

CASTING COMPANY, INC  
 RY  
 A, NEW YORK, N. Y.

**SPONSOR**

Use magazine for Radio and TV advertisers

12 JANUARY 1953

50c per copy • \$8 per year

# The Proof of the Pudding...

NATIONAL BROADCASTING COMPANY, INC  
 GENERAL LIBRARY  
 70 ROCKEFELLER PLAZA, NEW YORK, N. Y.



... is in the leading—or so the JELL-O PUDDING and PIE FILLING box-top and 25-words-or-less contest indicates.  
 conceived by Young & Rubicomb for General Foods and aired in a spot campaign over 120 stations, the contest featured a slant that loaded the ether with sizzling pitches. To the disc-jockey that captured the greatest number of entries according to market size and time cost went on expenses-paid vacation in Paris for himself and wife!  
 Of course KOWH's Sandy Jackson won—more proof that you can't do better than first place! And the Hooper averaged below for the fourteen-month period from October, 1951, to November, 1952, puts KOWH in undisputed first place—thanks to personalities like amiable Sandy.

**There's Nothing Better Than First Place!**

**35.9%**  
 AVERAGE HOOPER

**Kowh**  
 O M A H A

**"America's Most Listened-to Independent Station"**

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

**500 TV STATIONS:  
 WHEN? COSTS?**

page 23

**Sundial shoes switched  
 from net TV kid show to  
 spot radio. Here's why**

page 26

**Will 1953 be radio's  
 big fact-finding year?**

page 28

**Can you demonstrate a  
 girdle on TV and not get  
 in trouble with censors?**

page 30

**What political sponsor-  
 ship did for appliances**

page 32

**Special report on sales  
 opportunities in Hawaii  
 for air advertisers**

page 34

**Agencyman Smithson's  
 verse to ease  
 copywriter's curse**

page 37

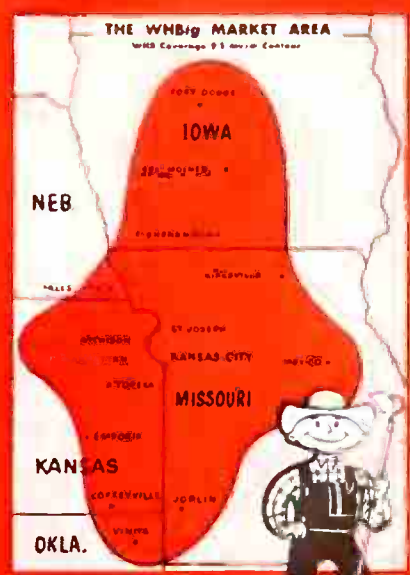




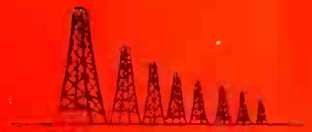
# The Swing is to WHB in Kansas City

## WHB Neighborin' Time

Advertisers who sell to the masses have been quick to ride herd with this lighter wicker 2 1/2 hours of moon time with the Soap Opera from "The Single W. Ranch", the Cow Country Club... with music by Don Sullivan and his Western Band and the very philosophy of Bob Dyer. Bruce Grant is master of ceremonies, assisted by his sidekick, Poley Red. Al Bud and the rest of the proceedings with their musical vignettes and wisecracks. Charles Gray gives the AP and local news report at noon. Broadcast from 11:30 a.m. to 2 p.m. daily, WHB Neighborin' Time carries participating spots (five or minute transcriptions) and sponsored quarter hours. Ask for availability quickly, before the S.R.C. sign goes up!



**10,000 WATTS IN KANSAS CITY**  
**WHB**  
 DON DAVIS  
 PRESIDENT  
 JOHN T. SCHILLING  
 GENERAL MANAGER  
 Represented by  
**JOHN BLAIR & CO.**  
 MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT



### CLUB 710— With "Oil" Wells as Master of Ceremonies

His name is really Earl Wells—but a voice as smooth as oil, modulated to perfection—has earned him the nickname of "Oil." Monday through Friday, from 2 p.m. to 4:45 p.m., "Oil" presents the latest popular records—and the old standard tunes. Two solid hours and 45 minutes of wonderful listening, with short, cryptic introductions that make the program "mostly music." Each show features the "Top Twenty" tunes of the week, as reported by *Billboard*, *Variety*, *Cash Box*, a poll of local record shops, and the WHB Concensus. A wonderful time-segment for participating announcements—"live" or minutes, transcribed. On one afternoon a week representatives of the leading phonograph record companies bring "Oil" their newest records (never before heard on the air in Kansas City)—and present them personally for their "premiere" in the area.

### "WHB VARIETIES" Radio's Answer to TV

The finest music brought to listeners as ONLY Radio can bring it! "You don't have to see it to enjoy it—just listen!" Variety is the keynote. Late records of leading recording artists (no jump)—plus fine albums in their entirety, plus entire musical comedy selections! Observance of special musical events, composers' birthdays, movie preview music, special "days" and special "weeks." Nightly, Monday through Friday, for a full hour. The judgment in musical selection of Ted Lee Crouch (WHB's music librarian), plus the superb showmanship of Rock Ulmer, with his ready wit and silver tongue. Dignified sponsors with dignified message will be welcomed on a participating schedule which allows only five commercials within the full-hour format. A premium spot for superior products! You'll see why it's "Radio's best night time buy!"



Do you read the WHB's pocket size magazine, swing free to advertise, every agency, advertising and sales executives and time buyers. Request a copy of your literature.



### "THE SANDRA LEA PROGRAM Of, by and for Women!"

What's new in the World of Women? in clothes, home decoration, house hold helps and appliances, food, drugs, entertainment and entertaining, child care, feminine achievement? Sandra knows!—and against a background of Gay Lombardo music every morning, Monday through Friday, she tells, and tells! If you have a prodigious store or variety woman, schedule your spots on this show! Minute transcribed spots may be used, with an appropriate lead-in by Sandra Lea and her Announcer. Or use "live" copy, as used by Sandra Lea to her pleasant style.

### KANSAS CITY'S OLDEST CALL LETTERS



### WHB NIGHT CLUB OF THE AIR

The new name for "The Rock Ulmer Show," 11 p.m. to 1 a.m. And a new format—presenting the best in recorded popular music, old and new—with Rock Ulmer and his six terrific dialects adding sparkle and humor! Available for participating sponsorship and spots Saturdays and Sundays, guest M.C.'s percolates in the dance band, entertainment and spreading field—or prominent local citizens well known as record collectors—bring their favorite collector's item records to the show and announce them.

**REPORT  
TO SPONSORS  
12 JANUARY 1953**

**NBC girding  
for bigger  
TV program  
coups**

Promotion of Frank White to NBC presidency is not expected to change RCA-NBC policy of pouring large sums into TV programing. Competitor networks are under impression RCA-NBC will not only continue this policy but embark on talent raiding ventures. One personality mentioned as likely NBC raiding target, regardless of price, is Edward R. Murrow, who has been with CBS from start of his career in broadcasting. RCA President Frank Folsom, who swung Robert W. Sherwood playwriting deal for NBC TV, is expected to concern himself personally with other strategic programing moves during 1953.

--SR--

**Agencymen  
speculate  
over NBC's  
changes**

Latest shift in NBC's official family has prompted this speculation among New York ad agencymen: Is the spotting of Frank White, whose grounding has been thoroughly radio, to be taken as indication RCA powers have decided to make vigorous last effort to recapture radio leadership from CBS? Or, is the move the prelude to radical switch in sales policy, such as selling radio on basis of supplementary coverage to TV hookup?

--SR--

**Robert Hall  
revises  
media  
allocations**

Robert Hall Clothes, which spends around \$2,000,000 in air media, is expanding TV commitments to perhaps as high as 20% of new budget. Regular TV schedules will turn out to be more at expense of newspapers than radio stations. Firm has what it thinks is surefire formula for use of TV by retail advertisers; involves concentration on specials to produce immediate sales. This is same function delegated to newspapers, while radio is used mainly to stress firm's low overhead merchandising philosophy. Yale Shafer, with Neff-Rogow for past 8 years, has joined Frank B. Sawdon agency to assist radio-TV v.p. Jerry Bess in handling expanded Robert Hall use of TV.

--SR--

**DuMont blasts  
NCAA, yet  
gives time to  
its convention**

Classic case of how a TV network doesn't let its right hand interfere with what its left hand is doing: DuMont has maintained steady attack on NCAA for its policy of restricted football televising, but that didn't stay network from picking up 8 January presentation of Scripps-Howard award to Clarence "Biggie" Munn as football coach of year during NCAA annual convention.

--SR--

**N. Y. teams  
welcome  
air-media  
inquiry**

Officials of New York baseball clubs, all of whom have TV sponsors, have no qualms about outcome of fact-finding inquiry into effect of radio and TV upon minor leagues' gate, as well as baseball in general. They think probe will tend to clear up some of what they regard as basically unfounded charges lodged against air media. Being minor league team owners themselves, New York clubs are interested in having facts on situation from another aspect: They have been turning down money from participation in radio network projects like "Game of the Day." Fact-finding group, appointed by Commissioner Ford Frick, consists of 4 major and 2 minor league representatives.



## REPORT TO SPONSORS for 12 January 1953

**RCA Victor  
continuing  
3 net shows**

RCA Victor's 1953 advertising campaign in behalf of its receivers includes a stand-pat policy for its network (NBC) programs. It will continue to sponsor the Dennis Day and "Kukla, Fran & Ollie" shows in TV and the Phil Harris-Alice Faye shows in radio.

-SR-

**November  
out-of-home  
listening in N. Y.  
at record high**

Pulse reports out-of-home listening added 20.4% to New York radio audience during November 1952. Also out-of-home level of radio listening that month was higher than any previous November since Pulse started its out-of-home studies in 1949. How importantly this out-of-home, as well as multiple-set, listening will figure in 1953 re-search picture is related in article which starts page 28.

-SR-

**Network  
opposition  
to fee TV  
looms**

TV networks are watching fee TV with keen interest. It's already strongly indicated there will be bitter opposition from these commercial TV interests when FCC gets around to hearings on channel assignments and system selection for fee TV. Basic argument which networks are expected to advance is that any pay-as-you-look system is contrary to principle of free broadcasting to which whole system of American broadcasting is dedicated. Degree of interest in development of fee TV among banking circles may be measured by fact at least 2 financial houses are currently conducting inquiry on subject.

-SR-

**An industry  
first: Pulse's  
injunction  
vs. Hooper**

For first time in history of radio 2 rating services are locked in court litigation. Pulse has obtained temporary injunction in N. Y. Supreme Court restraining C. E. Hooper from continuing to circulate letter which Pulse contended was "unfair competition." Argument centers around letter which Hooper allegedly sent some stations and agencies in which he is said to have claimed certain agencies said they preferred his service over Pulse's.

-SR-

**Life hails  
civic pride  
via NBC TV's  
O&O stations**

NBC TV's O&O operation is launching 1953 with what is perhaps the biggest local commercial programing break medium has so far experienced. Jim Gaines, v.p. in charge of NBC O&O's, has sold Life magazine on idea of doing series of weekly half-hour programs dedicated to spotlighting civic achievements in 5 cities in which network operates own stations. Other scheduled markets to participate in idea are Detroit and Philadelphia, via WWJ-TV and WPTZ, respectively. Both are NBC affiliates.

-SR-

**CBS yields  
to Lord  
because of  
"Gangbusters"**

CBS TV preferred not to give Phillips H. Lord legal battle over his claim that network's "Everywhere I Go" is copy of "We the People," which Lord owns. One reason: CBS is very much interested in making deal with Lord for his "Gangbusters" which Chesterfield recently cancelled on NBC TV. CBS has therefore shelved "Everywhere I Go."

-SR-

**Glamorene  
looks like  
solid spot  
TV user**

Glamorene, rug cleaner, which recently switched from J. Walter Thompson to R & R, is expected to swing heavily into spot TV. Product has been making rapid strides in its field and indications are it will be budgeting better than \$600,000 for advertising during 1953.

available **NOW**  
26 brand-new  
half-hour films  
made expressly for  
local and regional  
television

**GEORGE RAFT**

in

**I AM  
THE  
LAW**

Local and regional advertisers! You can now enlist the dramatic appeal of George Raft to help sell for you, exclusively, in your own market. Skillfully written, superbly performed—these action-filled films bring a new intensity to television entertainment. For availability in your market, cost, audition screenings . . . contact the nearest MCA-TV office.

another advertising **SHOWCASE** by

NEW YORK: 598 Madison Avenue—Plaza 9-7500  
CHICAGO: 430 North Michigan Ave.—DElaware 7-1100  
BEVERLY HILLS: 9370 Santa Monica Blvd.—CRestview 6-2001  
SAN FRANCISCO: 105 Montgomery Street—EXbrook 2-8922  
CLEVELAND: Union Commerce Bldg.—CHerry 1-6010  
DALLAS: 2102 North Akard Street—CENtral 1448  
DETROIT: 1612 Book Tower—WOODward 2-2604  
BOSTON: 1044 Little Building—Liberty 2-4823  
MINNEAPOLIS: Northwestern Bank Bldg.—LINcoln 7863





## ARTICLES

### **500 TV stations: how major agencies see picture**

Predictions by admen for TV's rapid burgeoning include: Cost of half-hour drama on full network may hit \$2,500,000 to \$3,000,000 by 1955; U. S. families TV covers may reach 80% by 1955; in December 1953 there may be 23,500,000 TV homes in 164 largest U. S. markets. More than mere crystal-ball gazing, these are well thought out projections intended as guidance for ad planners

23

### **Sundial saturation bowls 'em over**

New England shoe company switched from costly TV kid show to saturation spot radio campaign. With sales moving up, radio gets major share of budget

26

### **Will 1953 be radio's big fact-finding year?**

There may be a record crop of research projects upcoming. Among them: the ARF's study of rating services which rolls into high gear this month; BAB's expansion of ARBI studies on radio vs. newspaper effectiveness; several studies designed to implement techniques for counting multiple-set audience

28

### **How to demonstrate a girdle on TV**

Sarong undergarment firm was faced with a problem when it decided to use TV; how to get its demonstration commercials cleared by TV stations. A bright idea in trick photography led to an original and tasteful approach

30

### **What political sponsorship did for appliances**

"Normal" summer slump in appliance sales never came as result of convention sponsorship which reached nine out of 10 radio and TV homes. Here are details on what appliance firms now say of political sponsorship results plus most complete report yet assembled on number of homes tuning in

32

### **Why radio is strong in Hawaiian Islands**

Radio is only medium which covers all nine inhabited islands of Hawaii. It's a market well worth shooting at, has half-million population—greater than that of four U. S. states. Gross business in 1951 was \$1,367,000,000

34

### **Commercial complements for '53**

From Cincinnati agencyman Lloyd Smithson, some verse on copy clichés designed to put commercial writers in the mood for the new year

37

## COMING

### **Foreign-language broadcasting today**

List of advertisers using radio beamed at foreign-language groups is growing. Foreign language broadcasters are keeping up with the times: They now fashion shows for second-generation Americans, using English salted with the old tongue

26 January

### **6 ways to kill a TV commercial**

Picture story will give you quick point-by-point rundown on faults in TV commercials with some positive suggestions from a veteran Chicago adman

26 January

### **Shell Chemical needs flexibility**

How this major farm insecticide seller uses radio to get its messages to farmers at just the right moment should be of interest to all admen who have problems with timing. Shell can get messages on the air within 48 hours after receiving reports of an insect plague or change in planting schedule

## DEPARTMENTS

MEN, MONEY & MOTIVES

510 MADISON

MR. SPONSOR, C. E. Doolin

NEW AND RENEW

P. S.

COMMERCIAL REVIEWS

RADIO RESULTS

MR. SPONSOR ASKS

AGENCY PROFILE, C. Rigrod

WHAT'S NEW IN RESEARCH

ROUND-UP

INTERNATIONAL REPORT

SPONSOR SPEAKS

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# More Leading Jobbers

in Louisiana, Arkansas, Texas

## Praise KWKH



J. HODGE, Vice-President,  
National Automotive Maintenance  
Association, Shreveport,  
Louisiana, SAYS:  
"KWKH produces  
phenomenal results"

The comments at the left are from letters written us by three leading jobbers in the KWKH area—men who know this region as well as you know your own front yard.



J. HANNA, General Manager,  
J. Hanna, Inc.,  
Shreveport, Louisiana, SAYS:  
"KWKH is uniformly  
satisfactory"

None of these men would qualify generally as a "Time Buyer" or "Media Director". Some of them may never have seen Madison or Michigan Avenue. But all of them are experts on their own business, and on the direct, obvious impact on sales produced by KWKH!

We're naturally proud of our successful advertising record in behalf of so many wholesalers, jobbers and distributors in the KWKH area. We'd like to do the same kind of job for yours. What facts would you like?



J. WILLIAMS, Owner,  
J. Williams Physicians and Surgeons,  
Shreveport, Louisiana, SAYS:  
"I prescribe  
KWKH"

# KWKH

A Shreveport Times Station

SHREVEPORT	Texas
	LOUISIANA
	Arkansas

The Branham Company  
Representatives

Henry Clay, General Manager

50,000 Watts • CBS Radio





that's what  
 Baton Rouge likes  
 about the South's  
**WJBO**

Advertisers like it too because it's one more flower in the audience-building bouquets earned by WJBO. Our "Jax World of Sports" has been heard at the same time for the past 13 years; our Sports Director does three shows weekly on fishing, hunting and outdoor activities. The L.S.U. football games, sponsored by the Ethyl Corp., were fed to a La. network this year; we regularly carry play-by-play reports of all important local and national sporting events, including the Rose and Cotton Bowl games. Programming like this, added to our NBC affiliation, attract the market's largest audience.

It's a market to turn your head South—with population up 257% in a decade of dynamic progress. Reach it via WJBO.



AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE

FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES

GEORGE P. HOLLINGBERY CO.

# Men, Money and Motives

by  
 Robert J. Landry

## Get yourself a franchise

In American business, the "franchise" is the payoff. Once the word signified "a particular privilege or right granted by a sovereign." During the days of political plunderbund it often had a bad smell via street car franchises granted by aldermen and mayors "in perpetuity" and in an atmosphere of bribe and corruption. But today something quite different is typically implied when businessmen—and advertising men—speak of a "franchise." They are thinking of a product or service which has been established with the public, and with retailers, and which presumably is good for an indefinite period of profit-producing operation.

\* \* \*

Consumer franchises are national, regional, local. They may range from baked beans New England style out of Boston to baked beans cowboy style out of Denver. They include worldwide systems à la Coca-Cola. But large or small, venerable or recent, the "franchise" depends both for its original establishment and its subsequent market firmness upon advertising. This was true well before the dawn of broadcasting as witness these historic advertising appropriations for Kellogg's Corn Flakes: 1906, \$90,000; 1907, \$295,000; 1908, \$450,000; 1909, \$525,000; 1910, \$600,000.

\* \* \*

Bear in mind that these Kellogg figures were far more significant before 1910 than similar appropriations would be today. Will Kellogg started in January 1906 with \$35,000 capital. Yet note his confidence in the power of advertising in that he spent \$90,000 the first year. Dry cereals were as much a novelty then as chlorophyll was in 1952.

\* \* \*

Jump now to the other day's *New York Times*. Two items in the same paper vividly illustrate the difference between sheer personal energy as a producer of profit and a hot "franchise." First, the death of an amazing British writer, Margaret Gabrielle Long, at the age of 64. She was what is known as "prolific" and wrote under a variety of noms de plume. Nobody knows exactly how many books she wrote or how many names she used but her output has been calculated under these names: as Marjorie Brown, 67 novels; as George Preedy, 23 novels, seven biographies, and two plays; as Joseph Shearing, 15 novels; under her own name, one book, her own story. This "money" writer, far more successful than the average, leaves to her heirs only such vague values as may inhere in her copyrights. What a profit contrast with the story, reported that same day, of Clinton Foods.

\* \* \*

Clinton Foods, the corporate name for Snow Crop and other products, reports profits 206% above fiscal 1951. After paying

(Please turn to page 79)





## The Man in the Blue Chambray Shirt

**W**E SEE by the *New Yorker* that some fellow who makes shirts has 279 of them, mostly colored, and that he would rather be caught reading the *Daily Worker* than have anyone see him in a white shirt before sundown.

We know 279 fellows who are in complete sartorial agreement with him. They have one kind of shirt—a 5½-ounce blue chambray, usually worn buttoned to the top without necktie—which goes on at sunrise. By sundown it has been replaced by a fleece-lined long-sleeved pull-over (familiar to the cognoscenti as a winter undershirt). Yet, gentle reader, these men are impeccably well-dressed, especially when they visit the bank to throw another crop check in the hopper. They're Iowa farmers, of the group that raised, among

other things, 685,736,000 bushels of corn last year, 6,754,000 tons of hay and 3,415,000 turkeys.

They owned 17,307,402 acres of farm land, operated another 17,407,144 acres, purchased 35,841 pieces of new power machinery last year (bringing the total on Iowa farms to 485,068), produced 6,392,238,000 pounds of farm livestock, and (with the help of their chickens) five billion eggs.

These blue-shirted capitalists had \$2,125,000,000 in farm income last year, enough to buy all the shirts they want—and practically anything else you have to sell. Next time you are in the market for markets, ask the Katz man to show you some WMT patterns, custom-tailored to the 5½-ounce chambray set. In New York, telephone PLaza 9-4460. WMT, CEDAR RAPIDS, 600 kc, 5,000 watts, Basic CBS Network.

# competition got you at SEA?



## Relax . . . use CKAC. Montreal

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 — over 7,500,000 box tops in 1952.

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

# 510 Madison

## ODE TO TIMEBUYERS

Would it be possible to obtain up to five copies of your article entitled, "Timebuyers: underpaid, underplayed, overworked," that appeared in the issue of November 19, 1951?

If any charge, please bill me here at the agency.

In writing you, I should mention that I find your feature articles devoted to how to go about approaching the Negro or Mexican markets, for instance, to be very valuable. Even if not considering such a market, I find this the type of material that is cut out and stowed away for future reference.

ALEX WEST  
Radio-TV Director  
Rhoades & Davis Advertising  
San Francisco

## INTERNATIONAL REPORT

We have regretted not seeing more articles and information of interest to international media buyers. We decided to take a trial subscription to SPONSOR on the strength of the International Basics contained in the Fall Facts issue, and we hoped that such information would be a part of every issue of SPONSOR. We have welcomed the International Report to Sponsors section and we hope that in the future your publication will contain articles of interest to foreign as well as domestic advertisers.

We will be glad to send you any radio or television news which we might have for use in International Report.

W. D. RAVDIN  
Advertising Department  
Smith Kline & French Int'l Co.  
Philadelphia

• Besides International Basics published in 11 July 1952 issue, Canadian section published 11 August 1952, and International Report to Sponsors carried in each issue since 6 October 1952, SPONSOR has additional articles planned for international radio, foreign TV, notable sponsors abroad, export agencies and foreign agencies concentrating on radio and TV. (See page 31 for status report on Hawaii.)

## MERCHANDISING SECTION

I would like to offer my congratulations on the outstanding story of the merchandising problem featured in

your December 1 issue.

It is very comprehensive and gives an excellent insight into what the many radio stations throughout the country are offering to their advertisers. I realize this will not be the only request of its kind, but in line with others I would be extremely anxious to know on what basis the various stations were selected. For many years WMPS in Memphis has had an active and separate merchandising department and we feel have rendered a merchandising service in line with, or superior, to many of those stations featured in your December write-up.

I realize it is too late to do anything about this article but in the future I would greatly appreciate the opportunity to send you whatever material you may request or whatever stories you may need to prepare another article in radio station merchandising.

WILLIAM B. RUDNER  
V.P. and Director  
WMPS  
Memphis, Tenn.

• SPONSOR's selection of stations for its recent study of radio station merchandising depended on two factors: (1) the location of the station—in order to get a widespread geographic sampling of the U.S. and Canada; and (2) the type of merchandising done by the station—in order to show a wide range of different station approaches to merchandising. This was no easy task for SPONSOR editors; many excellent radio station merchandising campaigns could not be covered in the report because they coincided too closely with either the location or methods of previously selected stations.

## FARM RADIO

I'd like to tell you about an idea that I've had for years which I think is going to mature in time for spring business. I've talked this over with the leading farm broadcasters of the Northeast and they and their management agree it will be good for farm radio.

We plan to assemble coverage, rates, audience surveys, success stories, etc., on farm programs in the Northeast into one brochure so that national advertisers can purchase the whole Northeast or regions within it to get their sales message over by radio.

We are meeting in Harrisburg, Pa., at the big Farm Trade Show on January 29th tentatively to compile these facts and appoint a committee to prepare the brochure.

This is the first time that stations who are more or less competing are getting together on an enterprise this big.

ED SLUSARCZYK  
Farm Director  
WIBX  
Utica



**interested  
in selective  
or full  
coverage  
for your  
TV program?**



**you can do  
better with SPOT—  
much better**

When you buy on a Spot basis, it's easier to fit your TV program coverage to your sales situations. With Spot, you choose only the markets you wish . . . as many as you need, or as few—and find that stations clear time more readily. You enjoy uniform and pleasing picture quality through film, and save enough on Spot time charges to cover film prints, their distribution and other costs.

*Get the full details from your Katz representative.*

**THE KATZ AGENCY, INC.** • *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT



**ONE OF**  
*America's Greatest*  
**INDEPENDENT**  
**RADIO STATIONS!**  
**GREATER THAN EVER**  
**IN 1952**



Largest Volume of Business  
 in 16 Years.



456 Satisfied Customers...  
 87 National Advertisers  
 ... Consistent Renewals



Constant Hooper Ratings  
 ... Among Top Five Indies  
 in Nation



Provides up to 2½ Times  
 Net Stations' Audience Per  
 Dollar



Top Air Personalities ...  
 Air Salesmen ... Merchandising  
 That Moves



All Major Milwaukee and  
 Wisconsin Sports



'Round the Clock News  
 Staff ... Strong Community  
 Affairs Voice

**WEMP WEMP-FM**  
**24 HOURS OF MUSIC, NEWS, SPORTS**  
 HUGH BOICE, JR., Gen. Mgr.  
 HEADLEY-REED, Nat'l Rep.



**Mr. Sponsor**

**C. E. Doolin**

President  
 The Frito Co.

Twenty years ago, C. E. Doolin teamed up with his brother, Earl, and his mother, Daisy, to manufacture their first Fritos in the Doolin family kitchen in San Antonio. An old potato ricer with a converted slotted bottom to squeeze through the corn dough into a cooking skillet was the first piece of equipment of the newly formed Frito Co.

Sensing success with their first hand-produced product, Doolin bought himself some local radio spots in San Antonio to acquaint the public with the new corn chip product. His first radio copy was of the teaser type, which told little about the product but stressed its catchy name, Fritos.

The Frito Co. now has 22 plants scattered throughout the United States, Hawaii, and Venezuela, and with an annual sales volume running into the millions. Twelve plants have licensee-owners, while the parent company owns or controls the other 10.

As the business expanded, Doolin increased his advertising program, with radio as a major medium, and he was one of the first in television. He has also used radio to build community interest in openings of new Fritos plants through "on the scene" programs.

Radio's role, as Doolin puts it, is this: "A heavy radio campaign in a new market stimulates the curiosity of potential customers, persuades them to try the product. We follow up with recipes and suggestions for use which keep sales moving upward."

Radio commercials for Fritos are generally live, announcer-read spots, with emphasis on straight selling copy which describes the product and its uses. Some singing commercials have been used. For television, advertising material is both filmed commercially and used live. Radio and TV stations in the Southwest air Fritos regularly in the parent company territory, and in other parts of the country the same successful selling patterns are being used.

Two major television programs sponsored by The Frito Co. are *Big Town* and *Frosty Frolics*, the latter being an ice review which has won top ratings in California. *Big Town* is broadcast over WBAP-TV, Fort Worth; *Frosty Frolics* is seen over KTLA-TV, Los Angeles.

Doolin, who is still president, doesn't wait for the business to expand itself; he makes sure it continues to grow by dreaming up new promotions and getting bigger plants on the drawing boards. His hobby—not to let any hobby interfere with work, even photography which he enjoys.

\*\*\*



# Compelling Performance...



## in the BIGGER and BETTER memphis market

In selling as in showmanship, it's the quality of the performance that determines the interest of the audience. In the greater Memphis Market, comprising 76 rich counties with a buying potential of over \$2 Billion, you'll always find the greatest audience tuned to WREC. HERE'S WHY: High quality programming and engineering perfection insure good reception and a compelling performance of interest to your best customers. WREC prestige adds believability to your message, too! The cost is another pleasant surprise . . . 10% LESS per thousand listeners than in 1946!

# WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

# PURINA

# Salutes the

# WINNING STATIONS

*in their*  
**BOWL GAME**  
**FARM RADIO MERCHANDISING**  
**CONTEST**

**WPLH**  
Huntington,  
W. Va.

**WKRT**  
Cortland,  
N. Y.

**WRHI**  
Rock Hill,  
S. C.

**WVOP**  
Vidalia,  
Georgie

**WLAC**  
Nashville,  
Tenn.

**WEKR**  
Fayetteville,  
Tenn.

**WFLO**  
Farmville,  
Va.

**WMC**  
Memphis,  
Tenn.

**KWRC**  
Pendleton,  
Ore.

**KNBC**  
San Francisco,  
Calif.

**KLRA**  
Little Rock,  
Ark.

**KFRE**  
Fresno,  
Calif.

**KDRS**  
Paragould,  
Ark.

**KDSH**  
Boise,  
Idaho

**KFTM**  
Fort Morgan,  
Colo.

**KFEQ**  
St. Joseph,  
Mo.

**KVOO**  
Tulsa,  
Okla.

**WMT**  
Cedar Rapids,  
Iowa

**KTRE**  
Lufkin,  
Tex.

**KRIB**  
Mason City,  
Iowa

**WKOW**  
Madison,  
Wis.

**WFRX**  
West Frankfort,  
Ill.

**WFBM**  
Indianapolis,  
Ind.

**RADIO PUT THESE  
"LIVE DEMONSTRATIONS"  
OVER WITH A BANG**





# RADIO AGAIN PROVES TO BE POWERFUL LOCAL PROMOTION FOR PURINA DEALERS

The twenty-three radio stations whose pennants fly over the Purina Bowl Game stadium on the opposite page are the cream of the crop of America's farm radio merchandisers. Because they know how to make farm radio really sell at the local level, two representatives of each station received all-expense trips to New Year's Bowl Games at Purina's expense. They were accompanied by the Purina Dealers they had helped during September, October and November with local store promotions.

## ENTRIES DOUBLED IN '52

Competition was keen and the judges had a hard time picking the winners. There were twice as many entries as in 1951. And almost every one represented an outstanding local promotion job—a magnificent example of cooperation between station and dealer at the local level.

## IDEAS UNLIMITED

The job was to help Purina Dealers promote two live demonstrations in their stores . . . the "Mike & Ike" pig-

growing demonstration and the "Lay & Pay" egg-laying demonstration. Radio made these demonstrations into community projects known to every man, woman and child. There were pig scrambles, parades, dances, entertainments, fund-raising devices, contests and many more promotion ideas. They built store traffic and increased sales and prestige for the Purina Dealers. They put the radio stations in the community spotlight, too.

*We thank every station, winner or loser, for the many jobs well done—for proving again that there's real power in radio. In the entries we have the proof. And as a result we say more enthusiastically than ever—"Purina believes in farm radio!"*

### RALSTON PURINA COMPANY

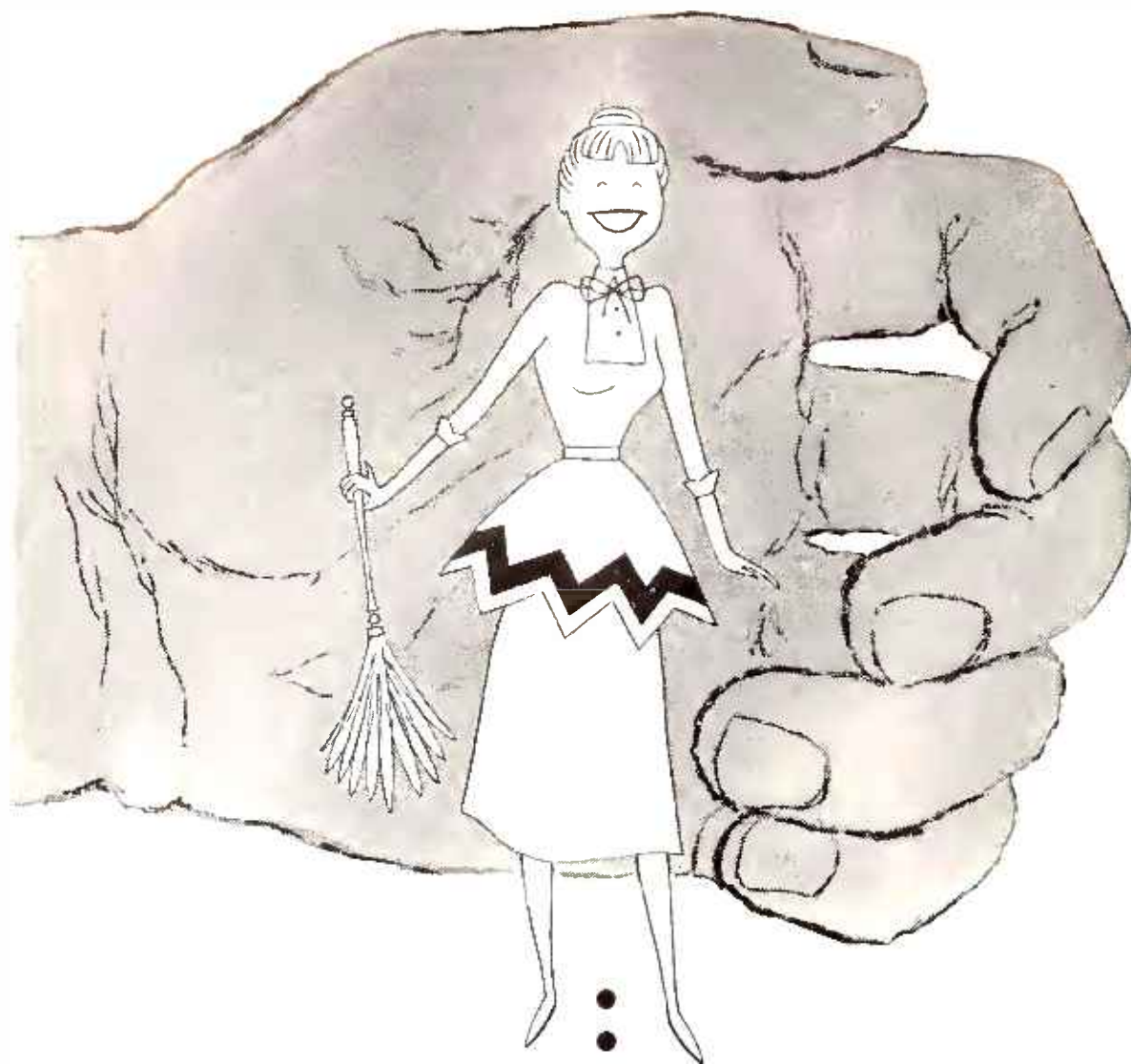
*G. M. Philpott* | *Maury Malin*  
 G. M. Philpott, Vice-President  
 and Advertising Director | Maury Malin, Advertising Manager  
 Purina Chow Division



**MIKE and IKE**  
 Two pigs grown in the store to demonstrate the value of proper feeding.



**LAY and PAY** Five hens, each from a local poultryman's flock, compete for egg-production honors.



•  
•  
• **Within your grasp . . . with**  
*Hollywood Playhouse*

The Housewives of Baltimore . . . the little woman who picks the brands, who spends the money! She watches HOLLYWOOD PLAYHOUSE . . . she wouldn't miss it!

And here's what HOLLYWOOD PLAYHOUSE offers you . . . Five extra spots—in addition to your one minute commercial—and it costs nothing extra! More television advertising, for less money . . . selling your most important prospective customer . . . is within your grasp when you choose HOLLYWOOD PLAYHOUSE.

TELEVISION BALTIMORE

**WBAL-TV**

NBC IN MARYLAND

*Nationally Represented by Edward Petry & Co.*



# New and renew

## 1. New on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Avco Corp, Crosley White Goods Div	Benton & Bowles	MBS 500	'Gator Bowl Game, Jacksonville, Fla; Th 1 Jan; 5 min prev to game
Avco Corp, Crosley Electronics Div	BBDO	MBS 500	'Gator Bowl Game, Jacksonville, Fla; Th 1 Jan; 5 min summary following game
American Tobacco Co	BBDO	CBS 195	American Way; Th 10-10:30 pm; 1 Jan; 52 wks
Anahist Company	Ted Bates	CBS 200	FBI in Peace and War; W 8-8:30 pm; 10, 17, 24, Dec; Meet Millie; Th 8-8:30 pm; 11, 18, 25 Dec; Mr. Keen; F 8-8:30 pm; 12, 19, 26 Dec; (co-sponsor with American Chicle)
Ford Motor Co	J. Walter Thompson	CBS	Robert Trout; M-F 10:30-35 pm; 29 Dec; 52 wks
General Foods	Young & Rubicam	NBC 140	Bob Hoop; W 10-10:30 pm; 7 Jan; 52 wks
Miles Laboratories	Geoffrey Wade	NBC	New Year's Eve in New York, Chicago, San Francisco; W 31 Dec; 11:45 pm-12:05 am; 1 Jan; 12:45-1:05 am; and 2:35-3:05 am
Union Pharmaceutical Co	Grey	MBS 459	Gabriel Heatter; F 7:30-45 pm; 16 Jan; 52 wks



## 2. Renewed on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Electric Companies Advertising Program	N. W. Ayer	ABC 257	Meet Corliss Archer; F 9:30-10 pm; 2 Jan; 52 wks
E. I. DuPont	BBDO	NBC 140	Cavalcade of America; T 8-8:30 pm; 6 Jan; 52 wks
Mutual of Omaha	Bozell & Jacobs	NBC 191	Bob Considine; Sun 3:30-45 pm; 8 Jan; 52 wks
Procter & Gamble	Compton	CBS 157	Road of Life; M-F 1-1:15 pm; 29 Dec; 52 wks
Sun Oil Co	Hewitt, Ogilvy, Benson & Mather	NBC 34	Sunoco Three-Star Extra; M-F 6:45-7 pm; 12 Jan; 52 wks



## 3. New National Spot Radio Business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
Block Drug Co, NY	Amm-i-dent tooth-paste	Cecil & Presbrey, NY	Widely scattered mkts	1-min anncts; also 5 & 15 min progs; st 16 Jan; 39 wks
E. T. Browne Drug Co, NY	Palmer Skin Success products	Herschel Z. Deutsch, NY	30 Negro mkts	Partic, Negro progs; st Jan; to run thru Dec '53
Hood Chemical Co, Phila	Easy Starch	Hilton & Riggio, NY	35 mkts	Annct campaign; st 2 Jan; 13 wks
Standard Brands, NY	Chase & Sanborn coffee	Compton, NY	Scattered mkts	Daytime-only campaign; st 1 Jan; 52 wks
Vick Chemical, NY	Vicks Vaporub	Morse Int'l, NY	Over 100 stns	Annct campaign; 5 anncts wkly each stn; st 29 Dec; 2 wks
Vitamin Corp of America, Newark	Rybutol	Kastor, Farrell, Chesley & Clifford, NY	Selected mkts	15-min progs; st 1 Jan; 6-8 wks
Whitehall Pharmacal Co, NY	Anacin	John F. Murray, NY	Several hundred stns, coast to coast	1-min anncts, early a.m. time; 31 Dec; to run thru March or longer
Whitehall Pharmacal Co, NY	BiSoDol mints	SSCB, NY	Selected mkts, coast to coast	Anncts, early a.m. time; to run thru March or longer



## 4. National Broadcast Sales Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
Trevor Adams	DuMont TV net, asst sls dir	WJZ-TV, NY, sls mgr
John E. Arens	WFAS, WFAS-FM, White Plains, NY, sls dir	Good Music Bdcstrs, NY, sls mgr
Arthur W. Bagge	Free & Peters, Chi, sls rep	Same, radio sls mgr
George Baron	KOWL, Santa Monica, acct exec	Same, sls mgr
J. Henry Boren	Food store owner, Cottonwood, Utah	KSL, KSL-TV, Salt Lake City, mdsg dir
Keith S. Byerly	WBT, WBTB, Charlotte, sls mgr	Katz Agency, mgr Atlanta off
Slocum Chapin	ABC, vp chg owned TV stns	Same, also gen mgr WJZ-TV, NY
Norman H. Chester	WNBC, NY, acct exec	WJZ, NY, acct exec
Kenneth Church	WKRC, Cincinnati, sls mgr	Radio Cincinnati, vp



Numbers after names refer to New and Renew category

- William H. Hylan (4)
- Ted Oberfelder (4)
- Wally McGough (4)
- Trevor Adams (4)
- J. Henry Boren (4)

► In next issue: New and Renewed on Television (Network and Spot); Station Representation Changes; Advertising Agency Personnel Changes

### 4. National Broadcast Sales Executives (continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Arthur J. Daly	Geyer Adv, NY, TV acct exec	DuMont TV Net, NY, acct exec
Thomas H. Dawson	CBS TV Spot Sales, NY, gen sls mgr	CBS TV Net, NY, sls mgr
S. C. Digges	CBS TV Spot Sales, NY, eastern sls mgr	Same, gen sls mgr
A. C. Dowden	KARK, Little Rock, Ark, city sls mgr	Same, comml mgr
George Fisher	United TV Progs, sls exec	Guild Films, district sls mgr
Clark George	CBS TV Spot Sales, NY, acct exec	Same, eastern sls mgr
William H. Hylan	CBS TV Sales, NY, eastern sls mgr	CBS TV Net, NY, vp chg sls
Warren Jennings	WJZ, NY, comml mgr	CBS Radio Spot Sales, NY, acct exec
Gus Kruttschnitt	WMMW, Meriden, Conn, sls mgr	Same, gen mgr
Bill Lamar	KTSA, San Antonio, sls prom mgr	KCOR, San Antonio, sls prom, mdsg mgr
Milton L. Levy	KLX, Oakland, adv, sls mgr	Same, mgr
Joseph R. Matthews	Weed & Co, mgr SF office	A. C. Nielsen, SF, western sls mgr, Nielsen Cov Serv
Quintin E. McCreddie	KMMJ, Grand Island, Neb, sls prom mgr	KOA, Denver, sls prom mgr
Wally McGough	WTVN, Columbus, sls mgr	Same, gen mgr
Paul Mowrey	WJZ-TV, NY, prog dir	Same, stn mgr
Gene Myers	WTAM, Cleve, sls mgr	Edward Lamb radio-TV properties, mdsg mgr
Robert E. Newsham	L. E. Phillips, Phila, partner	WFIL, Phila, radio sls rep
Karl Nelson	WTOL, Toledo, mgr	Edward Lamb radio-TV properties, reg'l sls mgr
John E. North	Radio Repts, Chi, vp	WOR-TV, KHJ-TV, Chi sls stf
Ted Oberfelder	ABC, NY, dir owned radio stns	Same, vp chg owned radio stns
Charles Phelps	NBC Radio, NY, acct exec	NBC, NY, asst night exec officer
Mike Shapiro	WFAA-TV, Dallas, exec	KDUB-TV, Lubbock, Tex, comml mgr
Arnold Starr	WMCA, NY, sls rep	WPAT, Paterson, NJ, sls stf
Niles Trammell	NBC, NY, chmn of bd	Biscayne TV Corp, Miami, pres



### 5. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Joseph M. Allen	Bristol-Myers Co, NY, vp chg pub rel	ANA, NY, media & res exec
William P. Black	Lever Brothers, NY, sls exec	Same, ind'l detergent sls mgr
Luther Conant Jr.	Edward L. Bernays, NY, sr acct exec	Lever Bros, NY, product publicity mgr
Berned Creswell	P. Ballantine & Sons, Newark, NJ, exec	Same, sls superv
Stuart K. Hensley	Toni Co, Chi, gen sls mgr	Same, vp chg sls
Erik Isgrig	Earle Ludgin & Co, Chi, acct exec	Zenith Radio Corp, Chi, dir adv
William S. Richardson	B. F. Goodrich Co, Akron, vp	Same, dir & exec vp



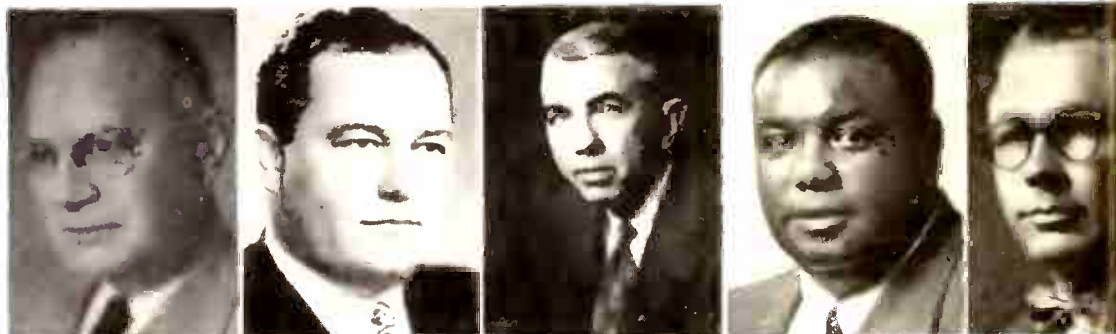
### New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Andree's Food Prods, LA Bol Mfg Co, Chi	Salad dressings, barbecue sauce Hopalong Cassidy Aid (gelatin powder for soft drinks)	Philip J. Meany Co, LA Schwimmer & Scott, Chi
Conmar Products Corp, Newark, NJ Cott Quality Beverages, New Haven, Conn C. A. Durr Packing Co, Utica, NY Fairmont Foods Co, Omaha, Neb Jackson & Perkins, Newark, NJ The Lander Co, NY Joseph Martinson & Co, NY Melville Shoe Corp, NY Minneapolis Brewing Co, Mnpls Pal Blade Co, NY Stauffer System (nationwide chain of health & reducing salons) Toni Co, Chi	Conmar zippers Soft drinks Meat packer Food processors & marketers Flower growers Dixie Peach, other cosmetics Jomar instant coffee and tea Thom McAn shoes Grain Belt Beer Pal, Personna blades (foreign advtg) Posture-Rest home plan	Hewitt, Ogilvy, Benson & Mather, NY Dowd, Redfield & Johnstone, NY Barlow Advertising, Syracuse Allen & Reynolds, Omaha Maxwell Sackheim & Co, NY Herschel Z. Deutsch, NY Anderson & Cairns, NY Anderson & Cairns, NY Bruce B. Brewer & Co, Mnpls Int'l Div of Grant Adv, NY Walter McCreery, Beverly Hills
Toni Co, Chi Toni Co, Chi Toni Co, Chi Toni Co, Chi	Toni Home Permanent, Tonette Children's Home Permanent Prom Home Permanent Toni Creme Shampoo Bobbi Home Permanent	Weiss & Geller, Chi (eff 1 Mar) Leo Burnett, Chi (eff 1 Mar) Price, Robinson & Frank, Chi (eff 1 Mar) Tatham-Laird, Chi (eff 1 Mar)



Numbers after names refer to New and Renew category

- Kenneth Church (1)
- A. C. Dowden (1)
- Milton Levy (4)
- Niles Trammell (4)
- Keith S. Byerly (4)
- Joseph M. Allen (5)
- Stuart K. Hensley (5)
- L. Conant, Jr. (5)
- Berned Creswell (5)
- William P. Black (5)





*Here's  
Proof*

# WKRC

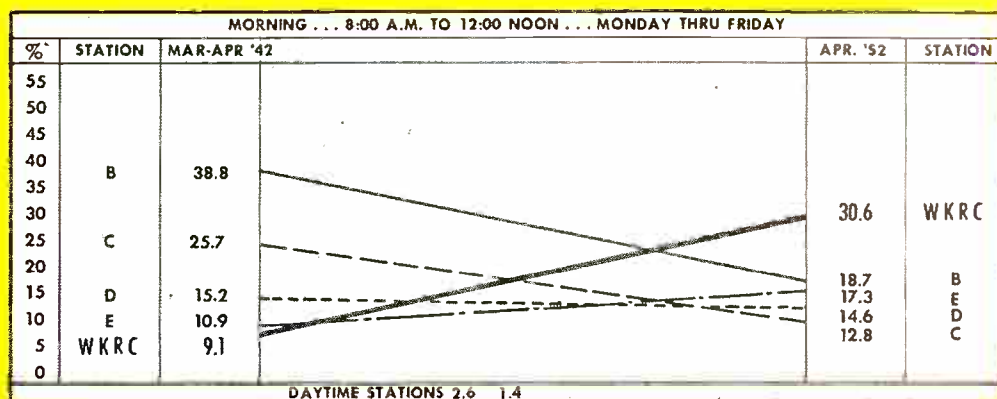
# DOMINATES

## *Cincinnati*

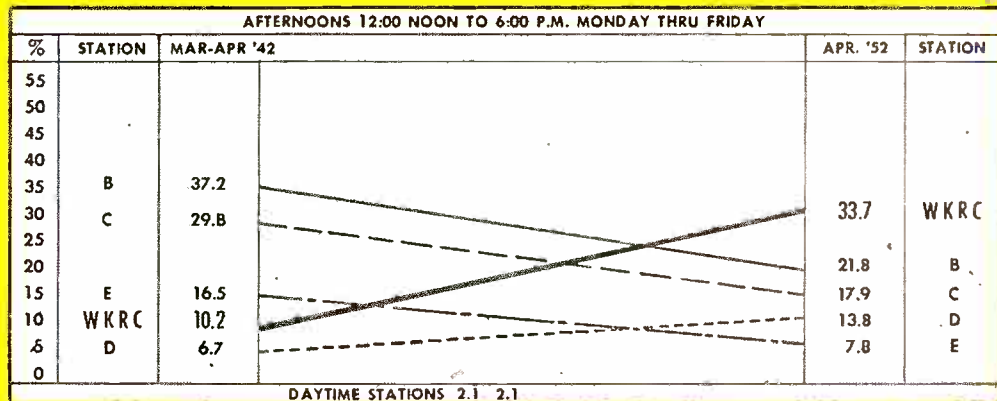
BASED ON A 10 YEAR PERIOD

Comparison Cincinnati Hooper Share of Audience — Mar. Apr. 1942 to Apr. 1952

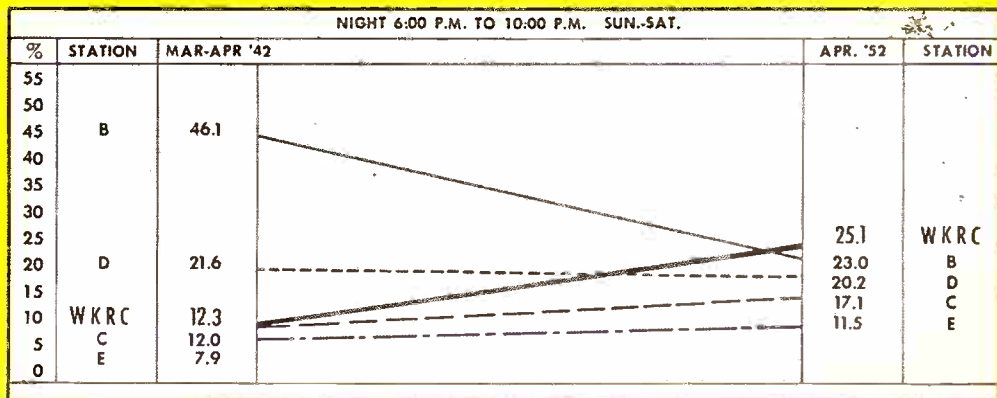
### MORNING



### AFTERNOON



### EVENING



David G. Taft, *Vice President*  
*Radio Cincinnati, Inc.*

Kenneth W. Church, *National Sales Mgr.*  
*Radio Cincinnati, Inc.*

And according to the 1952 September-October Local Pulse, WKRC dominates morning, afternoon and evening. No wonder advertisers choose WKRC.

National and local sales up 21% over WKRC's former six months PEAK period (BEFORE TELEVISION).

National sales up 25%; Local sales up 17%.

## BASEBALL IN '53

### Baseball in California for '53 Means

The Pacific Coast Champions  
of 1952—

### The Hollywood Stars

and again

### Exclusive Radio Broadcast

ON

# KFWB

Available for whole or part  
sponsorship

contact today

**THE BRANHAM COMPANY**  
*Advertising*

**27 YEARS**  
of service in  
America's  
**THIRD LARGEST  
MARKET**

**KFWB**  
LOS ANGELES

NEW YORK  
CHICAGO  
SAN FRANCISCO  
LOS ANGELES  
CHARLOTTE  
DETROIT  
ATLANTA  
MEMPHIS  
ST. LOUIS  
DALLAS

**HARRY MAIZLISH**  
President-General Manager

## New developments on SPONSOR stories



Caroling puppets helped investment house sell mutual funds as Christmas gifts



**See:** "Stocks on the air"

**Issue:** 28 July 1952, p. 22

**Subject:** Puppets provide Yuletide setting for Kidder, Peabody gift offer

Around Christmas time, a wide variety of sponsors plug their products as gifts—and this season, investment house Kidder, Peabody & Co., New York, was no exception.

Kidder, Peabody felt that its Mutual Fund gift certificates would make nice Christmas presents. To tell people about them, agency Doremus & Co., decided to make the pitch via TV.

They bought two 15-minute segments on WNBC, New York, 12:15 to 12:30 p.m., on Sundays, 7 and 14 December. The program consisted of a film of Sue Hastings' marionettes singing Christmas carols (see cut). Announcer Bob Denton talked (live) about Kidder, Peabody and its Christmas special (in commercials prepared by Doremus Radio-TV Director Ed Rooney). The first commercial was an institutional pitch, the second pointed out the advantages of mutual funds and how to get the gift certificate, the final tag solicited inquiries.

A satisfied user of broadcast advertising, Kidder, Peabody is cutting newspaper appropriations in order to enlarge its air budget.



**See:** "The merchandising problem"

**Issue:** 1 December 1952, p. 33

**Subject:** Each station offers sponsors its own brand of promotional support

WHLI, Hempstead, Long Island, N. Y., capitalized on the holiday season with a special promotion that brought the station closer in body and spirit—to both advertisers and listeners.

"Operation Noel" was a joint effort of the station's Sales, Program and Public Affairs Departments. Special holiday programs originated from WHLI advertisers' places of business. For example, a two-hour musical program emanated from the Meadowbrook National Bank, where more than 600 people gathered for the broadcast. The station also tape-recorded and aired personal holiday greetings from more than 40 advertisers.

Via other programs, "Operation Noel" brought WHLI in direct contact with 14 community organizations. The station estimates that well over 115,000 persons witnessed its special "Noel" programs. ★★★



at home

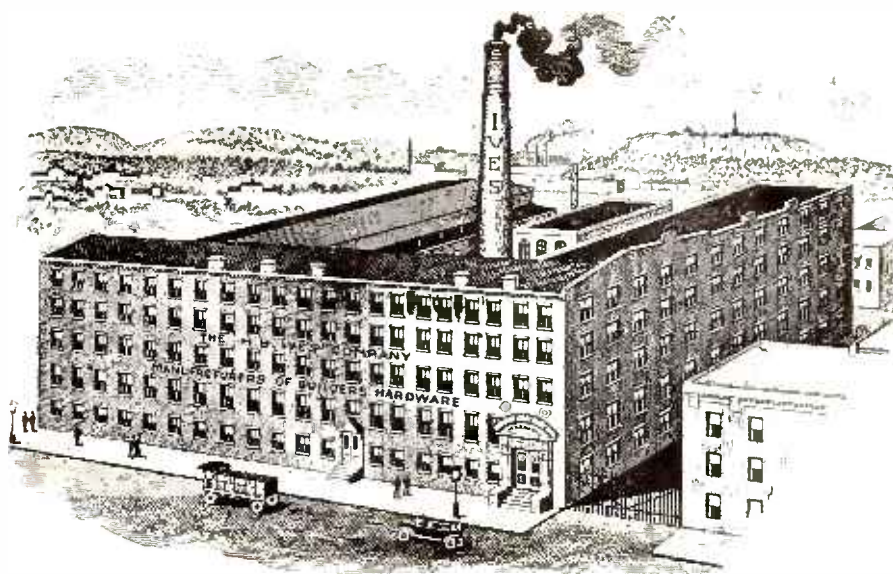
in new haven

**New Haven is proud** of its industries and the happy associations maintained between employees and management. People *like* working and living in New Haven. Its healthy economic life means *more* business for you!

You can reach the busy people of New Haven *at home* through WNHC. Radio dials stay set at WNHC—almost as though they were locked by the H. B. Ives Company! Best of all, the people in the rich New Haven area *respond* to sales messages over WNHC—like a lock to its right-fitting key.

"Don't forget to lock the windows!" is a familiar admonition to most of us. The locks referred to were probably manufactured by the H. B. Ives Company of New Haven.

Hobart B. Ives started the business in 1876 by making mortise door bolts. The company constantly expanded and by the turn of the century was equipping famous buildings with Ives hardware. Among them are the Flat Iron Building, the Woolworth, Chrysler and Empire State Buildings, Rockefeller Center and the Pentagon.



W n H C

AM  
FM  
TV

**new haven** New England's first  
complete broadcasting service  
*Represented nationally by the Katz Agency*

*“Imitation is  
the sincerest form  
of flattery”*



SPONSOR is the  
most imitated trade magazine  
covering the advertising  
field today!

*SPONSOR*

The magazine radio and TV advertisers use

**Make  
Friends  
With  
Gil**



COLOSSUS OF THE CAROLINAS



Newscaster, philosopher, friendly voice of a famous station, WBT's Gil Stamer makes friends of folks and friends for sponsors. Sincere, affable, convincing Gil has the native know-how which distinguishes WBT as a powerful local voice for national advertisers. Let Gil and WBT make 3,000,000 Carolina friends for you.

**WBT**

**CHARLOTTE, NORTH CAROLINA**

**JEFFERSON STANDARD BROADCASTING COMPANY**

*Represented Nationally by CBS Radio Spot Sales*





McCann-Erickson's Sid Dean

**McCann-Erickson forecasts show details of TV growth**

*In two years, McCann-Erickson feels, the 125 largest TV markets will contain 78% of the population of the U.S., and will account for some 80% of retail sales. Some 250 additional markets, however, may add only 9% in audience size*

TV status	Markets	Commercial stations	% of U.S. population	% of U.S. retail sales
63 CURRENT MARKETS (June 1952)	63	171	63%	68%
62 NEXT LARGEST MARKETS	62	175	15%	12%
125 TOTAL MARKETS (Dec. 1954)	125	346	78%	80%
250 NEXT LARGEST MARKETS	250	—	9%	9%

*“Television has already strengthened the applications of mass advertising and promotion at all marketing levels. By 1954, television will have rounded out its dimensions for mass selling in all major U.S. markets, in all distribution channels, and at all distribution levels in planned coordination with all other selling forces, and be thus capable of earning a \$750,000,000 outlay.”*

*Sidney W. Deaa Jr., V.P., Director Marketing McCann-Erickson, Inc. (Seen at left)*

# 500 TV stations: how major agencies see the picture

**Some 80% of U. S. families may be within reach of video by 1955**

With TV launched on its second postwar boom, the era of 500 TV stations in the U.S., and 125-station video networks is no longer an adman's pipe dream; soon it will be a reality. The map on the following pages shows that nearly a dozen important "new" video markets, from Denver and Portland to Roanoke and Austin, have gone on the active list since mid-1952. Nearly two dozen more TV markets will be operating by 1 February 1953.

Time costs of large-scale TV are again rising. An executive of SSCB told SPONSER unofficially that "by 1955

a weekly half-hour dramatic TV show, televised on a 'full network' of 125-150 stations on a 39-week contract, may cost the average sponsor anywhere from \$2,500,000 to \$3,000,000 for time and talent." In 1947, many a national advertiser spent that much as his total, all-media ad budget.

Television is also headed swiftly for near-national coverage, in terms of

**t r e n d**

U.S. homes within range of video outlets. NBC researchers, for instance, now feel that 80% of the total number of U.S. families may be living under the TV umbrella sometime in early 1955. This percentage figure will continue to rise as families in the latest round of TV markets buy more video sets, and as the final group of TV stations go on the air. Ultimately, perhaps by 1960, 90% or more of the homes in the U.S. will be TV's potential audience.

Agencies are under terrific pressure from leading clients as the planning

for the 1953-54 advertising season gets underway. The pressure is understandable. Clients in the multi-million brackets need the latest TV predictions in order to plan their long-range advertising and marketing strategy. Questions such as these are uppermost in the minds of top management: How big is TV likely to grow? How much advertising money must be set aside as a "reserve" to keep pace with TV's growth? What will "national" TV campaigns cost? Will they be worth it?

Five years ago, such questions could be parried gracefully, and nobody was the worse for it. Today, the answers to these questions play a large role in shaping everything from over-all budget formulas to marketing policies. Recognizing the high interest in this subject, SPONSOR explored the TV thinking of several major ad agencies—notably McCann-Erickson, Young & Rubicam, BBDO, and SSCB. Research and sales executives of the two largest TV networks were also interviewed. Today, the problems of TV's future growth weigh as heavily on air media as they do on media planners.

What these agency men and network officials stated must be considered as a series of "educated guesses." However, the following forecasts are important signposts in mapping out the future route of air advertising dollars.

Here, in a topic-by-topic round-up, is how the best-informed agency and network executives view the near-future of TV:

**TV audiences may double by 1955:** Back in the early part of 1947, there were just 16,467 TV sets in the U.S., according to NBC. As new stations came on the air, and set prices dropped, this figure jumped skyward. Last month, NBC calculated that there were 19,517,000 TV sets in the U.S.—more than 1,000 times the 1947 figure.

This huge figure, which represented nearly 45% of the nation's total homes in mid-December 1952, is only the jump-off for TV's present growth pattern.

McCann-Erickson—which has made a series of TV projections on three levels, "low," "intermediate," and "upper"—calculates on its "intermediate" scales that there will be 26,800,000 TV homes in the 125 leading U.S. markets by the end of 1954. This is about a 47% increase over the level of TV in the U.S. in September 1952.

Other projections take these figures even higher. According to an unofficial estimate of an NBC executive, TV "may be reaching 40,000,000 homes in the then-active TV markets throughout the U.S. at the end of 1955."

The most eye-opening figure of all is one contained in an elaborate Young & Rubicam TV presentation. This pitch has been made to such leading agency clients as Borden Co., General Foods, General Electric, Gulf Oil Corp., Procter & Gamble, and Singer Sewing Machine Co. In its well-charted predictions for TV's future growth, Y&R forecasts that TV will be active (one or more stations, VHF and UHF) commercially in 1,241 cities and towns by 1963. TV will then cover something like 95% of total U.S. homes. The actual number of TV homes, at that time will be about 70-75% of that figure, Y&R feels.

*Key points for admen: The following "intermediate projections" of McCann-Erickson are likely to be a reliable, year-by-year guide for the next few seasons: 19,600,000 TV homes in some 79 markets, by the start of January 1953; 23,500,000 TV homes in the 164 largest U.S. markets by December 1953; 26,900,000 TV homes in the 164 largest markets by December 1955.*

**Networks will be 100-plus TV stations:** Executives of the four major TV webs feel that TV network line-ups of the future will soon resemble the kind of station lists possible in radio in the past decade or longer ago.

Both NBC TV and CBS TV, for example, have been telling ad agencies in recent weeks that they will offer a "basic" network (no split-affiliations, or single-station markets, a la Pittsburgh or New Orleans) in the 75 top U.S. markets by the end of 1956. In addition they will be able to offer groups of supplementary stations, totaling perhaps another 75 markets. The total number of TV stations in the U.S., at that point, may easily be around 600.

Networks of this size are very likely to represent the outer limits of basic network growth. Certainly, there will be more than 600 TV stations in the U.S. in another decade. But, many of them will be serving small areas, or will be so new that set penetration will be very low.

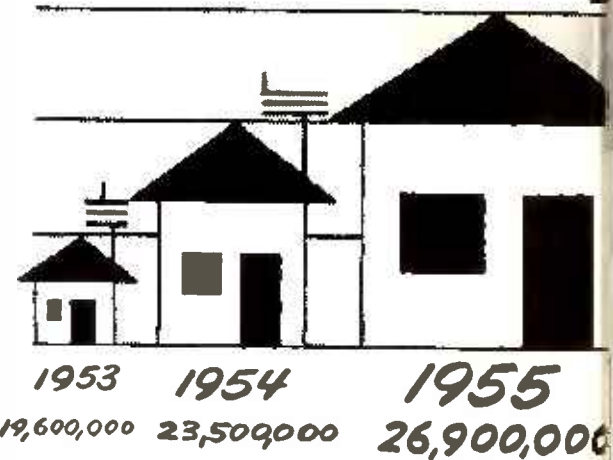
BBDO's Fred B. Manchec, executive v.p. in charge of research, told SPON-

## Young & Rubicam estimate TV network time may cost gross of \$75,000 an hour

NETWORKS	1-HR.	½-HR.	¼-HR.
64-station basis (1952)	\$51,325	\$30,795	\$20,531
125-station basis (1954)	\$69,050	\$41,430	\$27,621
150-station basis (1955)	\$75,275	\$45,165	\$30,111

What gross time costs may look like on TV network of next few years is shown in Y&R chart above. Program could cost additional 50 to 100%

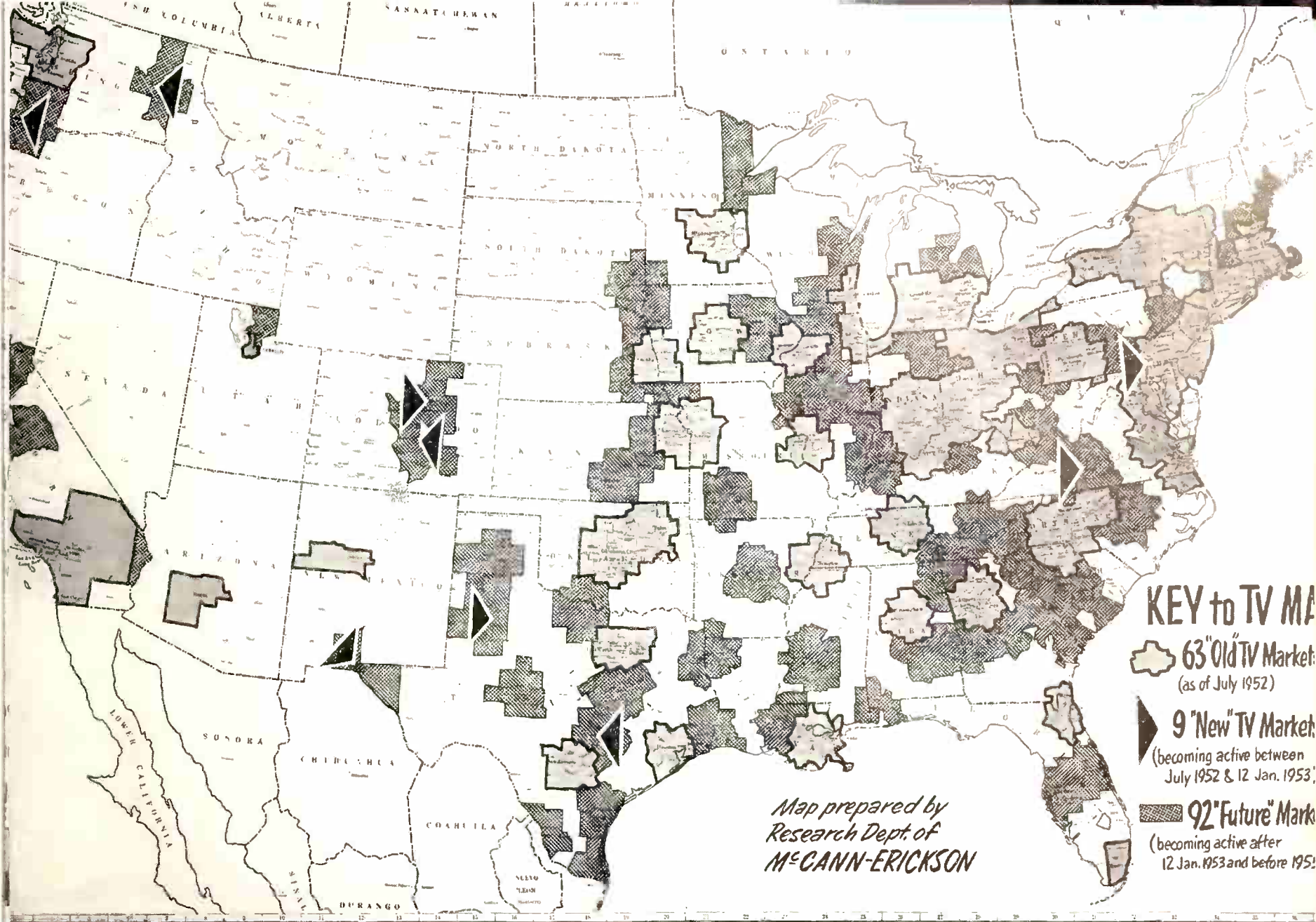
## Actual number of U. S. video homes may hit 26,900,000 in 164 largest markets by '55



McCann-Erickson projections on "intermediate" basis in chart above show future TV audience in 164 largest markets may be 54% of U. S. homes

SOR that the big Madison Avenue agency is urging video clients to proceed "cautiously" in the matter of increasing the size of their individual TV networks. "Certainly, the growth of TV networks will ease many of the present problems of clearing network time," he added, "but in new markets it may be wise for advertisers to wait until the degree of set penetration has been clearly determined before trying to establish time franchises."





**KEY to TV MA**

- ☼ 63 "Old" TV Markets (as of July 1952)
- ▶ 9 "New" TV Markets (becoming active between July 1952 & 12 Jan. 1953)
- ▨ 92 "Future" Markets (becoming active after 12 Jan. 1953 and before 1955)

*Map prepared by  
Research Dept. of  
M<sup>c</sup>CANN-ERICKSON*

## 450-500 TV outlets may serve 54% of all U.S. homes in 164 markets by 1955

Mc-Cann-Erickson map of U.S. video (above) is conservative projection of future TV markets, updated by SPONSOR. The 164 markets shown may eventually absorb from 450 to 500 TV stations by 1955. New, near-future markets appear below

### Newly added TV markets

- ▶ DENVER, COLO.
- ▶ COLORADO SPRINGS, COLO.
- ▶ YORK, PA.
- ▶ ROANOKE, VA.
- ▶ AUSTIN, TEX.
- ▶ EL PASO, TEX.
- ▶ LUBBOCK, TEX.
- ▶ SPOKANE, WASH.
- ▶ PORTLAND, ORE.

### TV markets to be added early in 1953

- MOBILE, ALA.
- TUCSON, ARIZ.
- BRIDGEPORT, CONN.
- FORT LAUDERDALE, FLA.
- PEORIA, ILL.
- SOUTH BEND, IND.
- BATON ROUGE, LA.
- HOLYOKE, MASS.
- SPRINGFIELD, MASS.
- NEW BRITAIN, CONN.
- JACKSON, MISS.
- ATLANTIC CITY, N. J.
- RALEIGH, N. C.
- LYNCHBURG, VA.
- MASSILON, OHIO
- YOUNGSTOWN, OHIO
- READING, PA.
- SCRANTON, PA.
- WILKES-BARRE, PA.
- YAKIMA, WASH.

Both the agencies and the networks interviewed by SPONSOR agreed that TV networks would play a large role in the future of TV programming. "TV will be so large and so costly that agencies won't be able to take the chance on producing an agency-built show which may, or may not, be a dud," Y&R's Jim Schulke, manager of account presentations, stated. "Programs will be built largely by networks, who will sell them on a partici-

pation or 'insertion' basis, and by the independent package producers." *Key points for admen: The present time buying hassles involving single-station markets in major population centers will disappear as networks round out their lists, the experts feel. Networks will probably level off somewhere around the 125-150 station-mark in three or four years. And, the networks will assume a great deal of the building of big TV shows.*

**Costs of big-time TV are going up:** With networks due to expand in size, advertisers will face substantial increases in the costs of network TV time, agencies feel. Some idea of the ultimate level of these TV network costs can be found in the Y&R chart on page 24. Meanwhile, SPONSOR learned that the major TV networks are offering the following yardstick to agencies to aid (Please turn to page 72)

# Sundial saturation bowls 'em over

**New England shoe manufacturer switched from costly TV effort to saturation spot radio campaign, persuaded local dealers to tie in and split cost**

The Sundial division of the International Shoe Co. put reverse English on the current trend among air advertisers: Sundial switched from TV to radio.

After 18 months of a TV kid show, Sundial found that its sales results were not keeping pace with zooming TV costs. What's more, network video did not offer the flexibility which the Manchester, N. H., shoe company desired in order to make its advertising program coincide with its seasonal selling pattern.

The shoe firm and its advertising agency, Hoag & Provandie of Boston, are now convinced that they have found the solution to the problem: a saturation radio spot announcement campaign used during the two five-week periods (pre-Easter and pre-back-to-school) in which the sale of youngsters' shoes tend to bunch up. Inasmuch as Sundial derives a large per-

centage of its revenue from kids' shoes, the solution reached seems to make sense.

After a test campaign in spring 1952, the agency placed a fall campaign of 8,500 announcements on 79 radio stations during the back-to-school period. Sundial dealers, who paid a share of the costs, were enthusiastic about the results and over 90% of them have already signed up for the upcoming Easter promotion.

And Sundial, whose sales for fiscal year 1952 topped the \$11 million mark, is sufficiently impressed with the million-dollar gain over 1951 to give radio about \$200,000 of this year's \$264,000 ad budget. (Source of figures: SPONSOR estimate.)

But air media were not always Sundial favorites. Newspapers got the lion's share of the ad budget during the first six years. Then Paul Hoag, account supervisor, and Myron Eastwood, account executive, presented a plan for a TV campaign to Sundial.

This major switch was approved by Sundial's top policymakers: E. J. Gornley, general manager; James U. Edwards, ad manager; Sales Managers Hugh Warren (Men & Boys) and Joseph McCarthy (Women & Childrens).

The TV program selected was *Lucky Pup* which CBS TV was airing across-the-board, 15 minutes daily. Sundial bought one segment (Friday) a week in 14 cities and devised a giveaway to test its power.

**Traffic builder:** A cardboard cut-out model of a TV station, jig-saw puzzle, and Foodini masks were offered at various times to every youngster who enticed an adult into a Sundial shoe outlet. Dealers, who paid about a dime apiece for the giveaways, were quickly swamped by eager kids and their somewhat reluctant parents. During the 18 months that Sundial

used TV, over 825,000 items were given away to children.

Conversion of this increased store traffic into sales varied widely, depending upon the dealers' sales ability. Many stores with aggressive sales staffs came through with near-perfect scores. Dealers were happy to discover that many parents were presold on Sundial as a result of having been exposed to the TV commercials. As it turned out, almost 35-40% of the audience of the "kid show" was adult.

**Video show:** *Lucky Pup* ran from 20 January 1950 to 11 May 1951 (with a hiatus from 14 July 1950 to 18 August) on 14 CBS TV outlets. On 21 August 1951 the program was overhauled, converted into a weekly half-hour film package, re-named *Foodini*

## case history

*The Great*, and aired on the ABC TV net Saturday mornings. Talent costs zoomed almost 400% (from \$750 to \$2,800) and Sundial, which was sponsoring 15 minutes of the show, soon found the program too rich for its blood. On 17 November 1951 the company pulled out of TV and looked around for a suitable substitute.

**Spot radio:** Hoag and Eastwood came to the conclusion that radio was the medium which offered the most in flexibility, low cost-per-1,000, and the adman's old standby—repetition. As Myron Eastwood puts it, "In radio you can bulk advertising to fit your sales pattern. And by spot buying, waste is virtually eliminated."

Sundial's ad manager, James U. Edwards, backs this up by saying, "I am convinced that spot radio advertising is doing a really effective job for Sundial Shoes on several important



**Jim Edwards, Sundial's ad manager, on spot radio:**

"I am convinced that spot radio advertising is doing a really effective job for Sundial shoes on several important counts. Its flexibility permits us to peak spot saturations to the important buying seasons. By open-ending transcribed spots, we are able to offer our dealers an opportunity for local tie-ins. This makes Sundial's over-all advertising program more merchandisable to the dealer. And finally, the economy of spot radio permits saturations of both large and small markets with a reasonable advertising budget."





**Former video show:** Sundial used "Lucky Pup" show for 18 months and was happy with results. When show switched from live to film, costs zoomed and shoe company abandoned TV. Pert Doris Brown worked with puppets on show



**Traffic builder:** Firm used giveaways such as jigsaw puzzle above to get kids to entice parents into Sundial stores. Dealers were so pleased with demand (over 825,000) that the company will use the "magic" ring offer on radio

counts. Its flexibility gives us peak spot saturations in the important buying seasons. By open-ending transcribed spots, we are able to offer our dealers an opportunity for local tie-ins. This makes Sundial's over-all advertising program more merchandisable to the dealer. And finally, the economy of spot radio permits saturations of both large and small markets while still staying within a reasonable advertising budget."

Backing up this reasoning, a spot radio saturation campaign was tested in New England and part of Pennsylvania in the spring of 1952.

For the big fall campaign dealer participation was deemed necessary in order to get maximum saturation during the five-week campaign without upsetting Sundial's ad appletart. The 70-man Sundial sales force was called in and briefed on the new plan.

Sundial dealers (who are now spotted throughout the territory east of the Mississippi) were offered packages of 10 or 20 announcements. These retailers were expected to pay their share of the time cost, but not more than \$5.00 per announcement. A series of four jingles was transcribed and made a part of a recorded sales pitch. Sundial salesmen, armed with the disk and a portable phonograph, hit their territories to line up dealer cooperation.

Here's a sample of what the dealers heard when the disk was played:

"Ring! Another Sundial sales. And that's just what the following Sundial

radio spots give you. New York-produced by top-flight talent, tested in a limited sales area in a six-week spring promotion, these bouncy jingles did a real man's job in rounding up and ringing up Sundial sales. And notice that each commercial has an eight-second spot at the end for your tie-in."

Then followed the four jingles, each one hitting heavily at a particular member of the family but followed by a broad appeal. The jingle slanted at young girls is typical:

"Sundial shoes are the shoes that sisters wear,  
Shoes that brothers wear, fathers and mothers wear;  
Sundial shoes — Hey!  
Why not buy a pair: Sundial shoes.  
"Sister. Oh Sister,  
When you're in the store say,  
'Mister.  
I want good fit so I'll try  
A Bonnie Laddie Sundial Shoe.  
It's true, they'll look so nice on you."  
(Please turn to page 82)

## Why Sundial settled on spot radio

1. The flexibility of spot radio permitted Sundial to pinpoint advertising, hit only those communities in which it had sales outlets.
2. With the sale of children's shoes bulking heavily in two five-week periods, Sundial used saturation campaigns during these periods, considerably lighter the rest of the year.
3. Using open-end transcriptions gave local dealers a chance to tie in and closely associate themselves with the product.
4. Giveaways, which worked successfully in previous TV campaign, will be added to upcoming radio saturation to build store traffic.
5. Dollar for dollar, spot radio gave Sundial more intensity, repetition, and sales punch than any other medium.

# Will 1953 be the big fact-finding year for radio?

**SPONSOR** survey indicates

**near-record spending for multiple set, out-of-home, other research**

An industrial analyst once wrote: "You can measure the vitality of an industry by the amount of research going on in it. Nothing replenishes the vigor of an industry as much as the fodder that comes from a persistent program of research, whether it be in the laboratory or in the pursuit of factual data."

This observation has an especially apt significance for radio as the medium moves into 1953. A survey conducted by SPONSOR brought out plenty of evidence that a big job of fact replenishing will be done for radio during 1953.

Intent on learning what the planning was for radio research, SPONSOR can-

vassed research firms, the networks, station reps, and radio promotion organizations. Key point emerging from this inquiry: The fact finders are not only geared to furnish radio with masses of material but they are seriously concentrating on doing something to clear up many of the mistakes, inadequacies, and confusion that have accumulated in radio research over the years.

The survey disclosed that the field of radio research had singled out these objectives for prime attention:

## research

### **Six big fact-finding projects slated for 1953**

- 1. Out-of-home listening:** *BAB and Pulse are putting lot of work into counting car radios, measuring their use*
- 2. Checking patry vs. radio use:** *ARB is adding to its techniques for matching purchases with family listening*
- 3. Multiple set listening:** *Most rating services agree it is imperative to measure all listening in the home; some are studying ways to implement the technique*
- 4. Listening at night in TV homes:** *NBC, BAB are charting radio attention as compared to TV, newspapers, magazines*
- 5. Probing the rating services:** *ARF seeks to reduce the confusion from different rating techniques by "putting yardstick to reasons" and evaluating shortcomings*
- 6. Sales effectiveness at store counter:** *BAB will add drug chains to ARBI studies on radio vs. newspapers*

**1.** Implement the techniques for counting multiple-set and out-of-home listening so that the advertiser will become aware of the full dimensions of the radio audience.

**2.** Reduce the complications created by the various rating systems to the point where the advertiser can better evaluate radio's true power of penetration and listening picture.

**3.** Chart the listening pattern of radio in TV homes at night in order that the buyer will have a keener conception of how radio rates as an attention getter in comparison with TV, newspapers, and magazines.

**4.** Expand to a major degree the use of the Advertising Research Bureau Inc. (ARBI) method of measuring sales effectiveness as between radio and newspapers at the point-of-sale.

**5.** Document, on the basis of the latest circulation coverage figures, the concept that a radio network can over a period of weeks deliver enough unduplicated homes to make it virtually a "must" for an advertiser to supplant his TV network operations with a radio buy.

**6.** Make a qualitative study into the influence dimensions of radio, determining how deeply the medium influences how many people in their buying and other habits.

Judging from the scope and the multiplicity of the projects reported either approved or on the drawing boards, it could be one of the top money years for radio research. Quite obvious is the fact that the two points which independent research organizations are focusing their developing efforts involve research gaps that have incurred great resentment from the radio industry: (1) failure to measure listening outside the living room; (2) treating

*(Please turn to page 79)*



# ARF study may bring end to rating muddle in 1953

Regarded as one of the most ambitious attempts by an independent media group to find out what makes a specific facet of research tick is the present undertaking of the American Research Foundation to probe rating services. Supporters of this pilot study feel that it can go a long way toward minimizing the confusion among advertisers over

the differences in ratings and toward reducing all basic rating methods to some common denominator. The four committees' chores are split up along the lines of observing how the services operate in the field, analyzing rating data, and projecting the "ideal" system. They are hopeful of obtaining close cooperation of rating services in this project.



Foundation's "seal of approval"

## COMMITTEE ON RADIO AND TV RATING METHODS PROJECT

**E. L. Deckinger (Chairman) Biow**

**Teddy Anderson . . . . . BBDO**

**Hugh M. Berville . . . . . NBC**

**Harper Carraine . . . . . CBS Radio**

**Wallace T. Drew . . . Bristol-Myers**

**Gordon A. Hughes . . . General Mills**

**J. James Neale . . . . . D-F-S**

**Richard J. Puff . . . . . MBS**

**Oliver E. Treyz . . . . . ABC**

**G. Maxwell Ule . . . . . K&E**



Edgar Kobak, who sparked study

### FOUR WORKING COMMITTEES

**To set standards and methods of rating services**

**To inspect research practices of rating services**

**To analyze data issued by various rating services**

**On specific rating problems and rating methods**

**G. Maxwell Ule (Chm.)**  
K&E  
**E. L. Deckinger, Biow**  
**Gordon A. Hughes, General Mills**  
**Oliver E. Treyz, ABC**

**G. Scowcroft (Chm.)**  
Campbell Soup  
**Teddy Anderson, BBDO**  
**Harper Carraine, CBS Radio**  
**E. L. Deckinger, Biow**  
**Norman Glenn, DCSS**  
**Hal Miller, Biow**  
**Samuel Thurn, Y&R**

**E. L. Deckinger (Chm.)**  
Biow  
**Wallace T. Drew, Bristol-Myers**  
**Howard Kuhn, Compton**  
**Richard J. Puff, MBS**  
**Bernard Sherak, K&E**

**Harry Wolfe (Chm.)**  
Colgate  
**Hugh M. Berville, NBC**  
**E. L. Deckinger, Biow**  
**J. James Neale, D-F-S**

G. Maxwell Ule

Gordon Scowcroft

E. Lawrence Deckinger

Harry Wolfe



# How to demonstrate a girdle on TV

**Sarong firm used trick photography to show girdle being worn by live model without indecorous exposure. Moral: There's a technique for making almost any product inoffensive if you find the right approach**

"The girdle that walks and won't ride up," is the I. Newman & Sons, Inc. slogan for their Sarong garments, but the company was having a hard time figuring out a way of demonstrating this feature on TV screens when they first decided to enter the medium. Arthur Daly, free-lance TV council for the company, and Harold M. Mitchell, agency for Sarong girdles, checked the nets for acceptability of girdle copy and found themselves in a squeeze. The reaction from the four nets had one point in common: They were all unalterably opposed to showing such an intimate garment on a live model.

Discouraged, but undefeated, Art Daly reported back to Harold Mitchell, who in turn called Paul Alley, TV film commercial producer, John Lewis and Irving Geiss, two of Paul Alley's staffers, into a huddle. Cameraman George Karger finally came up with an idea which solved the problem. "Dress the model up in jet black leotards and tights," he suggested. The girdle, which she was to wear over this outfit, was treated with phosphor, and the scene, showing the model walking, twirling, bending, was then photographed under a black light process. Result: The commercial showed the girdle in action on a live model—but, without showing the model.

The film, which is to be aired by department store outlets for Sarong girdles on a co-op basis, has three different introductions: One shows a girl dancing in an evening dress; another shows her walking with a dog pulling at the leash; a third shows her swinging a golf club—all three unquestionably "action" introductions, proving that Sarong girdles do not hamper the wearer. The voice-over commentator then mentions the criss-cross feature of the garment that makes this ease of movement possible, and on the screen the audience sees the phosphorescent

girdle repeating the actions previously demonstrated by the clothed model.

These films, which were scheduled for completion during the first week in January, are available to department stores on a co-op basis covering up to 4% of previous year's sales. That is, if a particular Sarong outlet decides to put up to 4% of its last year's sales into a TV budget, the Newman Co. will then bear half the cost. Twenty seconds in length, the films conclude with a 10-second open end for the store's own identification copy.

With distribution in about half the nation, the company plans to advertise in 76 markets this spring. Until their recent decision to plunge into spot TV, the firm and its agency had concentrated on newspaper advertising, with particular emphasis on Sunday supple-

## commercials

ments. Their slogan—"The girdle that walks and won't ride up" introduced the new Sarong line via the black-and-white medium some two years ago, stressing the criss-cross manner in which the garment is cut. This feature suggested the name of the line. From a \$3,000 advertising budget in 1950, Sarong has grown to a quarter-million dollar baby in advertising expenditure planned for 1953. This budget will be split between newspaper and television advertising in a proportion which depends to a large degree upon the response department stores throughout the country give to the co-op TV offer.

Since girdles are neither truly seasonal nor fashion-bound, the commercials will be timely and usable for some three or four years, it's expected. To merchandise them, the agency ordered offset storyboards which show six panels of the Sarong TV film. These

were distributed to Newman Co. salesmen even before the film was completed, and sent to stores that carry the Sarong account to encourage their participation in TV advertising. They have also been sent out to TV stations in Sarong markets, to encourage the stations to approach department stores about the films. These folders show how the slogan and Sarong's criss-cross panel salespoint are brought out emphatically in the TV commercials. Other merchandising of the program includes mentions of the films in an advertising booklet that is sent to stores accompanied by a letter explaining the format of the commercial.

The Newman Co., incidentally, uses radio—mainly foreign-language radio and radio in Negro markets—for its heavy lace corsets, their standard line.

Designed mainly for particularly fat women, these corsets can be sold effectively over programs keyed to special audiences.

**Network attitude towards girdles:** Not the only girdle account ever to plan on TV, Sarong nevertheless stands out as the most original handling to date of the live-model problem. Among other methods that have been suggested by the industry to network continuity-acceptance heads in the past are such devices as silhouette cut-aways, animation, demonstration of the article as it is taken out of the package without it ever being seen on a model, or, finally, a girdle shown on a dummy form.

Stockton Hellfrick, NBC continuity acceptance director, recalls a proposed handling of girdle commercials that was submitted by International Latex a year or so ago. They, too, used a model clothed in black tights; over her form, an artist had drawn onto the film a white dotted line showing

(Please turn to page 77)



Storyboard of Sarong's live-action film shows how "black light" does the trick



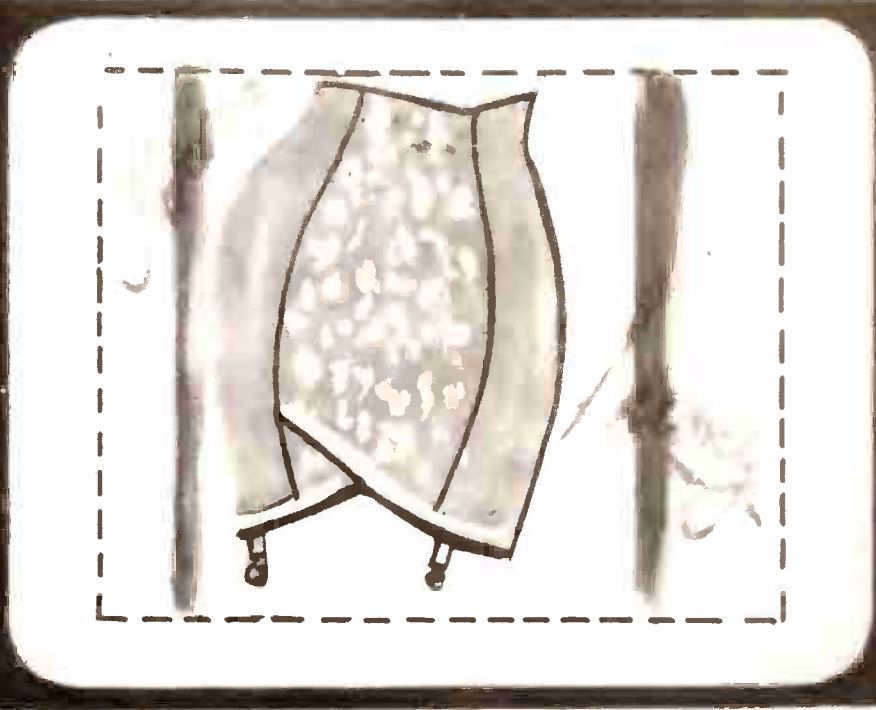
1. Film is done with live model; intro stresses action



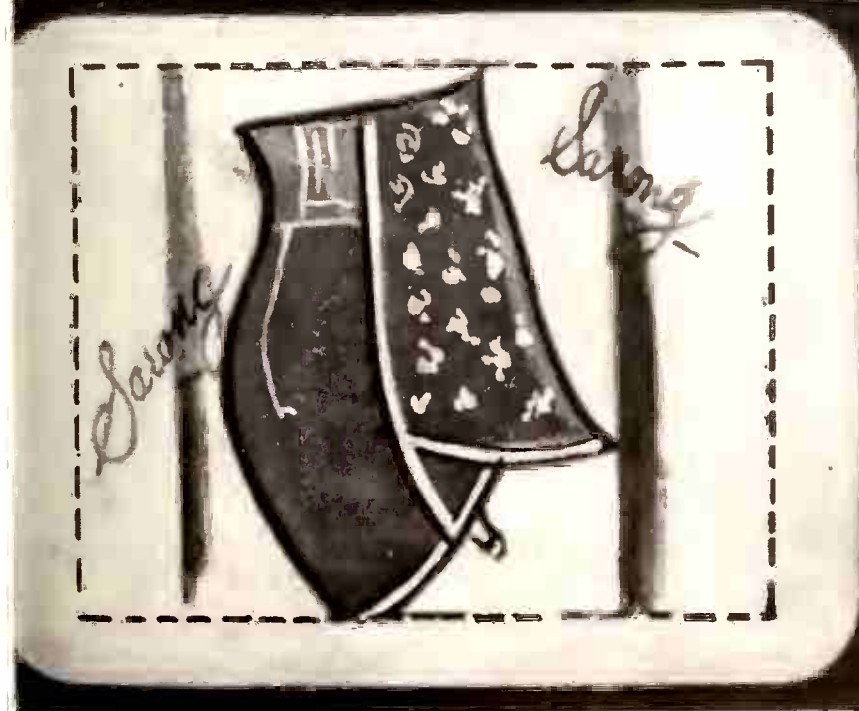
2. Dancing above emphasizes Sarong slogan, ease of movement



3. Close-up of girl in tight evening dress points up girdle line



4. Girl dissolves through black light leaving girdle disembodied



5. Girdle freezes in ad position against dark backdrop



6. Sarong logo appears with name of store sponsoring ad

# What political sponsorship did

Convention and Election Night advertisers aided competitors' sales; reached tremendous radio-TV audiences, achieved strong brand identity

Admen rank as one of the greatest concentrated promotion campaigns in recent times the radio-TV sponsorship of the 1952 Presidential conventions and Election Night returns by three big appliance firms—Admiral, Philco, and Westinghouse.

Great interest has been evinced in the advertising field as to what could have been the results from this campaign in terms of (1) sales and (2) audiences garnered by this incomparably expensive tieup with public interest programming (it cost the sponsors and networks involved about \$12 million). SPONSOR explored both these facets and here are the highlights of what has been discovered:

1. Sales: The three-network sponsorship not only sparked sales in a big way for the three companies but it

served to lift the entire appliance industry out of its customary summer slump.

2. Promotion: The three firms agree that they got a brand identity impact which will endure for a long time. Also, never before have so many people been saturated with consciousness

## case history

of what products the electric appliance manufacturer offers.

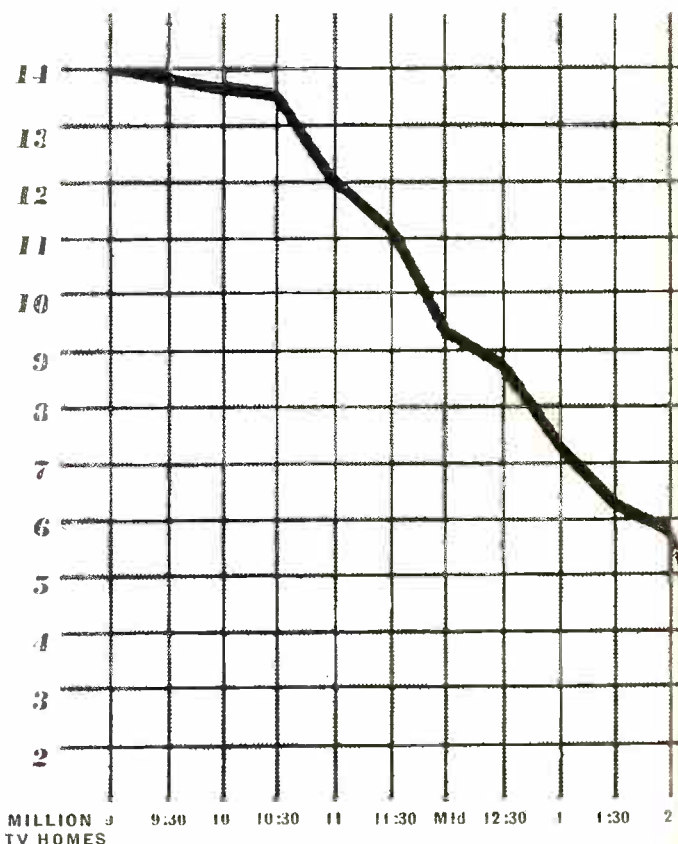
3. Audience: Nine out of every 10 radio and TV homes tuned in to the convention at one time or another. TV viewing was greater in terms of gross home-hours than radio listening. On the average, TV sets were tuned in to

the conventions for three hours a day: radio-only homes were tuned in about half that time. No complete picture of Election Night audiences is yet available, but the data at hand does show that nine out of 10 TV homes tuned in that night.

4. Retrospection: The appliance trio think it was astute of them to pick up the full tab on their respective networks for both convention and election returns coverage rather than to have let other advertisers join them in participation sponsorship. Nor do they think it was a mistake to have covered every minute of the convention, dull spots included.

Report on sales: Probably the outstanding sales result of the conventions was the effect on the normal summer

PERCENT OF TV HOMES REACHED BY ALL NETWORKS ON ELECTION NIGHT WAS NEARLY AS GREAT AS CONVENTION FIGURE



NBC's Kaltenborn, at left in picture, gives election returns. Above shows total homes reached on all TV networks by Philco audience, reportedly the biggest of all TV networks.



# or appliances

well as own.

ntification

slump in appliance sales. There wasn't any. Westinghouse Account Executive Bill Ritenbaugh of Ketchum, MacLeod, and Grove told SPONSOR flatly that this "can be accredited to the tremendous political campaign package." (Westinghouse also sponsored 13 weeks of *Pick the Winner* on CBS TV and DuMont.) Admiral sold more refrigerators during the Democratic Convention than any previous week during the year. (July 1951 was one of the worst months of the year for refrigerator sales so far as the industry as a whole was concerned.)

Philco reported such success in selling radios, TV sets, and air conditioners that in the case of the first two, allocations were resumed, and, in the case of the latter, commercials were removed during the Democratic Convention. Summer months are, of course, good months for air conditioners but Philco did not expect the huge demand that developed.

John Gilligan, Philco vice president in charge of advertising, said: "Ordinarily, the radio-television industry suffers from a slump in sales during the summer months. This year, because of the political broadcasts, this slump did not occur. On the contrary, sales advanced sharply. From the first of July to the end of the year, Philco television receiver shipments to distributors were on an allocation basis.

"At the conventions, Philco introduced a new multi-wave radio. It had been expected that sales would increase gradually as the public became acquainted with these new sets. On the contrary, the sales response was instantaneous; existing stocks had to be put on allocation to Philco customers."

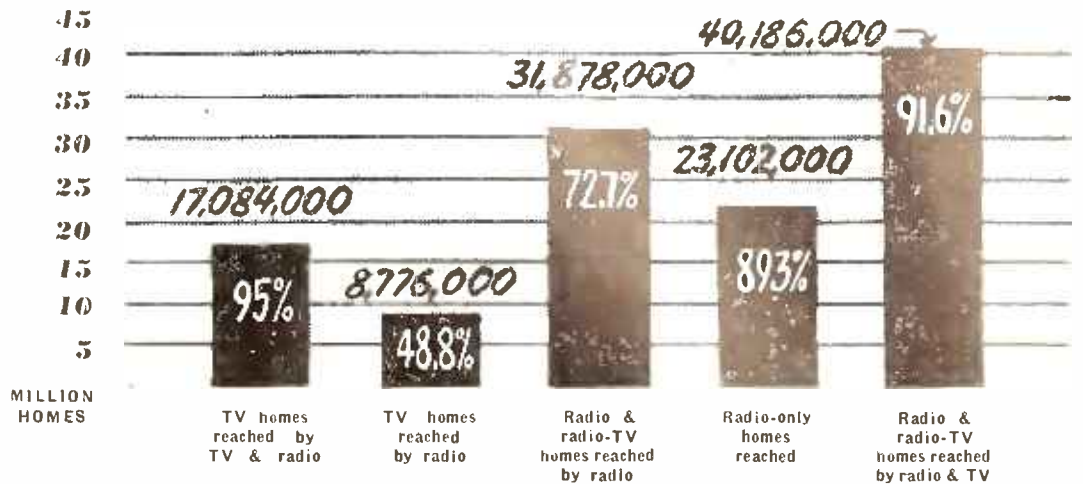
Even competitors of the three appliance sponsors agreed that the political sponsorship delivered a heavy sales wallop. Said a sales executive from one of the largest appliance firms: "The conventions did a terrific job for

(Please turn to page 60)

12 JANUARY 1953

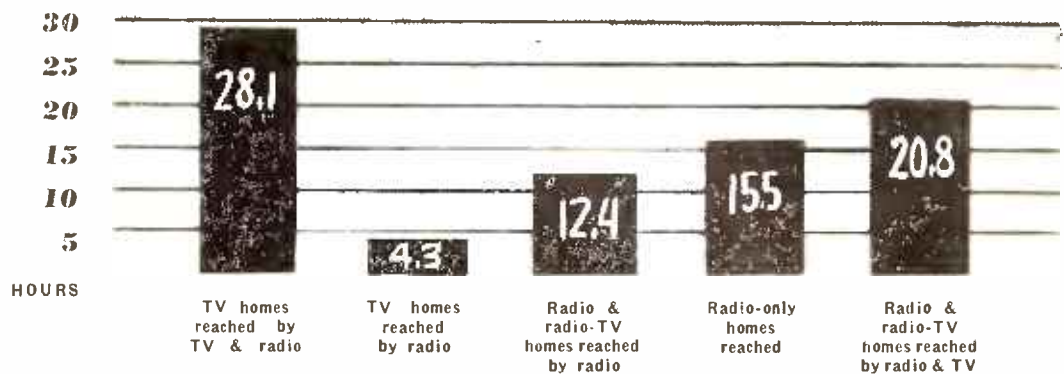
## Listening-viewing totals of the political conventions

### 1. Homes reached by all radio, TV networks



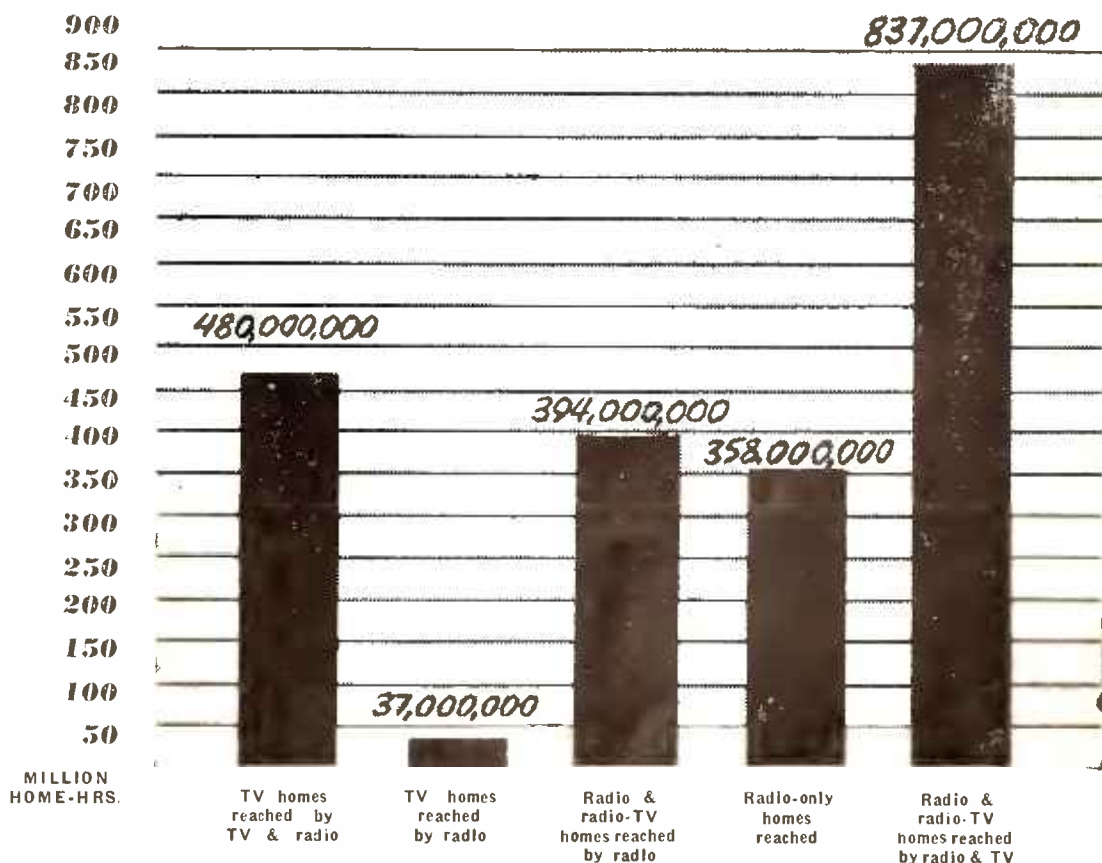
Figures inside bars refer to percentage of homes reached within each homes category. Bar on extreme right shows that more than nine out of 10 radio and TV homes tuned to conventions

### 2. Average tune-in hours per home reached



As in chart above, greater convention interest among TV homes is shown. To sponsor, these figures indicate higher relative exposure to commercials in TV homes than in radio-only homes

### 3. Total tune-in hours for all homes



This chart is result of multiplying homes figure in Chart No. 1 by corresponding figures in Chart No. 2. Figures indicate greater gross tune-in time in TV homes than radio-only homes

SOURCE: A. C. Nielsen Co.



Leilehua (Wreath of Lehua Blossoms) Becker typifies Hawaii's polyglot pop. Star radio, TV, and Hawaiian Room (N.Y.) hula dancer, she's quarter Hawaiian rest French-English-German

# Why radio is strong in Hawaiian Islands

**Isolation, polyglot population make air tops**

Hawaii is enjoying its greatest boom in history and only radio covers all the islands. Those are the two facts that cropped up repeatedly in SPONSOR's detailed survey of Hawaiian stations, reps, sponsors, and agencies.

All three of Hawaii's major industries are enjoying record prosperity: (1) sugar, which means \$136,000,000 a year; (2) pineapples, which mean \$100,000,000, and (3) tourists, who mean \$10 million.

And the only medium that covers all the 20 islands (nine inhabited) scattered over 400 miles of blue Pacific . . . the 465,325 inhabitants divided into six main linguistic groups and many lesser ones, is radio.

For example, the biggest paper in the territory, the *Honolulu Star-Bulletin*, has a circulation of 76,715. But there are 122,370 homes, nearly half a million people. Magazine circulation is low because of time, language, and distance barriers. Only radio gives blanket coverage—119,000 of these 122,000 homes, or all but 3,000.

TV already has added a new element to the picture. But at year-end only 6,900 Honolulu homes had TV. The two stations there went on the air within two weeks of each other in November and December. TV distributors say there will be 20,000 sets by 1 March and 40,000 by 1 June. In any case, broadcasting both radio and TV—will remain the logical way to reach Hawaii's scattered population.

Why should the market interest mainland advertisers?

**Market small but rich:** Fin Hollinger, manager of the Inter-Island Network and v.p. of the Hawaiian Association of Radio & TV Broadcasters, says: "Most people know so little about Hawaii that ad executives quite frankly label it America's 'mystery

market.'" He points out these facts:

1. Hawaii, fondly called "the 49th state" by its residents, is larger in area than several of the continental 48: Hawaii, 6,454 square miles; Connecticut, 5,009 square miles; Delaware, 2,057 square miles; Rhode Island, 1,214 square miles.

2. Hawaii's half-million population, spread over 400 miles in a string of four major islands, is greater than that of four other states: Nevada, 66% smaller; Wyoming, 38% smaller; Delaware, 32% smaller; Vermont, 20% smaller.

## status report

3. Hawaii's gross business in 1951 was \$1,367,000,000. Retail sales were \$522,000,000. Total payroll was \$476,000,000. Hawaii's citizens paid more federal taxes than those of 12 other states. They imported \$400,831,000 worth of commodities, 95% of it from the U.S. mainland. Family income territorially is a high \$5,086 while for Honolulu families, \$6,706. Islanders are America's eatingest people, spending more food dollars per family than any of the 48 states, and they buy more general merchandise per family than any of the states except Illinois.

4. The City of Honolulu, one of the world's most isolated metropolises, is comparable in market size with Rochester, N. Y., San Diego, Toledo, Fort Worth, or St. Paul. Its effective income per family is ninth highest of 200 leading cities, and it is America's 26th city in family income.

Half of Hawaii's population lives in Honolulu, and almost 70% of it on the Island of Oahu, in Honolulu County. A smaller similar concentration of





Hawaiian stations merchandise heavily as shot of KULA exhibit shows. Most stations program in several languages besides English

**BOYS AND GIRLS**

STARTING TOMORROW MORNING  
hear the new  
**BUSTER BROWN SHOW**  
wonderful songs, stories and jokes, with your friends  
Smilin' Ed, and the Buster Brown Gang

Listen for Smilin' Ed's friends:  
FROGGY, the gremlin  
SQUEAKIE, the mouse  
GRANDY, the piano  
MIDNIGHT, the cat

Presented by The Smart Shoe Shop

EVERY SATURDAY MORNING  
**8 o'clock** (760 on your dial) **KGU**

KGU, owned by Honolulu Advertiser, advertises own programs. Hawaiian radio offers sponsors unique opportunity for big coverage

population is in the Territory's second city, Hilo, on the "Big Island" of Hawaii. Here are how the four main islands and their principal cities rank:

Island	Pop.	City	Pop.
Oahu	325,797	Honolulu	232,553
Hawaii	64,004	Hilo	25,545
Maui (county)	45,937	Wailuku	7,319
Kauai (county)	29,288	Lihue	4,254

There are 155,000 automobile registrations in Hawaii, as well as 120,000 phones.

5. Hawaii's economy is strengthened greatly by two outside sources of income. Uncle Sam spends \$150 million in the Territory annually and stations thousands of men in Hawaii's dozen vast military installations, since it is America's mid-Pacific defense bulwark. And as a renowned tourist paradise, the Islands attract over 50,000 visitors yearly. They spent \$40 million in 1951.

6. With temperatures rarely varying from the 70's, Hawaii is an outstanding market for casual clothing, sports equipment and attire, automobiles, foodstuffs, and beer, but a poor market for hot cereals, heating equipment, furs, pajamas, hosiery, blankets, or anti-freeze.

7. Hawaii's polyglot population has long been an adman's headache. It consists of the following (as estimated for 1 July 1952 by the Territory's Bureau of Health Statistics):

Race	Pop.	Percent
Japanese	188,872	40.6
Hawaiian	91,601	19.7
Caucasian	68,600	14.7
Filipino	62,777	13.5
Chinese	32,052	6.9
Other*	21,423	4.6
All races	465,325	100.0

\*Includes Puerto Rican, Korean, Negro, Samoan.

"Radio far outranks newspapers in surmounting language barriers," Hollinger says, "and with the Islands spread over so many miles of the Pacific, it's a whole lot easier to deliver

a radio signal than to deliver a newspaper."

**Radio in Hawaii:** Hawaii has 12 stations: six in Honolulu, one in Waipahu, Honolulu County; three in Hilo; one in Wailuku, Maui, and one in Lihue, Kauai.

The five principal radio stations in Honolulu claim they're heard in all parts of the Islands except the city of Hilo and that additional portion of the "Big Island" (Hawaii Island) that lies in the shadow of two towering volcanic mountains, Mauna Kea and Mauna Loa, each just under 14,000 feet. But KMVI, in Wailuku, and KTOH, in Lihue, claim greater popularity on

their home islands and offer surveys to prove it. (Hawaii Island is 225 miles from Honolulu; Maui Island is 95 miles away, and Kauai Island, 110 miles.)

In any case you can't cover Hilo from Honolulu, and the sponsor who depends on one station to blanket the Hawaiian Islands is going to lose out.

Hawaii's isolation limits entertainment variety (it's 2,000 miles from the mainland). And billboards are not permitted. So radio has extremely high listenership and is an advertising must with anyone trying to sell consumer goods there. In fact the Clark 1951 survey showed 44.7% of the sets to be in use evenings, which is 6-7% bet-

### Tips on selling rich Hawaiian market

1. Remember that 85.3% of Hawaii's pop. is non-Caucasian; 40.6% is Japanese.
2. You cover half of Hawaii if you cover Honolulu (232,553 pop. out of 465,325). But don't try to get that other half with one station.
3. Hawaii is 2/9 size of Puerto Rico in pop. but its 1951 retail sales of \$522 million easily exceeded P.R.'s \$370 million.\*
4. No billboards permitted in Hawaii, so forget outdoor.
5. Hawaii's 3 leading "industries" are sugar, pineapples, and tourists. Latter are lucrative market for luxury goods.
6. Hawaii is sports-mad. High school football for example will draw 25,000 to Honolulu Stadium. Sportcasts get high ratings.
7. Japanese- and Filipino-language programs enjoy great popularity. All but one station urge sponsors to use them.
8. Most mainland network shows are taped. Soap operas are as popular here as at home. "Anything good goes."
9. Don't depend overly on surveys and ratings. They're few and far between, dated, and conflicting.
10. Year-round temperature almost never varies from 70-77. So don't ship any overcoats.

\*"Sales Management" estimate.

## Hawaii has 12 radio, 2 TV stations for 500,000 people

(Languages used: English, Japanese, Filipino, Hawaiian, some Chinese, Korean, Spanish, Samoan)

STATION	ADDRESS	OWNER	NETWORK	WATTS	KC	RATES		REP
						1 hr & 50 words	Class A, 1 time	
<b>KGMB*</b>	<b>Honolulu</b>	Hawaiian Bcstng. System	CBS	5000	590	\$165-\$24 (20 sec)	with KHBC	<b>Free &amp; Peters</b>
<b>KGU</b>	<b>Honolulu</b>	Advertiser Pub. Co.	NBC	2500	760	\$112.50-\$15 (30 sec)		<b>Katz</b>
<b>KHON†</b>	<b>Honolulu</b>	Aloha Bcstng. Co.		5000	1380	\$110-\$13.75		<b>W. S. Grant</b>
<b>KIKI</b>	<b>Honolulu</b>	KIKI, Ltd.		250	860	\$71.82-\$6.41 (30 sec)		<b>Tracy Moore</b> <b>West. Radio</b> <b>Sales</b>
<b>KPOA‡</b>	<b>Honolulu</b>	Island Bcstng. Co.	Don Lee MBS	5000	630	\$135-\$15		<b>Hollingbery</b>
<b>KULA</b>	<b>Honolulu</b>	Pacific Frontier Bcstng.	ABC	10000	690	\$150-\$20		<b>A. J. Young</b>
<b>KAHU</b>	<b>Waipahu</b> (Honolulu County)	Rural Bcstng. Co.		1000	920	\$22-\$6		<b>W. Biddick</b>
<b>KHBC*</b>	<b>Hilo</b> (Hawaii County)	Hawaiian Bcstng. System	CBS	1000	970	\$165-\$24 (20 sec)	with KGMB	<b>Free &amp; Peters</b>
<b>KILA‡</b>	<b>Hilo</b> (Hawaii County)	Island Bcstng. Co.	Don Lee MBS	1000	850	\$40-\$5.35		<b>Hollingbery</b>
<b>KIPA†</b>	<b>Hilo</b> (Hawaii County)	Big Island Bcstng. Co.		1000	1110	\$65-\$6.50		<b>W. S. Grant</b>
<b>KMVI†</b>	<b>Wailuku</b> (Maui County)	Maui Pub. Co.		1000	550	\$72-\$8.10		<b>W. S. Grant</b>
<b>KTOH†</b>	<b>Libue</b> (Kauai County)	Garden Island Pub. Co.		250	1490	\$60-\$7.50		<b>W. S. Grant</b>
<b>KGMB-TV</b>	<b>Honolulu</b>	Hawaiian Bcstng. System	CBS	500	Channel 9	\$150-\$15 (10 sec)		<b>Free &amp; Peters</b>
<b>KONA (TV)</b>	<b>Honolulu</b>	Radio Honolulu, Ltd.	Du Mont	5000	Channel 11	\$150-\$15 (10 sec)		<b>Forjoe</b>

\*Combination rates. For KGMB only deduct 15%; for KHBC only deduct 75%.

†Aloha Network—KIPA, KTOH, KHON, KMVI. \$200 1 hr Class A time, \$25 for 50 words (1 time).

‡Inter-Island Network—KPOA, KILA. \$150 1 hr. \$20 for 50-word chainbreak Class A (1 time).

### Hawaiian Market at a Glance

(Market is bigger than Puerto Rico which has 4½ times the pop.)

#### MARKET DATA

Pop.—465,325	(40.6% Japanese)
Honolulu only	232,553
Gross business 1951	\$1,367,597,233
Retail sales 1951	\$522,451,681
Total payroll 1951	\$176,073,243
1951 commodity imports (95% from U.S. mainland)	\$100,831,000
Territory family income	\$5,086
Honolulu family income	\$6,706

#### RADIO & TV DATA

Radio stations	12
TV stations	2
Radio homes	119,000
TV homes	6,900
Total homes	122,370

SOURCES: Territorial Tax Commissioner, SR&D's Consumer Markets 1952-53, Sales Management's Survey of Buying Power, Editor & Publisher's Market Guide.

ter than the highest mainland figure for the record year of 1948. (See SPONSOR 14 July 1952, page 108.)

The broadcast day starts early in Hawaii. With pineapple and sugar plantation men starting to work at 6:00 a.m. and with banks, stores, and business offices opening at 8:00 a.m., early-morning radio is peak-audience radio in the Islands. Over a third of Hawaii's radio is in use at 7:00 a.m. And more sets are in use from 5:45 to 6:00 a.m. than there are in the usual mainland peak morning strip of 11:45 to 12 noon.

Like people in mainland rural districts, Hawaiians go to bed early. By 10:30 p.m. only 7.4% of sets are in use.

Hawaii is sports-mad as the attendance figures at sports events and ratings of sportscasts prove. High school football draws 20,000 to 25,000 fans to mammoth Honolulu Stadium. Most local sports events are broadcast, not only those in Honolulu but throughout the Islands. Re-creations of Major League baseball and pro football games are highly popular, baseball especially

because it is not only America's but Japan's national sport as well.

Most Hawaiian stations emphasize that although Hawaii's predominant Oriental population is intensely American in its thinking and buying habits, Japanese and Filipino-language programs enjoy considerable local support. The stations programing heavily in Japanese, like Hollinger's KPOA, quote surveys to show that 35% of afternoon listeners tune to Japanese-language programs. Since 40% of Hawaii's population is Japanese, this would mean that almost 90% of the Japanese listeners tune to Japanese daytime shows.

KGMB, however, quotes the Clark survey to show that foreign-language programs not only don't have nearly as high listenership as general English-language programs but that the majority of those speaking a foreign tongue don't listen to them.

Ratings are few, outdated, or conflicting. The last and only Hooper telephone survey was made in 1950, covering (Please turn to page 54)



# Commercial couplets for '53

... or the "chronometric cliché" and how it can  
put copywriters in the mood for the new year

**T**hese verses were written by Lloyd Smithson, v.p. of the Cincinnati agency, Smithson, Wyman & Withenbery, Inc. Why, you may ask. It seems to Smithson that around the start of each year copywriters are given to "seething with weird creative frenzy, pound-

ing out reams of rhyme in which they link the new year with products being advertised—achieving a form of commercial couplet which is best described as the 'chronometric couplet'." For copywriters who may be groping for ideas here are some suggestions:

**Drink OLD CHLORETTE in '53—**  
*Get stinko inoffensively!*

**Sleep, deep, at SNOWCREST CEMET'RY—**  
*Our plot's the spot for fifty-three.*

**Have fun in bed in '53**  
*With WILCO's OVERHEAD TV!*

**Relieve excess acidity—**  
*Buy BUMS to soothe in '53.*

**Drink BURP'S FINE BEER in '53—**  
*Enjoy it's two-way luxury!*

**Listen to Fibber and Molly McGee**  
*Throughout nineteen-aught-fifty-three.*

**Take RALUGER in '53—**  
*It's regular spelled backwardly!*

**For deep down, filtered ecstasy,**  
*Light up with PUNKS in '53!*

**Stay NILL'S HOTEL in fifty-three—**  
*We do your dirty laundry free.*

**Perfume thyself with COME TO ME,**  
*And beat 'em off in '53!*

**Drink ANCIENT AGUE in '53—**  
*Shake off hangovers easily!*

**Keep throat and nasal passage free—**  
*Take SNIFFEL'S DROPS in '53—*

**Stop counting sheep in '53—**  
*Drop off to sleep with OVALTEA!*

**Let Fido grow up healthfully—**  
*Get VITA-BONE in '53!*

**Regain his love in '53—**  
*Remove those moles with Z-B-T!*

**Point up your personality—**  
*Wear BEAUTY-BRA in '53!*

**Enjoy a wartless '53—**  
*Use SERPO'S SNAKE OIL faithfully!*

**Make pimples, blackheads, wrinkles flee!**  
*Use MUD-PAK—new in '53!*

**Wear STILT-STYLE SHOES in '53,**  
*And you can be as tall as she!*

**Use SCRAPO BLADES in '53!**  
*With each pack, styptic pencil free!*

**Wear SNOBLEIGH FURS in '53!**  
*With every mink, a pedigree!*

**Wear ATLAS SUITS in '53—**  
*Deluxe, "built-in" anatomy!*

**Avoid dry scalp in '53—**  
*Massage your dome with DANDEREE!*

**Just keep in touch—we've plenty more**  
*For use in Nineteen-Fifty-Four!     \* \* \**

**Radio**

...and now a message from our sponsor

**TV**

by Bob Foreman

I am in an ideal position to take a contrary stand on the following premise: Television has become a crushing burden to the advertising agency, sending agency overhead up to un stomachable heights. I am in this position because I have no actual facts or balance sheets to bear out my suspicion that television is not the blackamoor in the woodpile ascribed to it. Those who seem to be most vocal about TV upsetting the apple cart, I believe, are merely proving that there is agency mismanagement as well as departmental inability in their shops. I am equally convinced that television potentially is as good a money maker for the agency as any other medium even if it is a bit harder to tame at this early date in its life.

For these reasons I get a bit fed to the teeth, hearing agency people alone and in agency-type groups complaining about what television is doing to them. I'm quite confident that the same belly achers were at work (many of them seem old enough) when radio reared its head, and I wouldn't be a bit surprised if a few of them were around, complaining way back when barn paintings were replaced by the 24-sheet poster.

The larger agency with sufficient personnel and a substantial enough bank account has been able to invest in television for the past five years, training itself to meet the new medium and win it over. Those who went at this, knowing the investment would pay off, are today well equipped to take TV in stride. In many shops the television operation and its denizens are not even considered sports today and thus relegated to some distant floor and discussed in

hushed tones by the more sedate members of the group. When we look back on what was typical only a few years ago, we must admit that this is progress indeed.

Whether this assimilation was the result of shrewd management or luck, I can't say, but anyone with even the dimmest crystal ball before him could see then and see far more clearly now that television advertising is becoming more and more the bellwether of the agency and the medium by which accounts are gained and strengthened or weakened and lost. So actually it was impossible to duck the medium no matter how hard the agency would like to have done so.

There's also a service, worth considering, that TV has performed in the larger agency. For the younger element, it has provided a place in the sun they'd never have been allowed to share for another decade and at the same time it has shaken loose some of the older, over-ripe folks who just couldn't get up in the morning to face anything, however exciting and advertisingly important.

On the other hand, there are many account men who have recognized television for what it is and means to our business and have taken the extra effort and added hours necessary to learn about it. It is this group which has helped make the big strides needed to turn a bastardized form of show business into a selling force.

As for the small agency, their top people, management or creative or whatever they are, have had to turn themselves inside and out to master the medium themselves, since they were unable to turn people loose on it before the

billing warranted it. Today most of them have learned that the filming of advertising copy is the most difficult of all agency production feats and thus they now know upon whom to rely to help them with this. By working closely with film producers who they've discovered can be trusted, they've gotten over the roughest part of the road. This close relationship has taught the film people a lot about advertising as well as the agency people about film. The end result is better commercials at lower cost with fewer remarks and, of course, sounder selling.

The packaging of programs is still basically where it was in radio—with the independents and the networks. The problems of time buying, though made more difficult than in radio by such unhappy phenomena as the one-channel town, are still in the hands of the networks and local stations and their representatives.

As for the billing, I realize a lot of TV dollars have come out of magazine budgets and newspapers and especially radio. On the other hand, advertising budgets are generally higher since television and the medium because of its effectiveness must be partially responsible. So I can't see what all the shouting is about. TV is here. It works. It's an agency function. And just because it isn't easy is hardly reason enough to pass around the crying towel.

## commercial reviews

### TELEVISION

SPONSOR: | **Scott Paper Co.**  
AGENCY: | **J. Walter Thompson, N. Y. C.**  
PROGRAM: | **"Omnibus"**

I never realized it was possible to become pompous over the subject of paper toweling but the above advertiser has achieved this state to an astonishing degree in the commercial presented on *Omnibus* recently. Starting off with the overbearing non sequitur that it is only



# T. V. story board

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

## SARRA

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



In a series of convincing 1-minute spots for Bromo-Quinine Cold Tablets, SARRA uses ingenious photographic distortion to dramatize the misery of cold sufferers. "After" shots show glorious relief. The strong competitive message is delivered with ethical conviction and pictures of the package are animated by a blinking name. Produced with Gardner Advertising Company for The Grove Laboratories, Inc.

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



This series of 1-minute spots, created by SARRA for the Society for Savings in the City of Cleveland, is rich with human interest and homey warmth, yet does a strong job of institutional selling for the bank and its services. "Product" identification is accomplished effectively through a photograph of the bank building merging into the bank's seal. It shows the building and slogan which sums up the sales impression. Produced through The Griswold-Eshleman Company.

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



A series of 60-second commercials for Gerber Baby and Junior Foods are seen on the Kate Smith Hour. They combine charming live-action shots of babies with stop motion and shelf displays of the products. Gerber's trademark baby and slogan, plus a logo formed from child's building blocks, climax a sales-winning message with strong product identification. When used as spots SARRA'S *Vide-o-iginal* prints give the same clear reproduction as the master prints. Planned and produced by SARRA under the direction of D'Arcy Advertising Company for Gerber Products Company.

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

they came! they saw!  
they BOUGHT!

*Light Advertising* 110 N. THIRD ST., COLUMBUS 15, OHIO  
INCORPORATED  
ADVERT 2281

WBNS-TV  
33 North High Street  
Columbus 15, Ohio

Attention: Mr. Robert Thomas, Sales Manager

Gentlemen:

The KoolVent Mystery Theater which is being sponsored by our client, The KoolVent Aluminum Awning Company of Columbus, has definitely been a great success from the sales point of view. In fact, Mr. Zajicek of KoolVent tells me that the program has increased their sales two and a half times!

But while we're passing along this good news from the client to you we'd like to add our own comment on the far above average cooperation we have received from your studio personnel in handling the show.

The construction of the set for the show had us worried from the start, since we wanted to use a large patio-type aluminum awning, plus some regular window awnings. But the final result which your prop man achieved was a masterpiece which even exceeded our hopes. And as the show progresses we have found that every WBNS-TV man working with us on the show does his job willingly and effectively.

It has certainly made our job easier to work with sales and studio people who are always interested in achieving the best possible results for the client.

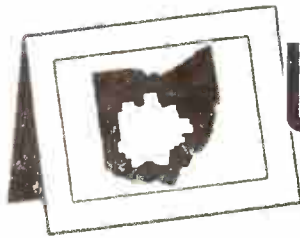
Cordially,

*William W. Kight*  
William W. Kight  
Vice-President

WWK:pc



you can see the  
difference on WBNS-TV



**wbns-tv**

COLUMBUS, OHIO  
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and  
WBNS-AM • General Sales Office: 33 North High Street  
REPRESENTED BY BLAIR TV



WBNS-TV's production facilities, available to all advertisers, were used to design this realistic Koolvent set... an important factor in the convincing commercial viewed weekly by the large audience drawn to Mystery Theatre, Saturdays at 11 P.M.

fitting and proper a company of such stature as Scott be on *Omnibus*, we are then tossed into a market basket containing various paper products.

One of these gets about a half-minute ride—in this case, paper toweling. We discover this item is ideal for wiping off pots and pans. All during this earth-shaking revelation, a voice-over announcer pontificates with about the same tone the opposition must have used when it read the Magna Carta to King John. And if these words caused the King to eat grass, let me say, the words I heard almost caused me to do the same.

SPONSOR: Pontiac  
AGENCY: John MacManus & Adams, Inc., Detroit  
PROGRAM: Announcements  
PRODUCER: Transfilm, Inc.

To introduce the new Pontiac, this auto manufacturer has utilized a goodly amount of footage, showing the car off to advantage while the sound track relates the usual list of improvements and features. Perhaps the most novel as well as most effective ideas in the copy are the use to which opticals are put, starting with the nicely relevant iris out from the outline of the Pontiac Indian Chieftain's head into the commercial. Then too there are attention-getting zooms of the word "new" and attention-holding methods by which the theme line (Dollar For Dollar—You Can't Beat A Pontiac) moves optically into position at the closing of the announcements.

In some places the editing of the various shots of the car itself seems a bit carelessly done, since abrupt changes of direction take place while the car is in motion, creating a rather jarring effect. Otherwise, though, this copy is well thought out and well put together. ★ ★ ★

Do you always agree with Bob Foreman when he lauds or lambasts a commercial? Bob and the editors of SPONSOR would be happy to receive and print comments from readers in rebuttal; in ire; in qualified agreement. Address Bob Foreman c/o SPONSOR, 510 Madison Ave.





*HERE THEY COME!*

ZIV brings you a  
basketful of beautiful new

**WATCHES**

for you to give away

**FREE!**



**WATCHES, WATCHES AND MORE WATCHES**

**IMAGINE! OVER**

**\$2,500,000**

**WORTH OF  
17-JEWEL CURVEX  
WATCHES**

**... 52 BRAND NEW GRUENS FOR YOU TO GIVE AWAY**

**FREE!**





The Most Exciting

**GIVE-AWAY DEAL**

Ever to Hit Radio!

You get a

★ **STAR-STUDED SHOWCASE**

of musical entertainment!

Featuring Guy, the Lombardo Trio, the Twin Pianos, the Picture Story, Lombardo vocalists Kenny Gardner and Dan Radney, and announcer David Ross.

You get all the elements for a

★ **SMASHING SALES-SUCCESS!**

Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' Clue Book. All assure an aware and ever-increasing audience.

You get

★ **MORE SALES — MORE PROFITS!**

as the No. 1 advertiser in your market!

AMERICA'S NO. 1 FAVORITE!

**THE GUY**  
*Lombardo*  
**SHOW**

*"The Sweetest Music This Side Of Heaven"*

THE SWEETEST,  
SMOOTHEST, SUREST  
SALES-MAKER  
EVER SPONSORED!

FREDERIC W.

**ZIV** COMPANY

*Radio Productions*

1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK  
HOLLYWOOD

WASHINGTON

MONTANA

KXLY—Spokane

KXLK—Great Falls

KXLL—Missoula

KXLJ—Helena

*The* **XL** *Stations*

IDAHO

KXLF—Butte

KXLQ—Bozeman

KXL—Portland

OREGON

The Greatest Single  
Advertising Medium In The  
*Fast Growing—Wealthy*  
Pacific Northwest

**THE XL STATIONS**

KXL—Portland

KXLF—Butte

KXLL—Missoula

KXLQ—Bozeman

KXLY—Spokane

KXLK—Great Falls

KXLJ—Helena

New York 17, N. Y.  
347 Madison Avenue  
The Walker Company

Hollywood 28, Calif.  
6381 Hollywood Blvd.  
Pacific Northwest Broadcasters

San Francisco 4, Calif.  
79 Post Street  
Pacific Northwest Broadcasters

Chicago 1, Illinois  
360 North Michigan  
The Walker Company

**PLUS**

The highest Television Station in the Pacific Northwest

**KXLY-TV**

Atop Mt. Spokane

Elevation 6018 ft.



## PERFUMES

SPONSOR: Federal Home Products Corp. AGENCY: Direct

**CAPSULE CASE HISTORY:** *The maximum allowable cost per order on a \$1.25 item this sponsor was offering was 40¢. The item: a packet of Famous Brand Perfumes. The sponsor invested \$360 in a schedule of announcements on KYW to push the offer. He pulled 2,459 pieces of mail containing orders, many for double and triple units at \$1.25 each. The actual cost-per-sale came to less than 15¢, the lowest of any cost on several hundred stations used by the advertiser, according to KYW.*

KYW, Philadelphia

PROGRAM: Participations

## APRON OFFER

SPONSOR: Okun Furniture Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Over a period of four weeks (June through 14 July), this store used run-of-schedule announcements offering a plastic apron free to shoppers who came in to look at Admiral refrigerators and electric ranges. Since the store is in a low foot-traffic location at the north end of the city, the sponsor estimated that 100 aprons would cover the demand. He did not expect that the air pitches would bring 1,340 persons into the store. Total ad cost was \$200, less than 15¢ per lead.*

WTXL, West Springfield, Mass.

PROGRAM: Announcements

## MAGAZINE OFFER

SPONSOR: Kiplinger Washington Agency

AGENCY: Albert Frank-Guenther Law

**CAPSULE CASE HISTORY:** *To increase subscriptions to its Changing Times magazine, the Kiplinger Agency offers free copies of the publication. Late in 1951, Kiplinger bought six participations on WCBS' Jack Sterling program. Result: 3,368 replies, or an average of 645 per broadcast. In August 1952, three participations in one week on Sterling's show brought in 2,575 replies, or an average of 858 per broadcast. The sponsor was pleased with the show's increased pulling power.*

WCBS, New York

PROGRAM: Jack Sterling



## NIGHT CLUB

SPONSOR: Lounge Nite Club

AGENCY: Direct

**CAPSULE CASE HISTORY:** *In December 1951, this night club launched a Monday-through-Saturday broadcast from 11:15 p.m. to 12 midnight emanating directly from the club. The Lounge had been averaging about 30 guests nightly; one month after the broadcast had started, some 100 people were crowding in each night. In February 1952, the show was extended to 1:00 a.m. Two locally popular WAEB d.j.'s (with turntable) make up the show. The club now has standing room only after 10:00 p.m.*

WAEB, Allentown, Pa.

PROGRAM: Lounge Nite Club of the Air

## COLD STORAGE LOCKER

SPONSOR: Your Food Bank

AGENCY: Direct

**CAPSULE CASE HISTORY:** *This advertiser rents cold storage lockers for meats and wild game, also does curing. He has been advertising exclusively on KGHL for three years. When he recently plugged the cold storage lockers he had available for renting, within 30 days every one of the 250 empty lockers had been taken and he was forced to turn away some 25 people in three subsequent days. This is representative of the results this sponsor has been getting regularly on KGHL at a cost of \$50 a month.*

KGHL, Billings, Mont.

PROGRAM: Announcements

## SINGING XMAS CARD

SPONSOR: Filmer's Limited

AGENCY: Direct

**CAPSULE CASE HISTORY:** *At 8:15 a.m. daily, this stationery store carries a short announcement over CHUB. Before Christmas, the dealer decided to plug "Singing Christmas Cards"—each actually a record—at a cost of \$1.25 per card. The announcer simply played the "singing card" on the air and said it could be obtained at Filmer's. The dealer had been wary about purchasing this type of card and had ordered only one gross. After the second announcement, the entire stock was sold, netting the dealer \$180 for an ad cost of only \$4.40.*

CHUB, Nanaimo, B.C., Canada

PROGRAM: Announcements

## CUSTOM KITCHENS

SPONSOR: Burkeholder Custom Kitchens

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Auto listening has helped get out-of-town customers for this WOC advertiser (who's been using the station for 2½ years). One specific instance: A Clinton, Iowa, man, driving near Davenport, heard a Burkeholder announcement. He dropped into the Davenport store and told the Burkeholder people to contact his wife about remodeling their kitchen. Result: a \$1,350 order. In addition, the Clinton man's brother bought a \$1,100 custom-built steel kitchen from Burkeholder. Total result from the one pitch: \$2,450 in sales.*

WOC, Davenport, Iowa

PROGRAM: Announcements



**The  
picked panel  
answers  
Mr. Kiviat**



Mr. Mead

Only a neophyte in the realm of ideas can believe in the separate and lonely Idea. Ideas are derivative, they are often bred in the marriage of two or more different ideas.

An account man has a yearning: "Why don't we put the snow man on the (Ivory Snow) package into a commercial?" Is that the idea? From this starting point, TV writers and artists may bring out a hundred different ideas for animated sequences, stop motion, live action, etc.

A television idea is usually not an isolated, disembodied thing. It must contribute to the over-all campaign. Our Sugar Crisp bears first started as a print idea. For children's TV, we originated a special narrative technique, using animation. Each animated cartoon-story, completely designed by B and B animation art directors and synchronized to our own original music and lyrics, represented hundreds of "ideas." This narrative technique was then picked up by print, which used it in comic pages, adding, of course, more ideas of their own.

But to answer your question: Most of our creative and imaginative TV-copy ideas come from the TV writers and artists. They're all "middle-young," mostly in their late 20's or mid-30's. Most of them have five to 15 years of

**Mr. Sponsor asks...**

**Where are the most creative and imaginative ideas for TV commercials coming from—the older, more experienced writers or the younger, newer talent?**

David Kiviat | Director of Sales  
Frances H. Leggett Co.  
New York

experience in radio, film, or print copy—some in all three.

Remember that a good TV copywriter must understand the techniques of animation, stop motion, live action on film, and live television—each one with an entirely different set of rules. An "idea" conceived without this groundwork is often not practicable.

ED SHEPHERD MEAD  
V.P. and TV Copy Chief  
Benton & Bowles  
New York

• Mr. Mead is the author of the recent book "How to Succeed in Business Without Really Trying."



Mr. Wolf

My reaction to your question is so immediate, and brief, that perhaps a little background on the method of creating television commercials at Foote, Cone & Belding will save my reply from appearing like a dogmatic "one liner."

First of all, we have no television commercials "experts" in the agency. The agency's copy and creative people on any given account all contribute to the construction of our TV commercials, as well as radio commercials and printed advertisements. Such intimate account knowledge and day-to-day exposure to basic client problems is too valuable a commodity to ignore in favor of a TV "specialist"—young-type genius, or old-type genius.

So, based on the agency operation I am most familiar with, I can only answer your question this way: The best TV commercial ideas will, like all

things creative, never be confined to any particular age group. The most exciting, dynamic, and effective TV commercials have and will continue to come from those who understand that television is a *visual*-aural medium and can exploit it as such.

GEORGE WOLF  
Director, Radio-TV Production  
Foote, Cone & Belding  
New York



Mr. Page

In television, too, creative and imaginative ideas are where you find them. Generally speaking, the pure, uninhibited "idea" often seems to turn up in the white heat of youthful exuberance.

Trouble is, the pure "idea" frequently lacks strength, durability, practicality, or some other important quality to make it work hard. The evolution of creative advertising is the growth of an idea into a selling tool.

It takes youth to keep experience moving forward. And it takes experience to guide creative youth.

In the end, experience is not measured in terms of passing years. A youth who has learned to temper his ideas with practical selling is *experienced*. And the most venerable adsmith who can spice sound selling with freshness and enthusiasm is certainly *young*, by advertising standards.

GORDON E. PAGE  
Radio-TV Copy Executive  
Marschalk & Pratt Co.  
New York





Mr. Dennis

I don't think your question can be answered in favor of one side or the other. Inventiveness belongs to all ages. Ideas for TV commercials are like ideas for medicine, styles, inventions of all

kinds. These ideas come to creative minds regardless of years.

The younger, newer talents do not enter the television field with any more know-how than the more experienced writer—say a space writer or radio writer, a novelist or a dramatist. And just because he or she is younger in years, it does not mean that they are particularly gifted to create television commercials. Surely the youngsters will come up with good ideas, and for each good one, there will probably be a hundred impractical ideas. The "converted" more experienced writer will come up with probably less impractical ideas and probably just as many grade A, number 1 commercials.

Very often I interview people who say "I created such-and-such a commercial for this-or-that sponsor." After prodding a bit, the usual outcome is that starting with their basic idea, other writers, creative supervisors, account executives, visualizers, animators, directors, cameramen, set designers, all contributed so many facets to this "diamond" that no one can really lay exclusive claim to the successful commercial that became so well-known.

These contributions came from all ages—some from the younger, newer talents—some from people with more years in advertising than the youngsters have lived; and everybody's contribution added a little more sparkle, a little more brilliance to the finished product. Actually, years don't count.

I think good TV commercial ideas come from those people who have a keener sense of personal salesmanship—the me-to-you, over-the-counter business—plus a keener sense of display and demonstration, plus a keener sense of showmanship. Some folks are born with these attributes . . . and others acquire them through study and work. And some don't get them at all.

FRANK DENNIS  
Director, Radio & TV Continuity  
Ruhrauff & Ryan  
New York

# IT'S SNOWING IN COLUMBUS, GEORGIA!



Yes, Sir! There's enough snow on our TV screens to blanket an area almost as large as the coverage-area of WRBL!! The BIG difference is RECEPTION—*satisfactory* reception, that is. In Columbus, RADIO is more effective than ever before. WRBL and WRBL-FM completely blanket the Columbus Trading Area. Tops in Share-of-Audience—Morning, Afternoon, Evening. Number One in Ratings—115 out of 163 reported periods. 18.7% MORE COVERAGE than ANY OTHER Columbus advertising media. Nearing our 25th Anniversary, WRBL is FIRST—in POWER, in PROGRAMS, in PRESTIGE, in PROMOTION.

5 KW IN COLUMBUS, GA.

1st STATION IN GA.

ALA. COLUMBUS

CALL HOLLINGBERY AND WRBL-FM 46.2 KW



# WHEN TELEVISION



*gives*  
**FULL COVERAGE**

*with its new  
tower 1914 feet  
above sea level  
—and NOW with  
50,000  
WATTS!*

**THE MOST POWERFUL  
TV STATION IN  
CENTRAL NEW YORK**

*see your Katz Agency*



**CBS • ABC • DUMONT  
A MEREDITH STATION**



## agency profile

### **Carl Rigrod**

Director of Radio-TV for Motion Pictures,  
Donahue & Coe

The night of 10 October 1943 was a memorable one for Carl Rigrod. Over DuMont's W2XWV, New York, he produced and directed a 45-minute program (which he had also written) designed to get New Yorkers to go and see the RKO movie "Behind the Rising Sun." Thus, Carl scored a first in TV to match a similar score he had made by the first use of a transcription to promote a movie (RKO-Radio's "The Cat People") on radio. Having introduced the motion picture industry to radio and TV selling, Carl has been busy in the same vineyard for many years.

People looked askance at Carl in the early days of video when he planned a heavy spot television campaign for Sunset Appliance Stores to sell TV sets. But Carl thought it very logical: "In those early days of TV few people got to look at home TV in privacy. Most times just turning the set on filled the house with guests. The plan must have worked, because we got as many as 200 phone calls during each show. And 70% of the calls were converted into sales. That's what counts."

Carl is one of the clan of ex-newspapermen who are among the hottest supporters of air media today. A University of Missouri School of Journalism grad, he worked on a host of newspapers: at one time he had the imposing title of Acting Assistant Night City Editor of the *New York American*. Later he did publicity for Universal Pictures. He joined Donahue & Coe in 1943.

Getting people out of their living rooms and into the movie theatres is no easy task, and movie makers have long since come to the conclusion that spot radio campaigns are downright necessary. But it's a tricky product to sell. Says Carl: "During one minute or less you've got to reflect the entertainment value of this million-dollar-plus production. The type, appeal, stars, music—all this must be convincingly projected in a very brief time. And don't forget that each new picture means a new campaign, a new product."

In addition to three movie chains (including Loew's) Carl and his assistants do the radio and TV work for MGM and Samuel Goldwyn. Of the former, Carl says: "MGM produces enough pictures so that we can maintain a 52-week radio schedule in many markets. We've been on certain spots for years and I wouldn't be surprised if we had a lot of listeners who count on our regular transcriptions to give them a sample of the upcoming movies."

When not busy promoting epics, extravaganzas, and horse operas, Carl and his wife and two sons are cliff-dwellers in Manhattan. ★ ★ ★





Tops in Seattle!

Salemaker Jr. stands above the crowd in the big Seattle market. This thrifty spot plan makes a Jr. sized budget move merchandise like crazy.

For complete details call or wire KRSC National Sales or our nearest representative.

# KRSC

sells ALL the big  
Seattle Market

Represented by:

EAST: Geo. W. Clark, Inc.

WEST: Lee F. O'Connell Co.  
Los Angeles

Western Radio Sales  
San Francisco

**NOW! GOOD TV**  
in  
**MOBILE ALA!**

**WKAB-TV**

CHANNEL 48

**CBS - DUMONT  
NETWORKS**



captivatn'  
**KABBY**  
says:

"20,000 television sets al-  
ready in Mobile — and  
they're still coming fast!"

Also, remember . . .

**WKAB—A.M.**

**the High-Daytime  
Hooper Bargain!**

CALL

**Forjoe**  
AND  
COMPANY

Offices in: New York • Chicago • Atlanta  
Los Angeles • San Francisco  
SOUTHERN REPS.:  
Dora-Clayton Agency, Atlanta

## What's New in Research?

**Out-of-home viewing adds considerably to  
TV audience in N.Y.C. area, Telepulse finds**

### COMPARISON OF HOME VS. OUT-OF-HOME TV SETS-IN-USE

Monday through Friday evening	Home sets-in-use	Out-of-home sets-in-use	Total sets-in-use	% increase added by out- of-home sets
<b>8-8:30</b>	58.6	2.8	61.4	4.8
<b>8:30-9</b>	59.5	3.3	62.8	5.5
<b>9-9:30</b>	58.1	5.3	63.4	9.1
<b>9:30-10</b>	56.3	5.0	61.3	8.9
<b>10-10:30</b>	51.9	5.8	57.7	11.2
Saturday evening				
<b>8-8:30</b>	58.5	3.8	62.3	6.5
<b>8:30-9</b>	59.4	4.5	63.9	7.6
<b>9-9:30</b>	60.0	4.2	64.2	7.0
<b>9:30-10</b>	59.2	5.0	64.2	8.5
<b>10-10:30</b>	54.5	5.2	59.7	9.5
Sunday evening				
<b>8-8:30</b>	60.2	6.1	66.3	10.1
<b>8:30-9</b>	59.0	5.7	64.7	9.7
<b>9-9:30</b>	58.4	4.5	62.9	7.7
<b>9:30-10</b>	56.4	4.7	61.1	8.3
<b>10-10:30</b>	49.7	3.0	52.7	6.0

SOURCE: New York TelePulse home and out-of-home TV audience, surveys based on 2,100 personal interviews over the period of seven days (5-11 November 1952)

### Observations on chart

*In this breakdown, prepared by Telepulse especially for sponsor, out-of-home and at-home viewing percentages are comparable, since they are both based on a TV home sample and can therefore be added together to obtain a total TV audience figure.*

*The time periods with the highest at-home TV audience are Sunday evening 8-8:30; Saturday evening 9-9:30 and Monday through Friday evening 8:30-9. The largest out-of-home TV audience levels are found on Sunday evening 8-8:30; Monday through Friday evening 10-10:30 and Sunday evening 8:30-9 p.m.*

*Generally speaking, the percentage of increase added by out-of-home TV audience climbs as the evening progresses, except on Sunday which shows a reverse picture.*



# 7 TO 8 A.M. IS PRIME TIME!

And here is what a recent survey in Springfield by  
THE NEW ENGLAND COMPANY shows:

TIME	Radio sets in use	WTXL	Station "A"	Station "B"	Station "C"	Station "D"	Station "E"	Station "F"	Station "G"	Other
Mon. thru Fri. 7:00-7:30 AM	15.9	16.3	18.6	13.9	11.6	11.6	9.3	7.0	4.7	7.0
Mon. thru Fri. 7:30-8:00 AM	21.2	18.4	16.3	18.4	14.3	12.2	8.2	6.1	4.1	2.0

Base: 1621 telephone interviews between 7:30 and 8:00 AM, November, 1952. Recall questions used to determine 7:00-7:30 AM listening. A copy of the entire survey is available for use in YOUR agency.



*ONLY one Fulltime Independent Station serves Springfield, Massachusetts*

For avails and a look at the survey, call Larry Reilly at Springfield 9-4768 or any office of THE WALKER COMPANY

# round-up



## Can CBS' Kovacs carry the ball against Berle, Sheen?

How much of the big audience divided between Milton Berle (NBC TV) and Bishop Sheen (DuMont) can CBS TV woo away with its new Tuesday night entry—comic Ernie Kovacs?

Kovacs, who is also vying with NBC TV's morning *Today* show via a new cross-the-board 8:30 to 9:30 a.m. series on WCBS-TV (as of 29 December), has become one of the top-rated personalities in the metropolitan New



Sponsors were SRO on Kovacs' WCBS-TV strip

York area in less than a year. He brought his special brand of comedy to New York from Philadelphia where he reigned in the 7:00 a.m. to 9:00 a.m. strip on WPTZ for some time. It was the *Today* show which ousted him from that spot. (WPTZ is an NBC affiliate.)

He comes to nighttime network TV from a 45-minute afternoon strip on WCBS-TV (12:45 to 1:30 p.m.) which had been booked solid sponsorwise. His new Tuesday night stint (which bowed 30 December) has substantially the same format as the daytime airing. For his zany, uninhibited shenanigans, he still does not use a script. Neither does he permit a studio audience nor dubbed-in laughs, but relies completely on the home viewer's response. This, he says, is because he utilizes certain special effects for his gags which would be almost meaning-

less to persons sitting in a studio, but are caught by the camera for the TV viewer. For instance, by using red and blue filters, he can give himself "the fastest shave in the world"; he can make objects disappear and reappear at will; other camera tricks enable him to perform such feats as, for instance, swimming in a bottle.

What the sponsorship setup will be on the Tuesday night show is anybody's guess at the moment. In his morning WCBS-TV strip, however, Kovacs has carried along some of the sponsors from his previous afternoon show and has acquired some new ones as well. Current bankrollers include Ferrara Confectionery Co., Libby's Frozen Foods, Burnett Puddings, Clearasil. ★ ★ ★

## WNBT studio helps sponsors "personalize" live pitches

Advertisers using station breaks on WNBT, New York, have available a special studio equipped to help them "personalize" their pitches at a minimum of expense.

Called "The House of Station Breaks," it is designed to give advertisers for have neither the need nor the budget for filmed commercials the opportunity to present live station breaks with a maximum of versatility and flexibility. It also affords an experimental device for clients interested in trying out new commercial ideas.

The "House" has the latest in visual equipment for the identification of various products. A "window shade" device provides a number of backdrops suitable for different products; specially designed sections of store fronts and interiors can be set up as desired; a completely outfitted kitchen unit gives the proper atmosphere for food, kitchen and allied products; complete sets of titles flip, crawl, and drum and many other display set-ups help provide other identifications.

Sponsors can make their live presentations in 20-, 30-, 40-second, and one-

minute lengths. Advertisers currently utilizing facilities in the "House of Breaks" include Robert Hall Clothes (who was the first advertiser to take advantage of the plan), Premier Foods, and Coronet Magazine.

Not only have advertisers found this method of presenting live pitches less expensive and less work, according to WNBT, but they have discovered that the effects obtained are much more



Robert Hall pitch gives effect of real showroom

natural than in carefully rehearsed filmed commercials. In the Premier Foods plugs, for instance, the actual cooking of various victuals occurs in front of the camera; the Robert Hall announcements utilize certain props and backdrops which make it seem that the locale is the actual showroom (see cut above).

In addition, says the station, the live plugs are flexible and easily adaptable to last-minute changes and revisions. ★ ★ ★

## Mennen, new in town, uses radio to warm reception

The Mennen Co. will not officially open its new plant in Morristown, N. J., till about May. But it has already started to promote good will and make itself part of the community life via a schedule of programs on the local radio station.

As of 5 January, WMTR, Morristown, has been carrying the *Mennen Bulletin Board*, a five-minute, three-a-week morning show giving a rundown of social activities in the community (Monday, Wednesday, Friday, 8:15 to 8:20 a.m.). All commercials on the program are institutional; these and the linking of the Mennen Co. with local social life are designed to pave the way for a warm welcome to the new neighbor-to-come.

Mennen is moving its plant from Newark to Morristown for purposes of



expansion. The official opening of the new plant will be marked by a week-long celebration.

The agency handling the Mennen account is Kenyon & Eckhardt, New York; Basil Matthews is account executive. ★ ★ ★

**Briefly . . .**

The New York Chapter of Pioneers of Radio had a Christmas party on 18 December at Toots Shor's in New York. Some 120 vets of the radio business—who've been in it 20 years or more—attended. Especially for the occasion, an ASCAP songwriter, Harry S. Miller, prepared some appropriate parodies which the merry-makers sang. One of these ran (to the tune of *Happy Days Are Here Again*):

*Pioneers of Radio:  
The gimmicks come and gimmicks go  
But you still will hear the names you know;*

*Pioneers of Radio.  
Kilocycs, through carbon "mikes"  
We gave the public what it likes  
Through the "booms" and "busts" and storms and strikes;*

*Pioneers of Radio.  
We tossed our voices around,  
In ev'ry tone, pitch and sound.  
Long before the Sponsor came,  
Our signatures had gathered fame.  
So, we really feel we've earned the name,  
Pioneers of Radio!*


\* \* \*

Bing Crosby, who owns a 46% share of the station, recently went (via snowmobile) to the top of Mt. Spokane to inspect the new transmitter installation of KXLY-TV. That station expected to be in operation by Christmas, but was delayed by some weeks of bad weather, plus the fact that RCA sent



Crosby visits KXLY-TV tower on 6,000-ft. peak

them a Channel 13 transmitter which had to be converted for Channel 4 use. Probable on-the-air date is now 15 January, according to manager Ed Craney. In photo above, Bing (in plaid jacket) observes the loading of equipment on a sled to be hauled up the snowy mountain. His youngest son, Lenny (seen to left of Bing), accompanied him on the trip. ★ ★ ★



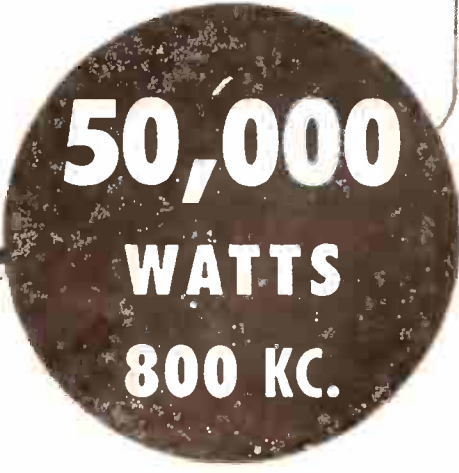
**LOWEST COST  
MAJOR  
STATION BUY  
IN THE  
DETROIT AREA**

# COMPARE

—THE COVER-  
AGE WITH THE COST AND YOU'LL  
DISCOVER WHY THIS GREATER  
"DOLLAR DISTANCE" BUY IS  
RINGING MORE CASH REGISTERS  
THAN EVER BEFORE FOR AD-  
VERTISERS.

★

*CKLW covers a 17,000,000  
population area in five  
important states!*



**Adam J. Young Jr., Inc.**  
**National Representative**

*Guardian Building*

*Detroit 26, Mich.*

*J. E. Campeau, Pres.*

## HAWAIIAN MARKET

(Continued from page 36)

ing only Oahu, and is still used by some people. The most comprehensive audience study since was the territorial survey of Dan E. Clark II & Associates late in 1951. Nine of 12 stations underwrote it. KPOA and KILA had sponsored one the preceding spring and did not participate. Meantime Woodrum, Carney & Staff, Ltd., does a periodic coincidental survey for its clients.

Here is a sample list of sponsors who've been using radio in Hawaii for years: Cuticura, Mennen, Anheuser-Busch, Ford, Warner-Hudnut, Standard Brands, Borden's, Brown & Williamson Tobacco, Murine, Pertussin, Colgate, Pabst Beer, Blatz Beer, Best Foods, Sterling Drugs, Bulova Watch, Wildroot, P. Lorillard, Lever Bros., Schlitz Beer, Quaker Oats, General Mills, American Home Foods, Carter Products, Vicks, General Foods, General Electric, American Safety Razor, Heinz, Norwich Pharmacal, Miles Labs.

**Tips:** What these sponsors have learned and other tips that can help you use Hawaiian radio more effectively were culled by SPONSOR in its survey. A representative list follows:

- Spot radio is an excellent buy in Hawaii if you're careful of station and time of day, says Adam J. Young's Paul Wilson. He says one of dangers is getting into a program already crowded with commercials. He estimates \$500,000 a year is spent on spot radio in Hawaii (not including network or local sponsors) and that this exceeds Puerto Rico, which has four and one-half times the population.

- Asst. Head Timebuyer Dick Hurley of Compton says: "Determine the coverage patterns. Try to get a line on the radio homes in the islands. Put all the surveys together. There's not too much definite information."

- Jacqueline Ruta of National Export Advertising Service, who buys Hawaiian radio for Norwich Pharmacal, Lever Bros., and Lambert, among others, finds block programing an important point to consider.

Here is what some of her accounts are doing in Hawaii:

Lever Bros. (for Rinso, Pepsodent, Lux Toilet Soap, Surf, Lux Flakes, Chlorodont): *House Party* and *Lux Radio Theatre*, network; *Jim Ameche*, *Story Teller*, local; Lucky Luck and J. Akulhead Pupule, the island's two most

famous pidgin-English disk jockeys, and announcements.

Borden's Instant Coffee uses announcements.

Electric Auto-Lite has *Suspense* from the network.

Lambert Listerine has *Ozzie & Harriet* on radio and TV and also runs radio announcements.

Norwich NP-27 (foot remedy) and Esterbrook (pens and pencils) air Japanese announcements.

(Note: Most mainland network programs are transcribed; a few are short-waved.)

- Ted Page, Hollingbery account executive, says: "The people there are starved for entertainment—anything

★ ★ ★ ★ ★ ★ ★ ★

••Because in America our broadcasting facilities are on a commercial basis, television looms as a potentially great retail sales promotion tool. More and more stores are assigning generous advertising allowances to television.♦♦

GEORGE HANSEN  
President

National Retail Dry Goods Association

★ ★ ★ ★ ★ ★ ★ ★

good is popular. They're crazy about soap operas, especially the Japanese."

- Jack Davis of Grant emphasizes Aloha Network is Hawaii's only true network, with stations on each of the four major islands. He points out that KHON is the only station on 24 hours a day—with Al Wayne broadcasting from 12 midnight to 5:00 a.m.

- Don Quinn, who used to be Benton & Bowles' timebuyer for P&G's Tide and switched to Doherty, Clifford, Steers & Shenfield last October to become head timebuyer, says he checks station facilities, program popularity, and audience composition. He uses the 1950 Hooper.

- Mystery and action-drama programs are extremely popular, as are shows reflecting Hawaiian customs and habits, according to KGMB's Wayne Kearn, who's general sales manager of the Hawaiian Broadcasting System. He cites these KGMB programs as examples of what Islanders like: Carl Hebenstreit's *Kini Popo* (morning deejay); Betty Smyser's *Today in Hollywood*; Joe Anzivino's *Sports Parade*, and Herman Wedemeyer.

A survey conducted for KGMB last March by the auto dealers of Hawaii indicated there were 56,000 auto radios in the Islands.

The station also points out that though it has a popular morning Japa-

nese program conducted by Hoshi Hashida, it doesn't believe manufacturers of mass consumption products need advertise exclusively to racial groups in Hawaii but can achieve better results cheaper by using general programs. It cites the fact that the only significant foreign language newspaper in Hawaii is the *Hawaii Times* (Japanese) with 10,808 circulation, which is a penetration of only 5%. This typifies racial attitudes in the Islands, it says. "Regardless of race, Islanders want to be 'Americans'."

KPOA's Hollinger has a different viewpoint. He says KPOA is affiliated with Japan's 124-station NKH network, thus can offer Japanese-language programs of every type. These not only attract a large Japanese audience, he says, but boast such sponsors as Miles Labs., Best Foods, Anheuser-Busch, Colgate, General Mills, Pan-American World Airways, Pabst, and Sears, Roebuck. KPOA's two daily Filipino-language programs underwritten by Island sugar and pineapple industries, respectively, draw ratings above the 20 mark for KPOA on Kauai Island, where the ratio of Filipino population is highest.

- G. P. Fitzpatrick, promotion manager of Free & Peters, emphasizes that nearly all of Hawaii's consumer goods are imported from the mainland—which makes Hawaii vitally important to the American advertiser.

- Jack Burnett, general manager of KULA, Hawaii's most powerful station (10,000 watts), suggests that sponsors let stations localize their copy. "Take advantage of merchandising available," he says. "Give radio the same chance that newspapers may have had in frequency and size of budget."

"Hawaii offers a vast new market for products now having comparatively small sales here or no distribution whatever," Burnett says. He mentions the fact that some brands enjoy 80 to 90% of total sales in such fields as canned milk, cold cereals, peanut butter. "By employing an intelligent and intensified campaign, you can change this picture by radio," he adds.

The reason for one-sided domination by certain products: Plantation stores used to limit their stocks to a single brand primarily to conserve space.

- KGU's Owen Cunningham offers these tips: "Localize your approach. Use local commercial announcements, in most cases. Locally written com-



mercials are more effective. Use production spots, locally written and produced. Use the Japanese language."

- Hollinger adds this point: "Take note of the unusual listening habits in Hawaii. More sets are in use from 5:45 to 6:00 a.m. (18.3%) than from 11:45 a.m. to 12 noon (18.0%). Daytime listening peak is 7:00-7:15 a.m. when 35.0% of sets are in use. Evening listening peak is 8:15 to 8:30 p.m. when 44.7% of sets are in use. By 10:30 p.m. only 7.4% are in use."

- John D. Allison, national sales director of KHON and the Aloha Network, emphasizes that over one-third of the Islanders live on the outer islands, can't be reached by one station.

- W. B. Meyers, vice president of KIKI, advises sponsors to use good brochures and personal contacts, especially among dealers, as follow-ups to their air advertising.

- Arthur J. Sedgewick, v.p. and general manager of KAHU, Waipahu, Oahu, until he joined the executive staff of the Hawaiian Broadcasting System (KGMB, KGMB-TV, KHBC) in December, sent these tips to SPONSOR for timebuyers: "Realize that no one station blankets the market . . . that to reach all segments you need language programs. Select the station that can do the best job (checking ratings against cost where possible). Try to get programs and/or spots with a sports flavor, if possible. Plan a campaign consisting, in part at least, of short saturation spots, programed so as not to conflict with outstanding shows on other stations."

- Dwight Mossman, commercial manager, KTOC, Lihue, Kauai Island, called attention to the ocean areas which prevent listeners from readily traveling between the Islands for shopping purposes. To fly to Honolulu and back from Kauai costs \$19.55, he says. This discourages shopping trips.

- Richard E. Mawson, station manager, KMVI, Wailuku, Maui Island, also points up the advantages of using a local station to reach a local market. You can buy advertising in the *Maui News* and over KMVI in combination; Maui News Publishing Co. owns both.

**Radio programing:** What do the Hawaiian stations concentrate on, what are some of their top shows, and who buys them? Here's an alphabetical run-down of the stations, starting with Honolulu, which answered SPONSOR's questionnaire:

*KGMB, Honolulu:* Carries partial CBS Radio Net schedule besides own local shows mentioned earlier. Time sold with KHBC, Hilo. P&G sponsors seven soap operas daily and the Jack Smith-Dinah Shore show. Colgate has *Mr. and Mrs. North* and *Our Miss Brooks* plus announcements. Lever Bros. was mentioned previously. Campbell Soup is using *Maed Carson Says* and also *Club 15*. R. J. Reynolds sponsors *Bob Hawk*, *My Friend Irma*, Vaughn Monroe, and announcements. Liggett & Myers has Godfrey. Pan American Airways broadcasts 10 min-

utes of news daily, while the *Honolulu Star-Bulletin* sponsors the 6:15 p.m. news. KGMB's Japanese programing is on daily 5:30-6:45 a.m. or 10 hours a week. There is one hour of Chinese and a half-hour Filipino show weekly.

*KGU, Honolulu:* Doesn't specialize but plans balanced program schedule. Uses English, Japanese, and Filipino. Station owned by Advertising Publishing Co., publisher of *Honolulu Advertiser*. Principal national sponsors are same largely as NBC's on mainland. Local sponsors are leading local organizations and businesses. They use

# KPOA *No. 1 in Hawaii*

because

KPOA leads in more quarter-hour periods of the entire broadcast day than any other Honolulu station.

KPOA's "Wake Up Hawaii," starring Lucky Luck, is the highest-rated of ALL programs, on ALL stations, on ALL islands, at any hour, day or night.

KPOA, and sister station, KILA, Hilo, can be heard by more people in Hawaii than any other network or individual station in the Islands.

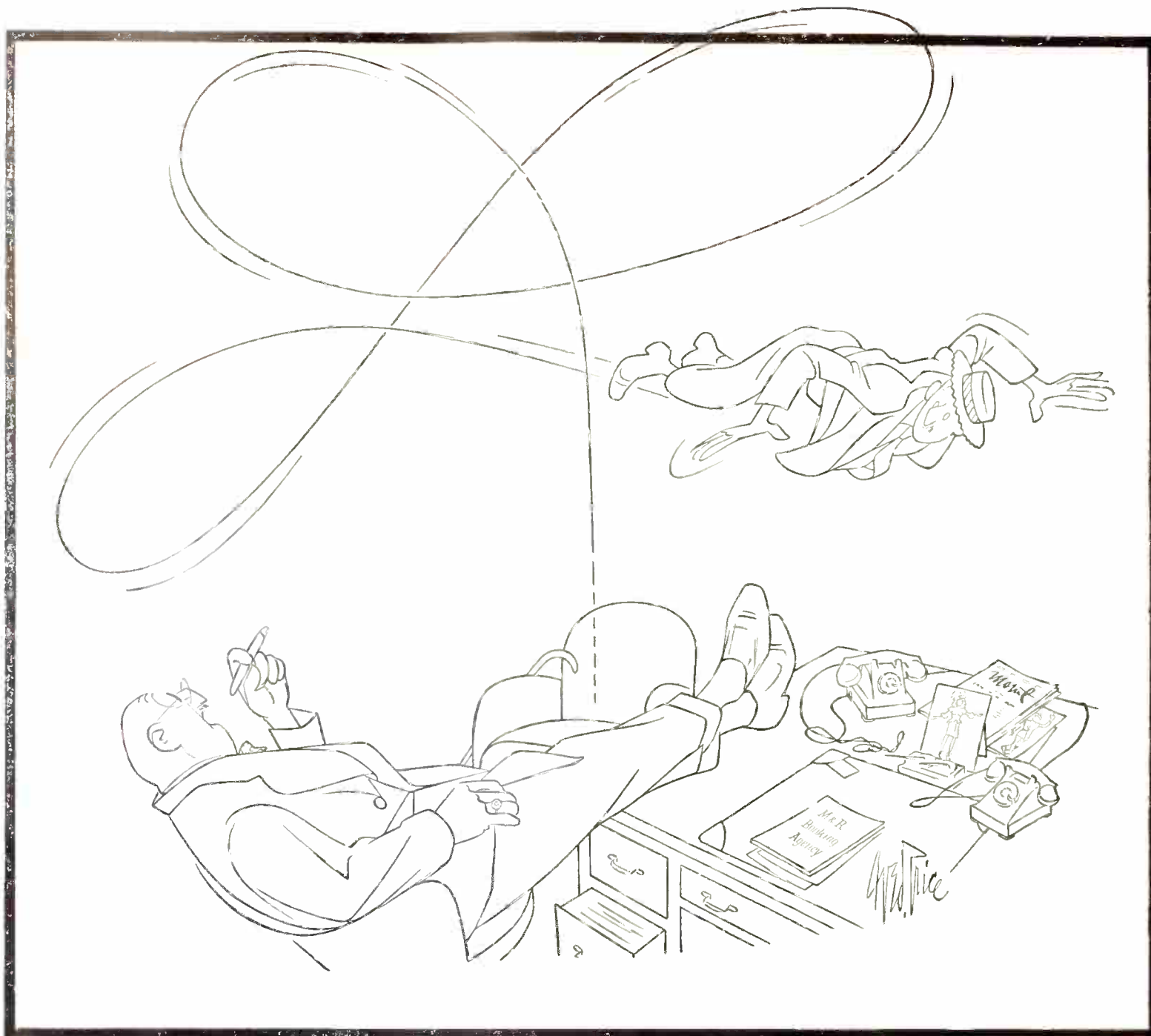
*Wise advertisers use*

**KPOA** HAWAII'S INTER-ISLAND NETWORK **KILA**

5000 watts at 630  
HONOLULU

1000 watts at 850  
HILO

Managed by Fin Hollinger — Represented by Geo. Hollingbery



**"Bird imitations...that's all you can do?"**

*Oddly enough, some people take extraordinary things for granted.*

*Like radio, for instance.*

*Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.*

Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home and over half of them have two or more sets.

*The average American now spends more time with radio than with magazines, TV and newspapers combined.*

No wonder advertisers invested more money in radio last year than ever before!



**Broadcast Advertising Bureau, Inc.**  
 BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY



such shows as *Symphony Hour*, *The Return of the Lurline* (shipboard interviews), *Primo Penthouse Sports*, news, Bob Considine. *Dangerous Assignment*, *Hollywood Theatre of Stars*, *Waltztime*. KGU's best success story: *Shell News*, sponsored by Shell Oil for 16 straight years. Shell uses no other station and no other medium in Hawaii. has just renewed for 17th year. KGU is Islands' oldest station (1922). gets full column of plugs each week in Sunday *Advertiser*, is NBC affiliate.

**KHON, Honolulu:** Key station in Aloha Network (KHON, KTOH. Lihue; KMVI, Wailuku; KIPA, Hilo). Programing built around personalities: J. Akuhead Pupule. Larry Grant, Dick Hunter. Disk Jockey Al Wayne who is on all night, and Don Chaimberlain. Also features two-hour *Japanese Community Hour* program, a Filipino program, and a sports broadcast. Sport-easter Frank Valenti recreates baseball game of day from Western Union wire in summer and San Francisco Forty-niners' football games in fall and winter. J. Akuhead Pupule (J. Crazy or Stupid Fishhead, actually Hal Lewis of Brooklyn), was Hawaii's first disk jockey. Likes to kid sponsors. Larry Grant's *Vagabond House* and *Notebook* have long been "sold out." Station warns sponsors against bloopers of this type: Major advertiser recently ran a newspaper campaign in Islands slugged: "Change to winter oil now." Hawaii's average year-round temperature is 75°.

**KIKI, Honolulu:** One of the two 250-watters in Islands. Established 1951. Specializes in news, music, and sports. Principal accounts include Pepsi-Cola, Nehi, San Miguel Beer, Irish Cabs, Transocean Airlines. Royal V. Howard is president.

**KPOA, Honolulu:** Co-owned by J. Elroy McCaw and John D. Keating, station has developed programing formula based on personality disk jockeys, sports, foreign-language features. Tops are Lucky Luck's *Wake Up Hawaii* (5:30 a.m. to 9:00 a.m. six days a week), *Christmas Early Show*, Nita Benediet's *Wishing Well*, *Carlos Rivas Sports Reel*—all participations with first and last sold at Class A rates with KILA as second station in two-station Inter-Island Network. NHK (Broadcasting Corp. of Japan) programs broadcast 3 hours 15 minutes daily, Filipino-language programs 1 hour 45 minutes daily. Lucky (Bob) Luck, gravel-voiced ex-Marine captain from

Texas, vies with J. Akuhead Pupule throughout Islands as top disk jockey. Both outrate Godfrey. Here's sample of Lucky's pidgin English: "If you no can say someeing good about noboddy, more better you no say notteng!" KPOA also broadcasts four hours of mainland programs shortwaved from San Francisco daily. Established 1946. it's Don Lee-Mutual Networks affiliate.

**KULA, Honolulu:** ABC, 10,000-watter specializes in block-programing: soap operas and allied program mornings until 12:30 p.m., solid "adventure hours"—juveniles—6:15 p.m. to 8:00

p.m., and mystery-drama till 10:00 p.m. Afternoons given over to Arthur Gaeth with 12:30 and 6:00 p.m. news report; Vern Bari's *Something for the Ladies* and *Hale O Kula* (House of Gold). Joe Rose's major-league baseball in season, and Gordon Burke's sport news. Saturday is all language: Japanese 11½ hours (also six hours Sunday), two hours Filipino (plus two hours Sundays), Korean 30 minutes, Chinese 30 minutes. Station says 35% of Japanese-origin population said in survey they preferred Japanese-language programs over English. but station cau-

for quick, easy reference  
to your copies of  
**SPONSOR**  
get the durable new  
**Sponsor binder**

looks like a million . . . costs only  
**\$4.**

**SPONSOR**

510 Madison Ave.  
New York 22

- \$4 one binder
- \$7 two binders

Please send me Binder holding 13 issues and bill me later.

Name .....

Firm .....

Address .....

City ..... Zone State

tions against depending on language broadcasts alone. Sunday daytime programming is language again, as indicated. Sunday evening is solid block of news, commentators, and discussions shortwaved from mainland—Pearson, Winchell, Taylor. *Town Meeting*, *Crossfire*, and, locally, Arthur Gaeth as m.c. KULA says its block-programming is so successful other stations are imitating it.

**KAHU, Waipahu:** Ten miles from Honolulu, station celebrated second birthday last September. Features music, news, and community service programs. Languages used: Japanese, 26 hours a week; Filipino, 15 hours a week; Chinese, one hour every Sunday; plus two Hawaiian music shows a day, a Latin American 15-minute program once a week, a weekly half-hour Samoan program, an occasional Puerto Rican musical show, and *The Nisei Hour*, one-hour weekly show aimed at younger Japanese-Americans. Sponsors are local.

**KMVI, Wailuku, Maui Island:** Part of Aloha Network. Specializes in local programming with emphasis on local news and special events. Also broadcasts programs produced by

schools, churches, and other civic and community groups. Uses eight hours Japanese weekly, three hours Filipino. Principal sponsors local. Example of how station of this type can pull: Larro Feed arranged to give away 5,000 baby chicks to customers of A&B Stores. A 50-word announcement was broadcast Friday afternoon, Friday night and Saturday morning. Before store opened at 8:00 a.m. Saturday, 1,000 customers were lined up outside. Entire supply of chicks was exhausted within two hours.

**KTOH, Lihue, Kauai Island:** Another

★ ★ ★ ★ ★ ★ ★ ★  
 "The job of the advertising agency is to bridge the gap between the broadcaster and advertiser — between the broadcaster on the one hand (who seeks money and programs to operate his station) and the advertiser on the other (who seeks customers for his products and services and has the money to find those customers.)"

FREDERICK R. GAMBLE  
 President  
 4A's

★ ★ ★ ★ ★ ★ ★ ★

er Aloha Network station although locally owned. Specializes in local programs in English, Japanese (one hour daily), Filipino (one hour daily). All high school football, baseball, and basketball games broadcast. Fishing contests, golfing, little league baseball covered. Can it pull? Italian Swiss Colony Wine Song Contest aired on Filipino program required wine labels as ballots. In last six-month period label count averaged 1,500 a month.

**Others:** KILA, Hilo, carries much the same programs as KPOA, Honolulu; KIPA, Hilo, is fourth station in Aloha Network, and KHBC, Hilo, relays KGMB (CBS) programs, mixed with local shows.

**Television:** Television has come to the Islands and undoubtedly will affect radio listening in and around Honolulu as drastically as it has in the States once the sets build up. KONA, Honolulu, was on first—18 November—and KGMB-TV debuted 1 December. KONA went off temporarily about 26 November when its audio overlapped AM KPOA, whose power it was using. But it returned to the air 16 December and is now broadcasting from its own tower with its five KW GE transmitter stepped up to 30,000 watts, according to Joseph Bloom, president of Forjoe, station rep who has

just returned from Hawaii. Station will soon be up to 123,000 watts. Bloom said, to give it coverage in the outer islands.

KONA, which means "southwind" in Hawaiian, features Webley Edwards' *Talent Show* (he is m.c. of radio's *Hawaii Calls*), *KONA Kiddie Carnival*, news, sports, DuMont Network features like Bishop Sheen, also *Popcorn Theatre* (Westerns) and *Candle Light Theatre*. Chinese and Japanese-American shows will be carried Sundays. General manager is George H. Bowles.

KGMB-TV began with 30 big-name programs on its schedule drawn from CBS (basic), NBC, and ABC. Shows range from Abbott & Costello to *Studio One* and are kines or films although live local programs are being built. Packard Motors has just bought the film-showing of President-elect Eisenhower's inauguration. Film will be flown to Honolulu and telecast on Channel 9 25 January. Lambert Pharmacal is sponsoring *Ozzie & Harriet* (also on radio). National Export Advertising Service is export agency for both sponsors. Maxon is Packard's domestic agency and Lambert & Feasley is Lambert Pharmacal's. C. Richard Evans is KGMB-TV's v.p. and general manager.

Writing to SPONSOR of his recent shift to Hawaii from KNXT, Los Angeles, the Hawaiian Broadcasting System's Wayne Kears said: "I have been impressed by the Hawaiian market. Per capita income is high. Family income is among the highest in the U.S. Cars registered are terrific proportionately. Quality index is well above the U.S. average. Food and drug retail sales are considerably higher than in many comparable mainland markets. All this means that Hawaii is not only a land of beauty and hula girls, but also a modern, as well as a prosperous market."


To the tourist the "Story of the Islands" can often be summed up in five words: malihini, newcomer or tourist; wahine, woman; okolehao, the native beverage; pilikia, trouble; pau, finished, done, the end.

But the agency which has discovered the power of Hawaiian radio and the richness of its markets is more inclined to say to its clients:

"Hauoli mau i na la apau. Make-make au ia oe ianei!"

("Having wonderful time. Wish you were here!") ★ ★ ★

**NOW—TV  
IN HAWAII**



Licensed for  
**123kw ERP Video  
74kw Audio**

**POWER IS IMPORTANT**  
to reach ALL the Islands  
Although Hawaii TV is less than two months old, set sales already have skyrocketed to over 8,000. Reach this rich half-million population market with KONA, Honolulu. Complete UP, INS, Local News. Dumont Network.

**ASK FOR JOE**



BY APPOINTMENT

TO THE AMERICAN PUBLIC



In some countries products are endorsed by the Crown, and bear the arms of the royal family. That gives them prestige which stimulates sales.

But in democratic America our products are endorsed solely by the approval of the American people, and are identified by brand names and trademarks that have won esteem the hard way.

Here every product must stand on its own feet, and fight for survival in the intense competition of the market place.

Here there is no easy road to popularity or leadership—no suggestion from government as to what you shall buy or what you shall pay. Under our brand system, which is the very keystone in the structure of our free economy, people can separate the wheat from the chaff and make their purchases solely on the basis of merit and appeal to their personal tastes and preferences.

Our system of brand names and advertising is important to the American way of life for two other basic reasons:

1. It develops broad markets for our goods, which in turn stimulate volume production. As a result, many conveniences that would otherwise be luxuries can be sold at prices almost everyone can afford.
2. Brand competition spurs our manufacturers to greater efforts to please us. And this results in constant product improvement and the birth of many new products to add to our comfort and happiness.

• • •

Getting this story across, simply, clearly, is an important job—a task that calls for the concentrated efforts of all who have a stake in the success of manufacturers' brand names.

*Brand Names Foundation*

INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57th ST., NEW YORK 19, N. Y.

## POLITICAL COVERAGE

(Continued from page 33)

the sponsors, especially Westinghouse. With the help of Betty Furness, Westinghouse really got its name across. After the Republican Convention, our dealers began asking us, 'What are you guys going to do now?'

A large distributor, who does not carry any of the lines advertised on the air during the conventions and election returns, told sponsor: "There's no question but that the sales impact of the convention was tremendous."

As often happens in heavy promo-

tional campaigns, the entire industry got a lift out of the convention and election sponsorship. The Radio-Television Manufacturers Association reported that the convention and political campaign promotion "unquestionably stimulated" sales of radios and TV sets.

In other lines, too, the sales picture indicated that politics was helping to sell appliances. Up to June 1952, laundry dryers were 4% ahead of the previous year, measured by manufacturers shipments; by the end of October, the figure was 21%.

For electric refrigerators, shipments for the first six months of 1952 were 33% behind the comparable period of 1951; by the end of October, shipments were 16% behind. Although the pickup in refrigerator sales began in June, the following convention month was the best refrigerator month of the year for the industry. Monthly home and farm freezer shipments were behind 1951 for the first four months of 1952. Shipments jumped ahead in April, remained ahead through the next six months.

Since early August the TV set industry has been enjoying a boom that is reminding everybody of the lush sales in 1950, when nearly 7.5 million sets were sold, a record that's not expected to be beaten for some time. While new TV stations (or the promise of them) has sparked sales in certain areas, the big selling figures are being raked up in "old" TV markets. Set inventories dropped from 430,000 in June to 80,000 in October.

The appliance industry needed the lift it got out of second half of 1952 sales. While all the figures are not in, retail sales estimates by *Electrical Merchandising* magazine indicate that the industry will be doing well if it equals its 1951 figure. The magazine's estimate of 1952 retail sales of all electrical appliances, including radio and TV sets, is \$6,041,650,000. The final 1951 figure was \$6,169,395,000.

While everyone interviewed agreed that appliance sponsorship of conventions and Election Night boosted industry sales, opinions differed about the degree of help such sponsorship gave. Some said that appliance sales were due for an upturn in the fall of 1952, anyway; that the consumer had remained away from buying appliances just as long as he could and was returning to "normal" buying habits. It was also pointed out that many of the appliances which showed increases over 1951 were riding upward on a long-term sales curve because of low market saturation. These include such items as freezers, laundry dryers, and deep-fat fryers.

As for the appearance of allocations in the latter half of 1952, the industry has been on allocation on and off since the end of World War II. Even GE, whose appliance sales slumped markedly in 1952, put many appliances on allocation as soon as they began to move more briskly last fall.

The main reason for allocations are

Wherever you  
 go there's  
 a radio

You're riding a winner on WGR... for it's the most listened-to radio station throughout Western New York, Northwestern Pennsylvania and Ontario.

CBS  
 Radio  
 Network

**WGR**  
 55

*Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.  
 National Representatives: Free & Peters, Inc.

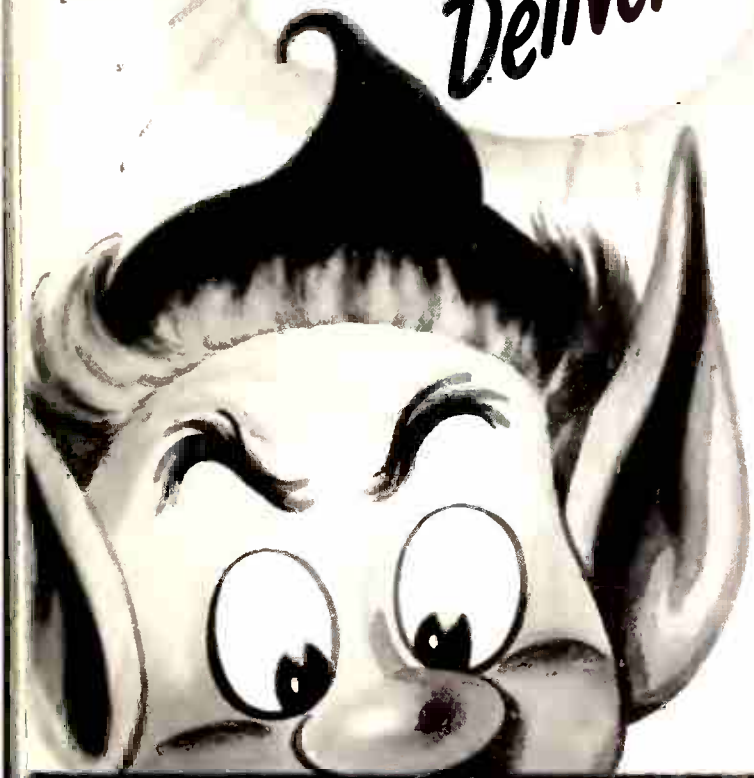
Leo J. ("Fitz") Fitzpatrick  
 I. R. ("Ike") Lounsberry



# Vic RADIO PROFIT Diehm Says:



Elves, Pixies,  
Gnomes or  
Leprechauns,  
Call us what you like...  
but we're the "SMALL PEOPLE"  
Deliver the "BIG SALES!"



There's nothing "big shot" about any of us. We don't try to give you a lot of statistical mumbo jumbo and big talk about our abilities to sell your client's products on our stations. We're the so called "small people" . . . the workers . . . the producers of sales. We're the people who work day and night to make it possible that your client's messages are properly directed to the millions of people we serve and who depend upon us for news, sports, mystery, drama, music, children's programs . . . yes, for information and entertainment for every age.

**WAZL**

HAZLETON, PA. NBC-MBS

(Represented by Robert Meeker Associates).

**WHOL**

ALLENTOWN, PA. CBS

**WHLM**

BLOOMSBURG, PA.

(Owned and Operated by Harry L. Magee).

**WIDE**

BIDDEFORD-SACO, ME. MBS-YANKEE

(Represented by Edward Devney).

1000 WATTS

**730!** Charleston's most far reaching station

**PAL** says



"PAL for me, in '53"!

That's a good slogan for you timebuyers to remember, when you want to *sell* the Coastal Carolina market.

Programming to the Negro audience (50% of the population), *plus* the vast group of people who listen to hillbilly music, WPAL gives a tremendously large segment of the audience, at rock-bottom prices. *Check your Hoopers—and your rate cards.*

Tried-'n'-true personalities *sell, and sell your product—all day long.*

Money's to be made here in Coastal Carolina—and I'm just the doggy to do it for you. Make your slogan: "PAL for me, in '53"!  
Happy New Year!



Forjoe and Company  
S. E. Dora-Clayton Agency

All this and Hoopers too!

**CBS**  
**IN THE LAND**  
**OF**  
**MILK and HONEY**  
**WBAY**  
GREEN BAY  
5,000 WATTS

*How to keep a Sponsor Happy*

**W***e*

**J***ust*

**I***ncrease*

**V***olume!*

1,000 WATTS  
SAVANNAH, GA.

A "Dee" Rivers Station  
Call Forjoe or Stars, Inc., Atlanta

the demands of the Armed Services. Last year the radio-TV industry shipped civilian production valued at \$1.5 billion and military production valued at \$2.5 billion.

**How the audiences were shared:** No detailed breakdowns of the radio-TV audiences reached by each sponsor during the conventions and Election Night were published by any of the rating services. However NBC put out a series of releases which claimed that, based on Nielsen studies, it reached more homes for Philco during the convention than CBS did for Westinghouse or ABC for Admiral.

The whys and wherefores of this greater share of audience will probably remain in dispute for years to come. It can be pointed out, however, that, so far as TV was concerned (where NBC's audience superiority was most evident). NBC had greater station coverage. While the number of stations varied greatly during the conventions, NBC's telecast was generally carried on from 42 to 47 stations, while CBS used 34 to 39 (Westinghouse also had three to four DuMont stations) and ABC used 13 to 15.

One group of figures NBC released covered average minute audiences during both conventions on radio and TV combined. CBS and ABC were not identified by name but there was no doubt who the "second" and "third" networks were.

Here are the figures:

Day sessions — NBC, 3,569,000 homes; CBS, 2,532,000; ABC, 1,143,000.

Evening sessions—NBC, 3,995,000; CBS, 2,612,000; ABC, 1,364,000.

In a separate release on television coverage alone during the conventions, NBC's rating study of the Nielsen TV Index showed that DuMont audiences on an average minute basis ranged from 180,000 during the daytime G.O.P. sessions to 346,000 during the evening G.O.P. sessions.

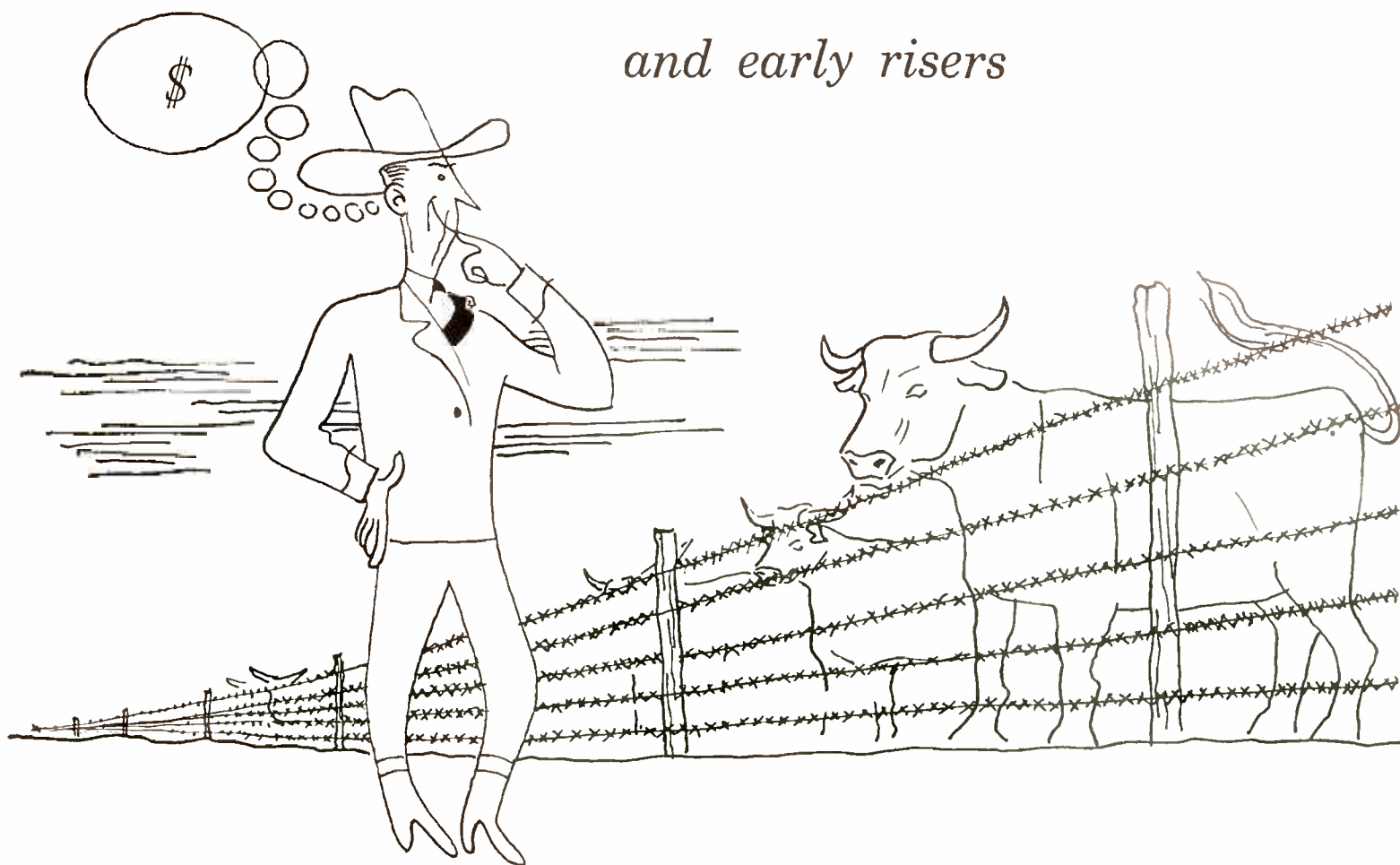
NBC based its Election Night claims on preliminary figures in a 10-city comparative Trendex rating covering viewing from 9:00 to 11:00 p.m. The figures, NBC said, showed it reached more TV viewers than any other network with a 39% share of audience.

**Nearly everybody tuned in:** The total figures on radio-TV listening to both conventions are truly impressive (see charts, page 33). They also reveal



# OF BARBED WIRE, INCOME

*and early risers*



**T**HE BARBED WIRE which sings in the wind of the Texas Panhandle is right at home. Back in 1882 one J. F. Glidden got tired of punching cattle all over the horizon. He noticed that longhorns instinctively seemed to give the thorny cactus a wide berth so he added barbs to the fence on his Panhandle ranch and barbed wire was born.

The fence which stands around Amarillo is a boon to South Texans, protecting them from the cold North Wind. It also serves the citizens of the Panhandle, helping to make possible the largest cattle auction in the world, giving dudes something to catch their Levis on, affording cowboys employment nursing a million head, wearing down the open range, reducing the need for that sacred instrument, the branding iron.

The brand KGNC—burned into the daily habits of a million or more inhabitants of 78 counties in Texas, Colorado, Oklahoma, New Mexico and Kansas by 10,000 watts of power and 30 years of regional and national programming — represents riches which dwarf even the fabulous King Ranch. Gross cash farm income for the area

amounted to \$925 million last year.

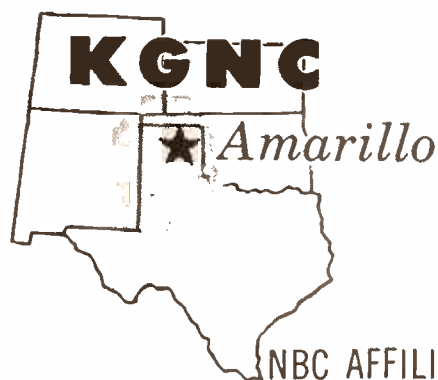
With the highest per capita retail sales in the nation, Amarillo owes much to its vast trading area, its surrounding gas and oil fields, wheatlands, ranches and farms. Transportation hub of transcontinental rail, bus, and air lines, Amarillo is close to the stuff an advertiser looks for when he wants business. And it helps to look for it early:

A couple from the Panhandle, in town for a combination vacation and shopping tour, registered at an Amarillo hotel. The clerk politely inquired if they wanted to leave a call.

“No thanks,” said the husband. “We’ll just sleep right on through till sunrise.”

KGNC signs on at 5:30 a.m.

*KGNC-TV signs on early in the spring of 1953.*



interesting listening and viewing patterns. With the growth of TV, these patterns will probably never be repeated in quite the same way, but to the convention sponsors they offer a primer on broadcasting's power of penetration in U.S. homes.

Although the conventions occurred six months ago, most of the material below has not been published before. For this reason, SPONSOR presents some detailed figures:

In the matter of homes reached, as pointed out earlier in the article, nine out of every 10 radio homes (which means total U.S. radio and TV homes)

were tuned in to one or both conventions at some time. The figures are 40,186,000 listening and viewing homes out of 43,849,000, based on a Nielsen percentage of 91.6.

According to Nielsen, there was a greater percentage of TV homes viewing (or listening to) the convention than radio homes or radio-only homes. As chart No. 1 (page 33) shows, the TV home percentage was 95, compared to 72.7 and 39.3 for all radio homes and radio-only homes, respectively. It should be noted that the 95% figure is a Nielsen estimate. It shows the percent of TV homes which listened to TV

and radio and does not separately break down TV viewing exclusively. However, Nielsen is convinced that the total number of TV homes reached by TV was above 90%. Here is how Nielsen reached that conclusion:

1. Nielsen knew that *one* radio network reached 33% of all radio homes during *one* convention.

2. Nielsen also knew that *all* radio networks reached 72.7 of all radio homes during *both* conventions, or roughly twice as many homes (see Chart 1, page 33).

3. The Nielsen people knew that *one* TV network reached 71.6% of all TV homes during *one* convention.

Therefore, it is easy to see that, while it would have been impossible to double the 71.6% figure, the percentage of TV homes listening to TV must have been somewhere in the 90's. Furthermore, since the radio figures also include MBS (whose coverage was not sponsored by any of the appliance firms), the *percentage* of TV homes reached by the appliance sponsors was even greater than the radio homes percentage than is indicated in Chart No. 1.

The greater convention interest among TV homes is made clear in Charts 2 and 3 (page 33). Chart 2 shows that the greatest average tune-in time during the conventions was in TV homes—28.1 hours. Note also that while half of the TV homes tuned in to radio, the average radio tune-in time was only 4.3 hours. Even in radio-only homes, the average tune-in time was a little more than half the TV homes figure. This indicates a higher relative exposure to commercials among TV set owners.

Chart 3 is simply the result of multiplying the homes figures in Chart 1 by the corresponding average tune-in time in Chart 2. It shows that the gross amount of listening and viewing

# W DAY

(FARGO, N. D.)

## IS ONE OF THE NATION'S MOST POPULAR STATIONS!

An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: W DAY is a 17-to-1 favorite over the next station—is a 3½-to-1 favorite over all other stations combined!

**NBC • 5000 WATTS  
970 KILOCYCLES**

FREE & PETERS, INC.  
Exclusive National Representatives






# OOF

DOTHAN, ALABAMA

## 5000/560

NON-DIRECTIONAL

---

National Representative  
Sears and Ayer

Southeast  
Doro-Clayton Agency



# IN TULSA...

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF TULSA

Radio Station Audiences by Time Periods

November, 1952

## M O N D A Y - F R I D A Y

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 8 PM
<b>KVOO</b>	<b>34</b>	<b>40</b>	<b>42</b>
"B"	20	22	27
"C"	19	16	15
"D"	13 <sub>a</sub>	8 <sub>a</sub>	*
"E"	7	6	6
"F"	5	5	4
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Home using radio	19.1	20.8	23.7

*"a" Does not broadcast for complete six hour period and the share of audience is unadjusted for this situation.*

\* Not on air

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mentions of each station gives the figures listed above.



KVOO leads substantially in *every* quarter hour covered by this Pulse Report save one, and in this quarter hour one other station merely equals the KVOO share of audience.

See your nearest Edward Petry & Company office for the complete data and for KVOO availabilities.

# RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

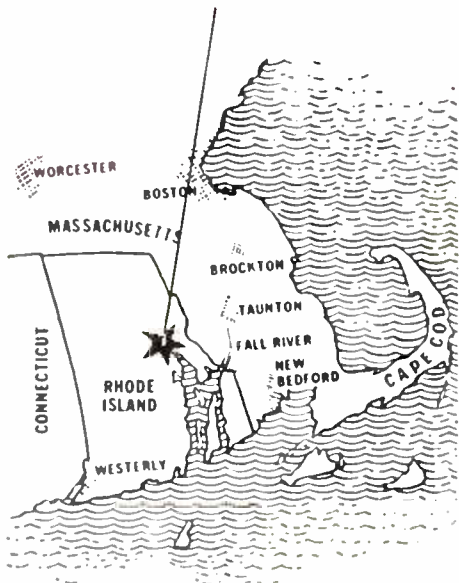
50,000 WATTS
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.



**PINPOINT  
YOUR  
PERSISTENT  
SALESMAN**

HOOK ONTO THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET. WJAR-TV MEANS UNDUPLICATED COVERAGE IN 240,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 720,000 PEOPLE.

**WJAR-TV  
PROVIDENCE**



Represented Nationally by  
**Weed Television**  
In New England — Bertha Tennen

in TV homes was greater than the gross figures for radio-only homes.

Even taking into account the radio listening in TV homes, the figures indicate that the gross amount of TV viewing was greater than the gross amount of radio listening. This, despite the greater number of radio-only homes.

How does this listening and viewing compare with regular radio and TV program audience levels? Total convention audience figures don't offer a good basis for comparison, but half-hour audience peaks during the convention night. Here is what Nielsen discovered about peak convention audiences:

1. For radio, during the G.O.P. Convention: 7,576,000 homes, 2:00 to 2:30 p.m. Friday 11 July, towards the end of final balloting.
2. For TV, during the G.O.P. Convention: 8,655,000 homes, 10:30 to 11:00 p.m., Thursday 10 July, during the nominating speeches.
3. For radio, during the Democratic Convention: 8,675,000 homes, 2:30 to 3:00 p.m., Friday 25 July, during the first balloting.
4. For TV, during the Democratic Convention, 10,161,000 homes, 10:30 to 11:00 p.m., Friday July 25, during the early part of the third balloting.

Note that the Republican and Democratic peaks on TV were during identical time segments in the evening. On radio the peak time segments for the two conventions were adjacent in the afternoon.

These peak figures were attained by all sponsors combined. Compare these figures with leading radio and TV programs between and before the conventions. Here are some of the leaders, according to Nielsen:

- During the spring of 1952, the leading network radio shows reached between 4,000,000 and 5,000,000 homes.

**Suggestion: File this article for '56**

SPONSOR'S article summarizing results and audience accruing from 1952 convention sponsorship may come in handy to admen in 1956. It could be used as background for a decision on whether or not to buy into or around convention broadcasts.

# KBTV

Transmitting Denver's  
Most Powerful Signal from  
Atop Lookout Mountain

•  
**CBS  
ABC**  
Affiliate  
•

**KBTV**  
CHANNEL  
**9**  
DENVER

To reach the rich, expanding Denver and Colorado market, specify KBTV... for sales results! Check these facts and figures. Write for complete details on this productive, fast-growing market.

**THE GREAT COLORADO MARKET**

Population .....	1,325,089
% Increase over 1940 .....	18.0
Total Retail Sales .....	\$1,257,095,000
Total Urban Population .....	831,318
Total Rural Population .....	493,771
TV Sets in Area .....	99,899

(Rocky Mtn. Elec. League—Dec. 1)

# KBTV

**CHANNEL 9 DENVER**  
1100 CALIFORNIA • TABER 6386  
Contact Your Nearest  
Free & Peters Representative

Radio Station

# KFMB

is  
now

# CBS

RADIO NETWORK  
in  
San Diego, Calif.  
(550 on Dial)

John A. Kennedy, Board Chairman  
Howard L. Chernoff, Gen. Manager  
Represented by THE BRANHAM CO.



# Here in the San Francisco Bay Area

(ONE OF "FIRST 10" MARKETS IN TV SETS)

# TV

is a major advertising  
medium... and the  
major TV station in the  
market is

# KRON-TV

which operates  
on Channel 4 and puts  
more eyes on SPOTS

**Most Advertisers!** Rorabaugh reports that KRON-TV serves the largest number of advertisers in this 3-station market

**Biggest Audience!** Pulse shows that KRON-TV offers the greatest percentage of audience, day and night, and all week

**Best Shows!** Pulse counts more top-rated shows on KRON-TV than on the other two San Francisco stations *combined*

**Clearest Coverage!** The market's highest antenna sends KRON-TV's signal throughout the Bay Area market, deep into Northern and Central California

---

ASK FREE & PETERS for availabilities... in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco. An NBC Affiliate, KRON-TV is owned and operated by the San Francisco Chronicle. It has pioneered in San Francisco TV (Channel 4) since November 15, 1949.



Air view of Coit Tower atop Telegraph Hill. From "The Hill" early-day San Franciscans watched for ships entering the Golden Gate.

- The Groucho Marx radio program reached 2,440,000 homes between the conventions.

- In June 1952, *I Love Lucy* reached 9,274,000 TV homes during one week.

- During the spring of 1952, *Lucy* reached a peak of 11,000,000 homes.

Without going into detailed comparisons, it is obvious that the top radio and TV shows can equal or exceed the half-hour audience reached by one sponsor during the convention. But it is also obvious that no broadcast sponsors, within such a short period of time as the two conventions,

ever reached so many people so many times.

The convention sponsors had plenty of time to put their ideas across. Admiral had 105 hours of TV coverage. Philco had 138 hours of TV time, 91 hours of radio time. As for commercials Westinghouse presented 202 on TV, taking up 267 minutes of commercial time, and 186 on radio, taking up the same amount of time in minutes. Admiral had 310 minutes of commercial time on TV and 215 minutes of commercial time on radio.

Nielsen Election Night listening figures are not complete but for TV analysis showed that 17,166,000 homes viewed the returns at one time or another. This was 89.9% of U.S. TV homes. The high point in viewing was during the half hour beginning at 9:00 p.m. when 13,977,000 homes were tuned in. The figures went downward after that.

However, up to the half hour beginning at 10:30 the number of viewing homes remained above 13 million. After midnight more than nine million homes were still tuned in; and at 2:00 a.m. the count was nearly five million homes.

**What was learned?** Looking back on the convention, the sponsors feel that the selling job was properly handled and effective. They don't consider the commercials intruded and they point out that, although a broadcast sponsor is allowed 10% of program time for commercials, none of them used more than half of their allotted time quota. (See "Advertisers learned plenty at the conventions," SPONSOR 28 July 1952.)

There was no difference in the basic commercial approach between the two conventions. There was a real effort made to get more variety, however, into the Democratic Convention broadcasts. Philco, which put 11% of its TV commercials on film, made up 42 different commercial films for the conventions. Because all stations weren't interconnected, it was necessary to make 777 prints, the largest single TV print order up to that time.

With its 24 products advertised during the convention, Westinghouse used 28 different live commercials with Betty Furness plus 26 different flip card commercials. Admiral sought variety by indoctrinating the announcers in Admiral sales lore and letting them speak extemporaneously. It worked well during the G.O.P. con-

# WSAZ-TV . . . . .

## Covers the rich (and growing) OHIO VALLEY EXCLUSIVELY!

WSAZ-TV, with HOMETOWN PROGRAMING (Huntington-Charleston) is viewed in this area of 3,000,000 EXCLUSIVELY—Plant expansion at South Point, Ohio \$12,000,000 and Government Building Program outside of Portsmouth, Ohio in the Millions . . . WSAZ-TV covers 103 counties in West Virginia, Ohio, Kentucky and Virginia . . .

**MARKET DATA: 1951-52 (Total Area) \***

POPULATION:	3,299,300
FAMILIES:	812,000
FOOD SALES:	\$479,404,000
DRUG SALES:	\$ 48,506,000
RETAIL SALES:	\$1,828,557,000
EFFECTIVE BUYING INCOME:	\$2,873,118,000

\*Source: Sales Management—"Survey of Buying Power"—May 10, 1952

**84,000 WATTS—CHANNEL 3**

**Affiliated with all four Television Networks**

# WSAZ-TV

HUNTINGTON, W. VIRGINIA  
represented by the KATZ AGENCY

Going to Hollywood?  
Want to see television production facilities that you have been dreaming about?

... Just drop in on the new Telepix building ...

# TELEPIX

1515 N. Western Ave., Hollywood  
155 E. Ohio Street, Chicago



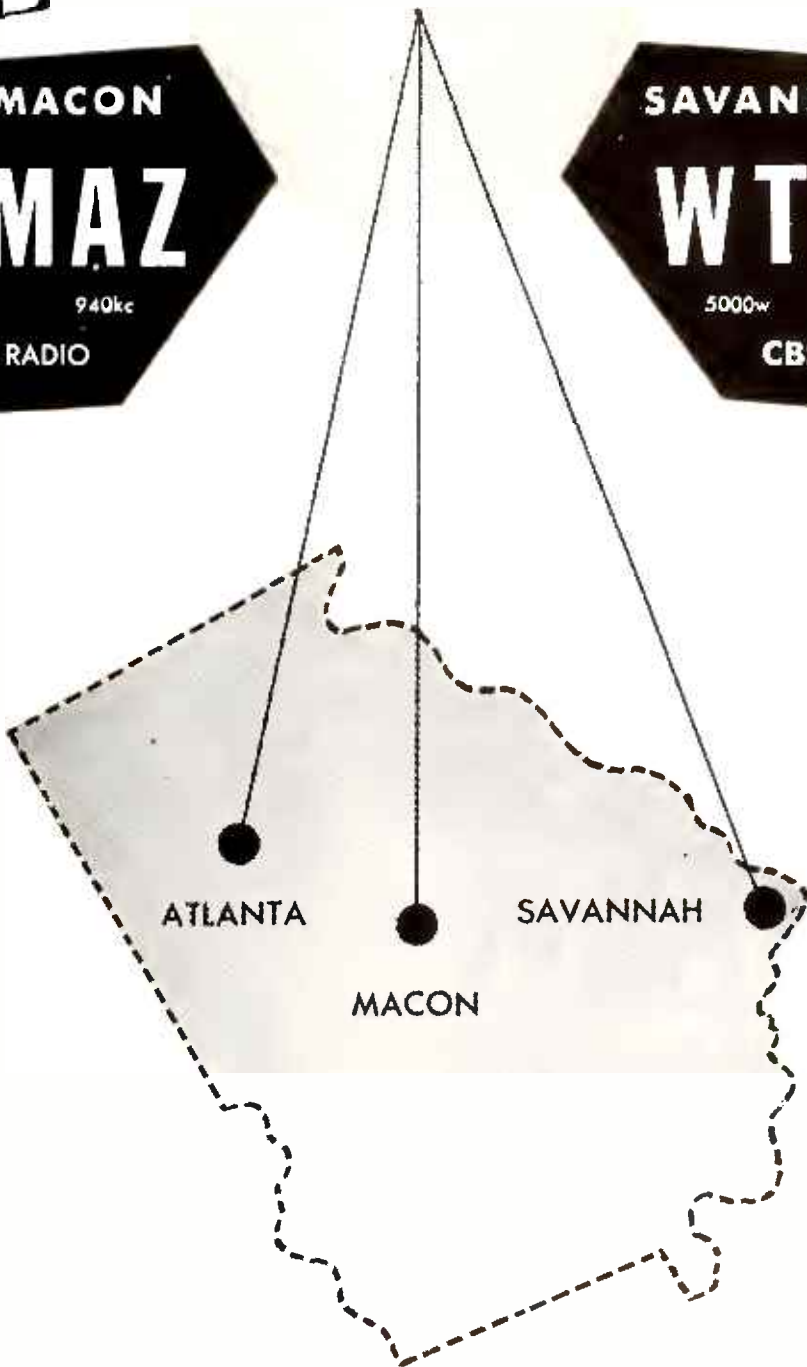
ONLY A COMBINATION  
OF STATIONS CAN  
COVER GEORGIA'S  
MAJOR MARKETS

**ATLANTA**  
**WAGA**  
5000w 590kc  
**CBS**  
**RADIO**

# THE GEORGIA TRIO

**MACON**  
**WMAZ**  
10,000w 940kc  
**CBS** **RADIO**

**SAVANNAH**  
**WTOC**  
5000w 1290kc  
**CBS** **RADIO**



*the* **TRIO** offers  
advertisers at  
one low cost:

- CONCENTRATED  
COVERAGE
- 
- MERCHANDISING  
ASSISTANCE
- 
- LISTENER LOYALTY  
BUILT BY LOCAL  
PROGRAMMING
- 
- DEALER LOYALTIES

*in* **3** major markets

represented  
individually and  
as a group by

**THE KATZ AGENCY, INC.**

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO



# HEARING IS BELIEVING

Central Ohioans buy brand names associated with favorite radio personalities. Loyal, yet ever-ready to try something new, Central Ohioans, 1 1/4 million strong, make up a billion-dollar market for old and new products.

Reach this 24-county market area through WBNS Radio—Central Ohio's only CBS outlet. The top 20-rated programs round out a balanced schedule which attracts loyal listeners who *hear . . . believe . . . and buy!*

**WBNS RADIO** ASK JOHN BLAIR  
 POWER  
 WENS — 5,000  
 WELD-FM—53,000  
 COLUMBUS, OHIO  
 CENTRAL OHIO'S ONLY **CBS RADIO** OUTLET

BIG AGGIE LAND:

## No City Limits

•  
 WNAX — 570  
 Yankton-Sioux City

•  
 Represented nationally by  
 The Katz Agency

•  
 CBS Radio

*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.

clave and Admiral continued the technique during the Democratic one.

Neither the sponsors nor networks can see now how they could have covered only the highlights of the convention rather than the entire picture.

Adman Ritenbaugh, speaking for Westinghouse, said, "It is our feeling that the impact of the complete coverage was beyond description. The thousands of letters received during and after the conventions bear this out. The people were thrilled by even the smallest incident. How could you broadcast just the highlights when some of the by-play, such as the Romany (roll call) incident during the G.O.P. Convention, the fire episode during the Democratic Convention, and hundreds of others, were as great a part of the over-all picture as any of the major speeches."

Ritenbaugh also declared that participating sponsorship would have been a mistake: "The audience for the convention broadcasts and telecasts fluctuated greatly during each day. The millions of people who followed the convention proceedings certainly did not make up a static audience. This changing audience would seem to stop any argument for a shared sponsorship. There would undoubtedly be confusion in the minds of people as to the sponsor of a program such as this if they would have seen or heard many different kinds of commercials."

As for the networks, here is what they learned from the conventions:

1. TV equipment has to be made smaller and more portable. Radio still has the edge in the setting up of remotes. However, in one instance, an NBC television crew set up equipment in the Blackstone Hotel ready for telecasting 37 minutes after a call was put in to the crew in a garage four miles away.

2. The 1956 conventions will see more emphasis on the manpower side and less on the technical side. There will probably be more interpretation, more coverage of events taking place outside the convention.

3. Actual production costs for such events as conventions have probably reached a ceiling.

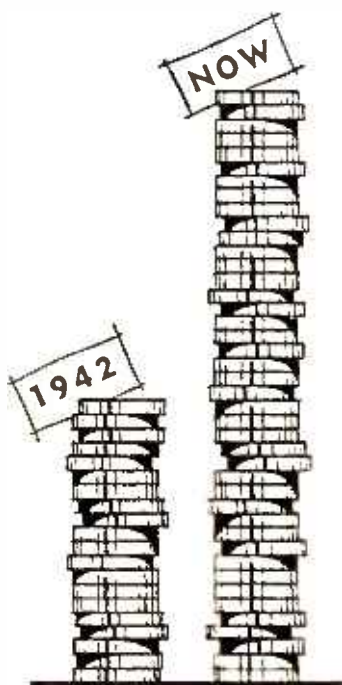
4. The top problem in 1956 will be to present a tighter, clearer, and more deftly dovetailed presentation. This could entail a completely revolutionized technique of convention proceedings in the planning of the two major political parties. ★ ★ ★



Nobody needs a slide rule to prove that most advertising costs have gone up in the past ten years. But sometimes people overlook the fact that advertising values have also zoomed upward!

# And more than ever, RADIO serves you the biggest slice of ADVERTISING VALUE

**Radio now delivers the biggest audiences in history.**



It now takes \$206 to buy engravings that cost \$100 in 1942

Yet the cost of using radio has increased far less than any other costs in the advertising business! Here's an illustration—



**BUT** it takes only \$114 to buy time that cost \$100 in 1942 . . . on **KYW**, the 50,000-watt Westinghouse station that dominates the rewarding Philadelphia market area

In six of the nation's leading markets, Westinghouse stations provide unbeatable advertising coverage.. at a cost-per-listener that makes every dollar count.. for more!



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

National Representatives, Free & Peters, except for WBZ-TV: for WBZ-TV, NBC Spot Sales

## 500 TV STATIONS

(Continued from page 25)

them in pricing "new" TV markets: As each new TV station joins a network, the average cost for a Class "A" hour will be somewhere between \$150 and \$200 gross, depending on the size of the market. This price is set, at the moment, by the simple economies of station operation and the fact that the outlook is for fast set growth in the newest TV areas.

With a half-hour TV time slot likely to cost over \$46,000 per week on a

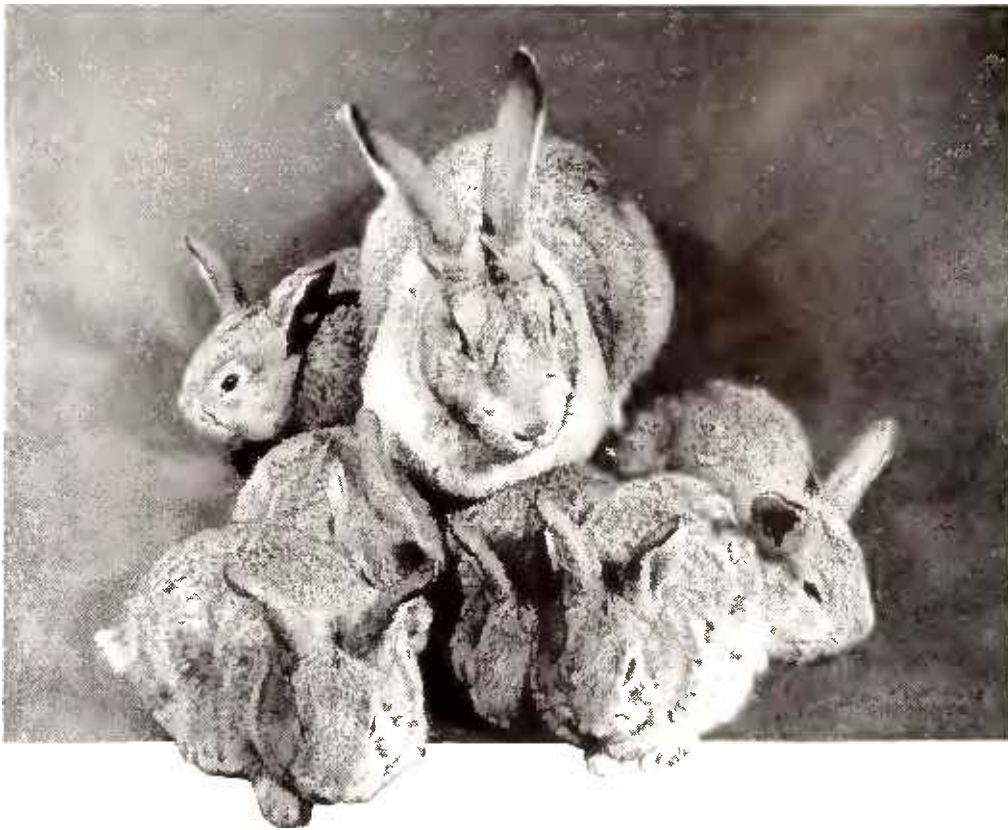
"full" network of the near future, it's only natural that many agency men have gasped in alarm, as they measured these figures mentally against their client's pocketbooks.

At the same time, the TV networks are aware of the limitations of advertising budgets. "We wouldn't dare insist that network TV advertisers carry every station on the network," a CBS TV official told SPONSOR. "We'll probably set a 'basic' network of perhaps 70 or 75 stations, covering the same number of top markets, and arrange the others in groups of supplement-

aries. Down at the end of the list there may well be 'bonus' stations who will be happy enough to carry big network shows without charge in order to attract audiences."

Indeed, most admen feel, the only way the major networks will be able to operate is through a very flexible selling plan. There is likely to be more use of regional TV webs, partial networks and a goodly number of shared-sponsorship or alternate-week arrangements.

There are, however, some distinct agency hopes for market-by-market rate reductions in TV—despite the booming growth of networks. Many of the largest TV areas—such as Buffalo, Pittsburgh, New Orleans, St. Louis, etc.—are one-station cities. On the FCC's time-table, these markets will have more TV stations moving in shortly. Then, admen feel, the "old" stations will start offering fancy discounts as the competition starts to get much tougher. Some of the savings here, both in terms of what networks will ask for the "old" station's time and what the station will have on its spot rate card, will help greatly in buy-



## WHADDA YA MEAN, 'RABBITS'?

These, my friend, are CHINCHILLAS . . . the in-the-money bunny . . . the aristocrat of the rabbit world. We dug up this photo because it's a perfect illustration of the WIBW audience.

You see, we're a *farm* station. Always have been. As a result, WIBW is the station that Kansas farm families have *always* listened to most\*. And when it comes to spendable income, WIBW listeners are the aristocrats in this area. Twelve consecutive years of wonderful crops and high prices have taken care of that.

CASH IN on this known buying power and known listening preference. USE WIBW!

\*Kansas Radio Audience 1940-52

# WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



## BMI

Pin Up Sheet  
YOUR EVERYDAY GUIDE  
TO CURRENT SONG HITS

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

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

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

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

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





**Here's the REAL pitch  
on radio, in Kentucky!**

When you strip it of all the fancy talk, the Kentucky radio story boils down to this:

**55.3% of the State's total retail sales are made in Metropolitan Louisville and its satellite markets — a concentrated area covered daily by WAVE, alone!**

With 5000 watts (*and 5000-watt rates!*), WAVE gives you this important majority, plus a big hunk of Southern Indiana with another quarter billion dollars in effective buying income!

The show's going on, *now*. Join the other smart advertisers — step right up and get a front-row seat with WAVE!

**5000 WATTS**



**NBC**



**WAVE  
LOUISVILLE**



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

**2765**  
**Independent**  
**Retail Grocers**  
**in Baltimore say:**  
**WFBR's**  
**the station for us!**

Every year since 1936, the powerful Independent Retail Grocers Association of Baltimore has turned to Baltimore's promotion-minded, know-how station, WFBR, to make sure their Annual Food Show, held at the Fifth Regiment Armory in Baltimore, goes over with a bang.

Every year WFBR has thrown the full weight of its promotion, programming, merchandising and production departments behind this great food event.

The result? Every year, bigger crowds, more exhibitors, better displays—and firmer loyalties, friendship and cooperation between the 2765 members of the Independent Retail Grocers Association and WFBR.

For real showmanship, solid merchandising and active, day-in, day-out promotion, ask your John Blair man or write, wire or phone...

ABC BASIC NETWORK

**WFBR**

5000 WATTS IN BALTIMORE, MD.

ing "new" television markets.

Such savings, of course, won't alter the upward trend of over-all costs. As a result, many a top advertiser today is asking his agency, quietly, if the game is going to be worth the price of admission.

On a mathematical basis, the answer seems to be a cautious "yes." Sidney W. Dean Jr., v.p. and director of marketing services of McCann-Erickson, recently stated to the ANA:

"By dividing the number of potential television homes by the cost of commercial time, cost-per-1,000 net television homes now stands at 56¢ in the original 63 television markets. By December 1954, the projection indicates a decline to approximately 50¢.

★ ★ ★ ★ ★ ★ ★ ★

••Advertisers shouldn't endorse the principle of 'robbing Peter to pay Paul,' financing television at the expense of other media.••

J. L. VAN VOLKENBURG  
 President  
 CBS TV

★ ★ ★ ★ ★ ★ ★ ★

an 11% reduction in the cost-per-1,000 net homes, by the NBC definition. If they could be computed on a gross basis, they would be substantially lower.

"By applying the projected rates for the 62 new television markets to the gross potential audience of the 18,000,000 homes," Dean added, "the projected cost-per-1,000 gross television homes becomes 44¢ by December 1954. While this is a valid measurement of the potential cost for non-simultaneous spot time in these 62 markets, it cannot be compared with the above cost of the 1,000 net homes in the original 63 markets."

(NOTE: In the statement above, Dean refers to "net" homes as opposed to "gross." The "net" TV audience is the total potential viewing homes at a given moment of time, since there are some duplications and overlaps in the

63 "old" TV markets. "Gross" audience is the technical sum of all the audiences of all stations in these areas.)

An interesting qualifier to such projections was made to SPONSOR by one NBC TV executive. By his calculations, the simple "circulation" cost figures (net costs vs. potential audience) for the NBC video web is \$1.67-per-1,000 for a half-hour evening slot starting January 1953. By early 1955, this figure will have dropped, the NBC man believes, to about \$1.50.

*Key points for admen: As TV networks grow, despite possible savings here and there in one-station markets that have become more competitive, the time costs will rise. New stations may come on at an average cost of \$150-\$200 for a Class "A" evening hour, gross. Ultimate size of each of the major national TV webs may be about 125-150 outlets, starting at a "basic" list of perhaps 70 and working down through groups of supplementaries. And, although TV networks will cost more, they will reach so many more people that the costs-vs.-circulation figures will drop.*

**Effects on other ad media:** Since large-scale TV is going to be an expensive item, admen are naturally curious about the long-range effects of TV on other media, particularly radio.

Most agencies feel today that radio will continue as a useful, active advertising medium when TV reaches near-national size in a couple of years. However, radio—particularly nighttime network radio—may find its primary use by the larger TV advertisers of 1955 in a "complementary" role. That is, radio will be used to fill in the gaps of TV at night. During the daytime and early morning radio will hold a good deal of its audience and its revenue, the admen interviewed by SPONSOR predicted.

Independent radio stations, particu-

Let FILMACK Make Your TV Film Spots By Mail

as LOW as

with Audio

8 Second \$150

LOW Budget Prices

20 Second \$180

One Minute \$150

Hundreds of Ad Agencies rely on Filmack for TV Spots by Mail. With our 35 Years Experience, Huge Facilities, and Expert Craftsmen, we can produce all types of stop-motion, full animation and TV slides!

Send in your Storyboards for quotes.

FILMACK STUDIOS 1328 SOUTH WABASH AVE., CHICAGO



NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

*Number*

*Salesman is*

**WPTF**  
also  
WPTF-FM

**50,000 WATTS • 680 KC.**

North Carolina rates more  
firsts in recognized market sur-  
veys than any other Southern  
state. More North Carolinians,  
according to BMB study, listen  
to WPTF than to any other  
station.

NBC AFFILIATE FOR RALEIGH-BURHAM & EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTAND, SALES MANAGER

larly those who have developed loyal followings in the face of TV competition—like New York's WNEW and WQXR, are likely to fare well. Big powerhouse stations and the clear-channel radio outlets—who have substantial audiences among TV and non-TV families in video areas, and in the non-TV families outside the TV curtain—are also good bets for the future.

(Interestingly, Y&R recently compared costs-per-1,000 in a major TV market to determine this. A spot radio campaign on a major 50 kw. station

was matched with a spot campaign on a series of smaller, outside-the-TV-area stations. The big station won in a walk. Cost-per-1,000 homes on the large station was about \$1.50; on the series of small stations surrounding it, the costs averaged \$5.10).

Of the two other "indoor" media—newspapers and magazines—newspapers are likely to be affected much less than magazines by the growing size of TV. Research studies—such as those prepared by Y&R and the Hofstra Study of NBC TV—have shown

that newspaper readership is dented by TV in a video home, but it isn't much below the level of a non-TV home. Magazines, on the other hand, are much harder hit.

*Key points for admen: TV has already had a deep effect on other ad media. In the next few years, its effect will be even more pronounced. Admen predict today that nighttime radio may drop to a "complementary" media role, and be used to fill in the chinks of TV coverage. Daytime and early-morning radio may be more durable. Independent radio outlets, and powerhouse radio stations will have the best chances in an era when the U.S. map is dotted with 500 or more TV stations. Magazines will be hit harder than newspapers by the growth of TV, admen feel. There are ceilings to what any large manufacturer can lay out for advertising budgets. Therefore, TV is likely to fall heir to a good deal of money which might have been earmarked for radio or print media—but only where TV proves itself a better buy.* ★ ★ ★

**SELL MORE IN THE SOUTH'S No. 1 State!**

*A Lucky Strike in the Camel City\**

WSJS

1/5th\* of all FOODS sold in N. C. are sold in WINSTON-SALEM'S

WSJS

15-COUNTY MARKET

\*\$113,945,000—S.M.  
1952 Survey of Buying Power

\* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

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.



CLEVELAND'S

*Chief*

STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED

BY

H-R REPRESENTATIVES



## GIRDLES ON TV

(Continued from page 30)

how the girdle would fit her. Although this film was acceptable to the network, it never actually went on the air.

NBC TV's policy on intimate wearing apparel is representative of the television industry: Demonstration of such articles is permissible only when it is not shown on a live model.

Recalling the early days of TV, Stockton Hellfrick said, "We have found that our audience objected to seeing women's thighs exposed on the TV screens. Today we observe a ban on the traditional can can costume as well as on commercials that might offend audiences in any part of the country. Audience reaction coupled with good taste has guided our policy."

Grace Johnsen, director of ABC's continuity-acceptance department, affirmed Stockton Hellfrick's ideas on the subject of what can safely be shown on video and what might arouse adverse comment. She recalls a 60-second film commercial by the Flexie account a couple of years ago. This film used the "Topper" film series technique of having the model's body fade out and showing only the girdle and jewelry. However, even at that, views of the girdle on the form of the invisible model were from stills, not action shots. No one objected to this handling of the subject.

Another acceptable way of advertising girdles or brassieres on ABC TV is in the femcee's or model's hands, while she points out its advantageous features. This policy towards intimate wearing apparel was established on the network from the start.

In 1950, however, ABC's Grace Johnsen decided that following the rules blindly was a mistake. "We de-

ecided to judge each case according to its own merits," she told SPONSOR. In line with this outlook, ABC accepted the Maidenform Brassieres account two years ago, and produced one of the earliest live TV commercials showing a live model in a bra. (See "How times have changed!" 4 December 1950 SPONSOR.) Of course, the copy approach, setting, and action were dignified and subdued. The model didn't walk in her deshabelle, though an introductory shot did show her in the highly publicized dream sequence Maidenform uses in its black-and-white advertising. This commercial was shown on the *Faith Baldwin Theatre*

★ ★ ★ ★ ★ ★ ★ ★

"The Advertising Research Foundation today is truly a tripartite organization. Now, advertisers, agencies, and media all are subscribers and they are all equally represented on the Board, and I think that is what makes the Foundation strong today."

EDGAR KOBAK

President

Advertising Research Foundation

★ ★ ★ ★ ★ ★ ★ ★

of *Romance* over the ABC TV network from January 1951 through July 1951. Saturdays 12:30 p.m. to 1:00 p.m. with both good results and favorable reactions.

CBS TV has a firm policy against use of live models wearing girdles or bras. The only girdle account which the network ever accepted was the Playtex girdles which were advertised about a year ago on an early afternoon women's program, *Fashion Magic*. The show opened with a still of the famous Playtex photograph that is used in their black-and-white media advertising—the one showing a girl in a Playtex garment as she leaps and dances.

Superimposed over this still was the title of the program. During the actual commercial, the garment was never shown on a live model. Yet even under these circumstances, the film might not have been accepted by the network had it been planned for a later hour when the audience composition might be less exclusively female.

Edwin Saulpaugh, head of DuMont's continuity-acceptance department, recalls only one girdle account that was ever carried on the network. The garment was shown on a women's program by Kathi Norris, who took it out of a package, held it up, and commented on it. It was, however, never shown on a live model. DuMont feels that showing the garment on a dummy form would be acceptable, but the network goes along with majority opinion on the subject: Live models are out.

Sarong's new 20-second commercial film seems to have overcome the ban to the satisfaction of continuity acceptance of the nets with whom they checked. However, individual stations are still free to make their own decisions.

This problem of dealing with "delicate" subjects on television has faced manufacturers of such items as laxatives, women's intimate apparel, liquor, toilet paper, in fact any number of so-called "unmentionables" since TV began (see 3 November 1952 SPONSOR, page 22). However, this hurdle, far from suppressing creativeness, has stimulated film producers and copywriters to greater ingenuity and originality. By intelligent awareness of the rules of good taste, many an advertiser has found clever, interesting, often artistic ways of presenting his product on television without embarrassing the viewers and yet at the same time without losing any of his sales points. ★ ★ ★



## This is WHDH's John Day!

Outstanding News Editor, Analyst, Announcer

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

# W H D H

50,000 WATTS  
BOSTON

See Your John Blair Man

Subsidiary of the Boston Herald-Traveler Corp.

# what makes **WLAC**



Mr. Cohen Williams, President of Martha White Mills, Inc., says, "WLAC alone clicked my self rising corn meal into first place. When I was shown a survey placing Martha White Self Rising Corn Meal in top place, I was amazed! When this can be done by using only WLAC, 15 minutes a day, and Bob Jennings, I would say that WLAC is a sales *clicking* station."

## **When WLAC Clicks...Its Audience Clicks, TOO!**

Whether we are selling corn meal, work clothes, frozen foods . . . or any other merchandise . . . WLAC Programs with Personalities hold and SELL radio listeners. . .



## **The Nashville SALES Power Station**

CBS RADIO

50,000 WATTS

Nashville, Tennessee

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



## MEN, MONEY

(Continued from page 6)

\$2,163,419 in taxes, the net profit (ending 30 September) was \$2,069,307, equal to \$1.50 a common share as against \$705,610 profit the year before, and 37¢ a share dividend.

\* \* \*

Short memories being what they are in life (and in business) it is worth recalling that possibly the greatest all-time creator of sales "franchises" has been radio. Think of half a dozen soaps, Pepsodent, Lady Esther, Dr. Lyon's, Raleigh Cigarettes, Carnation Milk, Wrigley Gum, Jell-O, Fitch Shampoo, 20 Mule Team Borax, Household Finance, Phillips Milk of Magnesia, Luden's Cough Drops, Johnson Wax, such paints as Acme, Cook, Moore, International Silver, Alka-Seltzer, Chase & Sanborn coffee, Real Silk, Jergens. What is their debt to radio? At a guess, incalculable.

\* \* \*

The "franchise" pays off in quick capital gains, or in year after year market strength. As an example of capital gains think back to the two Harris Brothers, merchandising wizards, bringing Toni coldwave up from nowhere to a sellout for \$20,000,000 to the Gillette Safety Razor people. But the trademark franchise when properly engineered has a durability beyond gold mines, which can peter out, and personal genius, which can go stale. Not by happenstance is Procter & Gamble, a franchise of franchises, able to set aside large sums for market research and—most significant of all—experiments in new entertainment techniques. They know well the payoff built into a well-planned new product, or new programs to help forced draught old franchises. ★ ★ ★

## RADIO RESEARCH: 1953

(Continued from page 28)

likewise the area of out-of-home listening.

With the pressure from TV mounting, radio's cry that it is being short-changed by some of the rating services has assumed a more strident note. Adding fuel to the demand that such services do something about revising their audience-counting systems is the increasing tendency among some advertisers to let ratings alone govern the decision on whether or not to cancel or renew a contract.

Radio stations cite such actions by advertisers as justifying the charge that their future is at the mercy of antiquated rating systems and the con-

★ ★ ★ ★ ★ ★ ★ ★

"Just because an advertising dollar during a recession cannot bring in the same amount of sales it does during prosperity—it is not a bad dollar. It may be the liveliest advertising dollar ever spent in terms of checking recession."

JOHN P. CUNNINGHAM  
Chairman of the Board  
Cunningham & Walsh, Inc.

★ ★ ★ ★ ★ ★ ★ ★

fusion accruing from the varying methods of all the rating services. A step toward correcting this condition is the four-committee project of the Advertising Research Foundation. With Dr. E. L. Deckinger of Biow as general chairman, these committees are trying, in summary, to find out what would be the ideal rating method. (Members of the committees have already dropped hints that they're not getting the warm cooperation they had anticipated from the rating services.)

In the opinions of complaining radio stations, this ARF project is all

right but it isn't exactly what they want. They look upon it as a long-range scheme; what they would much prefer is quick action on the part of the leading rating services. The latter have indicated that they are giving serious thought to more detailed methods of home sampling but say they aren't ready to talk about when.

Comments gathered by SPONSOR in the course of its survey are pretty well convinced that the traditional ways of measuring radio are in need of overhauling. The disposition is anything but one of trying to cover up past "sins"; rather there is an awareness of the necessity for measuring the radio picture in all its dimensions.

The SPONSOR survey, as it will be noted from the rundown of what each firm is doing, found that it was a little too early to get the complete research picture for 1953. Some organizations explained that they had several projects either wrapped up or in the drawing-board stage but policy dictated they refrain from making statements until these plans had been approved by the proper authorities and the necessary budget put through.

Station reps loom more important in the radio research picture with each passing year. Associated with consistent activity in the field of radio research are such rep organizations as CBS Radio Spot Sales, John Blair & Co., the Katz Agency, and the Henry I. Christal Co., which just recently induced seven major radio stations it represents to have Alfred Politz do a jointly sponsored study for them on how many and what kind of people radio influences.

Here is a company-by-company summary (in alphabetical order) of what the SPONSOR survey found was scheduled in the way of radio research



Subsidiary of the Boston Herald-Traveler Corp.

## This is WHDH's Curt Gowdy!

The Voice of the Boston Red Sox — Top Sports Personality

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

# WHDH

50,000 WATTS  
BOSTON

See Your John Blair Man

among networks, research organizations, and trade groups:

**ABC:** Is considering a number of radio studies but the plans haven't been crystallized enough to discuss them.

**American Research Bureau:** Has developed some new methods of measuring radio which have been tested in the field. One of them involves the problem of measuring multiple-set listening. Director James Seiler says

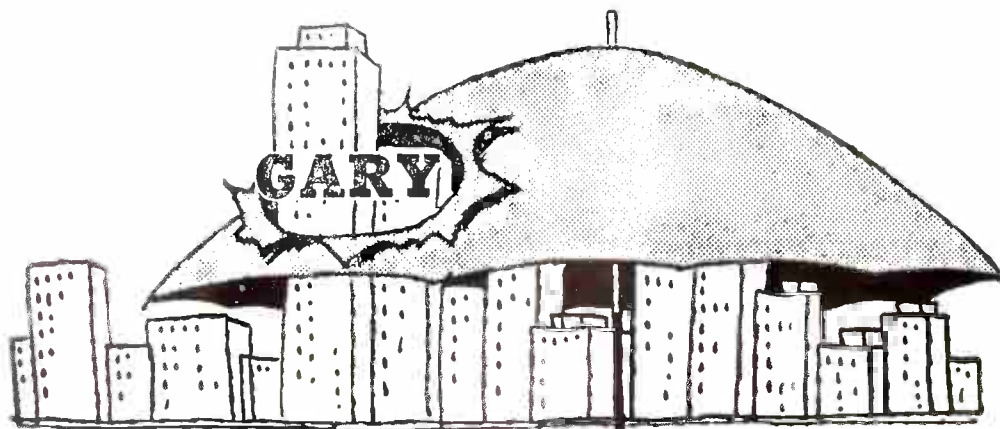
his technique for measuring listening on a person-by-person basis rather than on the basis of a family unit will go a long way toward filling up this particular research gap. ARB is also expanding its technique to match up the products on the pantry shelf with the family's radio listening history.

**Advertising Research Foundation:** Its four-subcommittee study of rating methods will get fully under way this month. The No. 1 task is the auditing of the various services, with

ARF men going out into the field with rating service operatives to observe procedures. Also entailed in the study is, as Biow's Dr. Deckinger phrases it, "putting the measuring stick to the reasons for the different methods used by the rating services" and eventually determining where each service falls short of the "ideal" rating techniques that one of the subcommittees is delegated to recommend. How will all this help radio? According to Dr. Deckinger, it will eliminate some of the confusion that stems from trying to analyze radio by means of rating services, and the advertiser will then be in a better position to evaluate the true dimensions of radio.

**Broadcast Advertising Bureau:**

This organization has many research projects planned. Here are a few of them: (1) extension of its car-radio studies in which it will do sampling of cars on the road in eight markets of from two million population down to 150,000 and measure the number of cars on the road at various periods of the day, from 7:00 a.m. to 3:00 p.m.; (2) expansion of its studies of multiple-set listening with emphasis on the



You can't cover Indiana's #2 market from another state.

Our rates are local and include complete merchandising distribution and promotion assistance.

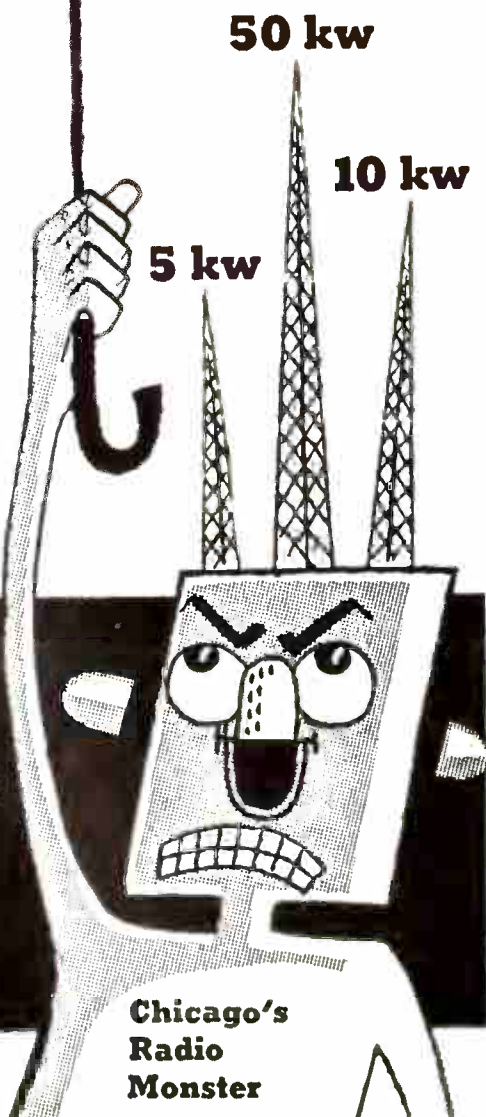
We serve 400,000 loyal listeners in Negro, rural, industrial, and four nationality groups.

Only the Gary Sales Plan sells Indiana's second market.

Call us without obligation.

*Dee O. Coe*  
Gen. Mgr.—WWCA

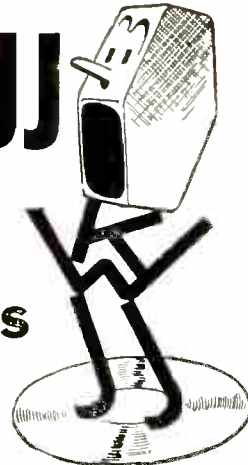
**WWCA**  
**Gary Indiana's**  
**No. 2 Market**



**Chicago's**  
**Radio**  
**Monster**

**KWJJ**

Gives your  
**LOCAL**  
**OUTLETS**



**LOCAL**  
**RATES**

With KWJJ, National Advertisers can take advantage of Local Rates. Your nationally advertised product, when local retail outlets are used as the advertiser, is entitled to local rates. KWJJ's sales staff will be glad to help you in lining up cooperative advertising with retailers on this money-saving plan.

**OREGON'S**  
*"Most Powerful"*  
**Independent Station**

1011 S.W. 6th Ave.  
PORTLAND, OREGON

National Representatives: Weed & Co.



kitchen radio; (3) extension of its cumulative Nielsen audience studies through which it measures how many radio listeners are reached with a regular program series in the course of a day, week, month, or three-month period, including TV areas; (4) a special project to study intensely the pattern of radio listening at night in TV homes and at the same time check on the proportionate attention shared with TV, magazines, and newspapers; (5) continuance of BAB-financed AR-BI studies to measure sales effectiveness and dollar volume produced by radio as against newspapers at the point-of-sale. So far the studies have been confined to department stores and food chains (among them the Kroger Co.) but early 1953 plans call for adding drug chains to the list. Masterminding these projects is Kevin B. Sweeney, v.p. in charge of promotion and research.

**CBS Radio:** Has a number of projects in the planning stage which it would prefer to keep under wraps. In any event, it expects a busy research year, especially when analyzing the whole network picture in light of the coverage data now being funneled to the network by the Standard Audit & Measurement Service.

**C. E. Hooper:** Apparently the only developments that might come under the heading of "new" is the broadening of Hooper's Mediaueter studies. Hooper here uses his coincidental telephone technique to determine the minutes of use daily of the four media—radio, TV, newspaper, and magazines.

**MBS:** Most of its projects for 1953 are still in the planning stage. However, the network will do a lot more

expanding of the data it collected for its study, "Non TV America," which it released in the fall of 1952. It will probably supplement this study with one along the lines of "TV America," which would focus on multiple-set and out-of-home listening.

**NBC:** Has a number of what it considers important projects lined up for the next few months, but the one big direction its efforts will take is the selling of advertisers on the idea of supplementing their TV hookups with

★ ★ ★ ★ ★ ★ ★ ★

"Give the farmer a good product, good service, and fair treatment and you'll have a customer who will stay with you in good times and bad, and even from generation to generation. The farmer is a good buyer when he has money or sees the prospect ahead for making money. The farmer is the most loyal customer that has ever been seen. He is an individualist. He is a risk-taker. He is a businessman."

THEODORE B. HALE, V.P.  
International Harvester Co.

★ ★ ★ ★ ★ ★ ★ ★

a radio network. With the aid of the radio circulation data it has bought from Nielsen, the NBC research department expects to build a documented story showing that there are enough unduplicated homes to make a radio network almost a "must" for a national advertiser already using a TV network. The basic premise of this argument is that a TV home should not be considered a dead loss to radio circulation at night, since at some times during the course of a number of evenings people in that TV home are bound to listen to radio. Like other organizations, NBC will go in heavily for studies that deal with out-of-home and multiple-set listening. It will also extend its studies on measuring radio's

sales effectiveness along the lines of the "Radio Hofstra" it revealed to the trade last September.

**A. C. Nielsen:** Is carefully examining its existing sample of radio homes in the light of data on multiple-set homes it gathered in the course of its 1952 coverage study. There is a probability that it will change this Audimeter sample to meet the incidence of multi-sets. During 1952 Nielsen may also launch a Nielsen Coverage Study No. 2. This will largely depend on the demand there is for it.

**Pulse:** Will expand all of its out-of-home surveys and do some work on secondary-set usage, introducing the former into more and more of the markets it services as the year proceeds. Dr. Sydney Roslow added that he had a couple of new services on the drawing board which should be ready for unveiling to subscriber prospects in a few months.

**Standard Audit & Measurement Service:** Dr. Kenneth Baker, who heads this operation, said that the coverage job he has just wrapped up left this impression with him: Coverage measurements should be done more frequently and at much less expense. It seemed ridiculous to Baker that over \$1 million should have to be spent each year on this sort of undertaking by a single medium. As for plans, Baker's most important one is to get copies of his radio circulation data to all the advertising agencies as quickly as possible.

First delivery of SAM coverage data has already been made to some 100 ad agencies in cities like New York, Chicago, and Los Angeles. ★ ★ ★



**This is WHDH's Bob Clayton!**  
Famous for his Nationally Known "Boston Ballroom"

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

**W H D H**

**50,000 WATTS  
BOSTON**

See Your John Blair Man

Subsidiary of the Boston Herald-Traveler Corp.

WILLA  
MDNRDE  
one of WDIA's  
many famous  
personalities



Procter and Gamble's  
**CHEER**  
Joins WDIA, Memphis!

Thus CHEER, P&G's newest product—with the built-in "Blue Magic"—becomes the fourth P&G product on WDIA (joining Tide, Crisco and Duz). Why? Because WDIA completely dominates in selling to the great Negro segment of the Memphis Trade Area (439,266 Negroes in WDIA BMB counties). Do other blue-chip advertisers know this? You bet. There's a big list which includes Blue Plate Foods, Musterole, "High Power" Chile & Tamales, Carnation Milk, Riceland Rice, McCormick Tea & Spices, Pertussin and Armour Cloverbloom 99! Believe us, it'll pay YOU to get the full WDIA story TODAY!

HOOPER RADIO AUDIENCE INDEX  
City: Memphis, Tenn. Months: Oct.-Nov. '52

Time	Sets	WDIA	B	C	D	E	F	G
T.R.T.P.	11.9	23.4	27.2	20.3	13.0	11.1	8.7	4.0

(Note: WDIA's share Saturdays: 21.4; Sundays: 35.3)

MEMPHIS **WDIA** TENN.

John E. Pearson Co. Representative  
Dora-Clayton Agency, Southeast

## SUNDIAL

(Continued from page 27)

The salesman's transcription further pointed out that use of the jingle during a six-week test had boosted sales as much as 52%.

As an illustration of the deal offered to retailers let's look at two markets, Boston and Providence. The one-minute rate on Boston's WHDH was \$24, but Sundial offered local dealers a 10-spot package for \$60 or a 20-spot package for \$100, with Sundial laying out the balance of the cost. In this case, Sundial paid \$2,304 for 96 announcements, recovered \$480 from participating dealers.

On the other hand, the WHIM, Providence, rate being \$4.85 per minute-spot permitted the shoe manufacturer to recover \$250 of a \$485 expenditure by getting the local Sundial outlets to participate in the 100 announcements used in that market.

By the time the fall campaign was ready to go on, 146 dealers were tied in. Schedules were bought on 79 stations for a total of 8,500 announcements almost 210 hours of commercials—to be used during the back-to-school period.

Dealer reaction to the campaign was so enthusiastic that the agency went to work almost immediately on a five-week Easter 1953 saturation schedule. Because of the success of the Foodini traffic builder, the dealers asked that a giveaway be tied into the radio campaign. After shopping around, the agency settled on a "magic" ring which will be distributed to participating dealers at cost (about \$12.50 per 100).

It is interesting to note that the radio spots are governed by TV availability: Spots are all daytime in TV but day and night in non-TV areas.

Sundial is experimenting with TV spots in Greensboro, N. C., and film commercials are available to dealers who want to use them on a co-op basis.

To give year-'round continuity to its advertising, Sundial place space in national magazines like *Life*, *SEP*, *Colliers'*, *Boys Life*, *Parents*. To stretch this budget over the year, small space ads are used.

Sundial attributes great importance to its trade paper advertising. Using double trucks in alternate issues throughout the year keeps the Sundial name smack in front of the retailers, reminds them that Sundial is backing them up. ★ ★ ★

THE QUAD-CITIES  
74th in RETAIL SALES  
among Sales Management's  
162 Metropolitan Areas

STEADILY increasing is the standing of the Quad-Cities among the 162 standing metropolitan areas. Now in 74th place for retail sales volume, the Quad-Cities continues to grow. And growing with this community for over 25 years. WHBF is a powerful influence in the homes of over 240,500 Quad-Citians—quality people who buy quality goods—yours included, if you tell them.

Les Johnson—V.P. and Gen. Mgr.



Quad-Cities' favorite

**WHBF** AM  
FM  
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

## What has TV Done to RADIO in Syracuse?

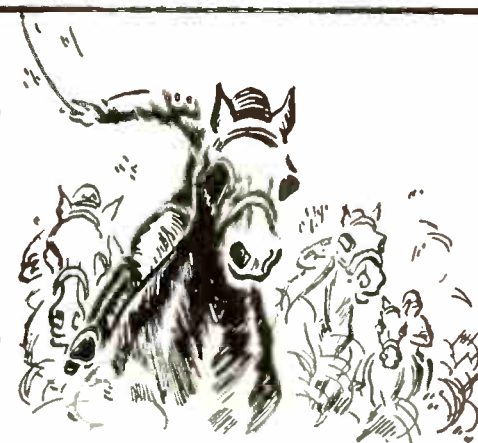
In spite of the fact that Syracuse is a two-TV-station city — even though 71% of the homes in the Syracuse area have TV sets — two separate surveys\* show that radio is very much alive and kicking.

**3.07 Hours a Day** is the average daily radio-listening time in TV homes in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has *not* replaced radio in Syracuse — merely supplements it as a source of entertainment and information.

\*Write, wire, phone or Ask  
Headley-Reed for your FREE  
Copy of the Surveys.

**WSYR ACUSE**  
570 KC

NBC AFFILIATE



Same old story  
in Rochester . . .

**WHEC WAY  
OUT AHEAD!**

Consistent audience rating  
leader since 1943.

**WHEC**

ROCHESTER, N. Y.

3,000 WATTS

Representatives . . .

EVERETT-McKINNEY, Inc., New York, Chicago  
LEEF. O'CONNELL CO., Los Angeles, San Francisco



**Radio business  
abroad expected  
to top 1952**

Steve Mann, Adam J. Young International's foreign radio expert, expects 1953 to surpass 1952 in foreign radio business for three reasons: (1) continued rise in newspaper rates; (2) continued improvement of radio abroad as ad medium; (3) illiteracy of population and/or distribution problems of newspapers in many areas.

-IRS-

**New sponsors,  
market outlook  
described**

1953 "looks very good" to Al Martinez, Melchor Guzman's v.p. He cites more volume by old sponsors, debut of new ones. Examples of latter: Champion Spark Plug in Puerto Rico, Panama, other Central, South American countries; Corn Products Refining—Puerto Rico, Cuba, Panama; Davis & Lawrence (pain killer)—entire Caribbean area, Central America, Peru, Colombia, Venezuela; Hormel (food products)—Puerto Rico, Panama. Martinez' description of some major Latin markets from currency standpoint: Brazil—bad, expected to get better; Central America—no problem; Ecuador—a little better; Colombia and Venezuela—much better; Peru—fair; Mexico—good; Cuba—excellent; Argentina—dead.

-IRS-

**Canada Dry  
sponsors priest  
on Mexican TV**

XEW-TV, Mexico City, is going to do a Bishop Sheen with Canada Dry sponsoring a padre from Monterrey. McCann-Erickson of Mexico City is agency. Mexican law prohibits discussion of religion, so he'll talk on moral issues. Paul Talbot, Fremantle Overseas Radio president, visited Mexico recently, gave SPONSOR this impression of TV there: "More activity than viewers." (Mexico City has 30,000 TV homes.) He sold entire 250-film Encyclopedia Britannica library to XEW-TV on trip.

-IRS-

**Tangier radio  
installs 2 new  
transmitters**

Radio International, Tangier, has installed 2 new medium wave transmitters—50,000 watts on 1232 KC's and a 10,000-watt on 1079 KC's, according to H. R. Southworth, general manager, who's American. With shortwave 1,000-watt being stepped up to 3,000 watts and a new shortwave 10,000-watt transmitter being built, station hopes to blanket North Africa, Central Europe, Spain with its French, Arabic, English, and Spanish broadcasts. Pan American Broadcasting is U.S. rep.

-IRS-

**Canadians buy  
4 radio sets  
to 1 TV; Bulova  
scores show**

Canadians bought 119,271 TV sets first 11 months 1952 for total of 197,709, as against 402,320 new radio sets for first 10 months, according to Radio-TV Mfrs. Assn. of Canada. WBEN-TV, Buffalo, stepped up its power to 50,000 watts early in December to reach some 100,000 Canadian homes. Only Canadian competition is from CBLT, Toronto. After recent "In Town Tonight" gabfest on latter, President Robert E. Day of Bulova Watch Co., Ltd. telegraphed CBC Chairman A. Davidson Dunton: "Impossible for CBC to hold any audience with shows like 'In Town Tonight.' Our spot at 8:30 this evening like throwing \$240 down the drain."



### Who are TV's pioneers?

TV's pioneering era is dimming as the wonder-medium grows ever bigger.

New TV stations, and new TV markets are coming along so fast that nobody has time to think much about how this all came about—who the broadcasters are who saw television coming and had the nerve to do something about it. And it took plenty of nerve.

Before the 1953 crop of TV stations and problems engulfs us we're taking time out to note some of the men and firms who made TV possible by pioneering TV stations. The list isn't complete, far from it. But these are the ones we recall. If you know others, let us know who they are.

George Burbach, KSD-TV, put his future on the block with the Pulitzers when he talked them into financing the first postwar TV station, on the air in February 1947. Wilbur Havens, WTVR, not only built the first TV station in the South, but as early as 1944 published a full-page newspaper ad urging NBC to get behind TV. But for Clair McCollough, head of the Steinman Stations, some of the original 103 TV station pioneers would still be among the missing. He argued and cajoled a number of radio broadcasters into filing their applications before the freeze. Don Lee had an ex-

perimental station for years before the war, and although it didn't get the first TV station in the Los Angeles market it became the landlord for the transmitter sites of the stations that did. Arthur Church, KMBC, doesn't yet have his TV grant, but his TV school in Kansas City trained hundreds of TV technicians for two decades. CBS was strong on TV, but spent its early efforts on color experimentation and exploitation. George Storer was another who not only went into TV fast and fervently after the war, but induced others to join the pioneers. In Salt Lake City, Sid Fox, KDYL-TV, shifted from an experimental setup to an early postwar commercial operation. Like George Burbach, Bill Fay risked his long-time job with Stromberg-Carlson when the firm wasn't doing well financially and came through with WHAM-TV. General Electric pioneered back in 1942, came on fast in the postwar period with WRGB. Aldo DeDominicis started low-operating-cost WNHC-TV, New Haven, on a shoestring early in 1948 and is one of the real Horatio Alger stories of TV. Always pioneers, WWJ-TV and Walter Damm's WTMJ-TV got going among the very first in 1947. Allen B. DuMont went at TV from several angles; his New York-Washington-Pittsburgh stations were among the first in each market. NBC encouraged its stations and was on early in New York with WNBT. Balaban and Katz were first in Chicago with WBKB; Stanley Hubbard in the Twin Cities with KSTP-TV; Irving Rosenhaus in Newark with WATV; Jim Hanrahan in Cleveland with Scripps-Howard's WEWS. Jim Shouse and Bob Dunville with WLWT in Cincinnati; A. H. Kirchofer in Buffalo with WBEN-TV; Nate Lord in Louisville with WAVE-TV; Leonard Reinsch, John Outler, and Bob Moody in Atlanta and Dayton with Cox Stations' WSB-TV and WHIO-TV; Edgar Stern Jr. and Bob Swzey in New Orleans with WDSU-TV; Mitchell Wolf-

son in Miami with WTVJ; Hank Slavick in Memphis with WMCT; Charles Crutchfield in Charlotte with WBTV; Gaines Kelley in Greensboro with WFMY-TV; Helen Marie Alvarez in Tulsa with KOTV; P. A. (Buddy) Sugg in Oklahoma City with WKY-TV. These are some of the pioneers, and there are more.

In Philadelphia Philco's WPTZ was on the air experimentally in 1941, and WFIL-TV, headed by Roger Clipp, was doing business with 10 or so other stations in September 1947. Paul Ralibourn and Klaus Landsberg had Paramount's KTLA going early in 1947. There was an ABC vice president in Washington, D. C. who sold Ed Noble on setting his sights on five TV outlets. Herb Mayer of Empire Coil was a non-broadcaster who audaciously started WXEL in Cleveland and later KPTV in Portland. Sarkes Tarzian had enough faith to put little WTTV into Bloomington, Ind. Meredith Publishing went into Syracuse in 1948 with WIEN, managed by Paul Adanti, and later bought stations in Omaha and Phoenix. F. Van Konynenburg was early in Minneapolis with WTCN-TV (since changed to WCCO-TV). Jack Harris in Houston sold the Hobbys on buying an existing station; and so did Martin Campbell in Dallas with the Dealeys. Harold Hough got WBAP-TV going with the approval of Amon Carter. There are the John Fetzers, Mort Watters, Walter Evans, Harry Bitners, Hub Tafts, Phil Laskys, Ed Lambs, Cam Arnoux who were among the early birds.

All told, by June, 1948 there were 30 stations on the air: WBAL-TV, WMAR-TV, WBZ-TV, WNAC-TV, WBEN-TV, WBKB, WGN-TV, WLW-TV, WEWS, WWJ-TV, KTSL, KTLA, WTMJ-TV, KSTP-TV, WNHC-TV, WABD, WCBS-TV, WNBT, WPIX, WCAU-TV, WFIL-TV, WPTZ, WTVR, WRGB, KDYL-TV, KSD-TV, WMAL-TV, WNBW, WTTG.



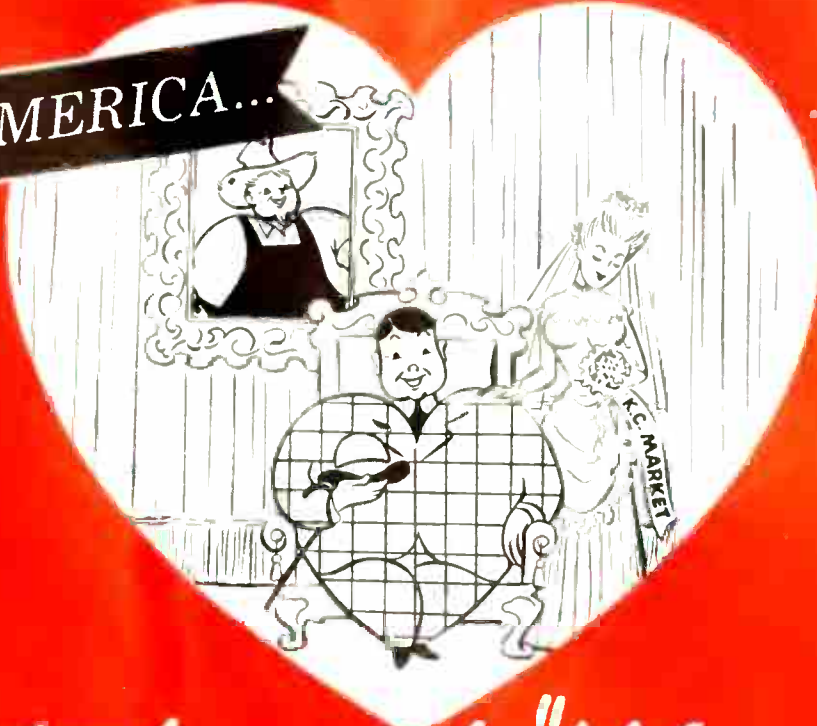
IN THE HEART OF AMERICA...

*It's The*

**KMBC  
KFRM**

*Team and It's*

*Wholehearted and "Wise"*



*"Market-Wise" . . . \**

For years, there's been a strange courtship going on in the Heart of America. It has been the wooing and winning of the Kansas City Primary Trade Area by The KMBC-KFRM Team. The Team was the successful suitor - in fact the only logical suitor from the very first. KMBC-KFRM made it a point to understand and coddle "Miss Kansas City Market" from the moment they met. KMBC-KFRM helped the Market grow - saw her through good times and bad - served her with the greatest in radio - was her best friend and through this intimacy became "Market-wise".

There is no record of when the wedding of The KMBC-KFRM Team and the Kansas City Primary Trade Area actually took place. But it's been a tremendously successful union. The heart of the Team and The Heart of America beat as one and advertisers will tell you that the best proof of this union are the thousands and thousands of "sales" - large and small - begat by this powerful voice of The KMBC-KFRM Team and the plump purse of the Kansas City Primary Trade Area.

\* This is the fourth of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or your nearest Free & Peters Colonel for the Kansas City Market Story. BE WISE-REALIZE...to sell the Whole Heart of America Wholeheartedly it's . . .



*The* **KMBC-KFRM** *Team*

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