracts have been boiled down to what an advertiser needs to know in one page," says Day. Both maximum and minimum production charges are listed. The cost estimates are arranged in tabular form.

Richard C. Roby, alias James R. Nelson, for the past three years has been working for an Amarillo, Tex., lumber company. All went well until a few days ago when KGNC-TV, Amarillo, flashed a picture of Roby on its *Wanted by the FBI* program. A few hours after the program, Roby was arrested. "His arrest resulted solely from the television broadcast," said James K. Mumford, FBI special agent in charge of the Amarillo district. Roby was wanted on federal charges of embezzlement of \$445 from a California bank.

An advertising agency secretary won NBC's "Trade-Ad Contest" and she's received \$1,000 worth of RCA products to help her start housekeeping in her new apartment. Mrs. Patricia Minkner is a secretary with the

Dan B. Miner Co., Los Angeles, and won the contest by listing what NBC contends are its nine basic points of leadership. Runners up in the contest were: George E. Morgan, member of the advertising department of Swift & Co., Chicago; Mrs. Florence C. Dragon, secretary to J. M. Cleary, vice president of Roche, Williams & Cleary Inc., Chicago; Stuart Henderson Britt, vice president of Needham, Louis & Brorby, Chicago; and John L. McQuigg, executive vice president, Lennen & Newell Inc., Detroit.

To find out what its listeners like best about radio, WFAA, Dallas, is awarding a Philco portable radio each day (from 28 September to 25 October) for the most sincere and original completion in 50 words or less of the phrase, "I like radio because. . . ." The final grand prize will be a \$500 government bond. Alex Keese, WFAA manager, said the contest "stemmed from a sincere desire to know what listeners like best in the way of radio entertainment, so that we can conduct our programing accordingly. . . ."

Radio stations, which for years have been airing musical jingles for their sponsors, have decided to use the same technique for their own promotion. KNBC, San Francisco, is the latest station to inaugurate the use of musical station breaks. The jingles are produced by Song Ads, Hollywood firm which also prepared the jingle station breaks used on KMPC, Hollywood.

WJNC, Jacksonville, N. C., is telling admen currently there's no short cut to happiness except through using WJNC. The station attached a key to a card (which lists WJNC rates on one side), with the notation, "Your key to happiness." A Conlan report for the Jacksonville area also was enclosed.

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.

is
YOUR
station
a needle
in a
haystack?

Do account executives, timebuyers, and ad managers in New York, Chicago, Detroit and elsewhere, know your specialized programming?

Among the nearly 3000 radio stations and growing hundreds of TV stations in the U. S., do they know *your* special audience appeals—whether it be to the farm audience, negro audience, concert music enthusiasts, sports fans, foreign-speaking elements, Spanish (Mexican) audience, all-night audience, music and news audience, or what have you?

Because buyers of broadcast advertising repeatedly asked sponsor for lists of stations in specialized program categories, the 1954 STATION SELECTOR is being compiled.

The STATION SELECTOR does not rate stations. It does *not* editorialize. It simply lists, category by category, all stations employing RFDs and featuring farm service; all stations featuring classical music; all stations featuring sports; all stations in many more categories. Whatever your special categories may be, the STATION SELECTOR will list them, together with the total amount of time devoted to each.

Preferred positions adjacent to your categories are being accepted now. Minimum space is one-half page. Frequency discounts to schedule advertisers in sponsor apply. Advertising deadline December 10.

The STATION SELECTOR will go to all of SPONSOR's big advertiser, agency, and other industry executive circulation. Circulation guarantee is 10,000 copies.

1954 STATION SELECTOR

Out January 1954 • Advertising deadline December 10, 1953

Clip this handy coupon today!

SPONSOR SERVICES, INC., 40 EAST 49TH STREET, NEW YORK 17

Please reserve following space in the 1954 STATION SELECTOR

- | | | |
|---------------------------------------|-------|----------------------------|
| <input type="checkbox"/> double truck | \$780 | frequency discounts apply! |
| <input type="checkbox"/> full page | \$390 | |
| <input type="checkbox"/> half page | \$220 | |

Firm _____

City _____ State _____

Name _____

Some of the categories

- farm service
- negro
- all-night
- music and news
- foreign language
- d.j. and personalities
- concert music
- sports
- Spanish (Mexican) language
- western music
- hillbilly music
- women's service
- financial



MARKS
THE
SPOT!

in western Massachusetts, where more and more national spot advertisers are improving local coverage at lowest cost per thousand. Only full-time independent station serving Springfield, WTXL has the largest 7:30 to 8:00 A.M. audience of any station in the area.

For avails and other information, call Larry Reilly, Gen. Mgr., WTXL, Springfield, Mass., 9-1768, or any office of the Walker Representation Co., Inc.

Ernie the Whip

7:00 A.M.-

8:30 A.M.

3.2

PULSERATING*



3:30 P.M.-

5:30 P.M.

2.5

PULSERATING*

*Pulse of New Orleans (May-June '53)

BLATZ BEER Now In 4th Year . . .

PET MILK Now In 3rd Year . . .

With **ERNIE THE WHIP**

Enjoy rising sales and keep good company with Gold Medal Flour, Groves Bromo Quinine, Coca Cola, Lou Ana Oil, Bayer Aspirin, Bond Bread, Calumet Baking Powder, Carnation Milk, 7 Up, Dixie Beer, Groves 4-Way, Water Maid Rice, "666," Lysol and others. The only 100% Negro programmed station, only all-Colored announcing staff, WMRY does the big job in the important Greater New Orleans Negro market.

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

Newsmakers in advertising



Lawrence L. Shenfield, who a fortnight ago retired from Doherty, Clifford, Steers & Shenfield as board chairman, gave SPONSOR this over-all look at advertising based on his 34 years in the business. "The greatest change in advertising is the steady trend toward applying scientific measurements a priori to the art of selling through words and pictures. The greatest benefit of this trend is the prompt elimination of catchy ideas that may not catch on. And the greatest danger of this same trend is the threatened reduction of creative imagination to a minor role in advertising."



Sigurd Larmon, president of Young & Rubicam, advocates the need for an annual audit of all phases of advertising activity, its accomplishments and shortcomings. "The audit group," said Mr. Larmon, "should be composed of outstanding representatives of the ANA, the 4A's, and all media. The advertising business—advertisers, agencies and media," he said, "can do a better job of meeting their responsibilities—and without the necessity for further government intervention—by co-operating in such an audit to insure better control within the industry itself."



Nadine E. Miller, vice president of C. E. Hooper Inc., is proud of the high ratings which the Advertising Women of New York have been getting. She has been president for the past year and a half. During her term AWNY has begun its 25th annual "survey of advertising" course for young women (enrollment this year: 185); and it has won the Advertising Federation of America's first national award for sponsorship of "the best advertising class in the United States." The course has made it possible for hundreds of ambitious women to get ahead in business, Miss Miller said.



Malcolm Muggeridge, who is editor of Punch, Britain's 112-year-old humor magazine, doesn't see anything very funny in the BBC's monopoly of broadcasting. Muggeridge scoffs at publishers and politicians who "blanch" at the thought of hearing radio advertising which they read "with equanimity" in their newspapers. Speaking at the annual dinner of England's Institute of Incorporated Practitioners in Advertising last month, Muggeridge advocated that commercial TV stations be licensed in England to compete with government-owned BBC.

The **XL** Stations

K XL
PORTLAND

K XL Y
SPOKANE

K XL F
BUTTE

K XL L
MISSOULA

K XL J
HELENA

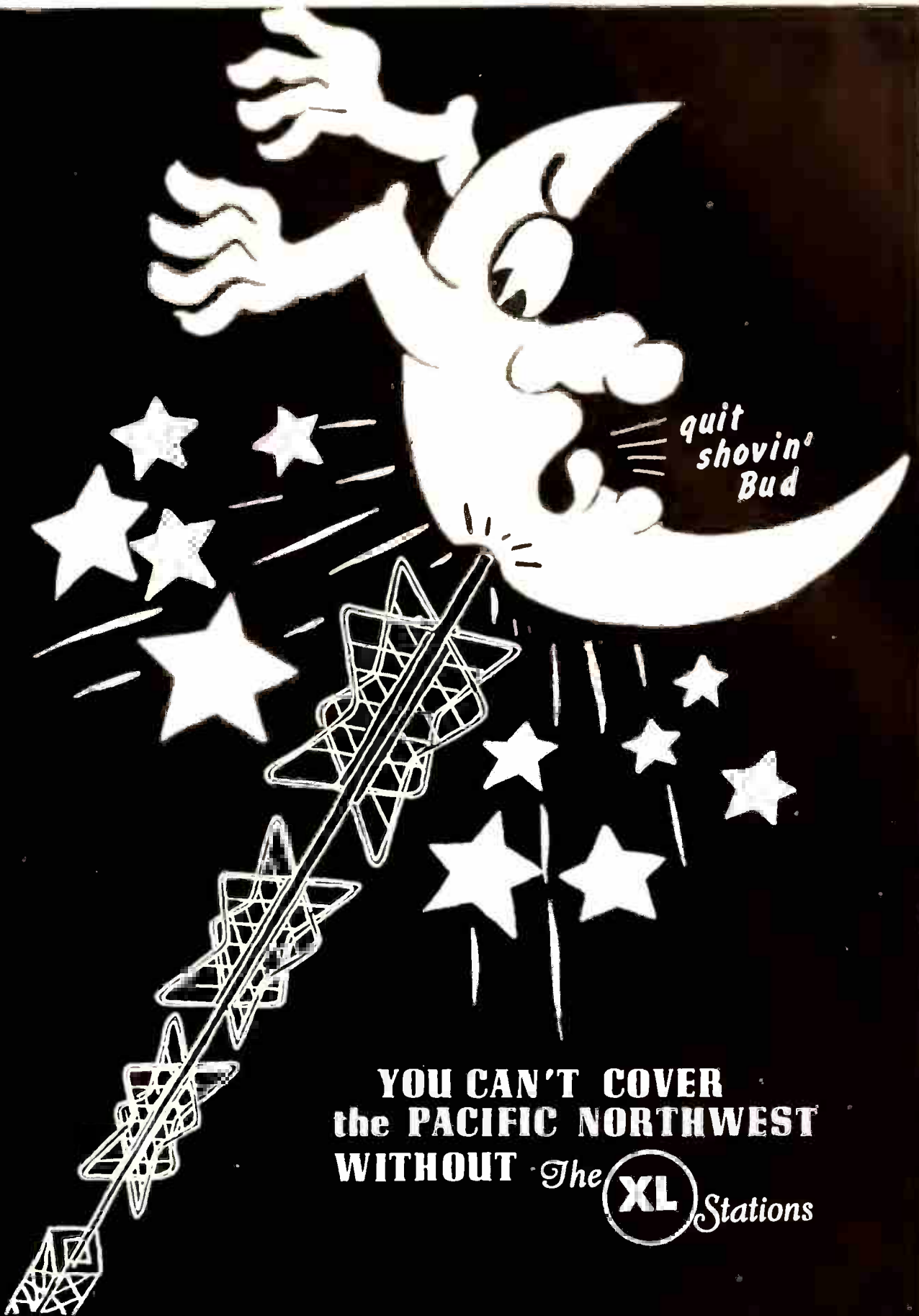
K XL K
GREAT FALLS

K XL Q
BOZEMAN



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

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

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



THE WALKER COMPANY

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

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

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771



Want to sell the farmer?

It's a little harder this year.

Farm income is off about 6%.

You've got to stretch that advertising dollar to bring in the same business.

You can either continue using the expensive farm papers or try the more economical air media.

More economical because they reach more people more often at lower cost.

For example, some farm areas have over 99% radio saturation. "And farmers," says BAB's Gale Blocki, "don't use these radios as doorsteps."

As for TV, nearly one out of every five TV stations (18.5%) airs one or more farm TV shows. SPONSOR's current study (see page 76) shows. Two years ago farm TV was a dream.

Until the advent of radio, the advertiser had only one medium with which to reach the farmer exclusively: the farm paper. With radio it became

easier and cheaper to sell the rural areas because of the greater coverage and the intense listener loyalty.

The smart advertisers, like Allis-Chalmers, Pioneer Seed Corn, Ralston Purina, Staley Milling, International Milling and Ford Tractor dealers, realized this and profited with radio.

More general advertisers are jumping on the Farm Radio and TV bandwagon. This upsets the competitive picture, and as a result still more advertisers will have to take to the air.

The Farm Radio-TV Section in this issue brings you up to date on both media. In addition, it contains a sharp analysis of how U.S. ad agencies and clients regard and use them.

* * *

Whose fault is it?

The San Francisco branch of the American Association of University Women set up a radio-TV section to study the air media. It reported:

"Television commercials so abuse the standards of briefness, honesty and good taste that we leave the discipline of this advertising monstrosity to the Code Review Board" of NARTB.

And Sigurd Larmon, president of Y&R, told the ANA convention in Chicago recently that not only TV commercials but TV and radio programs as well need an audit to cut down on bad practices, primarily excessive commercials. But of greater significance, he suggested that an audit group be organized from the ANA, the AAAA, print media, air media and outdoor associations to examine the problem.

The NARTB Television Code Review Board will soon issue its "Report to the people of the United States." But despite the suggestion of the Frisco ladies, the NARTB and its conscientious, hard-working Code Review Board can't solve the problem alone; sponsors, agencies and broadcasters must all cooperate.

Larmon's suggestion for an all-media audit group of advertising certainly deserves consideration.

* * *

Color TV draws 'em

The industry is girding for color. But amid all the excitement the facts of life so far as color TV is concerned are being introduced to network affiliates, as well as agencies, with startling impact.

Close to 150 TV station executives gathered in New York early in October to get some of the "facts" from CBS. They heard President Frank Stanton say, "Color TV . . . is here for keeps," but they also learned that it would cost a four-camera station more than \$750,000 to get into TV and an eight-camera station about \$1,500,000. They also learned that a 100-camera network would cost CBS about \$10,000,000.

We agree—"Color TV is here for keeps." But we are also convinced that many stations which figured on rushing into color will give it plenty of thought. However, TV economics can change quickly. Here's hoping that in the case of color it's sharply downward.

Applause

Join the fact-finders

William Graham Sumner says, "If you've got to live under a government run by a committee, be on it."

We say, "If you're in advertising, be a member of the Advertising Research Foundation."

This non-profit organization is celebrating its second birthday since it was reconstituted in the fall of 1951. It had only two sponsors then: the 4A's and the ANA. Today it has 180 members, broken down as follows:

Advertisers—58, agencies—65, media—57. (SPONSOR is one of the 57.)

Since it was founded in 1936, the ARF has issued some 200 validated media research reports, representing nearly \$2 million in expenditures, for the benefit of all advertising.

Very few of these have been on radio—or TV. But this is a fault of the membership which pays for the studies, rather than the ARF.

The ARF is now close to completing its first of a series of reports on radio and TV rating services. This is

but a first step. It should follow with studies on audiences of commercials (in comparison with programs), the effectiveness of integrated commercials against non-integrated commercials, the percentage of loss of audience when double, triple or quadruple spotting is allowed and other problems.

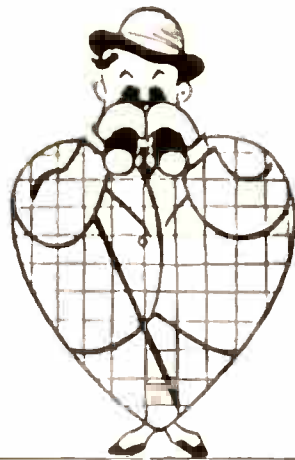
The officers (and the 100-plus agency and advertising executives who donate their time freely to the ARF without compensation) deserve the highest praise for making the new ARF such a lusty two-year-old.

LISTENING POST



or **OBSERVATION**

POST...



In the "Heart of America" if it's LOOK
or LISTEN-RADIO or TELEVISION-
ADVERTISING OR SELLING....
The SERVICE is COMPLETE with

The **KMBC·KFRM** Team

and Channel



CBS RADIO FOR THE HEART OF AMERICA.

Represented Nationally
by FREE & PETERS, Inc.

KMBC·TV

BASIC AFFILIATE CBS TELEVISION NETWORK... SHARING TIME WITH WHB-TV

NEW YORK

BOSTON

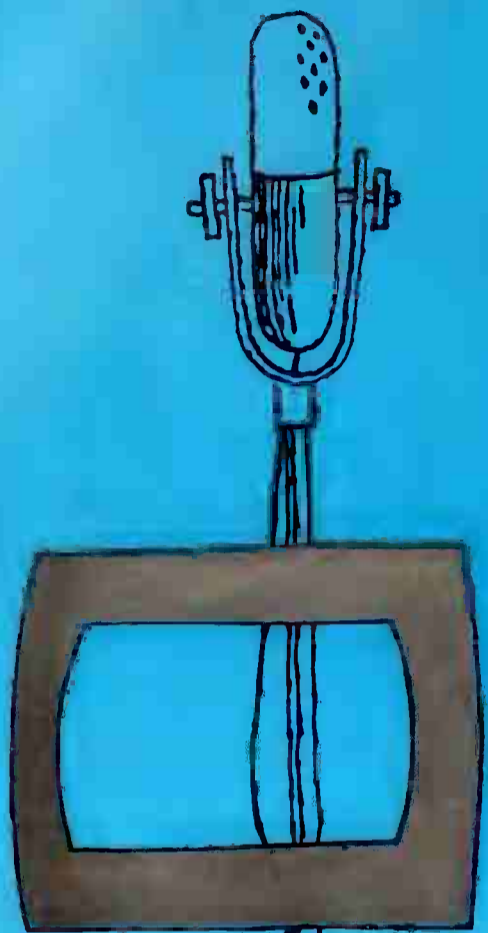
CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD



WEED & COMPANY

RADIO STATION REPRESENTATIVES