

SP 10-47 12:00
MIS FRANCE CPHAG E
NATIONAL BROADCASTING
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y

SPONSOR

NEW YORK
N. Y.

2 CENTS 2

Magazine Radio and TV advertisers use

30 NOVEMBER 1953

50¢ per copy • \$8 per year



Got a drug on the market?

RECEIVED

NOV 30 1953

CBS RADIO

If your product's dragging, look at the case history of the drug manufacturer who had absolutely no distribution in Northern California. Confined by a small budget and no sales force at all, he asked KCBS to prescribe... and took participations on "Waitin' for Weaver" three times weekly.

Within a scant 3 months, his sales report revealed that his product had distribution all the way from the San Francisco Bay Area to

Oregon, and was selling by the gross in 95% of the drug stores in this entire area! Thanks solely to KCBS.

Of KCBS this advertiser says: "A most remarkable accomplishment... terrifically effective!"*

Whether yours, like his, is a special problem or an over-all rundown sales condition, we'll supply the remedy. Call us or CBS Radio Spot Sales.

San Francisco • 50,000 watts **KCBS**
Represented by CBS Radio Spot Sales

SHOULD THERE BE A TV TAB?

page 29

Why all 11 banks in Kingston use radio

page 32

TV becomes the SPONSOR: the case for lower case

page 34

How Lewyt sells its distributors on co-op saturation radio

page 36

REPORT ON TV TAPE RECORDER

page 38

How General Foods gets the most out of tv for Minute Rice

page 40

Beware of these misuses of Starch tv commercial recall figures

page 42



CAMPBELL'S DOES A COMPLETE JOB . . .

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

WMBG
WCOD
WTVR

A row of Campbell labels is a flag of quality and the signature of a complete job. In the testing kitchen and on the line, trained eyes and skilled hands carefully select every ingredient. Recipes are sampled and new servings are created. Housewives know how important it is to suit individual tastes, that's why Campbell's is their first choice.

How about ingredients that go into fine entertainment and public service? Havens & Martin, Inc., Stations follow the example set by their advertisers. All the elements of top programming are given individual attention. The results are large and loyal audiences for WMBG, WCOD and WTVR. Join the other advertisers who are using the First Stations of Virginia.



FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR**

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

**REPORT
TO SPONSORS
30 NOVEMBER 1953**

**Who will succeed
Bill Ryan at BAB?**

Among numerous names being submitted to BAB's nominating committee as successors to President Bill Ryan are Niles Trammell, Maurice Mitchell, Frank White, Ed Kobak, Kevin Sweeney. Ex-NBC President White told SPONSOR, in effect, "No, thanks." Ryan leaves 1 February.

-SR-

**TVAB becoming
more necessary**

Where do you go for tv data? Networks don't know what spot is doing. Spot doesn't follow network advertisers. Nobody keeps track of those who don't use tv or why. There's no accurate, up-to-date count of sets by county—or circulation figures by station. Reason? There's no Television Advertising Bureau. For SPONSOR analysis of problem and what other media are doing, see "Should there be a TVAB?" page 29.

-SR-

**Radio, tv set
sales over 1952**

Radio and tv set sales continuing to move substantially ahead of last year. RETMA reports 4.5 million radios (excluding car), 4.3 million tv sets sold at retail first 9 months this year compared with 4.3 million radios, 3.4 million tv sets same 1952 period.

-SR-

**3 case histories
offer air tips**

SPONSOR's 3 case histories this issue give you 3 distinct approaches to better use of air media. See "How General Foods gets the most out of tv for Minute Rice," page 40, "Why all 11 banks in Kingston use radio," page 32, "How Lewyt gets dealers to use more radio and tv," 36.

-SR-

**Wheatena spending
\$500,000 on radio**

Well over \$500,000 or biggest part of Wheatena's 1953-54 season ad budget going into spot, regional radio. Rahway, N.J. firm using morning newscasts over 110 stations, 70 on 2 regional nets—Don Lee, Yankee. Firm highly pleased with results of last season's radio campaign running from September through March.

-SR-

**It's "radio" and
"tv" from now on**

JWT's Stanley Resor, Joseph Katz Co.'s Joe Katz, ABC's Ernest Jahncke are some of big names voting in SPONSOR's "capitalization" poll. For results, see "The case for lower case—TV becomes tv in SPONSOR," 34.

-SR-

**400,000 tv sets
now in Canada**

Henri F. Chevrier, CBC's statistician, in New York on business trip, reports 400,000 tv sets now in Canada with 4 stations on air, 3 CBC (CBFT, Montreal, CBLT, Toronto, CBOT, Ottawa) and one private (CKSO-TV, Sudbury). Four more scheduled for next few months: Hamilton, Winnipeg, Vancouver, Windsor. CBC will have host of new air data, 1 Jan.

-SR-

**Don't misuse
Starch tv data**

NBC's Hugh Beville, Starch's Jack Boyle both agree new Starch tv recall technique for commercials can't possibly be compared with magazine "noting" figures. One reason: Respondent sees magazine ad but isn't shown tv commercial. As result of controversy stirred up by 16 November article, SPONSOR asked Beville, Boyle to discuss Starch technique further. See "Beware of these misuses of Starch tv data" p. 42.

REPORT TO SPONSORS for 30 November 1953

Tv Code helps raise standards Sponsors will be interested to know most tv station members now screen films and copy to check possible violations of NARTB's Tv Code. Tv Code Review Board's "First Report to People of U.S." gives valuable insight into how much is being done on voluntary level. P.S.: Your pitch man shouldn't talk more than 125 wpm under code.

-SR-

4 suits affect use of radio, tv Note these 4 recent court cases of importance to sponsors: (1) Supreme Court's agreement to review 3 cases brought against nets by FCC in effort to ban giveaway shows on radio, tv; (2) Supreme Court's ruling that baseball is not business, therefore not subject to anti-trust legislation; (3) District Federal Court ruling National Football League can't curb telecasts of outside games when team's away and can't curb radio broadcasts under any circumstances; (4) suit of 33 members of Songwriters of America for \$150 million damages against 16 radio, tv concerns, record companies, music publishers charging conspiracy to monopolize market for music. Dissolution was asked of Broadcast Music, Inc., NARTB. Neither group is worried. Reason: ASCAP has made similar charges in past without success.

-SR-

Weber offers some advice to media Every-medium-has-its-troubles dept.: Swift's Ad Manager Ray Weber told Georgia Daily Newspaper Assn. recently: "Please tell your reps to sell newspapers, and don't try to undersell other media. Tv is here to stay, but some reps still tell us how bad it is." Weber's advice to newspaper publishers can be applied just as well by broadcasters, especially radio: "Count your blessings. Sell what you have."

-SR-

Gordon Gray new WOR manager Gordon Gray, new general manager of WOR, WOR-TV, New York, is veteran broadcaster. He's been v.p. charge Eastern office WJR, Detroit and WGAR, Cleveland, for past 2 and one-half years, was previously v.p. and member of board of WIP, Philadelphia. By time he takes over, WOR-TV should be broadcasting from Empire State Building. "We'll be on the tower before Christmas," station official told SPONSOR.

-SR-

Mazur gives Tv some advice Much quoted (and debated) "The Standards We Raise" by Wall St. banker Paul Mazur argues energetically that mass consumption, not mass production, is now key to stable American economy. Advertising is vital to keep up these standards, he says. Of tv: "The new medium of television must learn to use much better its probably unprecedented power to sell more and new goods, more and new services, more and new ideas."

New national spot radio and tv business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
Block Drug, Jersey City, Nj	Polident	Cecil & Presbrey, NY	Top 60 tv mkts throughout country	Tv: 60-sec films; 1 Jan; 13 wks
Cristy Chemical Corp, Worcester, Mass	Cristy Dry Gas (gasoline anti-freeze)	Humbert & Jones, NY	30 radio mkts in East, Midwest	Radio: 60-sec anncts; mid-Dec; 8 wks
Cristy Chemical Corp, Worcester, Mass	Cristy Dry Gas (gasoline anti-freeze)	Humbert & Jones, NY	6 tv mkts in East, Midwest	Tv: 10-sec films; 25 Dec; 6 wks
General Electric, Ashland, Mass	Telecrown Div	N W. Ayer, NY	6 tv mkts in Cal, Colo, Wash	Tv: 60-sec partic; mid-Nov; 5 wks
Lederle Labs, NY	Entire animal biologicals, feed line	Conklin Mann and Son, NY	31 mkts in Midwest, Southwest	Radio: 5-min Farm Dir progs 5 ti wk; 10-min farm progs 3 ti wk; 15-min progs 2 ti wk; 4 Jan; 52 wks
M & R Dietetics, Columbus, Ohio	Pream (dehydrated cream prods)	Benton & Bowles, NY	Major 11 radio mkts	Radio: 60-sec anncts; 4 Jan; 39 wks
John Morrell & Co, Ottumwa, Iowa	Pride meats	N. W. Ayer, NY	12 Midwest radio mkts	Radio: 60-sec anncts; mid-Jan; 39 wks
John Morrell & Co, Ottumwa, Iowa	Pride meats	N W. Ayer, NY	6 Midwest tv stns	Tv: annct campaign; mid-Jan; 39 wks

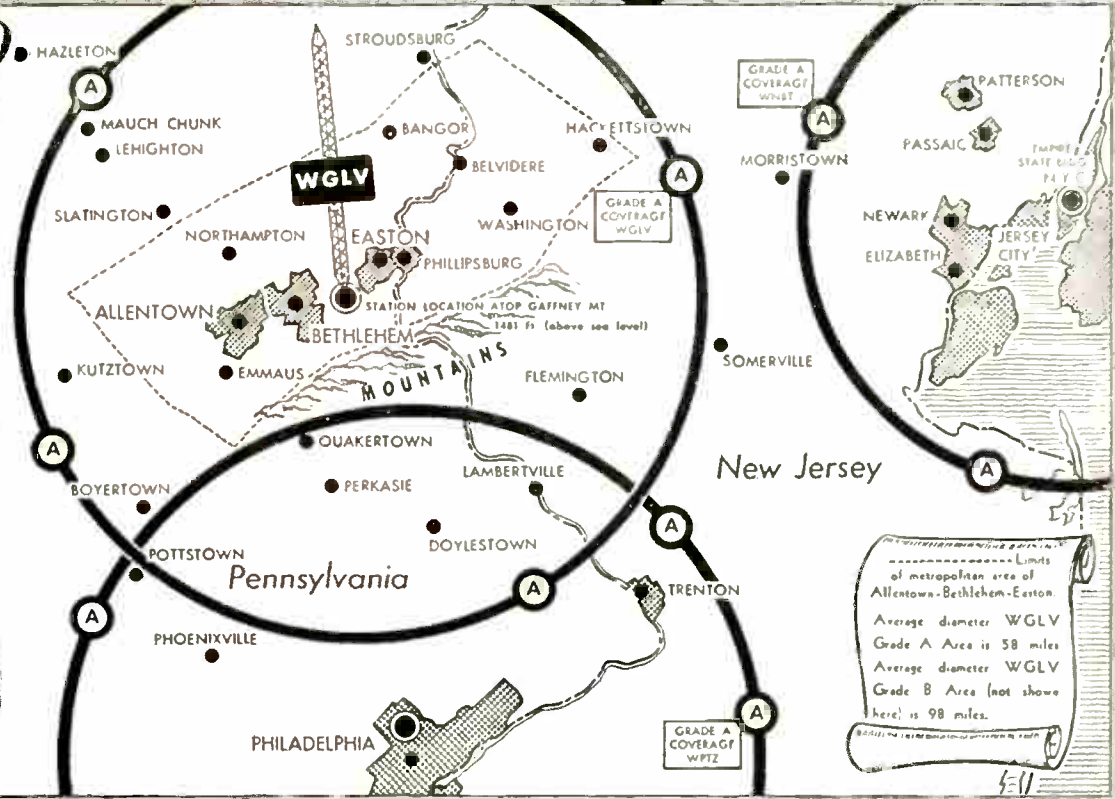
W

HOW! ONLY 1 TV STATION

Blankets the ENTIRE GREATER LEHIGH VALLEY AREA

PENNSYLVANIA'S 3 RD MARKET

G



"This map shows Grade A, or reliable coverage areas as published by strongest stations in New York, Philadelphia, and Allentown-Bethlehem-Easton area (44th market in U.S.)"

CHANNEL 57
100,000 WATTS
AT 1481 FEET

ALLENTOWN - BETHLEHEM - EASTON METROPOLITAN DISTRICT

POPULATION	RETAIL SALES	AVG. FAMILY INCOME
A —566,197	A —\$722,426,000	A—\$5,725
A & B—3,069,700	A & B—\$4,750,326,000	B—\$5,629

45% of the TV homes in the Allentown-Bethlehem-Easton area have converted to UHF in the past four months. This is proven by the monthly set count by Palmer & Company, certified public accountants, based upon receivers sold or converted by regular TV dealers.

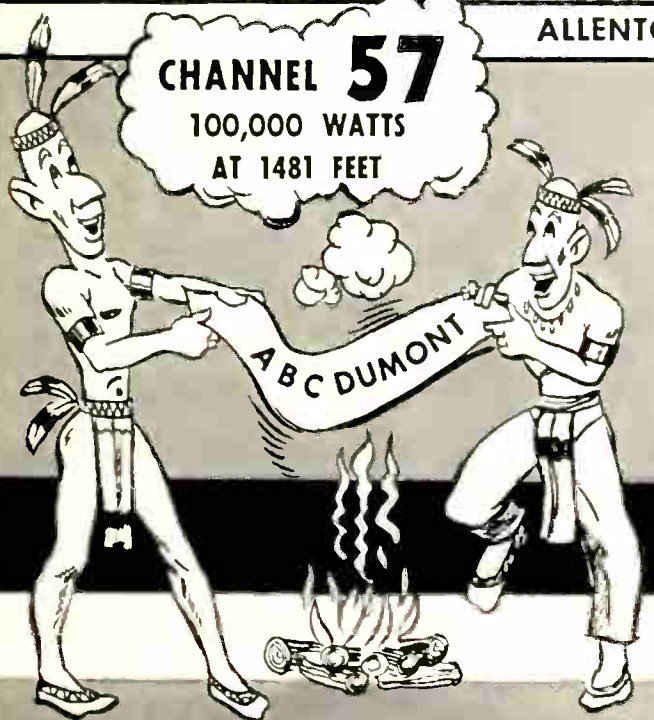
*UHF SETS IN USE

July 1, 1953	3,000 est.
August 1, 1953	15,000 est.
September 1, 1953	33,020
October 1, 1953	41,343
November 15, 1953	51,944

*Allentown-Bethlehem-Easton area, representing only 40% of the WGLV primary coverage area.

WGLV (Television) and the EASTON EXPRESS (Newspaper) are owned and operated by the Easton Publishing Co., Easton, Pa.
J. L. Stackhouse, President
Richard W. Hubbell, Assistant to the President in charge of Television and Radio.

Represented by Headley-Reed TV



NEW YORK ● CHICAGO ● SAN FRANCISCO ● HOLLYWOOD ● ATLANTA ● PHILADELPHIA

SPONSOR

the magazine Radio and TV advertisers use

Volume 7 Number
30 November 1953

ARTICLES

Should there be a TV Advertising Bureau?

Every other advertising medium has a promotion arm. Article gives details on how bureaus function, discusses need for such a body in tv

29

Why all 11 banks in Kingston use radio

Low cost-per-1,000, wide coverage sold all of Kingston, N. Y.'s 11 banks on radio. They are finding hard-sell approach effective

32

TV becomes tv in SPONSOR

Effective this issue, SPONSOR is abolishing typographical "discrimination" against radio, will print both "radio" and "tv" in lower case. Poll of 2,000 advertisers and broadcasters helped resolve question

34

How Lewyt is selling its distributors on radio

Vacuum cleaner manufacturer is pushing saturation co-op radio to its distributors by cutting disks and publicizing air successes

36

What video tape recorders will mean to sponsors

Will video tape recorders revolutionize the tv industry? SPONSOR discusses probable effects of new development on advertisers

38

How tv does the most for Minute Rice

Postwar General Foods rice brand stretches impact of two split-sponsorship network tv shows by launching recipes on video, following through in print and in super market displays

40

Beware of these misuses of Starch tv figures

Researcher Hugh Beville of NBC points out pitfalls advertisers should avoid when using the recall technique; Daniel Starch's Jack Boyle gives rebuttal

42

Free & Peters clinics mull spot problems

Rep firm's experts and its radio and tv stations hold confab in Chicago to sharpen up their advertising and operating techniques

44

COMING

What's wrong with the rating systems?

Part 14 of SPONSOR's All-Media Evaluation Study points up the good and bad aspects of air and print measurement services

1-1 Dec.

How abstract art sells coffee

New technique devised by Earle Ludgin & Co. of Chicago for coffee commercial has created sensational effect in Midwest

1-1 Dec.

DEPARTMENTS

TIMEBUYERS AT WORK

AGENCY AD L'BS

P. S.

NEW AND RENEW

MR. SPONSOR, D. C. Marschner

49TH & MADISON

NEW TV STATIONS

AGENCY PROFILE, Louis Munro

FILM TOP 20

SPONSOR ASKS

ROUND-UP

TV RESULTS

RADIO COMPARAGRAPH

NEWSMAKERS

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Things have changed in ARKANSAS, too!

WHETHER you sell shampoo or shoes, sportswear or spark plugs—there's a far bigger potential for you in Arkansas *today*, than you probably realize. Retail Sales are running 251.7% ahead of ten years ago!*

There's been a big change in Arkansas radio, too. Our 50,000-watt KTIS in Little Rock, CBS, and the state's only Class 1-B Clear Channel station. KTIS offers primary daytime coverage of 1,002,758 persons more than 100,000 of whom do not receive primary daytime service from any other station! Interference-free daytime coverage adds another 2,369,675 people and includes practically all of Arkansas.

Let your Branham man give you the whole KTIS story, soon.

*Sales Management figures

50,000 Watts . . . CBS Radio

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

KTIS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS



LET
KLX
 NEWSCASTS
 DO A SELLING JOB
 FOR YOU!

News Every Hour
 on the Hour
 18 Hours a Day

COMBINED FACILITIES OF
 THE OAKLAND TRIBUNE
 AND THE AP WIRE SERVICE

COMPLETE COVERAGE
 STOCK MARKET
 FARM NEWS
 HOMEMAKING
 SPORTS

LOCAL-STATE-NATIONAL
 For Further Details Contact



No. 1 in News • Sports • Music
THE TRIBUNE STATION
 TRIBUNE TOWER
 OAKLAND, CALIFORNIA
 Represented Nationally by
 Burns-Smith Company

Timebuyers at work



Allan Sacks, J. Walter Thompson, New York, is about to look over availabilities on a wide list of radio and tv stations for the 1954 Ford campaign which will open in January. "The new line, too, is promoted out of dealer funds, but in an agency-coordinated effort," Al explains. "Right now we're on the air with used-car copy. In this campaign, the proportion of radio to tv varies from one district to another, because each local dealer is treated as an individual client. For the new cars, however, we use a uniform formula."



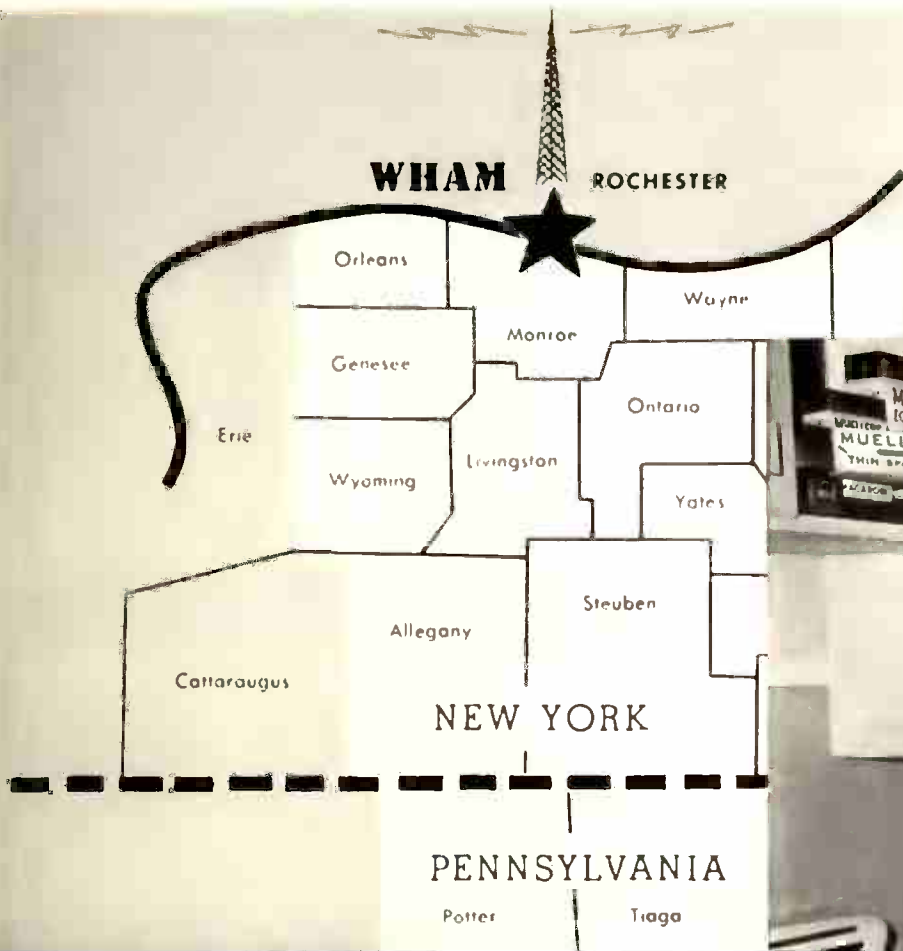
Charles V. Davis, v.p. of Barnes-Chase Co., Los Angeles, bought tv for an unusual purpose: a sales meeting for Golden Eagle Gasoline district managers, supervisors and station managers. "All employees were told to watch KTTV on 23 September 10:00-10:30 a.m.," Chuck explains. "During this televised meeting, the men were told about a big new radio promotion drive and were given answers to possible customer queries." The campaign itself ran through October and November over KBIG, KFWB, KMPC in Los Angeles.



Al Long, Dancer-Fitzgerald-Sample, New York, followed the P&G pattern when he bought schedules in 100 to 150 radio and tv markets for the firm's new detergent Oxydol. "First we tested the copy theme, length of commercial, media combination and other campaign factors in some tightly controlled test markets," Al explains. "Then we bought coast-to-coast and market-by-market as Oxydol appeared on grocery shelves." By November sales figures showed that the campaign had been a success. Al is now planning schedules for '54.



Beatrice J. Scher, Moselle and Eisen, New York, keeps close check on Tootsie Hippodrome in 50 ABC TV markets and TV Teen Club in 30 ABC TV markets for The Sweets Co. of America, makers of Tootsie Rolls. "My concern is to see that our shows are preceded and followed by the kind of telecasts that will appeal to the youngsters we're trying to reach," explains Beatrice. This time requirement means that Beatrice has to know the program schedules as well as availabilities and audience composition for over 150 stations.



She Stocks Her Pantry With Mueller's First

Amidst the toughest competition Mueller's sales have climbed steadily. They are still the number one macaroni and spaghetti products in the Rochester buying area. Mueller's ranks first in sales in competition with ten local and national products with wide distribution.

Mueller's have been in the market generations and have used WHAM Radio for nearly a decade to maintain

their wide distribution throughout Western New York's 123 shopping-trading areas. WHAM Radio has consistently increased the housewife's preference and purchase of Mueller's products.

When you have a product to sell that has mass appeal, WHAM Radio is the mass medium in the Upstate New York market where the estimated food bill for 1952 was considerably more than \$391,500,000.

LET WHAM SELL FOR YOU



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



Great strides are continually being made in farm progress, as evidenced by the new Corn Picker and Sheller shown at the Show.



ABOVE: Actual demonstrations showed interested spectators the greater yield resulting from scientific soil treatment.

BELOW: Winners of Land Judging Contest, which was one of many competitive events held at the WLS Farm Progress Show.



How WLS Serves ... and Why

75,000 Midwestern farm people . . . by conservative estimate of the Highway Police Patrol . . . attended the first Annual Farm Progress Show sponsored by WLS and held near Armstrong, Illinois on October 2, 1953.

They came by auto . . . 10,000 cars. They came by airplane . . . 165 privately owned planes. They came by train and bus. They came to see; to listen to learn. They came because they knew WLS could be depended upon to show them the newest developments in farm and home equipment . . . 14 such exhibitors; the latest in crop production de

Clear Channel Home of the National Barn Dance

890 Kilocycles—50,000 Watts—ABC Network

Represented by John Blair and Company

Thousands of enthusiastic listeners had a chance to see as well as hear their favorite WLS Stars at the WLS Farm Progress Show.





Farm Listeners Holds Them!

developments and the entertainment which they enjoy most and listen to regularly.

The crowd, vast as it was, represented only a small percentage of the Midwestern farm people who consistently depend on WLS for news, information, helpful service and entertainment. They can be reached more effectively and more economically through WLS than through any other single source. May we show you the figures?



New plowing equipment which attracted much attention from midwestern farmers at the WLS Farm Progress Show.



ABOVE: Winners of Tractor Driving Contest, who demonstrated their skill by most effectively maneuvering their machines.



BELOW: Martha Crane, WLS Home Maker, interviewing housewives as she broadcast her program from the WLS Farm Progress Show.

WHAT'S A SALESMAN WORTH?



Worth his salt! Same is true when you hire a radio station in a **billion dollar market** — San Diego.

We figure it this way. KSDO is the **Number One** station in San Diego, according to HOOPER and NIELSEN. We have the most listeners . . . so, naturally we do the best selling job.

May we show you why we're worth OUR salt?



Representatives
Fred Stubbins — Los Angeles
Daren McGavren — San Francisco
John E. Pearson, Co. — New York

AGENCY AD LIBS



by Bob Foreman

DEAR JOE:

It's good to hear from you. Sure, I'll be glad to discuss a "program idea" with you. But before we actually get together, I'm going to be completely frank. The reason I say this is that I've been asked to give my humble (and ill-founded) opinion of tv ideas hundreds of times in the past five or six years and nearly every request was prefaced, as yours was, with the remark: "Before I tell you my idea, what can I do to protect it?"

This rather unflattering regard for my integrity and the dubious trust that so many idea-merchants place in the business which employs me makes my hemoglobin curdle.

In fact, that's one reason I welcome the request coming from an old friend like yourself. I feel free to reply in kind, to level with you, and to render my opinion in the most uncouched terms. I seldom get an opportunity like this, my friend, so I hope you'll forgive my taking full advantage of it.

Now—to the tilt.

Joseph, before you discuss your brainchild with me (leery that I will swipe it and become rich by means of my cunning plagiarism), let me first deliver a preamble about ideas in general.

In the first place, nobody—but nobody—in this business—whether he works for an agency, network, advertiser or program packager—wants to look at any idea coming from an amateur. Not yours or anyone else's. We look at them only because these brainstormers are usually coughed up by friends (as in your case) or the friend of some client's president.

Now stop screaming! I can hear you shrieking that my attitude is what's wrong with tv and why there's such an appalling dearth of new material and the reason for the lack of freshness and ingenuity in the medium. Wipe the froth off your chin, boy. Calm down and I will proceed.

Point two. Looking at ideas seldom, if ever, leads anyone to the rainbow's end. To the contrary, usually it leads to threats of lawsuit, actual lawsuit, multiple insults, annoying release forms as well as the cool insolence of the person who possesses the so-called idea.

So much for the venom. Now for the fact.

Ideas *per se* aren't worth a dime. Contrary to the articles you may have read and the speeches you have heard, ideas are not the life blood of this business. That's one cliché which

(Please turn to page 62)



YOU MIGHT JUMP 456 FEET*—

BUT...

**YOU NEED WKZO-TV
TO SET RECORDS
IN WESTERN MICHIGAN!**

WKZO-TV AREA PULSE

(27 COUNTIES)

SHARE OF AUDIENCE — MON.-FRI. — APRIL, 1953

	8 a.m. - 12 noon	12 noon - 6 p.m.	6 p.m. - 12 midnight
WKZO-TV	62% (a)	52%	52% (a)
STATION "B"	26%	25%	25% (a)
OTHERS	12%	23%	23%

(a) Does not telecast for complete period and the share of audience is unadjusted for this situation.

WKZO-TV delivers more than twice as many viewers as the second Western Michigan station, *morning, afternoon and night!*

That's a *lot* of viewers. The WKZO-TV market includes more than 300,000 TV homes in 27 Western Michigan and Northern Indiana counties—a far larger *television* market than many of the *majors!*

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It is a tremendous television buy — *the Western Michigan leader by any yardstick you care to use!*

(80,000 WATTS VIDEO — 40,000 AUDIO)

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives



The Felzer Stations

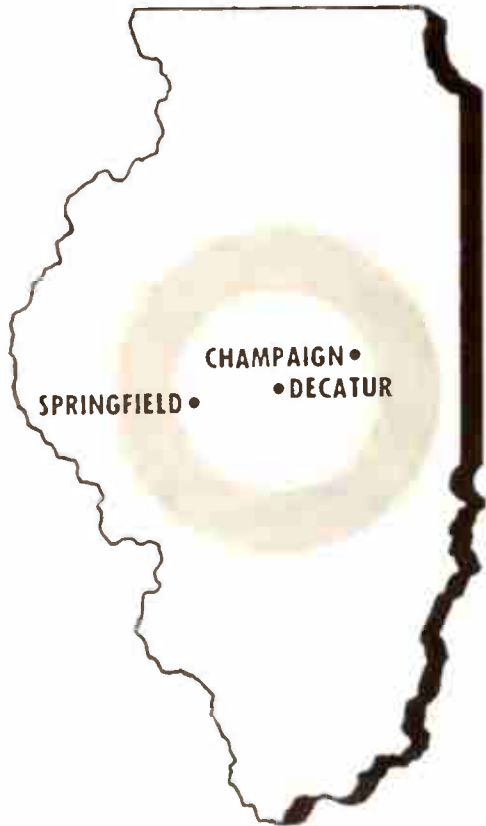
WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA

Associated with
WMBD — PEORIA, ILLINOIS

*Tauno Luuro of Finland made this unofficial world's record at Oberstdorf, Germany, in 1951.

89.5%*

**A TOP ARB
STATION
IN LESS THAN
45 DAYS**



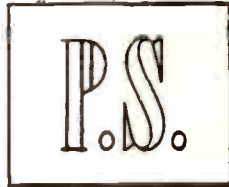
Decatur, Champaign, and Springfield are yours when you use WTVP. WTVP, located in the center of this vast potential market for your product, has brought about this phenomenal set conversion—by hard hitting... programming to the consumer... The result is your product will be sold solid an— WTVP,

*Before 1st World Series TV in Decatur Area

**WTVP
CHANNEL 17**

DECATUR, ILLINOIS

Represented by George W. Clark, Incorporated



See: "Why new clients are buying radio"

Issue: 2 November 1953, page 27

Subject: ANA's annual survey reveals new trends in ad expenditures

A recent ANA survey covering 176 companies indicates that 34% of those now using network or spot radio will increase their use of the medium during 1954; 39% reported next year's budget would probably stay the same as this year's; 27% said they were contemplating decreased use of the medium in '54.

Of those companies reporting current use of tv, 80% plan to increase their budgets in '54; 15% expect to maintain their present levels of expenditure in that medium; 5% plan decreases.

The above figures represent just two of the trends in advertising expenditures revealed by ANA's annual survey of leading advertisers in various industrial categories. The survey compares 1952 and 1953 percentages of net sales spent for advertising. It also reports on anticipated expenditures for '54 as compared with '52.

In terms of dollars the number of firms spending more money in '53 than in '52 outnumbers the decreases 115 to 19. When asked to estimate '54 budgets as compared with '52, respondents registered 123 increases as against seven decreases.

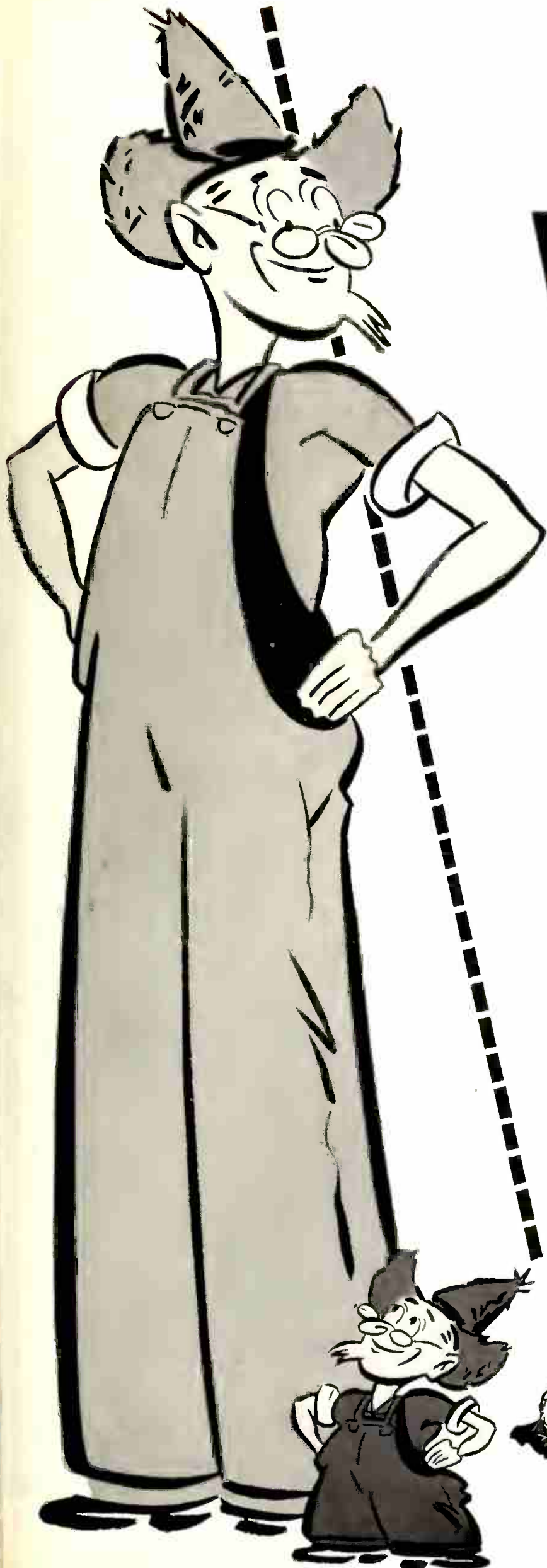
Although ad dollar volume is up over last year, firms aren't spending as much in terms of total sales. Only 2.6% of total sales was spent on advertising this year (average of all firms reporting) as compared with 2.75% in 1952. The over-all decrease for '53 is attributable largely to declines in three industry categories (see chart below): (1) drugs and toiletries; (2) jewelry, silverware, photographic and optical goods; (3) services and unclassified industries.

Percentage of sales spent for advertising by type of business†

CLASSIFICATION (Number of firms answering survey)	Average % of net sales spent on advertising			Average % increase '53 budget (est.) vs. '52*
	1952	1953 (est.)	1954 (est.)	
<i>Industrial</i>				
Basic metals (8)	(7) .22%	(7) .22%	(a)	+14.0%
Chemicals (13)	(12) .70%	(12) .77%	(12)	.86% +19.5%
Other Industrials (13)	(13) 0.50%	(13) 0.52%	(13)	0.50% +12.0%
<i>Household Furnish. & Equipment</i>				
Electrical (5)	(3) 5.0%	(3) 5.0%	(a)	+23.0%
Non-Electrical (14)	(13) 2.5%	(13) 2.5%	(13)	3.0% +14.0%
Drugs & Toiletries (18)	(16) 2.8%	(16) 2.5%	(a)	+10.0%
Foods & Groceries (14)	(16) 4.3%	(16) 4.3%	(a)	+12.5%
Petroleum (13)	(11) 1.0%	(11) 1.0%	(a)	+7.5%
<i>Beverages—</i>				
Alcoholic (12)	(9) 7.0%	(9) 7.0%	(a)	+13.1%
Insurance (7)	(5) .33%	(5) .33%	(a)	+7.0%
Clothing (7)	(7) 3.0%	(7) 3.0%	(7)	3.0% +12.0%
Auto Accessories (6)	(5) 3.8%	(4) 3.9%	(5)	3.7% +8.0%
(including tires)				
Building Materials (6)	(6) 2.3%	(6) 2.6%	(a)	(b)
Textiles (6)	(6) .55%	(6) .63%	(a)	(b)
<i>Jewelry, Silverware, & Optical Goods</i> (6)	(5) 6.1%	(5) 6.0%	(a)	(b)
<i>Soaps, Cleansers & Polishes</i> (5)	(3) 10.0%	(3) 14.0%	(3)	12.0% +15.0%
Paper (5)	(3) 2.2%	(3) 2.2%	(a)	(b)
Office Equipment (4)	(4) 2.5%	(4) 2.5%	(4)	2.5% (b)
Farm Equipment (4)	(4) 1.1%	(4) 1.1%	(4)	1.2% +11.8%
<i>Other Industries (Includes services & unclassified)</i> (6)	(4) 4.1%	(4) 3.8%	(4)	4.1% (b)
Totals (176)	2.75%	2.6%	(a)	+11.5%

*Only for those companies reporting % of increase
†Less than 3 respondents reporting percentage

(a) Not all respondents reported figures for 1954
†Based on ANA survey, 176 firms reporting



WDAY-TV

FARGO, N. D.

NOW ON

FULL POWER

(UP FROM 13,000 TO 65,000 WATTS)

AND CARRYING

PRACTICALLY

ALL TOP-RATED

PROGRAMS

FROM

ALL 4 NETWORKS

(AND LEADING FILM PRODUCERS)!

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives

She's doing more than



Joe Kaufman

Window shopping... in the daytime

Because it's a very special window.

It's where she looks—more than anywhere else—for the things she goes out to buy.

Today, before the stores close, she and 26 million other U. S. housewives will spend 26 million hours with their favorite television programs. And then, 204 million dollars at the stores.

To reach her in this buying frame of mind, the most effective way is through the 10 major-market stations represented by CBS Television Spot Sales.

These stations, during the past two years, have halved their costs per thousand. What's more, discount plans halve these costs again—getting them down to as little as 34 cents. On the average, they are the lowest in all television.

There's no time like the daytime. And no place like these 10 stations for getting her attention... for getting your product into her shopping cart.

CBS Television Spot Sales

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WMBR-TV, Jacksonville; WABT, Birmingham; WBBM-TV, Chicago; KGUL-TV, Galveston-Houston; KSL-TV, Salt Lake City; KNXT, Los Angeles and CTPN, CBS Television Pacific Network.





ADVENTURE—
 WITHOUT BLOODSHED
 THRILLS—
 WITHOUT CRIME
 RESULTS—
 WITHOUT QUESTION

That's CAPTAIN FORTUNE!

Pete Abenheim loves kids. More than that, he respects them. And even more, Northern California's younger generation, from first grade to junior high school, love and respect him in his KPIX role of "Captain Fortune."

With enthusiastic parental approval they watch him and his young guests by the tens of thousands each weekday afternoon. With his puppet pal, John O'Copper, he takes them on daily flights of fascinating fancy, a soldier of fortune in distant worlds, new worlds for kids to conquer.

Those same tens of thousands of kids have been making his sponsors happy for going on three years, setting sales records your Katz man will gladly tell you about. Captain Fortune can be good fortune for you in Northern California.




kpix
 CHANNEL 5

SAN FRANCISCO, CALIFORNIA

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

New and renew

SPONSOR

30 NOVEMBER 1953

1.

New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Borden Co. NY	DCSS, NY	NBC TV 44	Hawkins Falls; W, F 11-11:15 am; 13 Nov-23 Dec
Borden Co. NY	DCSS, NY	NBC TV 50	Kate Smith; W 3:30-4:45 pm seg; 6 Jan '54; 24 wks
General Mills, Mpls	William Esty, NY	CBS TV 84	Terry Toons; W, F 5-5:15 pm; 18 Nov; 54 wks
Gillette Safety Razor, Boston	Maxon, Detr	CBS TV 91	Orange Bowl Game; F 1:45 pm to concl; 1 Jan '54 only
Andrew Jergens Co. Cincinnati	Robert W. Orr, NY	NBC TV 52	Bride & Groom; M, W, F 12-12:15 pm; 2 Dec; 52 wks
Walter H. Johnson Candy, Chi	Franklin Bruck, Chi	Du Mont 53	Captain Video; Th 7-7:15 pm seg; 7 Jan '54; 26 wks
Kelvinator Div. Nash-Kelvinator Corp. Detr	Geyer Adv, NY	CBS TV 72	Omnibus; Sun 5-6:30 pm (shared sponsorship); 3 Jan '54; no. wks not available
Luden's, Inc. Reading, Pa	J. M. Mathes, NY	NBC TV 53	Kate Smith; half of Th 3:15-3:30 pm seg; 29 Oct. 9 wks (under new "7½-min segment plan")
Miller Brewing, Milwaukee	Mathisson & Assoc., Milwaukee	NBC TV 151	Robert E. Sherwood first play for TV; T 8-9 pm; 29 Dec only
Motorola, Inc. Chi	Ruthrauff & Ryan, Chi	ABC TV 107	Motorola TV Hour; alt T 9:30-10:30 pm; 1 Dec; 26 telecasts
Pacific Mills, NY	J. Walter Thompson, NY	CBS TV 56	Garry Moore Show; M 1:30-4:45 pm seg; 7 Dec; 26 progs in 52 wks
Parker Pen Co. Janesville, Wis	J. Walter Thompson, Chi	Du Mont 105	Two sports shows; 15 min following pro football games; 5 & 12 Dec only
PG&G, NY	Benton & Bowles, NY	NBC TV 66	Welcome Travelers; alt M 4-4:30 pm (in addit to T-F sponsorship); 26 Oct-21 Jun '54
PG&G, NY	Compton, NY	NBC TV	Three Steps to Heaven; T, W, F 11:15-3:30 am; 1 Dec; no. wks not available
Swift & Co. Chi	I. Walter Thompson, Chi	CBS TV 6B	Garry Moore Show; W 1:30-4:45 pm seg; 2 Dec; 52 wks
Swift & Co. Chi	J. Walter Thompson, Chi	NBC TV 79	Kukla, Fran & Ollie; Sun 3:30-4 pm; 20 Dec; 52 wks
Wesson Oil & Snowdrift Sales Co. New Orleans	Fitzgerald Adv, New Orleans	NBC TV 101	Hawkins Falls; W, F 11-11:15 am; 6 Jan '54; 52 wks



2.

Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
C. H. Masland & Sons, Carlisle, Pa	Anderson & Cairns, NY	CBS TV 56	Garry Moore Show; M 1:30-4:45 pm seg; 7 Dec; 26 progs in 52 wks
Sheaffer Pen Co. Ft Madison, Ia	Russel M. Seeds, Chi	CBS TV 54	Jackie Gleason; Sat 8-9 pm; co-sponsor; 19 Dec; 26 wks
Snow Crop Marketers, Div of Clinton Fds, NY	Maxon, NY	CBS TV 43	Arthur Godfrey Time; M-F 10:15-3:30 am (alt days); 2 Dec; 52 wks
Sunbeam Corp, Chi	Perrin-Paus, Chi	NBC TV 49	Ethel & Albert; Sat 7:30-8 pm; 2 Jan '54; 18 wks
C. A. Swanson & Sons, Omaha	Tatham-Laird, Chi	ABC TV 62	The Name's the Same; alt T 10:30-11 pm; B Dec; 52 wks

3.

Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
John Bowie	BBDO, Mpls, acct exec	Bruce B. Brewer, Mpls, acct exec
Charles A. Branham	Encyclopaedia Britannica, Chi, dir adv. sls prom	Weiss & Geller, Chi, acct exec
A. Hays Busch	West-Marquis, LA, acct exec	Stromberger, LaVene, McKenzie, LA, acct exec
Chester Carity	Aberdeen Mgmt Co, NY, vp & adv mgr	Huber Hoge & Sons, NY, gen mgr
James M. Cecil	Cecil & Presbrey, NY, pres	Same, chmn bd of dir
John G. Cole	R&R, Hywd, supvr tv, radio prodn	SSCB, Hywd, asst dir West Coast office
Bayliss ("Jim") Corbett	KWBU, Corpus Christi, Tex, prom mgr	Radio-tv Adv Agency, Corpus Christi, head
Walter Mason Cramp	BBDO, NY, acct exec	Warwick & Legler, NY, acct exec
Samuel Dalsimer	Cecil & Presbrey, NY, sr vp & secy	Same, exec vp
Edmond C. Dollard	Needham, Louis & Brorby, Chi, acct exec	Same, vp
Richard L. Eastland	Needham, Louis & Brorby, mgr NY office	Same, vp
Phil Flad Jr	WAND, Canton, O, prog dir	Jack Lacey Adv, Tampa, Fla, radio-tv dept
Dr. Howard D. Hadley	Daniel Starch & Staff, NY, technical dir	Morey, Humm & Johnstone, NY, dir res
Paul C. Harper Jr	Needham, Louis & Brorby, Chi, acct exec	Same, vp
Helen K. Hartwig	Grey Adv, NY, head timebuyer	N. W. Ayer, NY, timebuyer
Edmund D. Herr	Coe Adv, Syracuse, sls prom	William Spitz & Co, Syracuse, radio-tv dir
Roger M. Johnson	Erwin, Wasey, LA, dir of res	Same, dir of media & res
Walfred C. Johnson	Needham, Louis & Brorby, Chi, acct exec	Same, vp
J. Alden Joice	Gookind, Joice & Morgan, Chi, res & mktg exec	Same, dir res & mktg; also asst to pres

(Continued next page)

Numbers after names refer to New and Renew category

- A. D. Mackintosh (3)
- Dr. H. D. Hadley (3)
- David F. Titus (3)
- W. B. Templeton (3)
- G. C. Neumann (3)

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

3. Advertising Agency Personnel Changes (continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Albert H. Kane	Hewitt, Ogilvy, Benson & Mather, NY, acct exec, prodn supvr	Vick Knight, LA, asst to pres
Russell K. MacDougal	YGR, Chi, acct supvr	Same, vp
Angus D. Mackintosh	Goodson-Todman Prodns, NY, dir sls	Grant Adv, NY, dir bus devel
Thomas J. Maloney	Cecil & Presbrey, NY, exec vp	Same, pres
Catherine Mauch	Joseph Katz Co, NY, media exec	Same, dir of media
Patricia Moreell	Carlton House Hotel, Pittsb, prom, publ dir	C. Norman Burk, Pittsb, dir radio & tv
George C. Neumann	David J. Mahoney, NY, acct exec	Same, vp
W. V. Patten	J. Walter Thompson, LA, acct supvr	Patten & Assoc, head (new firm at 8741 m... Blvd, LA)
Thomas J. Ross Jr	R&R, NY, acct exec	Same, vp
Richard S. Smith	O. B. Motter & Assoc, Chi, mgr	Adv Prods Assoc, Chi, dir pub rels dept
Robert M. Smith	Zimmer-McClaskey, Louisville, acct exec	Tobias & Co, Charleston, SC, acct exec & ros mgr
William B. Templeton	Sherman & Marquette, NY, dir radio & tv	Same, vp chg radio & tv dept
David F. Titus	Radio & tv exec	Cole & Weber, Seattle, dir tv & radio prodn
Willson M. Tuttle	UTP, NY, pres	John E. Gibbs & Co, NY, vp chg prog devel
William D. Tyler	Leo Burnett, Chi, copy hd	Same, vp chg copy dept
J. G. Weaver	Crosley Div, Avco Corp, electronic adv mgr	Benton & Bowles, NY, acct exec Pream
Lawrence Woolf	Louis G. Cowan, Chi, prodn	Schwimmer & Scott, Chi, tv prodn

4. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Robert Eckenberg	Cory Corp, Chi, asst territory mgr for Chi, north-ern III	Same, territory mgr for Kans, Okla, western o
Allan P. McEachern	Country Club Malt Liquor, Western div mgr	Van Merritt Brewing, Burlington, Wis. vp chs
John M. Richey	Simmons, Co, Cleve, sls stf	Same, sls prom mgr, NY
John Roemer	Simmons Co, Chi, asst to vp chg mdsg & adv	Same, adv mgr
Stephen J. Schmidt	Piel Bros, Brookly, NY, mktg res asst	Same, asst adv, sls prom mgr
Robert L. Shaw	Sylvania Elec Prods, radio & tv dir, distr sls mgr, north central zone	Same, radio field sls mgr
Hunter W. Smith	Demby Prodns, NY, chg mdsg & prom	Pfaff Sewing Machine Corp, NY, prom mgr
J. Robert Wickstrom	Fox Head Brewery, Waukesha, Wis, mdsg, sls prom mgr	Miller Brewing, Milw, adv exec

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

Don Lee Network, new natl rep, H-R Reps	WALL, Middletown, NY, new prom rep, Radio-Tv Prom... Synd, NY
KABQ, Albuquerque, NM, MBS affil, part-Spanish prog; new NY rep, Richard O'Connell	WCAN, WCAN-TV, Milw, new NY rep, Alex Rosenman
KFYO, Lubbock, Tex, new natl rep, Katz	WCCC, Hartford, Conn, new natl rep, Walker Co, NY
KGNC, KGNC-TV, Amarillo, new natl rep, Katz	WMIN, Mpls, new natl rep, am & fm, George Clark
KGW, Portland, Ore, bought by KING Bdcstg, Seattle & group of Portland businessmen; new firm name, North Pacific Television, Inc.	WMIN-TV, Mpls, new nat'l rep. H-R Tv
KLBS, Houston, sold by Trinity Bdcstg to Howard Bdcstg Corp, San Antonio; Howard W. Davis, pres; Col Howard L. Burris, vp	WMMN, Fairmont, W Va, new natl rep. H-R Reps
WALE, Fall River, Mass, new sls prom rep Robert S. Keller, NY	WNBT, NY, power incr from 24 to 30 kw by Xmas
	WONS and WTHT, Hartford, Conn, merger under new name General-Times Tv Corp, to expedite tv grant; no natl deiferm yet on call letters, other details of merger

6. New Firms, New Offices, Changes of Address

Bridges-Sharp & Assoc, new agcy, 800 Callahan Bldg, Dayton, O; est by W. James Bridges and Jack C. Sharp	Radio Execs Club of New Engl
Jack Denove Prodns, moved from Gen Serv Studios to Sam Goldwyn Studios, Hywd	Radio-Tv Promotion Syndicate, 245 Fifth Ave, NY 16, m...
Gardner-Morris Assoc, new public rels firm at 353 W. 57th St, NYC; formed by Ralph Gardner and Allan Morris	prom service firm for local radio-tv outlets in US, Cana...
Herbert S. Laufman, Chi, tv prodn & pkgr, new NYC office, 9 E. 75th St.	co-dirs: Alvin H. Perlmutter & Irwin J. Breslauer
McNeill & McCleery, moved to 6777 Hywd Blvd, Hywd	Simon, William & Roberts, new ad agcy, 226 S. Phelp...
Newhoff-Blumberg Adv, new agcy, 529 N. Charles St, Balt, Md; merger of Theodore A. Newhoff and Frank L. Blumberg agencies	Youngstown, O; branch office in NYC
Olympus Film Prodns (formerly Bert Johnston Prodns), moved to new studios at 2222 Chickasaw St, Cinci	Hermon W. Stevens Agcy, Boston, new NY office, 40 E. ... St; under mgmt of Reggie Schuebel & John M. Wyal
Jesse Owens & Assoc, new public rels org, 1133 E. 63rd St, Chi; est by track athlete Jesse Owens; specializing in serv for the Negro market	Syers-Pickle & Winn, Austin ad agcy, new div office, 11... Bldg, Waco, Tex; div mgr, Alfred S. Lowrey
Radio, Tv & Adv Execs Club of New Engl, new name of	Unity TV Corp, new West Coast rep, Unity TV Corp of ... 8951 Sunset Blvd, Hywd; mgr, Connie Lazar
	Vitapix Corp, NY, new Chi office, 30 N. LaSalle St. ... 909; in chg of Carl A. Russell
	WGMS, WGMS-FM, new address, Hotel Harrington, Was... DC
	White Adv, Tulsa, Okla, new branch office, 6351 Se... Hywd; secy-mgr, Betty Newell

Numbers after names refer to New and Renew category

- James M. Cecil (3)
- T. J. Ross Jr. (3)
- T. J. Maloney (3)
- Samuel Dalsimer (3)
- Jim Corbett (3)
- John G. Cole (3)
- R. L. Eastland (3)
- C. A. Branham (3)
- I. R. Wickstrom (1)
- R. Eckenberg (1)










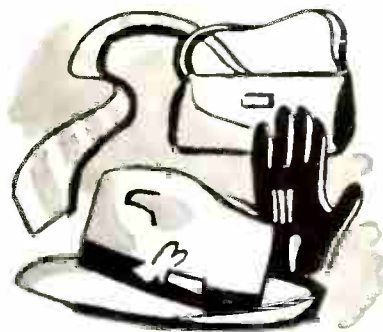
Buy **WHO**

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE APPAREL SALES, FOR INSTANCE!

6.8%	CEDAR RAPIDS . . .	
9.6%	TRI-CITIES	
14.6%	DES MOINES	
2.7%	DUBUQUE	
5.9%	SIoux CITY	
5.3%	WATERLOO	
55.6%	REMAINDER OF STATE	

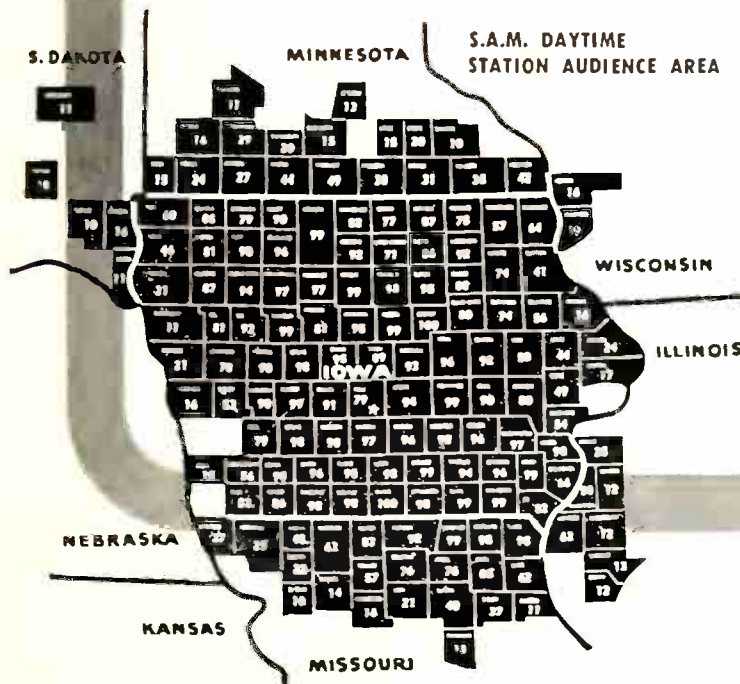


Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

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

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

Source: 1952-'53 Consumer Markets



FREE & PETERS, INC., National Representatives

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

WHO

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

... IN THE
WORLD'S
FASTEST GROWING
COUNTRY ...

IN CANADA'S
LARGEST CITY

IT'S CANADA'S
FIRST
STATION



• IN U.S. SEE WEED & CO.

• IN CANADA - ALL CANADA



Mr. Sponsor

Donald C. Marschner

Advertising Manager
Shell Oil Co., New York

"With our introduction of TCP last summer, we revolutionized both the gasoline industry and its advertising," Don Marschner, Shell Oil's ad manager, told SPONSOR.

He was speaking of the new higher-octane gasoline formula developed by Shell scientists. TCP has been advertised since 30 June over 60 radio and 15 tv programs as well as via thousands of announcements in 34 states (Shell's agency: J. Walter Thompson).

"This has been the most successful advertising campaign we've ever had," Marschner continued. "We've gotten greater sales increases and faster response to our ad theme than ever before."

At the same time he pointed to the legal and psychological difficulties stemming from similar copy approaches by competing firms who also have newly developed gasoline formulas. Because of the reflection upon Shell if an ingredient inferior to TCP is advertised as having TCP's qualities, Marschner is keeping closer check than ever on all gasoline advertising.

Shell sales, which have been climbing steadily (\$1,142,632,000 in 1952 compared with \$1,072,434,000 in 1951) are expected to jump ahead in 1953 as a result of TCP.

Shell's 1953 ad budget breaks down like this: outdoor—25%; radio—20%; tv—20%; newspapers—20%; magazines, point-of-sale and other—15%.

While some of Shell's major competitors have been and are heavy network advertisers Marschner stresses his firm's predilection for spot radio and tv.

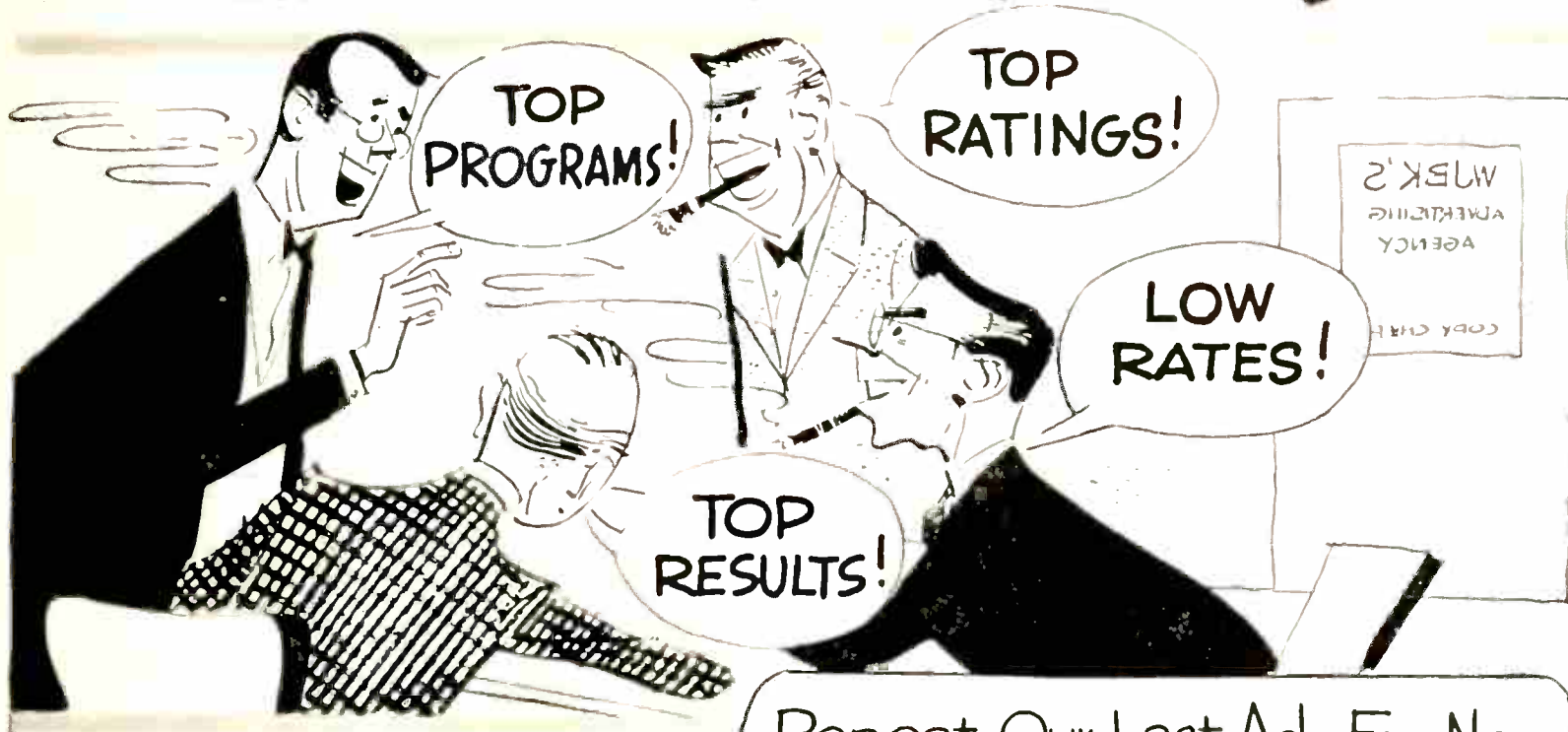
"With spot we can have as many as 1,000 different commercials on the air during the same season," he explained. "And each commercial can be keyed to local situations, delivered by local personalities."

Occasionally Shell does sponsor news or weather programs on regional networks. In fact, Marschner still remembers Shell's debut on radio in 1931 with football broadcasts over the CBS Eastern Network. The firm has been a constant air media advertiser since that time.

Marschner's own career in Shell's advertising department predates the firm's radio debut by two years. "I made my books-to-broom transition in 1929," he said, referring to his job in the Shell advertising stock room upon his graduation from Brown. ★ ★ ★



TOP *disclosure* ~~SECRET~~



Repeat Our Last Ad- For No Matter How You Try To Say It- The WJBK Story is Consistent...
"The BALL OF FIRE Station in The Rich Detroit Market"

TELL and SELL on
WJBK
 DETROIT

Represented
 Nationally by
 THE KATZ AGENCY



Tops in MUSIC, NEWS and SPORTS

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

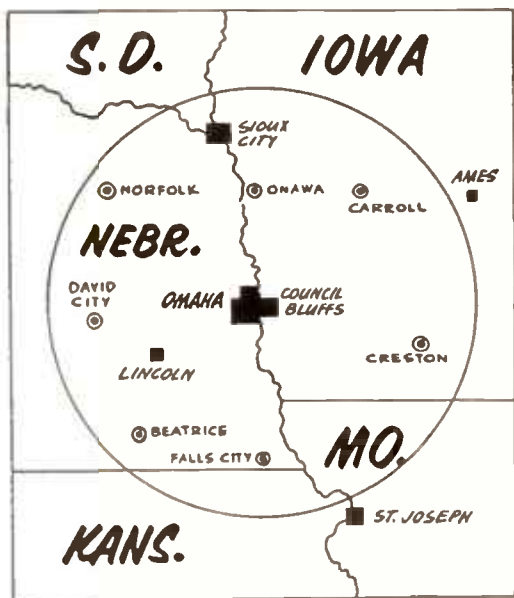


the symbol of —

- ✓ The most dependable TV signal in the Omaha area.
- ✓ The television station watched most, morning, afternoon, and evening in this RICH 208,000 set market.

Again proved conclusively by the latest survey (made by experienced, unbiased research men) of 7 towns within a 100 mile radius of Omaha.

Here's the area covered by the survey.



⊙ SURVEY CITIES
■ TELEVISION CITIES

Because of its scope and complete impartiality, the survey is an invaluable tool for advertisers, and potential advertisers interested in this area. Copies of the survey are available at —



OF EDWARD PETRY & CO., INC

49th and MADISON

SPONSOR invites letters to the editor.
Address 40 E. 49 St., New York 17.

DE JUR

I want to take this opportunity to thank SPONSOR and Joan Marks for the excellent reporting job you did in the article appearing in SPONSOR's November 2 issue ["De Jur discovers radio and television can sell cameras," page 34].

Mr. Deitchman and I were commended by Mr. Ralph De Jur for the excellent bit of publicity which this article gave De Jur-Amsco Corp.

In reading over the article again, I tried to put myself in the position of a buyer of radio or tv space, and upon its completion I was convinced that these media are doing a powerful job to sell products such as cameras, hard goods, etc.

I would very much like to have our New York salesmen show this wonderful article to their dealers; therefore, may I please have six extra copies of the November 2 issue of SPONSOR?

ED BASSUK
Advertising Manager
De Jur-Amsco Corp.
Long Island City 1

BASICS SECTIONS

We are very much interested in passing on to our clients the information contained in your "Radio Basics" and "TV Basics" from your *Fall Facts Issue* of July 13, 1953.

We would appreciate receiving 100 copies of "Radio Basics" and 100 copies of "TV Basics" as soon as possible so that we may pass them on to our clients. . . .

LUANA K. LEWIS
Radio and TV Director
Aylin Advertising
Houston 6

* Cost of 100 reprints of "Radio Basics" and "TV Basics" is 15c for each copy.

WXYZ BACK IN DETROIT

Texas may be big, but as a native Detroiter from way back, I can't help being a little disturbed in seeing one of Detroit's finest stations (the home

of the Lone Ranger) credited to Houston. The error occurred in your "Round-up" column (2 November 1953 SPONSOR, page 102). Please, give WXYZ back to Detroit.

JERRY F. COLET
Syracuse University
Syracuse

MEDIA STUDY

Your article in the 19 October SPONSOR on "How Emil Mogul tests media weekly for Rayco" [page 36], was tremendous!

It's packed with the facts and figures—and clear thinking—we need to sell San Francisco Bay Area retailers. Therefore, I was wondering if you are planning to have reprints made of this one article, as you have done with other top-notch pieces in the past. If so, I would like to have the cost of obtaining 200 reprints.

Again, congratulations on a piece well done.

JOHN BURR
Asst. Mgr., Advertising,
Publicity & Promotion
ABC, San Francisco 2

* No reprints of the article are available. However, a limited number of extra copies of the 19 October issue are available at 50c apiece (reduced price for large quantity). SPONSOR is planning to print all the articles in the 20-part Media Evaluation series in book form next year. Orders are now being accepted.

TV RESULTS

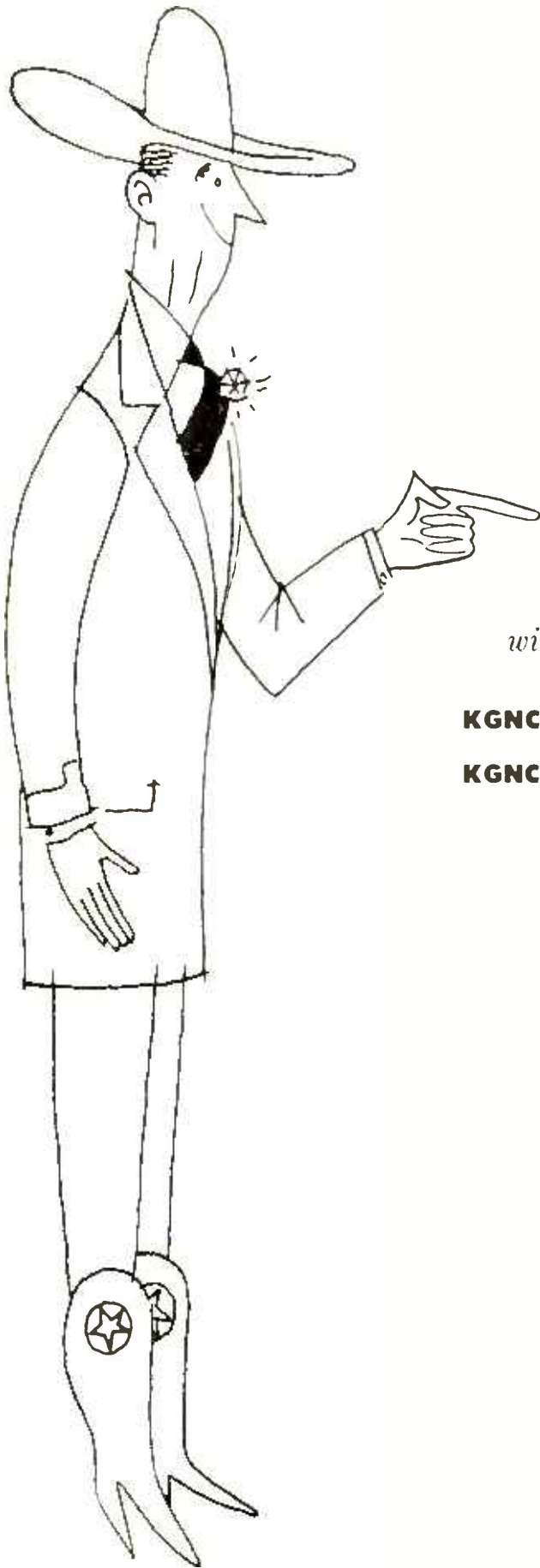
I have read with interest many of your "TV case history" capsule reports which appear in the regular issues of your magazine "TV Results." As I recall it, you have a compilation of these case reports in magazine or book form. I would appreciate receiving such a book from you if there are still some available. Will you please send the book to me at the address below. . . .

J. A. DOBSON
Director of Advertising and
Promotion
Maltex Co.
Burlington

COMPARAGRAPH BEATS NETS

The sheet extender used by WTAR-TV in the SPONSOR Comparagraph in last week's issue was very clever, and effective [19 October 1953, page 115]. We'd like to use it in the next issue.

By the way, the Comparagraph is
(Please turn to page 25)



Effective December 1

THE KATZ AGENCY

will represent us.

KGNC AM

KGNC TV

Amarillo, Texas

WHEN EUSTACE S. SMORCSH

filed plea for divorce
His case got short-shrift from the judge . . .



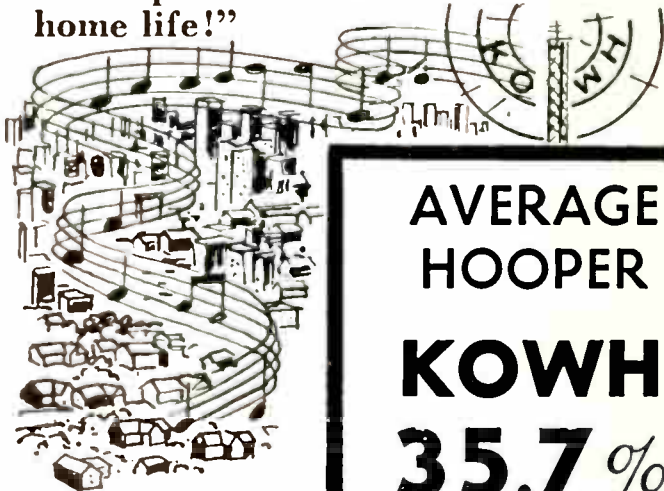
"Expect no revision . . . this is
my decision,
And from it I'll never budge;



While the court finds it's true, and
definitely you
Get less time than KOWH with your wife . . .



That's no grounds for divorce—you're
aware of course,
KOWH's part of the whole town's
home life!"



AVERAGE
HOOPER
KOWH
35.7%

Moral

EVERY GOOD TIME-BUYER
KNOWS KOWH HAS THE:

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

Kowh

O M A H A

"America's Most Listened-to Independent Station"



also the most accurate compilation of network shows being published today. I don't know how you keep it so dad blamed current, but it is even ahead of the network program mailings we get.

ROBERT WASON
*Executive Vice President
WTOV-TV, Norfolk*

COMPETITIVE COMMERCIALS

In the rush to accommodate new morning business and lengthen popular personality shows radio has not solved an old problem. A problem that grows more acute every day:

What standards to follow in programming competitive accounts?

For years, it has been the more or less general rule to separate such business by approximately a half hour.

In setting this standard, radio stations have taken into account:

1. The transient nature of radio audiences.

2. Print media's practice of placing competitive accounts on the same page, but where possible, separated by editorial or ad matter.

3. And, of course, the personal feelings of the client involved.

This reasoning would seem to bear up logically *except* when the discussion turns to participation or disk jockey "personality" shows.

When the selling of effectiveness of an advertisement, visual or audio, depends solely upon the creation and execution of that ad—it certainly seems in order for media to accept competitive advertisers in the same hour or on the same page. But when a major part of the selling effectiveness of a commercial is in the hands of a "personality," groomed by the medium to deliver just such added selling value—and usually premium-priced—then, the questions of competitive accounts in the same program should be reexamined.

One solution would be requiring a second competitive account to use a radio salesman other than the program personality. E.T. or live commercials for a second competitive account should call for no more than a statement that a "commercial will follow" introduction from the program personality.

We in radio must realize that to sell, we must be believed. The listening audience finds it very hard to believe a "personality" who sells for two automobile dealers—two competitive clothing stores—two beers. And this would

hold true whether audience shifts delivered 10% or 90% of a given audience, half an hour later.

This is certainly no indictment of an individual station or program. Radio with its limited number of broadcast hours cannot add pages to accommodate an unlimited number of clients. Radio must have the prerogative to program competitive sponsors willing to have their commercials stand or fall on product value and advertising inventiveness. But not when a personality is forced to speak out of both sides of his mouth at once.

FRANKLIN S. ROBERTS
*Vice President
W. S. Roberts, Inc.
Philadelphia 3*

FORD SALES

There are several very interesting articles in your October 19 SPONSOR. Particularly the one on automobile saturation advertising ["Saturation radio puts the razzle dazzle in Ford one-day sales," page 30]. I'd like to have six extra copies for my representatives and hope you can send these to me.

WILLIAM MALO
*Commercial Manager
WDRC, Hartford 4*

• Extra copies of the 19 October 1953 issue cost 50c apiece.

Just completed reading the Ford story ["Saturation radio puts the razzle-dazzle in Ford one-day sales," 19 October 1953, page 30], and on page 128 I saw a piece of information that amazed me. Thought you would be interested in knowing that in the story, reference to the Philadelphia campaign says that Ogontz Motors used WIBG and WFIL plus newspapers. They actually used WIBG and WIP (no WFIL).

EDWARD WALLIS
*Director Sales Prom. & Publ.
WIP, Philadelphia 7*

LETTER FROM BILL WAY

Thought you might be interested in publishing this letter that I sent to Bill Lemmon of WJW, Cleveland.

BILL WAY
*President
KVOO, Tulsa*

My dear Mr. Lemmon:


Frank Lane has given me your letter
(Please turn to page 106)

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

21
WSAZ
ORIGINATED
NEWSCASTS
per Day
keep
**TRI-STATE
LISTENERS**
tuned to
930kc
in
HUNTINGTON,
W. VA.
★
(3 NEWSCASTS
AVAILABLE)
CONTACT
THE KATZ AGENCY, INC.

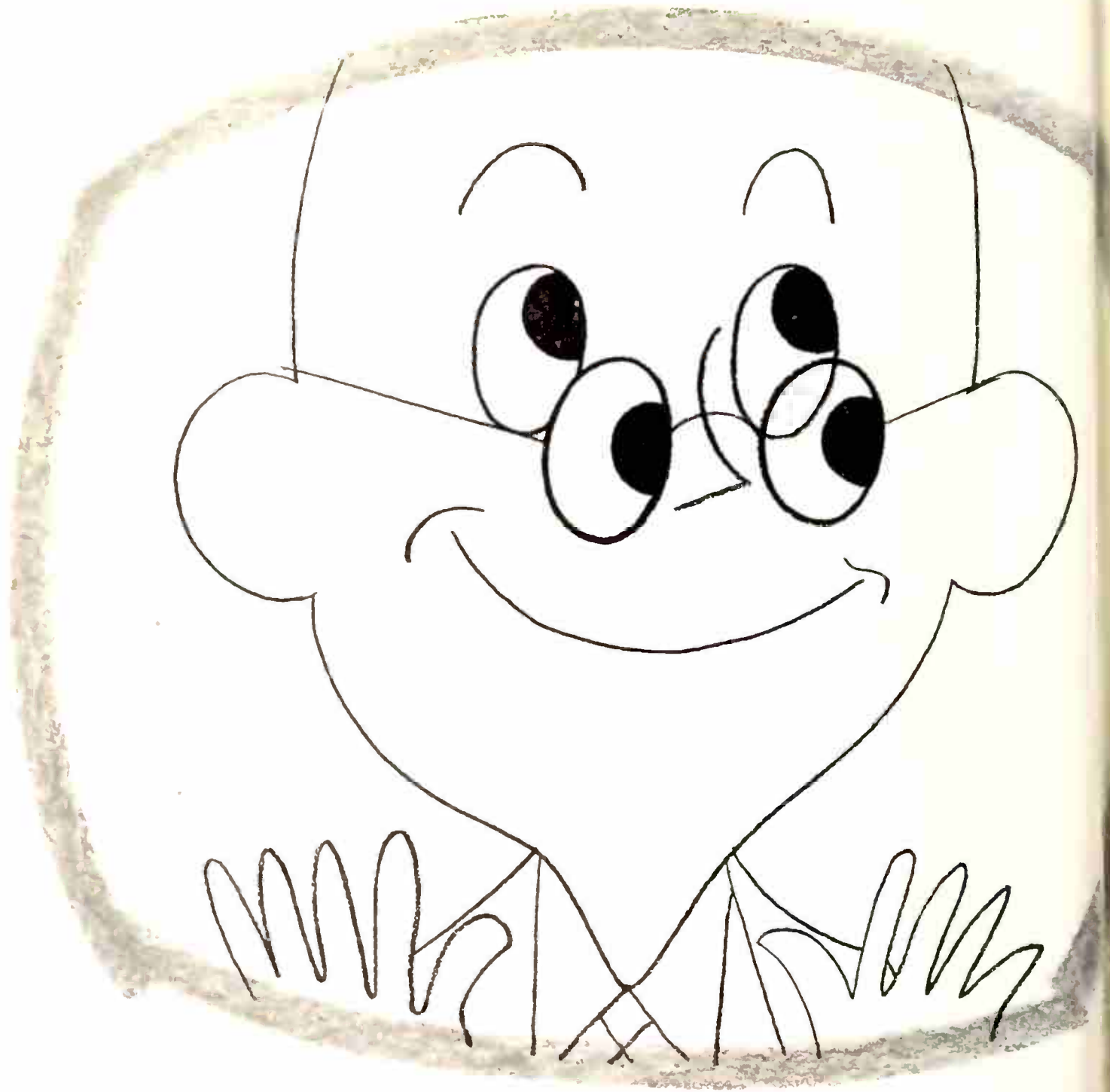
5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

take another look .

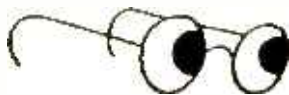


What's happened to WBBM-TV



You'll see at night—

8 of the "top ten"...
15 of the "top 20"...
shows are WBBM-TV shows.



While during daytime—

6 of the "top 10"...
9 of the "top 15"...
Mon-Fri shows are also WBBM-TV shows.



In top-ranking quarter-hours—

WBBM-TV again leads the field with 163
week-long first-place periods...
34% more than the second-place station...
More than the third and fourth stations combined.



Finally, you'll see that—

WBBM-TV delivers an average week-long
quarter-hour audience
31% larger than that of Station B...
38% greater than that of Station C...
A whopping 79% more than Station D.

WBBM-TV



CHICAGO'S SHOWMANSHIP TELEVISION STATION

CBS OWNED

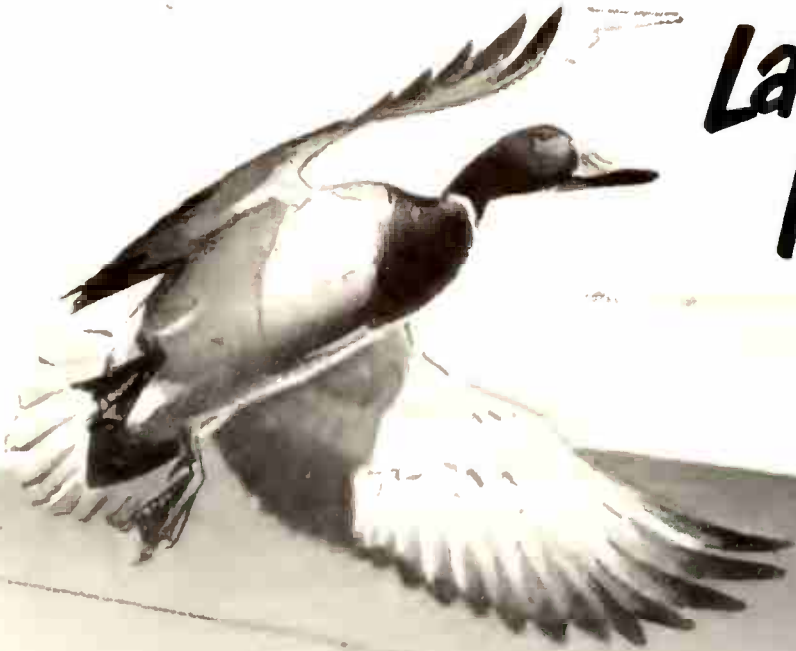
CHANNEL **2** CHICAGO

Source: *Telepulse of Chicago*, September, 1953

At this in just 8 short months since *Chicago's Showmanship Television Station* took the air. Scores of new advertisers are taking a long look at WBBM-TV... and they like what they see. From their example, you too may profit by calling your nearest CBS Television Spot Sales representative or Whitehall 4-6000 and see all the facts first-hand.

10,000 landing fields for Mallard and Teal in the

Land of Paul Bunyan



During the duck season our sports director, Rollie Johnson, gets daily, even hourly, reports from Canadian points. When the flight starts southward our Radio and Television audience know it.

From the ten thousand lakes of Paul Bunyan Land the army of hunters in blinds, rushes, and duck boats concede WCCO helped get them there at the right time.

That's audience building—and audience is what we have to sell.


The Paul Bunyan Buy!

WCCO
MINNEAPOLIS CBS ST. PAUL

TELEVISION 100,000 WATTS CH. 4
(Free and Pottery)
RADIO 50,000 WATTS 830 K.C.
CLEAR CHANNEL
(Radio Spot Sales)

Should there be a Television Advertising Bureau?

Many in the industry, most advertisers think there should. TVAB may be here by this spring

by Miles David

There may be a new set of initials soon in advertising's alphabet soup.

TVAB may be with us by spring.

How could a Television Advertising Bureau help you as an advertiser or agencyman? What would such a promotional group do? Is the industry ready for it?


Those are some of the questions SPONSOR set out to answer in a series of interviews over the past six months with advertisers, agency men and tv industry executives.

Admen had the most clean-cut answers. Almost to a man they said: "We want three basic things from television. (1) Who's using the medium? (2) How much are

4 major media promotion groups: budget, objective, personnel

BUDGET*	OBJECTIVE	PERSONNEL
<p>BAB <i>radio</i> \$ 670,000</p>	<p>To sell the radio medium, both spot and network, by means of promotion and research as well as direct calls on advertisers and agencies; to supply industry's salesmen with ammunition for national and retail selling; to provide basic fact source for radio; to help improve selling methods.</p>	<p>BAB has 34 employees. Working under president and v.p. are these main departments: national promotion; local promotion; research. In addition there are three salesmen, two in New York headquarters, one in Chicago field office; they call on agencies, clients and seek direct sales stimulation.</p>
<p>B of A <i>newspapers</i> \$ 1,350,000</p>	<p>To sell newspapers as a medium with one of the chief means being thousands of calls annually on agencies and advertisers; to provide research and promotion for national and retail newspaper salesmen; to provide figures on dollar expenditures in newspapers as well as other basic factual material.</p>	<p>B of A has 112 employees: 30 of these are account executives who make calls on agencies, clients. Promotion department has staff of 20; research has 18; retail has 11. There are 10 people in Chicago, two in Detroit, nine in San Francisco.</p>
<p>MAB <i>magazines</i> \$ 225,000</p>	<p>To spread information about national magazines: by acting as an information center; by conducting and publishing research studies; by making available figures on advertiser expenditures in magazines through its sister organization, Publishers Information Bureau, as an aid to selling magazines.</p>	<p>MAB has 12 employees, all in New York. One of most important activities is providing answers to questions posed by advertisers and agencies; over 2,000 queries are handled annually. Staff is flexible, doubles in brass depending on biggest need.</p>
<p>OAI <i>outdoor</i> \$ 2,500,000</p>	<p>To sell outdoor advertising as a national medium, serving as the medium's only national sales force since individual companies generally do not maintain national sales staffs; to provide clients with cost estimates, with aid in copy and art ideas when needed; to do a complete, direct sales job.</p>	<p>OAI has 125 employees, 40 of them concentrating on sales calls. Offices are in New York, Atlanta, Boston, Chicago, Cleveland, Detroit, Houston, Los Angeles, Philadelphia, San Francisco, Seattle, St. Louis. Salesmen do all phases of selling through to stage of an actual buying decision by client.</p>

*Budget figures are SPONSOR estimates for 1953.

For idea of shape tv promotion group might take see next page 

THIS WE FIGHT FOR: Point Four in SPONSOR's platform favors a television BAB.

4. We fight for the prompt establishment of a tv promotion/research bureau comparable to radio's BAB or newspaper's Bureau of Advertising.

they spending? (3) How many sets are there in each county?"

Industry people were less sure. While SPONSOR's questioning uncovered evidence that station men and their representatives had begun talking and thinking about a TVAB, it's apparent minds have not yet been made up. A majority of those questioned (but a small one) said they wanted TVAB on the general principle that any medium needs a unified promotion arm. But many practical broadcasters answered: "Good in principle but we just don't need one now."

All of these answers were tentative, pending submission to the industry of some tangible plan for a TVAB. (Initials would have to be TVAB, incidentally, because TAB stands for an existing group, Traffic Audit Bureau of the outdoor medium.)

Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, told SPONSOR he plans to appoint a committee of broadcasters to study the question. Fellows' personal view is that the promotion

group should be set up independently of NARTB as a separate non-profit corporation (like radio's Broadcast Advertising Bureau).

A well-informed source told SPONSOR a plan was taking shape to introduce the question to broadcasters at this spring's NARTB Convention. Linked with the promotion group would be a periodic survey of tv set circulation. Initially promotion phases of the operation would get a smaller share of the budget than the tv set circulation study, SPONSOR's source stated.

NARTB has been working for months on the circulation study plans. A presentation has been made to research executives of all the television networks, and it's thought a meeting will be held with the networks by December for detailed discussions.

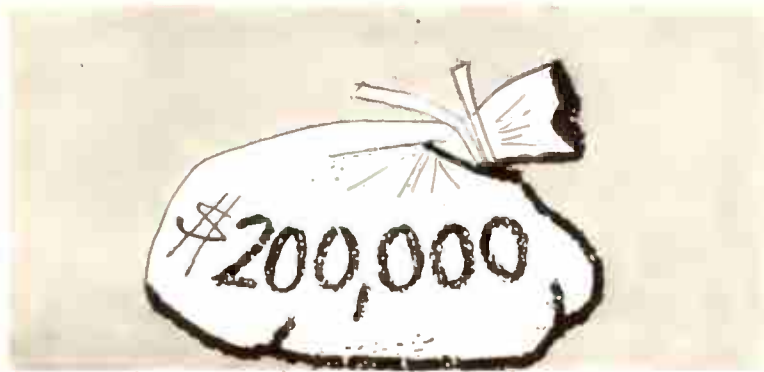
If TVAB is combined with a set census, it will be able to supply at the outset one of the three basic types of tv facts admen want (as cited above). NARTB has released no details on the type of circulation study it has in mind. But you can get a good idea of what admen want from a forum conducted by SPONSOR in a recent issue ("SPONSOR Asks," 2 November 1953).

The consensus among SPONSOR's panel of four admen: A regular study of tv set circulation on a county-by-county basis is needed either on a monthly or quarterly basis; a breakdown on uhf set circulation should be included—and later figures on color sets.

Along the bottom of these pages you'll find alternate plans for starting a TVAB. They were developed in the course of conversations with radio and television industry veterans. One provides for a simple, low-cost pilot operation during the first year; the second calls for an all-out.

▶▶▶ Here are two alternate methods for getting a Television Advertising B

SMALL BUDGET



Low initial investment of \$200,000 or less would get Television Advertising Bureau started. Membership would include stations, reps, networks. Like other media groups, TVAB would have board of directors representing membership. President of TVAB for first year when budget is low might be member of board who receives no salary. Actual full-time administrative responsibility might fall to paid vice president who would see organization through to stage when it is ready for top-salaried administrator.



Careful planning would occupy staff during first year of low-cost operation. Effort would be to determine what kind of research, promotion, selling is most needed for solid growth of industry. Staff would not be expected to produce results other than detailed plans during this period. Advantage of this approach would lie in getting strong foundation for TVAB. Disadvantage would be difficulty of attracting membership for an operation which promises no results at the outset.

high-cost blitz immediately. The low-cost plan, or something resembling it, is a better bet for adoption if TVAB is combined with a tv set circulation study.

The set circulation study alone would probably require a considerable outlay, especially at first. It's unlikely therefore that the industry would be willing to pay both for a high-cost promotion effort and a big research project at one time. In the outline below, the cost of a small-scale promotion operation is \$200,000; this is an arbitrary figure which could be much smaller or slightly larger, depending on interest among stations. This figure, of course, does not include cost of a tv set circulation study.

The budgets of some other established media promotion groups are much higher. Radio's BAB had \$670,000 in 1953, may have \$750,000 in 1954. Newspapers spent \$1,350,000 for their Bureau of Advertising this year. Outdoor Advertising, Inc. spent a SPONSOR-estimated \$2,500,000. (A brief description of the operation of these media groups will appear later in this report to provide some background on the tack a TVAB might take. For a quick summary see chart on page 29.)

To give you an idea of what's buzzing around the industry, here are some quotes from tv people SPONSOR interviewed. What the industry people have to say by no means constitutes a final cross-section of opinion. A definite plan has to be set in front of them before tv executives can crystallize their thinking.

A top-level executive in a major radio and tv rep firm said: "There is a need for a television promotion bureau and one of these days it will come to pass. I'd estimate such a group is closer than a year away. We should prepare now for sales problems of the future. The advertising

world is accustomed to operating along media organization lines and much progress has been made in that way."

The president of a medium-sized rep firm had an opposite opinion: "It's too early yet for a promotion group. So many stations are now brand new or going on the air that it will take a few years before there are enough stations with their feet under them to support a tv bureau. By far the greatest number of stations aren't oriented yet to thinking in terms of this kind of thing."

An executive in a rep firm, again a major one, said: "We would be in favor of it. Whether stations would be willing to pay or not you can't say. It's a selling job."

The general manager of the top-income station in a major market said: "This isn't the time for it. I don't think the results would justify the dues. To set up the kind of organization that would do a significant job takes big money. It's just not worth it."

On the other hand the general manager of another station of similar rank said: "Personally I'm all for it. It would be best to get started now on a small scale at low cost rather than wait and rush in later when there's some problem to lick. But it will be hard to whip up enthusiasm."

Said a veteran observer of the spot scene: "There are five good reasons for TVAB now. (1) Monopoly markets are disappearing; (2) small markets are getting on the air; (3) uhf needs cultivation; (4) spot tv needs more missionary work than radio because it costs more; (5) spot tv has tremendous potential if sold properly."

Advertisers and agencies were much more unanimous in opinions expressed to SPONSOR at 4A's meetings and in individual interviews over the past six months. Admen

(Please turn to page 100)

ed (based on a series of suggestions to Sponsor by industry veterans)

B I G B U D G E T



Quick start with tangible results in first year would be objective of TVAB with large budget of \$600,000 or more. Top-level executive with salary at or near \$50,000 would be appointed to organize staff for immediate production of promotion material and initiation of full-scale activity. Experienced promotion, research and contact men would be drawn from industry to go to work in New York headquarters. Major selling effort to get membership among industry would be necessary.



Promotion activities might follow lines of other established media groups: calls on advertisers and agencies to show them how they can use television despite high cost or product display difficulties; building of sales tools for industry. Pressure would be on to land accounts for industry and in other ways show results justifying cost. Advantage of approach would be that big effort is dramatic, gets attention. But disadvantage lies in lack of time for careful planning.



Of the 11 banks advertising on WKNY, five are commercial, five are savings banks, one a trust company. Among WKNY bank advertisers

are (l. to r.): A. S. Staples, pres., Kingston Trust Co.; H. N. Winfield, pres., Kingston Savings; E. F. Flanagan, pres., Savings and Loan Assoc.

Why all 11 banks in Kingston

use radio

Personalized selling, frequency of impact, local news and personality slant have made WKNY top salesman

Until recently bank advertising was confined to institutional copy—usually supered over a photograph of the bank's Grecian exterior and placed in a corner of the financial page. Today banks are selling their services directly to the consumer, and often selling as hard as companies with brand-name products.

With the increase of real selling by banks has come an increased use of air media. Personalized air announcements, premium offers, emotional appeal are the trends in bank advertising.

Kingston, N. Y., provides an excellent example of these trends because every one of Kingston's nine

banks and two branches in neighboring communities advertises over the local radio station, WKNY. While this situation is not typical in that it is unusual for a town to have a record of every bank advertising on radio, Kingston does provide a good cross-section both of types of banks and of the different ways radio can advertise banking services. Both banks and agencies in other communities may find solutions to the problem of making the best use of radio in the experience of one of these 11 banks. (See chart on opposite page for budget and programing breakdown by individual banks in the Kingston area as well as size of assets.)

A survey conducted among banks in the U. S. in 1953 by the American Bankers Association showed that out of 2,285 respondents, 787 use radio, 2,071 use newspapers and 87 use tv. However, this is still a substantial improvement over 145 banks that reported use of radio in 1936.

Therefore, although symptomatic of the trend toward more use of air media by banks throughout the country, the case in Kingston is unusual because of the degree to which the community's banks reflect the trend. Eleven out of 11 banks are regular WKNY sponsors. Eleven out of 11 banks have set aside special advertising allocations

for advertising on radio.

These banks, whose total assets exceed \$100 million, are spending \$22,700 on WKNY in 1953. Their individual budgets range from a minimum \$500 for the year to a \$4,000 high for 1953 (see chart below).

Advertising schedules are also diversified. They include three participations weekly on *Cecil Brown and the News* by the Rosendale branch of the Orange County Bank, whose budget is \$500. The Kingston Trust Co. (radio budget; \$3,000) uses two 15-minute newscasts

case history

(Fulton Lewis Jr.), as well as three 10-minute participations on *Country Store*, a listeners' swap shop, each week.

The success of these 11 advertising campaigns is largely attributable to skillful handling by the WKNY staff, who've performed the job of advertising agency for their 11 bank accounts.

Not only has the station staff advised bank presidents on the type of program or combination of program and announcements that would fill the individual bank's needs, but they've written the actual commercial copy in such a way as to minimize overlapping of aims.

How did 100% bank sponsorship on WKNY come about?

The first one on the air, the Ulster County Savings Institute, was advertising on WKNY as far back as 1945. (Please turn to page 82)

Banks advertising on WKNY: 1953 assets, radio budgets, air schedule

NAME OF BANK	TYPE OF BANK	TOTAL ASSETS	SCHEDULE	RADIO BUDGET 1953
Homeseekers Savings and Loan	Savings	\$8,435,000	20 one-min and 30-sec annets a week (weather jingles before 9:00 a.m., noontime, 6:00-7:00 pm.)	\$2,500
Kingston Savings	Savings	\$21,039,260	Annet sched keyed to teenagers late afternoon, factory workers at home early morn and eve	\$4,000
Kingston Trust Co.	Trust	\$14,472,915	2 15-min newscasts (Fulton Lewis Jr), 3 10-min partic (<i>Country Store</i> , listeners' swap shop), 3 5-min morn newscasts	\$3,000
National Ulster County Bank of Kingston	Comm'l	\$4,155,756	25-min taped local newsreel (<i>You're on the spot</i>), 12 min annets a week	\$3,300
Orange County Bank (Rosendale Branch)	Comm'l	\$7,000,000	3 partic a wk (<i>Cecil Brown and the News</i>)	\$500
Orange County Bank (Woodstock Branch)	Comm'l		Partic in local news, heavy seasonal fluctuations	\$1,000
Rondout National	Comm'l	\$5,400,000	10-sec time signals	\$1,500
Rondout Savings	Savings	\$10,782,000	3 min annets a wk, reaching teenagers with service and thrift message	\$700
Savings and Loan Assn.	Savings	\$10,292,998	Daily, 7:00-8:00 a.m. annet sched. 2 annets Sat. Extra push 4 times a yr for seasonal message	\$2,700
State of New York Natl.	Comm'l	\$11,565,959	15-min sportcast a wk	\$1,100
Ulster County Savings Institute	Savings	\$21,360,721	3 15-min progs a wk (7:15-7:30 p.m.). Seasonal extras, e.g., 27 tax shows prior to 15 March, a religious service prior to Easter	\$2,400

The case for lower case

TV becomes tv

The habit many periodicals and newspapers (including SPONSOR) have of capitalizing "TV" while printing "radio" in lower case letters has always touched a raw nerve among radio stations.

The fact that the vagaries of usage and not a covert conspiracy brought about this discrepancy is no salve to the sensitivities of the radio fraternity. Its conditioned reflex is to do a slow burn whenever such typographical discrimination appears.

The radio people feel that the mere fact of capitalizing the one medium and not the other inevitably gives video a psychological advantage, the theory being that the natural, subconscious reaction of a reader is to give greater weight and attention to a capitalized word.

While SPONSOR acknowledges that this problem is not one of world-shaking importance it feels that radio has a legitimate gripe. SPONSOR also feels that radio has the logic on its side and

that it doesn't make sense for a broadcasting trade paper to continually print the name of one air medium in capital letters and the other in lower case—especially when the media are competitors.

Therefore, starting with this issue the letters "TV" will henceforth be printed "tv." To be consistent, SPONSOR will carry the style change over to such abbreviations as "am," "fm," "vhl" and "uhf." The names of specific networks, such as NBC TV and ABC Radio, will remain capitalized. Of course, and the letters "TV" will continue to be capitalized when they are part of the actual call letters of a tv station, such as WCBS-TV.

Though SPONSOR has always been sympathetically aware of the typographical handicap borne by radio. it cannot claim credit for initiating sentiment for the change. The promotion-minded radio industry, which is not one to let sleeping printers lie, has been protesting against this state of affairs

for years. One of the most active crusaders is Robert R. Tincher, vice president and general manager of WNAX, Yankton, S. D.

The efforts of Tincher and others have recently borne fruit. Such trade papers as *Advertising Age* and *Broadcasting-Telecasting* went over the lower case side of the fence last month. The new *Television Age*, which bowed in August, was a lower case convert from the start.

While SPONSOR has been considering a change-over for a few months it decided to poll various segments of the broadcasting industry first to see the reaction and be guided thereby. It sent out more than 2,000 ballots to advertisers, broadcasters (both radio and tv), agencies, reps and others asking executives to vote on the question.

The ballot gave three choices. They were (1) to capitalize both "Radio and TV." (2) to put both radio and tv in lower case and (3) to continue the then-current SPONSOR style of "radio."

SPONSOR "CAPITALIZATION" BALLOT
(Please check one box below, sign name or at least give us your title, and drop in mailbox.)

I vote as follows in the "battle over capitalizing radio and/or TV":

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *Will help call attention to Radio*

NAME: *W. D. Kromer* Title: *Gen. Mgr.*
 CO.: *Radio Station WJBE* City: *Indianapolis*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *Keep up the good work for radio & TV*

NAME: *Murphy J. Tucker* Title: *Managing Director*
 CO.: *Radio Station WRR* City: *Dallas, Texas*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment:

NAME: *Stanley Resor* Title: *President*
 CO.: *J. Walter Thompson Co.* City: *New York*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment:

NAME: *Gene A. Carter* Title: *Gen. Mgr.*
 CO.: *KFRO* City: *San Francisco*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *So excellent idea*

NAME: *Carlton Conway* Title: *V.P.*
 CO.: *John Blair & Co.* City: *Los Angeles*

SPONSOR "CAPITALIZATION" BALLOT
(Please check one box below, sign name or at least give us your title, and drop in mailbox.)

I vote as follows in the "battle over capitalizing radio and/or TV":

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment:

NAME: *John F. Parr* Title: *Pres*
 CO.: *WJAR-WJR* City:

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment:

NAME: *John T. ...* Title: *J.P.*
 CO.: *...* City: *...*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment:

NAME: *Joseph Katz* Title: *President*
 CO.: *The Joseph Katz Co.* City: *Richmond, Va.*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *How low "r" take will Radio det. Head.*

NAME: *Franklin Sage* Title: *Gen. Mgr.*
 CO.: *Bell & Howell* City: *Chicago*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *To Bob Tincher: "Amen!"*

NAME: *Phil Youless* Title: *Gen. Mgr.*
 CO.: *WABB* City: *Mobile*

SPONSOR "CAPITALIZATION" BALLOT
(Please check one box below, sign name or at least give us your title, and drop in mailbox.)

I vote as follows in the "battle over capitalizing radio and/or TV":

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *Better still: "AM" radio, "TV" and "television"*

NAME: *Jean Dyer* Title: *Dir. of Ad.*
 CO.: *MBS* City: *N.Y.*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *present style very readable*

NAME: *Shirley Spight* Title: *V.P.*
 CO.: *Blair-TV, Inc.* City: *San Fran*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment:

NAME: *Ernest Lee Jabuch Jr.* Title: *V.P.*
 CO.: *American Broadcasting Co.* City: *NYC*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *Much ado about nothing, why convention, when nothing is to be gained*

NAME: *Frank Keshy* Title:
 CO.: *KPIX* City: *San Fran*

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *Do what? Much ado about nothing*

NAME: *William Schutze* Title: *Gen. Mgr.*
 CO.: *...* City: *...*

SPONSOR

Print both 'radio' and 'tv' in same size type, urges industry poll, so SPONSOR makes style change

"TV," "FM," "AM," etc.

There was a 30% return, 671 ballots, to be exact. The returns registered a landslide vote in favor of putting radio and tv on the same footing, typographically speaking. Only 147 urged SPONSOR to retain its old style. The only respondents which, as a group, wanted the old style kept were TV-only broadcasters and even here the vote was close with 29 voting for the old style and 26 voting for equal treatment.

While most of the votes urged the capitalization of both radio and tv SPONSOR editors felt that such a policy would only add confusion in view of the task taken by other trade papers. The important thing, SPONSOR believes, is that sentiment favored an equal break for both media.

To get an idea of what the scientists think about how capitalization vs. non-capitalization affects people's attitudes, SPONSOR called on several psychologists.

Dr. Ernest Dichter, president of the

Institute for Research in Mass Motivations, said: "It is well known that the outward appearance of letters has a symbolic significance to readers. If the word 'radio' in lower case is put next to the letters 'TV' in capitals there would seem to be a definite advantage for television. If the two are separated the advantage is not so obvious. It should also be pointed out that the effect of using 'radio' and 'TV' depends a lot on the extent to which people accept and understand the use of different type for these two words. The public, for example, may not attach any significance to the use of different type now, though they may have when television was new."

A psychologist who would not let his name be used said cautiously: "That's a hard question to answer since, so far as I know, there have not been any studies made on the subject. However, I think it would be an interesting experiment to find out whether capitalizing 'TV' has any particular effect on

people. Quite interesting."

A few of those answering the poll, it must be admitted, however, didn't find the subject as interesting. The less-than-enthusiastic comments included: "Silly stuff," and "Tempest in a teapot," and "This is sheer nonsense! There must be something of importance to interest publishers," and "Alas! The mountains labor—etc!"

By and large, the comments indicated sincere interest in the question, however. Some of those favoring capitalization suggested the use of such abbreviations as "RO" or "RA" or "RAD" for radio. Many considered equal treatment long overdue.

There was no dearth of puns. One radio station manager, thinking of how many tv stations were financed by radio interests, mourned: "Most of the 'Capital' of tv has come from the 'Capital' of radio!"

A sampling of 30 of the 671 ballots, together with typical comments, is shown below. ★ ★ ★

SPONSOR "CAPITALIZATION" BALLOT
(Please check one box below, sign name or at least give us your title, and drop in mailbox.)

I vote as follows in the "battle over capitalizing radio and/or TV":

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *What it does not how you spell it that*

NAME: *Geo F. Foley* Title: *Pres. Cont.*
 CO.: *WJZ-TV* City: *N.Y.*

NAME: *Alan Tordella* Title: *Gen. Mgr.*
 CO.: *KSFQ* City: *San Francisco*

NAME: *Paula Bowman* Title: *Vice President*
 CO.: *Columbia Inc.* City: *Long Island City*

NAME: *WJMR-TV* Title: *Gen. Mgr.*
 CO.: *WJMR-TV* City: *Wash. D.C.*

NAME: *Paul Keene* Title: *Mgr.*
 CO.: *WFAA* City: *Dallas*

SPONSOR "CAPITALIZATION" BALLOT
(Please check one box below, sign name or at least give us your title, and drop in mailbox.)

I vote as follows in the "battle over capitalizing radio and/or TV":

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *either way*

NAME: *John Dunder* Title: *Sales Mgr.*
 CO.: *KCBS* City: *San Francisco*

NAME: *Leslie Brooks* Title: *President*
 CO.: *Advertising Engineers* City: *Tulsa*

NAME: *P.A. Loyat* Title: *V.P.*
 CO.: *WTO* City: *Washington, D.C.*

NAME: *John E. Fetzer* Title: *President*
 CO.: *Fetzer Broadcasting Company* City: *Kalamazoo, Michigan*

NAME: *Walter* Title: *V.P.*
 CO.: *WCP-TV* City: *Omaha*

SPONSOR "CAPITALIZATION" BALLOT
(Please check one box below, sign name or at least give us your title, and drop in mailbox.)

I vote as follows in the "battle over capitalizing radio and/or TV":

Capitalize Radio and TV.
 Don't capitalize radio or tv.
 Follow present SPONSOR style (radio, TV, FM, AM, etc.)

Comment: *What did capital letters do for FM?*

NAME: *Norma Bagge* Title: *V.P.*
 CO.: *Don Lee Broadcasting System* City: *Los Angeles, Cal.*

NAME: *Bob Tappan* Title: *Pres. Mgr.*
 CO.: *WTVT* City: *Miami*

NAME: *Elmer O. Wayne* Title: *Asst. Mgr.*
 CO.: *WJR The Goodwill Station, Detroit*

NAME: *Jan Webster* Title: *Pub. Dir.*
 CO.: *KPTV* City: *Portland, Ore.*

NAME: *Walt Cochran* Title: *Mgr. Dir.*
 CO.: *WGBS* City: *Hawaii*

How Lewyt gets dealers to use more radio and tv

Firm is doubling co-op budget, has many-faceted persuasion campaign

One sentence frequently recited by an enthusiastic salesman to a hesitant customer is, "If you'll only *try* it, you'll be convinced."

The Lewyt Corp., reportedly one of the country's three largest vacuum cleaner manufacturers, has no trouble selling its distributors plenty of vacuum cleaners. But the distributors aren't so convinced as to the value of selling Lewyt cleaners via radio and television on the local level.

Lewyt's job, then, is selling the distributors on air media. "If you'll just *try* radio and tv," the firm pleads, "you'll be convinced."

So far, seven distributors have taken advantage of of Lewyt's co-op radio and television offer. Are they convinced? One distributor who's not given to exaggeration described his results as "phenomenal."

Lewyt wastes no time in telling its 81 distributors about these phenomenal results, and is selling more and more of them on using air media. It plans to nearly double next year's co-op radio and tv appropriation, increasing it from \$75,000 to between \$125,000 and \$150,000.

"And \$150,000 isn't necessarily a ceiling on the co-op radio and tv budget, either," Donald B. Smith, ad-

Lewyt had no retail product for first 60 years, brought out vacuum cleaner in 1947 under leadership of President Alex Lewyt (left) and Gen. Mgr. (cleaner div.) Walter J. Daily



Lewyt likes saturation campaigns as in Detroit drive via WXYZ, WWJ (above). Firm suggests dealers reach both sexes, make heavy buys in best sales seasons: fall, Christmas, spring

vertising and sales promotion manager for Lewyt, told SPONSOR. "The more distributors that we can sell on buying air advertising, the more money we'll set aside for this purpose."

Smith, who keeps a close eye on Lewyt's \$3.4 million advertising budget, is enthusiastic about radio and television, but particularly so on the local level.

"Other media just can't begin to compare to local radio's three chief advantages," Smith says. "They are: (1) radio's exposure to the greatest number of people, (2) radio's timeliness and the way one can time campaigns better with radio, and (3) radio's extremely low cost."

To help the distributor do an effective radio and tv promotion job on the local level, Lewyt offers free commercials transcribed by Norman Brokenshire, literally dozens of prepared commercials which the local announcers can read and five television films.

At the 18 regional meetings Lewyt holds for distributors from coast to coast, Lewyt sales executives extol ra-

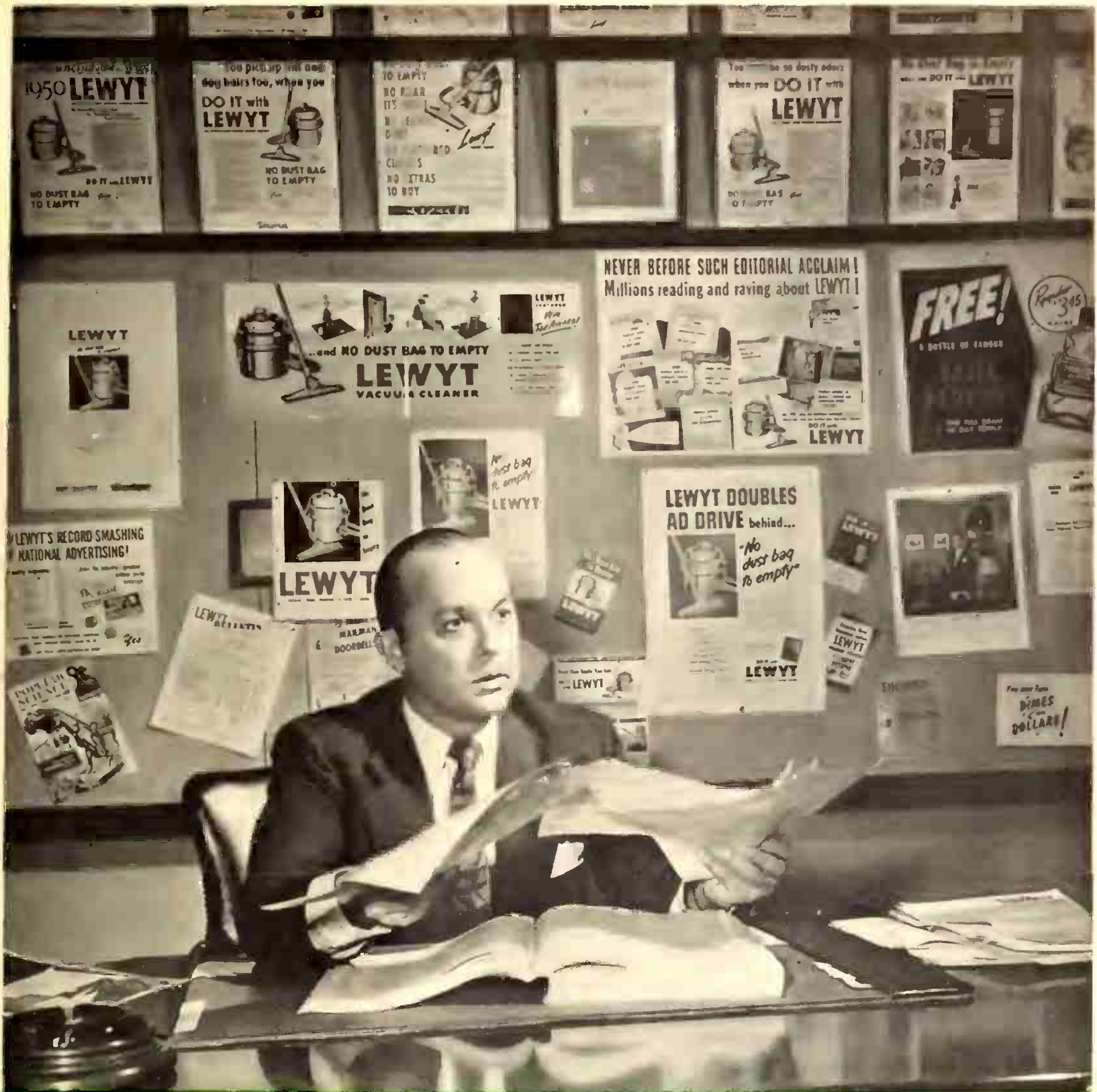
dio and television, play the Brokenshire recordings and show the tv films.

Then they follow up with printed bulletins and letters, and keep distributors advised as to the results other distributors have obtained.

Lewyt executives don't force the distributors to use co-op radio in any set way, but they do suggest the distributors employ saturation announcement campaigns during Lewyt's three heaviest seasons: fall, Christmas and spring. Most of the distributors go along with the suggestion, and have obtained exceptionally good results. Lewyt, like all vacuum cleaner companies, keeps its sales figures a closely-guarded secret, but it reveals that some distributors have increased sales several hundred percent during a given saturation campaign.

Lewyt, by the way, doesn't believe in
(Please turn to page 66)

case history



Big print spender Lewyt wants to up dealer use of air. Its approach:

1. Lewyt seeks to keep dealers informed about big successes scored on local level by dealers already using radio and tv on co-op basis. It hopes that examples of sales increases gotten through use of saturation radio will be best ammunition in persuading its dealers who use print media only now.

2. Company plans to almost double its co-op radio and tv appropriation, going from \$75,000 to between \$125,000 and \$150,000. The \$150,000 figure isn't ceiling, Donald B. Smith, ad and sales promotion manager, told SPONSOR. (Smith is shown above with examples of Lewyt print advertisements.)

3. Recorded commercials featuring the voice of radio veteran Norman Brokenshire are made available at no cost to dealers. Dealers can also get many different kinds of written commercials for a local announcer to read. Company also has a series of five tv films. Lewyt pays 50% of the time cost.

4. At 18 regional meetings with distributors, Lewyt talks up air media. This is followed up with printed bulletins and letters. Lewyt suggests saturation use of air during fall, Christmas, spring, heaviest sales seasons. Try to reach men as well as women, Lewyt advises, since men share buying decision.



BING CROSBY: In the foreground is video tape recorder developed by Bing Crosby Enterprises, Inc. Crosby and employee handle plastic tape, now one inch wide

DAVID SARNOFF: RCA is scheduled to show color video tape tomorrow. Sarnoff created sensation in Hollywood when he announced demonstration.



The video tape

Its long-range implications

One of the most exciting developments on the electronics horizon—the magnetic television tape recorder—is in the news again.

RCA's scheduled demonstration tomorrow (11 December) of both black-and-white and color video tape indicates that advertisers and the tv industry may well have to start planning for tape very shortly.

The questions that immediately come to mind are these:

When will video tape become available? What will it be used for first? Will it lower or increase costs for tv advertisers? What are the long-range implications? What can tape do and what are its advantages?

SPONSOR has looked into these questions and while the technical aspects of video tape recording are very hush-hush its eventual effect on tv programming and advertising are becoming startlingly clear.

Let's start off by briefly answering the above questions:

Television tape should be perfected enough for introduction within a year or two. Bing Crosby Enterprises, Inc., has been talking about making a black-and-white tape recorder commercially available during 1954. It is possible, however, that the expected FCC approval of the new tv color standards will kill black-and-white tape before it even gets started.

That is not certain. But if it happens, it may take another year before color tape and recorders are put on the market. It is understood that RCA looks toward the perfection of its color tape within two years from the present.

It appears likely that magnetic video tape will be used first to replace kinescope film recordings. While kinescopes have been improved since their introduction they are not considered an ideal form of recording. The Bing Crosby interests have stated they intend to push their first commercial video tape recorders for straight tv delayed broadcast applications. Video tape is expected to be much superior in quality

recorder: what it means to sponsors

emendous. Sponsors will be glad to know it will bring down tv's cost

to kines. As a matter of fact, it is expected in time to be equal in quality to a live broadcast.

Sponsors will be happy to hear that video tape will eventually bring down the cost of using tv. The reasons will be explained later, but suffice it to say video tape does away with the expense and time involved in processing film. The fact that a video tape recording can be played back practically instantly means additional flexibility — and hence a saving in money — in the production of television programs.

One still-unanswered question involving cost is what effect tape will have on unions and what their reactions will be.

The long-range implications of video tape are positively stunning. In his SPONSOR column of 19 October 1953 (which preceded the announcement of the RCA demonstration) Bob Foreman compared its effects to an H-bomb. Foreman pointed out that it will affect the motion picture industry as well.

It is significant that the announcement of the RCA tape demonstration (which will be held in the Princeton laboratories) was made in Hollywood.

RCA Board Chairman David Sarnoff revealed RCA's progress on 3 November following NBC's tv color demonstration. He created a sensation, not only because RCA, a leader in research, feels that color video tape is far enough along to show it publicly but because Sarnoff has more than once been a reliable harbinger of things to come.

SPONSOR's look into video tape revealed that a large percentage of the

status report

people who will be most affected by video tape are only dimly aware of its potential. Some of the insiders, however, find it hard to keep their feet on the ground. They foresee a time, not too far distant when every home will have video tape to record tv programming and chains of movie houses will simultaneously show features piped from a single video tape recording center.

What is there about video tape that

portends this fascinating future? Possibly the easiest way to understand how video tape works is to compare it to audio tape (which shouldered aside the shellac disk and is now commonly used to record radio programs), and photographic film (which carries both picture and sound track).

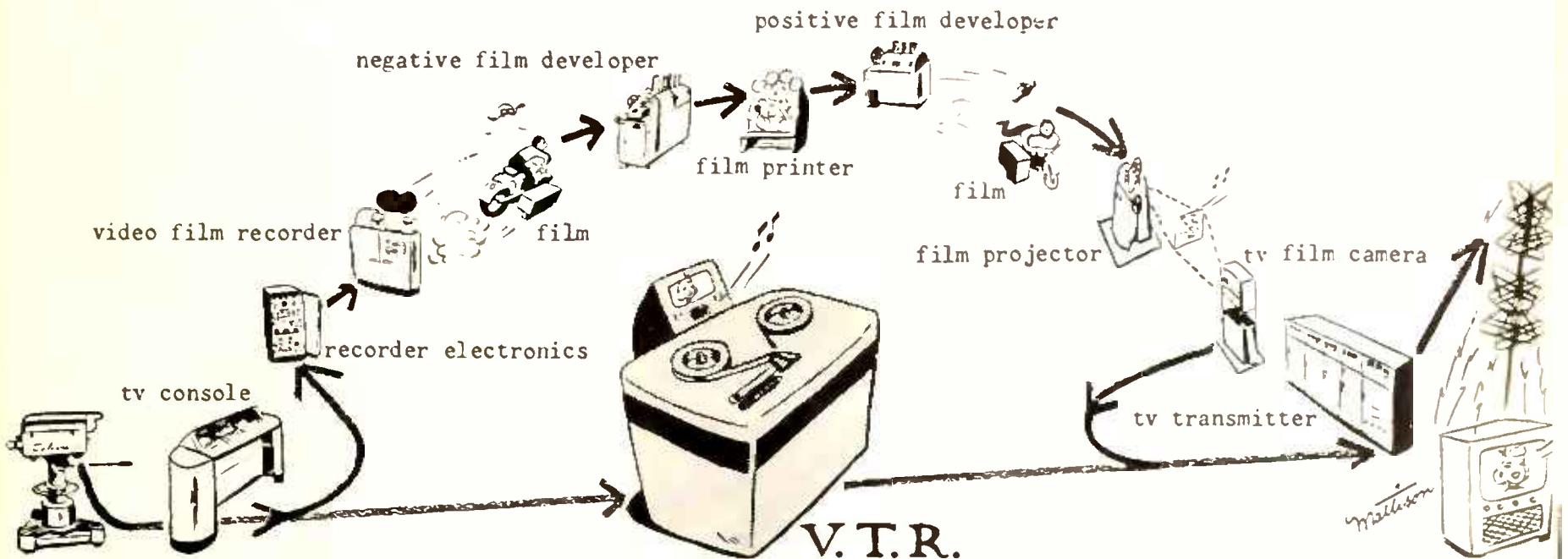
Audio tape is a plastic strip coated with a metal, usually iron oxide, which records sound magnetically. That is, the metal coating is magnetized by electronic impulses which vary according to the sound frequencies. However, you can't actually see the specific recorded sounds as can be done in a photographic sound track.

It's the same with video tape. The picture "information" picked up by the television camera is converted into electronics impulses just as sound is. These impulses magnetize the video tape just as sound does. The recording is immediate. There is no processing necessary as there is in film. Therefore, magnetic tape can be played back just as soon as it's recorded.

Not only is magnetic tape cheaper than film stock but magnetic tape can
(Please turn to page 88)

Pictorial diagram below shows how use of VTR (Crosby Enterprise's name for its video tape recorder) does away with time-consuming and expensive processes involved in making and developing kinescope

recordings on photographic film. Note that VTR can monitor both sight and sound while program is going on. In actual process, tape is put aside after recording and played back later for telecasting





MINUTE RICE IMPROVES EFFICIENCY OF ITS SHARED TV SPONSORSHIP OF "BOB HOPE," "MAMA" BY CARRYING THEME OF TV

How General Foods gets most out of television for Minute Rice

Postwar GF rice brand stretches impact of tv by launching recipes on video shows, following through in print and super market displays

Ten years ago, quick-cooking Minute Rice was just a gleam in General Foods' corporate eye.

Eight years ago, Minute Rice was launched on the consumer market in Atlanta and Philadelphia with a combination of spot radio, newspapers and

point-of-purchase promotions.

Today, Minute Rice is a fast-selling, nationally-distributed product backed by a SPONSOR-estimated \$2 million ad campaign which includes shared sponsorship of two of tv's top network programs—*Bob Hope* (NBC TV) and

Mama (CBS TV)—magazine color spreads (*Life*, *Satevepost*, women's magazines) and extensive point-of-purchase material.

All of General Foods' leading competitors in the \$105 million annual (U. S. consumption at retail level) rice

...when Minutes Count!



COMMERCIALS INTO POINT-OF-PURCHASE DISPLAYS

business admit that Minute Rice ranks in the top three in sales and is the most-advertised rice brand on the market today.

Other rice brands (some of which top Minute Rice on a "pounds sold annually" basis, but not on the basis of "number of packaged units") use radio and tv. Runner-up to Minute Rice is River Brand Rice Mills, makers of Carolina and River Brand Rice, which uses spot radio jingles on some 25 outlets in a dozen markets plus a participation period on Wednesday afternoons in a Du Mont TV Network show, *Paul Dixon*. Converted Rice, Inc., makers of Uncle Ben's Rice, has used a tv participation series in *Garry Moore Show* (CBS TV) as well as some local tv and radio announcements.

Other periodic radio-tv spot advertisers in the rice field include: Comet Rice Mills, makers of Comet Rice; Edmundson-Duhe Rice Mill, makers of Regent and Chinito brands; and Louisiana State Rice Milling Co., makers of several important regional and local

rice brands including Water Maid, F.A.G., and Mahatma.

But, as the ad manager of one of Minute Rice's leading competitors observed to SPONSOR, "Minute Rice spends more on the air than anyone in the rice business ever dreamed of spending."

In contrast with the over-all General Foods picture, however, Minute Rice is by no means a reigning GF star. The current spending level of all GF advertising including items like premiums, sales promotion, agency fees, point-of-purchase material, etc. is around \$51 million. In terms of total sales, GF is in the three-quarter billion dollar class. As a broadcast advertiser GF is one of the biggest in sight. (Currently, the GF banner flies on 12 network radio shows and six network video programs including everything from *Wendy Warren & the News* to *Red Buttons* and *Our Miss Brooks* plus radio-tv spot campaigns.)

Minute Rice's importance in the General Foods picture is therefore not based on sheer size, but rather on what it represents. Minute Rice is typical of the crop of a dozen-plus GF packaged food products which have been launched since the war, all of which have been highly successful.

These products include: Corn-fetti, Krinkles and Sugar Crisp in the Post Cereals line; Swans Down Yellow Cake Mix, Devil's Food Mix, White Cake Mix, and Angel Food Mix in the baking products; Birds Eye Chicken Pie, Chicken Parts, and Frozen Orange Juice; Jell-O Puddings and Pie Fillings; Baker's 4-in-1 Cocoa Mix; and, of course, Minute Rice. All of these products have one thing in common: they are packaged, easy-to-cook, easy-to-store foods.

General Foods thinks highly of these culinary starlets, particularly when it comes to their sales records. For the six months ending 30 September 1953 General Foods racked up a whopping \$354,475,594 in sales—an increase of nearly \$30 million over the same period in 1952. "The increase in volume sales," announced GF at the time these sales figures were released, "was partly due to the growing success of postwar products and to more effective marketing."

Marketing is of great importance to GF. As President Austin S. Igleheart recently observed, "When the millions and millions of packages come off the line, you still have to sell them."

case history

Selling means a lot of things to General Foods. It means research to determine the sales potential of all types of markets. It means hard-hitting salesmanship within the trade. But where the housewife is concerned selling means reaching her as often as possible with product advertising before she makes her food purchases.

To accomplish the goal of impressing the housewife thoroughly with the quality, convenience and value of its food products, General Foods relies heavily on broadcast advertising. In fact, according to SPONSOR's latest estimate, more than 50% of GF's total advertising expenses are connected directly or indirectly with radio and tv.

The reason for this extensive use of air advertising by GF isn't hard to grasp.

Over half of the \$70 billion now spent annually by Americans on food goes for packaged food products. The bulk of this purchasing is done in self-service grocery outlets. Air media have an excellent record over the years in selling packaged products of all kinds and for reaching the mass audience which does its shopping in super markets.

The air advertising blueprint used by General Foods for Minute Rice therefore should be of value to any adman or firm concerned with the problems of launching a mass-consumption packaged item. Here's how it shaped up:

1946: General Foods' marketing experts selected Atlanta and Philadelphia as the first targets for Minute Rice for (Please turn to page 86)

Formula for pre-cooked Minute Rice was sold to GF in 1941 by Ataulh Durrani



Beware of these misuses of Starch

Researcher Beville of NBC shows advertising pitfalls of new Starch study; Dale

In its issue of 16 November 1953 SPONSOR published a report on a series of television studies conducted by the well-known research firm of Daniel Starch & Staff.

At that time SPONSOR sought to be objective in its report, giving both sides of the hot controversy which still surrounds the Starch tv figures.

Now, as a result of criticism that SPONSOR's article was "unfair to tv and too favorable to magazines," we again seek to be objective in presenting a pair of articles on the same subject. The first, by NBC's Hugh M. Beville, starts immediately below; the other by Jack Boyle, tv director of Daniel Starch, commences on page 97.

Both researchers herewith have an

opportunity to air their views, criticisms and counter-criticisms of the Starch tv studies of commercial identification.—Editors.

by Hugh M. Beville

Director research, planning, NBC

Pity the poor vacuum that exposes itself to the excess of hot air that hangs depressingly over Advertising Alley. Particularly if this vacuum happens to be labeled "advertising effectiveness."

The "Immediate Recall Survey of Television Commercials," sponsored by Daniel Starch & Staff, was designed to be an inexpensive research device for improving tv copy, by obtaining a "playback" of sales points from pro-

gram viewers soon after tv exposure.

Reaching by telephone a person who has seen the program, the interviewer asks: "Please describe the commercials."

After conducting about 20 such surveys, each with a total sample of approximately 250 respondents, Starch determined that "41% of the viewers of the average nighttime network tv show see any given commercial within that program."

"Incidentally," they said, "this figure corresponds to a 'noting' average of 40% for magazine color page ads."

This is the background of the controversy which was brought into the open in the 16 November SPONSOR in an article headlined "Will Starch's new tv

NBC's Beville (top, below) warns that the use of new tv figures from Daniel Starch (bottom) as media yardstick is misleading



Beville's 5 cautions on Starch tv data

1

The research methods applied by Starch to magazines and tv, NBC Research Director Beville feels, are so different that the end figures can in no way be compared directly. "The only conclusion we reach is that the two techniques are not at all identical and are similar only in that they are both produced by Starch," Beville says.

2

Advertisers should remember that a network's responsibility, even if it is selling a network-packaged tv show, is to deliver a good audience, says Beville. Whether the audience waits through the commercials is the advertiser's headache: "It's up to the sponsor and his agency to produce commercials that attract and hold viewers."

3

In evaluating Starch figures admen should remember, NBC warns, that a commercial which is highly entertaining may get a high recall figure—but it may not be selling the product. Other video commercials aimed at "the interests of a small proportion of top prospects" may have low recall value generally, but sell effectively.

4

Networks do not claim that the total audience of a tv program sees every commercial. Minute-by-minute audience data (Nielsen) and average-audience-per-minute rating figures (Hooper, Trendex, Nielsen) give more reliable estimates of audience to individual commercials in a network television program, Beville cautions.

5

Primary usefulness of Starch tv studies, Beville believes, is in the realm of copy testing and checking. But the results, he adds, are only a check of audience's ability to "play back" sales points to Starch interviewers in a phone survey. They are not, he feels, commensurate with an accurate measure of how many saw commercial.

figures

Starch's Boyle replies

Newsweek quotes SPONSOR re Starch A "Newsweek" reporter sought out SPONSOR editors, read proofs of 15 November SPONSOR article on Starch tv figures. Said "Newsweek": "Defenders of the young advertising medium rushed into print this week in the trade journal SPONSOR," referring to quotes in SPONSOR article from researchers who pointed out no comparison of magazines vs. tv was possible with Starch figures.

noting figures upset buying strategy?"

Interest has been focused on two points:

1. The belief that these Starch studies "condemn to oblivion the glib theory that all the tv viewers who watch a given tv show see—and remember—all the commercials in the program."

2. The belief that by providing "noting" figures for both magazines and television, the Starch studies provide a valid basis for inter-media comparisons.

It is the last point in particular that should disturb responsible researchers in all fields of advertising.

Even when Starch data were restricted to magazine advertisement readership ratings and supplementary

"primary reader characteristics," some highly respected research men complained that Starch was inviting invalid media comparisons. This criticism was directed particularly at the

JACK BOYLE REPLIES TO BEVILLE

Daniel Starch and Jack Boyle were shown this article by NBC's Director of Research Hugh M. Beville. Starch firm replies, page 97.

lack of precision in sampling, and vague methodology.

The comparisons he is now inviting are between two vastly different types of media, on the basis of completely non-comparable sampling and interviewing procedures.

SPONSOR was delinquent in its original presentation by glossing over the

major differences between the two Starch services. Particular exception is taken to the statement that "research techniques are similar in Starch tv and magazine studies, but by no means identical."

There are virtually only three areas in which the services are similar: Starch interviews . . .

1. A small number . . .
2. Of people . . .
3. Who had been exposed to the advertising.

In every other aspect, particularly with regard to technique and results, the surveys are completely non-comparable.

(For descriptions of the two types
(Please turn to page 92)

Printed media: How Starch evaluates the ad campaigns in national mags and newspaper supplements

► *Method:* Familiar "recognition method" technique is used. Interviewers ask respondent to indicate, as pages are turned, which ads were seen in his or her previous reading of magazine. Interviewer tries to determine extent to which respondent has read a particular ad. Weekly magazines are studied in period of one week, starting four days after mag goes on sale

► *Sample:* Interviewing is done on both men and women (total: about 300) for general magazine. For specific appeal, about 200 men or women are checked. Sample is made up of people who read issue prior to interviewer's call. This "primary home" audience got the publication via subscription or at a newsstand. About two-thirds of women quizzed are homemakers.

► *Report:* Three levels of readership are given: (1) "noted"—those who can recognize a print ad even if they can't identify advertiser, (2) "scen-associated"—includes those who "note" and identify, (3) "read most"—readers who had read 50% or more of reading matter in ad. "Noted" and "scen-associated" percentages are cumulative. Admen use all three ratings

Television: How Starch rates 'immediate recall' value of video commercials and sales points remembered

► *Method:* Within an hour of program telecast, interviewers attempt to locate and question men and women who saw the particular show. Quizzing is done by phone. Viewers are asked to describe show's commercials (aided and unaided recall) and to "play back" sales message in specific tv commercials. Probing is done on aided, unaided basis for each show commercial.

► *Sample:* Size of the sample, and location, is largely at the discretion of the client. Usually, some 200 interviews with viewers who saw the particular show are made. Location of cities in which tv checkups are made usually has some geographic spread, but does not always include largest cities. Names of viewers are chosen on random basis from pages in the phonebook.

► *Report:* For each commercial on program checked, two sets of Starch figures are reported: (1) "Unaided identification"—the percentage of men or women who described a particular commercial without assistance; (2) "Aided identification"—the percentages recalling commercial's sales points when prompted by Starch interviewer, plus "Total" figures, "play back" quotes.

F&P clinics mull spot problems

Rep firm's radio and tv stations and its own experts get together in three-day Chicago confab to sharpen their advertising techniques

One of those profitable get-togethers, where broadcasters let their hair down and sharpen their advertising and operating techniques, was held in Chicago early this month under the aegis of Free & Peters, station representatives.

The three-day sales clinic, held for F&P-represented stations, gave 108 station executives as well as 36 F&P men an opportunity to swap experiences and knowhow on a multitude of subjects ranging from rate deals to merchandising, from audience promotion to sales service. Separate clinics were held for radio and tv stations. A similar closed-door confab was held by F&P in 1950.

The clinic was opened 3 November by H. Preston Peters, F&P president, and there were talks by guest

speakers representing the advertiser, the agency and the broadcasting industry. Speakers included Alfred C. Waack, advertising director of the Household Finance Corp.; Richard Grahl, chief timebuyer for the William Esty Co., and Kevin Sweeney, vice president of the Broadcast Advertising Bureau.

The first and second day were devoted to radio problems and tv was covered during the second and third day. Serving as moderators in the various panel discussions were F&P men.

There was no attempt to reach conclusions during the behind-the-scenes panels. The object was to show how various stations served their clients and met their own problems, the keynote being that what was good for the station was good for its clients.

Radio audience promotion:

Fred Nahas, KXYZ, Houston, discusses audience promotion at F&P clinic (at right). Unlike 1950, audience and sales promotion panels were split

Radio merchandising:

Attending merchandising panel were, l. to r., A. C. Bernstein, WAOV, Vincennes, Ind.; Wayne Kearl, KGMB-KHBC, Hawaii; Jack Thompson, F&P (left)

Radio sales promotion:

Bottom, right: R. W. Youngsteadt, WPTF, Raleigh; Paul Mills, WBZ, WBZA Boston; John Erickson, Bill Bryan, both F&P; Marvin Hull, WMBD, Peoria





ABOVE, GROUP PHOTOGRAPH OF THOSE WHO ATTENDED CLINICS AT EDGEWATER BEACH HOTEL, CHICAGO, 3-5 NOVEMBER



Tv advertising:

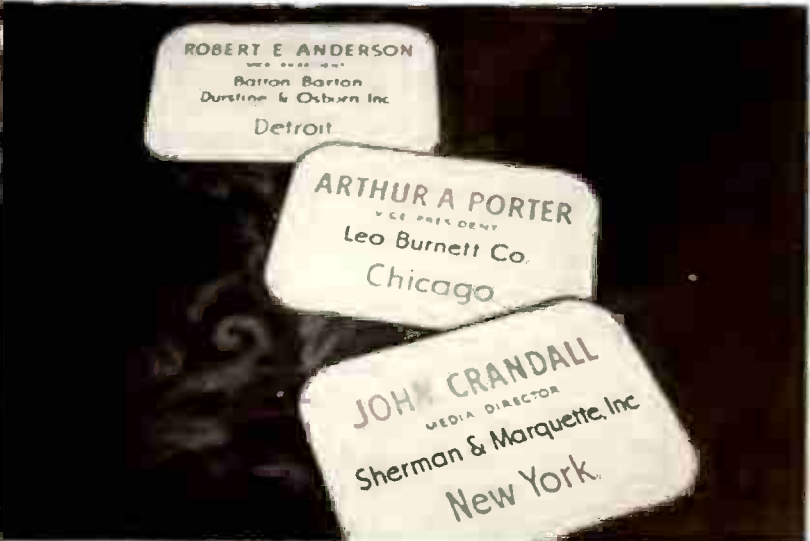
At tv panel (at left) are (l. to r.) George Stanton, F&P; Stuart Watson, S. C. Johnson; Richard Grahl, Wm. Esty Co.; Jack Green of the Toni Company

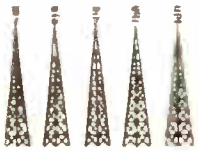
Tv sales:

Discussing the displays at the clinic are, l. to r., Jack Brooke, F&P; Lee Ruwiteh, WTVJ, Miami; Joe Herold, KBTW, Denver (shown at bottom, left)

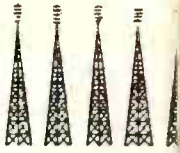
Tv and the agency:

Below, right, are identification cards of three of the guest speakers at F&P's national spot tv sales clinic. The trio spoke on "The agency and tv"





NEW AND UPCOMING TV STATIONS



I. New construction permits*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ON-AIR TARGET	POWER (KW)**		STATIONS ON AIR	SETS IN MARKET† (000)	LICENSEE & MANAGER	RADIO REP
					VISUAL	AURAL				
ANN ARBOR, MICH.		‡ 26	4 Nov.		263	138	1	13 UHF	Rechts, U. of Mich.	
CHAMPAIGN-URBANA, ILL.	WILL-TV‡	12	4 Nov.		18.2	9.1	1	NFA	U. of Ill.	
CHICAGO, ILL.		‡ 11	4 Nov.		61.7	33.1	4	1,575 VHF	Chicago Educ. Tv Foundation	
CUMBERLAND, MD.	WTBO-TV	17	12 Nov.		19.1	9.5	0	NFA	Maryland Radio Corp.	Branham
LAKE CHARLES, LA.	KPLC-TV	7	12 Nov.		51.3	27.5	0	NFA	Calcasieu Bdestg. Co.	Weed
MIAMI, FLA.	WTHS-TV‡	2	12 Nov.		13.8	6.9	1	201 VHF	Oade County Bd. of Pub. Instruction	
PITTSFIELD, MASS.	WBEC-TV	64	12 Nov.		17.4	9.4	0	NFA	Western Mass. Bdestg. Co.	Everett-McKinn
TOPEKA, KAN.		42	4 Nov.		83.4	41.7	1	NFA	Alf M. Landon	
WEST PALM BEACH, FLA.		5	4 Nov.		60.3	36.3	1	17 UHF	Palm Beach Tv Inc.	

II. New stations on air*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	POWER (KW)**		NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	LICENSEE & MANAGER	REP
				VISUAL	AURAL					
ANCHORAGE, ALASKA	KFIA	2	15 Nov.	13.8	8.3	CBS, NBC	1	NFA	Kiggins & Rollins Keith Kiggins, Richard Rollins, partners	Weed-TV
BILLINGS, MONT.	KOOK-TV	2	9 Nov.	17.5	8.8	ABC, Du M, CBS	1	NFA	Montana Network V. V. Clark, gen. mgr.	
BLOOMINGTON, ILL.	WBLN	15	26 Nov.	18	9.8		1	NFA	Cecil W. Roberts, permittee and pres. Jerrell Henry, gen. mgr.	McGillvra
COLUMBUS, GA.	WRBL-TV	4	15 Nov.	26.9	14.5	CBS	2	12 UHF	Columbus Bdestg. Co.	Hollingbery
DENVER, COLO.	KLZ-TV	7	1 Nov.	10	6	CBS	3	164 VHF	Aladdin Radio & Te Inc. Hugh B. Terry, pres. & gen. mgr.	Katz
DES MOINES, IOWA	KGTV	17	11 Nov.	162	87.1	ABC	1	NFA	Rib Mtn. Radio Inc. Ralph O'Connor, gen. & com. mgr.	Hollingbery
EVANSVILLE, IND.	WFIE	62	15 Nov.	90	45	ABC, Du M, NBC	1	25 UHF	Premier Tv. Inc. Jesse D. Fine, pres. Ted Nelson, gen. mgr.	Taylor
FLINT, MICH.	WTAC-TV	16	26 Nov.	59	29.5	ABC	1	NFA	Campbell-Trendle Bdestg. Corp. H. Allen Campbell, vp & gen. mgr.	
FORT WAYNE, IND.	WKJG-TV	33	15 Nov.	270	143	NBC	1	NFA	N. E. Ind. Bdestg. Co. C. L. Schust, pres.	Raymer
HAVANA, CUBA	CMTV	11	11 Nov.	5	2.5		5	NFA	Compania Tv del Criebe S.A. Manuel D. Austran, pres.	
NEW BEDFORD, MASS.	WNBH-TV	28	15 Nov.	200	100		1	NFA	E. Anthony & Sons H. M. Solomon, mgr.	Walker
OKLAHOMA CITY, OKLA.	KLPR-TV	19	15 Nov.	91	49	Du M	3	232 VHF	KLPR Tv Inc. Byrne Ross, pres.	Bolling
PRINCETON, IND.	WRAY-TV	52	15 Nov.	10	5		1	NFA	So. Ind. Testg. Inc. R. L. Epstein, gen. mgr.	Walker
TOPEKA, KAN.	WIBW-TV	13	15 Nov.	2	1	ABC, CBS, Du M	1	NFA	Topeka Bdestg. Assn. Ben Ludy, gen. mgr.	Capper
TULSA, OKLA.	KCEB	23	15 Nov.	10	6		2	165 VHF	Elfred Beck, permittee N. R. Kelly, gen. mgr.	Bolling
YORK, PA.	WNOW-TV	49	15 Nov.	97.7	52.5	Du M	1	NFA	Helm Coal Co. L. W. Williams, gen. mgr.	Hollingbery

BOX SCORE

Total U.S. stations on air, incl. Honolulu (20 Nov. '53)	313	No. of post-freeze CP's granted (excluding 26 educational grants; 20 Nov. '53)	161	No. of TV homes in U.S. (1 Oct. '53)	25,690,000
No. of markets covered	196	No. of grantees on air	211	Percent of all U.S. homes with TV sets (1 Oct. '53)	56%

*Both new CP's and stations going on the air listed here are those which occurred between 7 Nov. and 20 Nov. '53. †Data from NBC Research and Planning.

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

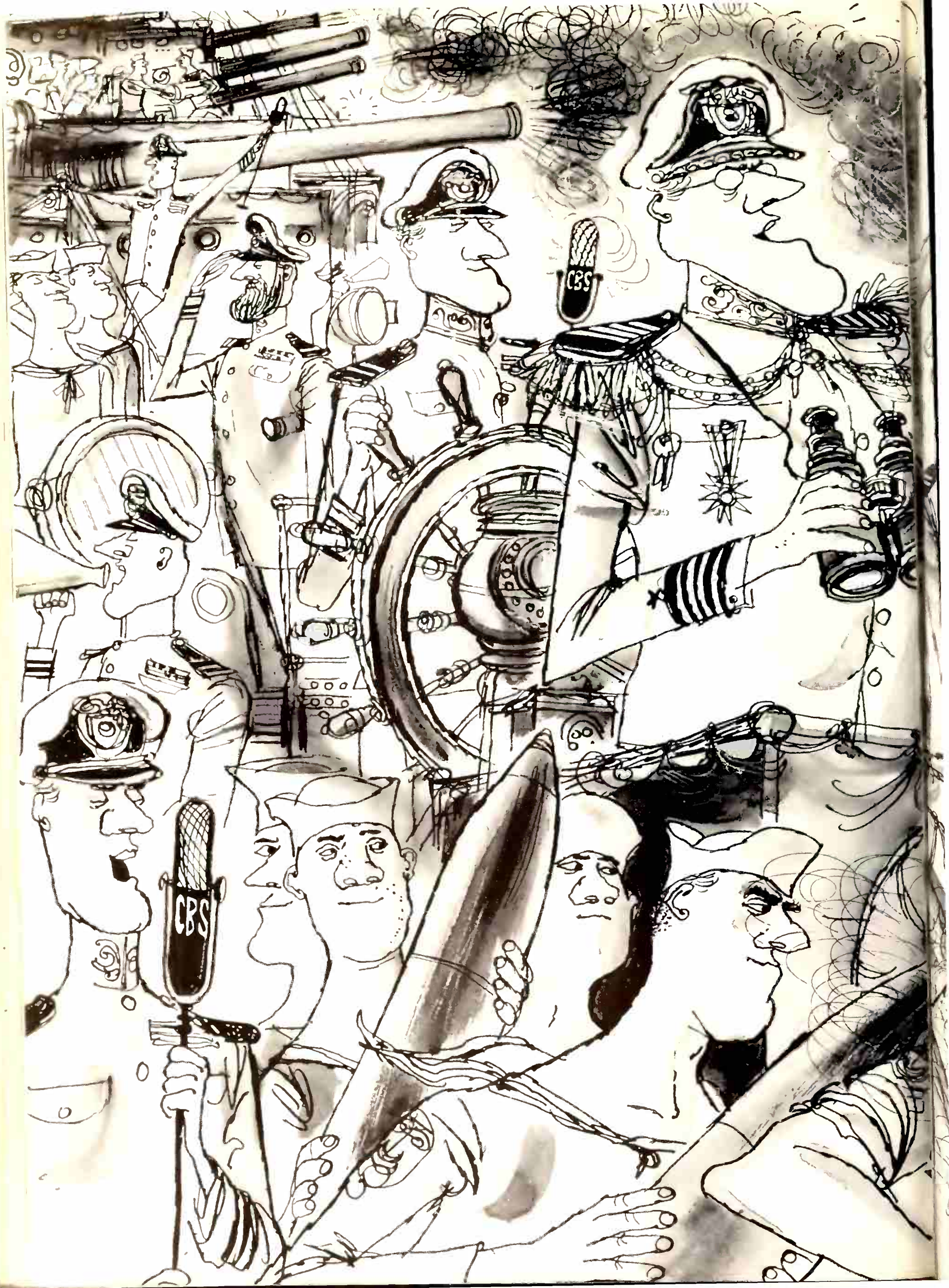


AT THE SIGN OF THE ROOSTER.

WJAR-TV

THE BIRD AT HAND is Channel 10's Rhode Island Red Rooster... million-dollar mascot of WJAR-TV, solidly-selling an \$8,257,877,000 market through 85% penetration of 1,080,413 TV homes.

WEED TELEVISION, NATIONAL SALES REPRESENTATIVES



“Fire!”

A single order to CBS Radio Spot Sales...and you'll fire sales-booming salvos in 14 of the nation's largest markets, using the biggest gun in each one—the local CBS Radio station we represent.

We're manned for quick action. Our account executives (who average 8 years of active duty on the *local station* level) can tell you all about these 14 stations, their programs and their personalities.

Our research and promotion crews (each the largest in the spot field) can help you select the strongest availabilities for your needs, making certain you reach the right ages, income levels, sex, and the like.

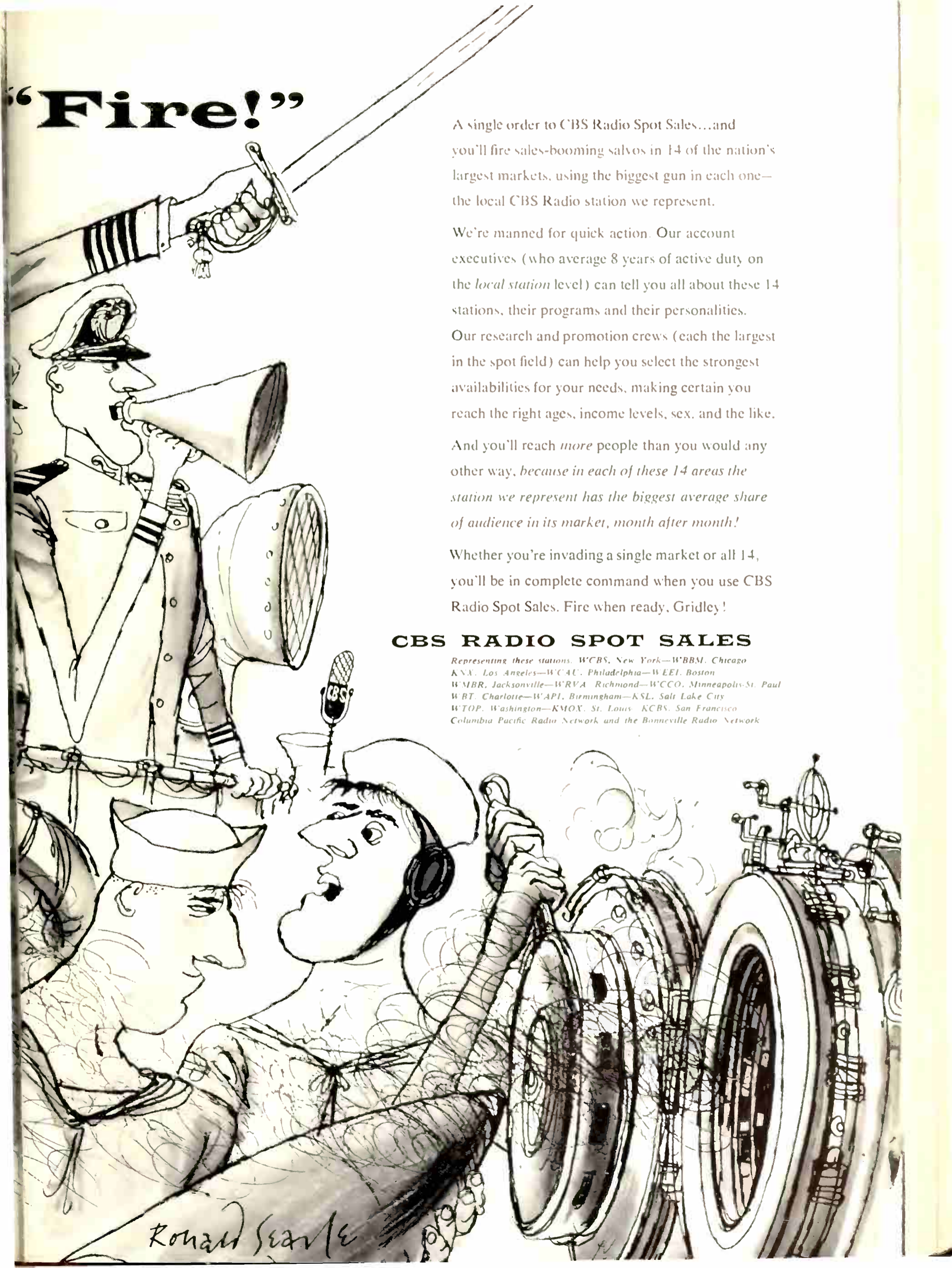
And you'll reach *more* people than you would any other way, *because in each of these 14 areas the station we represent has the biggest average share of audience in its market, month after month!*

Whether you're invading a single market or all 14, you'll be in complete command when you use CBS Radio Spot Sales. Fire when ready, Gridley!

CBS RADIO SPOT SALES

Representing these stations. WCBS, New York—WBBM, Chicago
KNX, Los Angeles—WCAU, Philadelphia—WEEI, Boston
WMBR, Jacksonville—WRVA, Richmond—WCCO, Minneapolis-St. Paul
WBT, Charlotte—WAPI, Birmingham—KSL, Salt Lake City
WTOP, Washington—KMOX, St. Louis—KCBS, San Francisco
Columbia Pacific Radio Network and the Bonneville Radio Network

Ronald Searle



EVEN ROME WATCHES

W·H·E·N



No wonder the Colosseum is in ruins—folks in Rome would rather watch WHEN.



Once you see a lion devour a martyr, you've seen 'em all. Entertainment on Channel 8, however, is so rich in variety that all Rome gives thumbs-up to WHEN. Incidentally, Rome is only one of more than 250 communities in the rich heart of N. Y. brought to the Syracuse market by WHEN. Interested in collecting Roman coin? WHEN's loyal Roman legions have well-lined togas, and a good golden stream of denarii flows into Syracuse. Don't fiddle around while the TV tubes in Rome burn for other sponsors—get aboard that chariot!

SEE YOUR NEAREST
KATZ AGENCY

Everybody
WATCHES

CBS
ABC
DUMONT

A
MEREDITH
STATION

W·H·E·N
TELEVISION
SYRACUSE



agency profile

Louis W. Munro

President
Doremus & Co., New York

"You can't advertise securities like you advertise shoes," Louis Munro, president of Doremus & Co., told SPONSOR half-wistfully.

He was referring to the speculative nature of most securities which makes it difficult to predict their worth so much as 24 hours in advance. Furthermore, various legal restrictions make the advertising of securities a complicated project. A shoe manufacturer advertises color, style, durability of his product, not the virtue of wearing shoes. Yet that's precisely the type of broad institutional-educational advertising that a financier must do.

"Take mutual funds, for example," Munro continued. "We can educate the public to the over-all advantages of all mutual funds, but we can't single out one particular fund as 'less risky, recommended by most millionaires, or sure to satisfy or you get double your money back'."

The copy which Doremus wrote for Kidder, Peabody & Co., one of the agency accounts that uses air media, had to be cleared with the Securities Exchange Commission, the National Association of Securities Dealers, the agency attorneys and top company executives.

The final commercial, of course, was more educational than hard-sell. Yet each 15-minute radio program, *Your Money at Work*, (aired last year once a week over WOR, New York; WHDH, Boston; WGN, Chicago), produced an average of 250 leads for Kidder, Peabody, with such a good rate of conversion into sales that the show cost the sponsor only 4¢ per dollar of sales.

Why, despite the radio success of Kidder, Peabody, is the Doremus agency's total air billing only \$150,000 out of the agency's expected total \$10 to \$12.5 million in 1953 billings?

"Because the top executives of financial houses still need to be educated to the value of radio and TV advertising," said Munro. "They find it hard to spend money for intangibles. And, along with doctors and lawyers, they're the most unadvertising-conscious crowd of businessmen anywhere."

A graduate of Dartmouth and the Harvard Business School, Munro is well suited to the job of educating Wall Street in advertising strategy. And, as a Doremus executive for better than 25 years, he notes the trend towards more use of air by financiers.

When not educating Wall Street to advertising, Munro is educating three sons for Wall Street in his Long Island home. ★ ★ ★



High-gain VHF antenna

—with a 50-kw rating!

It delivers up to 316 kw ERP: RCA's 12-section, 50-kw Superturnstile, in combination with a high-power VHF transmitter, meets FCC maximum power limits —with plenty of gain to spare.

It has adjustable beam tilting: Optional with all RCA 12-section 50-kw Superturnstiles, this feature insures best possible coverage and maximum reinforcement of your vertical pattern. It's done simply by phase-shifting the power between upper and lower halves of the antenna—using standard feedline.

It provides null fill-in: With RCA 12-section 50-kw Superturnstiles, you can virtually eliminate first null with practically no loss of gain. Benefits are: Effective close-in coverage, and vertical field-pattern shaping for constant field.

It uses a switchable feed system: Advanced-type junction boxes, new feedlines, and a sectionalized line-connecting system, enable you to switch power from one part of the antenna to another. *An important feature for emergency operation!*

Specially matched Styroflex line: No VHF antenna operates right without close matching with the transmission line. RCA's Styroflex transmission line *matches* the impedance of Superturnstile sections, handles higher power, holds center conductor in position—even when line is coiled.

Complete VHF Antenna Accessories: RCA has all equipment for VHF 50-kw Superturnstile systems—transmission line fittings, towers, r-f loads and wattmeters, diplexers, etc. Everything is "system-matched" for maximum performance.

REMEMBER: RCA makes five different types of VHF 50-kw antennas to fit your needs. RCA has all 50-kw antenna accessories. RCA can supply high-gain 50-kw antenna systems—*tailored specifically for your VHF channel, power, and service area.* Let your RCA Broadcast Sales Representative help plan your TV antenna system.

This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw

KTBC-TV can still increase power many times without a single change in its antenna system



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

SPONSOR-TELEPULSE ratings of top spots

Chart covers half-hour syndicated film program.

Rank now	Past rank	Top 10 shows in 10 or more markets Period: 7-13 October 1953 TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average rating	7-STATION MARKETS		4-STATION MARKETS			3-STATION MARKETS						
				N. Y.	L. A.	Chl.	Mpls.	Wash.	Atlanta	Balt.	Bost.	Buffalo	Cinc.	Cleve.	Col.
1		City Detective , MCA, Revue Prod. (D)	22.9		7.7 knbh 10:30pm				12.0	9.0		47.3		10.5	
2	4	Cisco Kid , Ziv (W)	22.4		11.5 keca-tv 7:00pm	12.0 wbkb 2:00pm	16.8 wcco-tv 5:00pm		11.8 waga-tv 7:00pm	13.5 wbal-tv 7:00pm	16.8 wnac-tv 5:30pm	39.8 wben-tv 7:00pm	22.5 weno-tv 6:00pm	18.8 wbns-tv 7:00pm	
3	1	Favorite Story , Ziv (D)	22.1	7.7 wnbt 10:30pm	10.4 kttv 8:00pm	13.0 bbm-tv 9:30pm	19.8 wcco-tv 9:00pm	14.0 wtop-tv 10:30pm	12.3 waga-tv 7:00pm	9.8 wbal-tv 10:30pm	19.3 wnac-tv 10:30pm		19.3 wkrc-tv 9:30pm	18.5 wews 10:30pm	
4	3	Boston Blackie , Ziv (M)	21.0		4.5 wabe-tv 10:00pm	4.9 kttv 10:00pm	14.8 wgn-tv 9:30pm			11.8 wtop-tv 8:30pm		12.0 wbal-tv 10:30pm	25.3 wnac-tv 7:00pm		
5	2	Foreign Intrigue , JWT, Shel. Reynolds (A)	19.8	19.5 wnbt 10:30pm	12.4 knbh 10:30pm	13.8 wbq 9:30pm	19.3 ksto-tv 9:30pm	16.6 wbw 10:30pm			20.8 wbz-tv 10:30pm	2.8 wbuf-tv 8:00pm	12.8 wepo-tv 8:30pm	17.8 wews 10:00pm	14.3 wlv-e 10:30pm
6	5	Liberace , Snader, Guild Films Co. (Mu)	18.4	4.2 wPIX 10:30pm	8.5 klac-tv 7:30pm	11.0 wgn-tv 9:30pm	26.3 wcco-tv 9:30pm	9.8 wtlg 9:30pm			11.3 wbal-tv 10:30pm	15.8 wnac-tv 10:30pm		17.3 wbns-tv 4:30pm	
7		I Led Three Lives , Ziv (D)	17.8	7.9 wnbt 10:30pm	3.2 keca-tv 7:00pm				7.8 wlv-a 10:30pm		11.8 wnac-tv 7:00pm	50.8 wben-tv 9:30pm	23.0 wlv-t 8:30pm	15.5 wews 10:30pm	24.3 wbns-tv 9:30pm
8	6	Hopalong Cassidy , NBC Film (W)	17.6	14.7 wnbt 6:30pm	8.4 kttv 7:00pm	9.3 wbkb 5:30pm	25.0 wcco-tv 6:00pm	12.8 wmal-tv 6:00pm	14.3 wsb-tv 6:00pm	11.3 wbal-tv 6:15pm	11.5 wbz-tv 11:30am	24.5 wben-tv 11:30am	17.3 wlv-t 6:00pm	15.3 wrbk 6:00pm	15.3 wbns-tv 1:30pm
9	7	Kit Carson , MCA, Revue Prod. (W)	16.5	8.7 wnbt 6:00pm	12.4 keca-tv 7:30pm				12.0 wlv-a 6:00pm	7.8 wmar-tv 6:00pm	12.3 wnac-tv 6:00pm		12.5 wnbk 6:00pm	12.3 wbns-tv 6:00pm	
10		Range Riders , CBS Film, Flying "A" (W)	16.3		7.7 knxt 7:00pm		7.3 wcco-tv 5:00pm	9.4 wtop-tv 1:30pm	10.5 wsb-tv 6:00pm		23.0 wbz-tv 7:00pm		19.0 wews 7:00pm		

Rank now	Past rank	Top 10 shows in 4 to 9 markets	Average rating	7-STATION MARKETS		4-STATION MARKETS			3-STATION MARKETS					
				N. Y.	L. A.	Chl.	Mpls.	Wash.	Atlanta	Balt.	Bost.	Buffalo	Cinc.	Cleve.
1	7	Jeffrey Jones , L. Parsons (D)	21.3		4.0 kttv 10:30pm								2.0 wbuf-tv 9:00pm	
2	3	Dangerous Assignment , NBC Film (A)	19.6		10.9 knbh 10:30pm	6.6 wbkb 9:00pm							11.8 wlv-t 10:30pm	16.8 wtvn 10:30pm
3		All Amer. Game of Week , Sportsvision (S)	18.2			12.2 wgn-tv 9:30pm								
4		Victory at Sea , NBC Film (Doc.)	17.7	6.7 wnbt 7:00pm		10.4 wnbq 9:30pm		4.8 wbnw 7:00pm			12.0 wbz-tv 11:15pm	2.0 wbss-tv 8:00pm		
5		Amos 'n' Andy , CBS Film (C)	15.6	6.0 webs-tv 2:00pm	16.7 knxt 8:00pm	5.4 wbbm 2:30pm								
6	2	Orient Express , PSI-TV, Inc. (A)	15.4	2.2 wabe-tv 8:00pm	3.5 keca-tv 10:30pm									10.3 wlv-e 9:30pm
7	5	Doug. Fairbanks Presents , NBC Film (D)	13.9	16.2 wnbt 10:30pm	9.2 knbh 7:00pm			13.6 wtop-tv 10:30pm	13.5 wbal-tv 10:30pm		1.8 wbss-tv 8:00pm			
8		Cowboy G-Men , United Artists (W)	12.5	4.0 wnix 7:00pm			11.8 wcco-tv 1:30pm		12.3 waga-tv 7:00pm		11.8 wbz-tv 6:00pm		11.3 wepo-tv 1:30pm	16.8 wbns-tv 6:30pm
9		Badge 711 , NBC Film (D)	12.1			13.0 wgn-tv 8:00pm			5.3 wlv-a 9:30pm		10.3 wnac-tv 2:00pm		8.0 wlv-t 9:00pm	6.8 wlv-e 9:00pm
10	9	Hank McCune , Video Pictures (C)	11.9		1.9 klac-tv 7:00pm									

Show type: A, action; M, musical; D, drama; Sp, sports; W, western; C, comedy; S, suspense; F, film; M, musical; TV, television; S, syndicated. Average rating is an unweighted average.

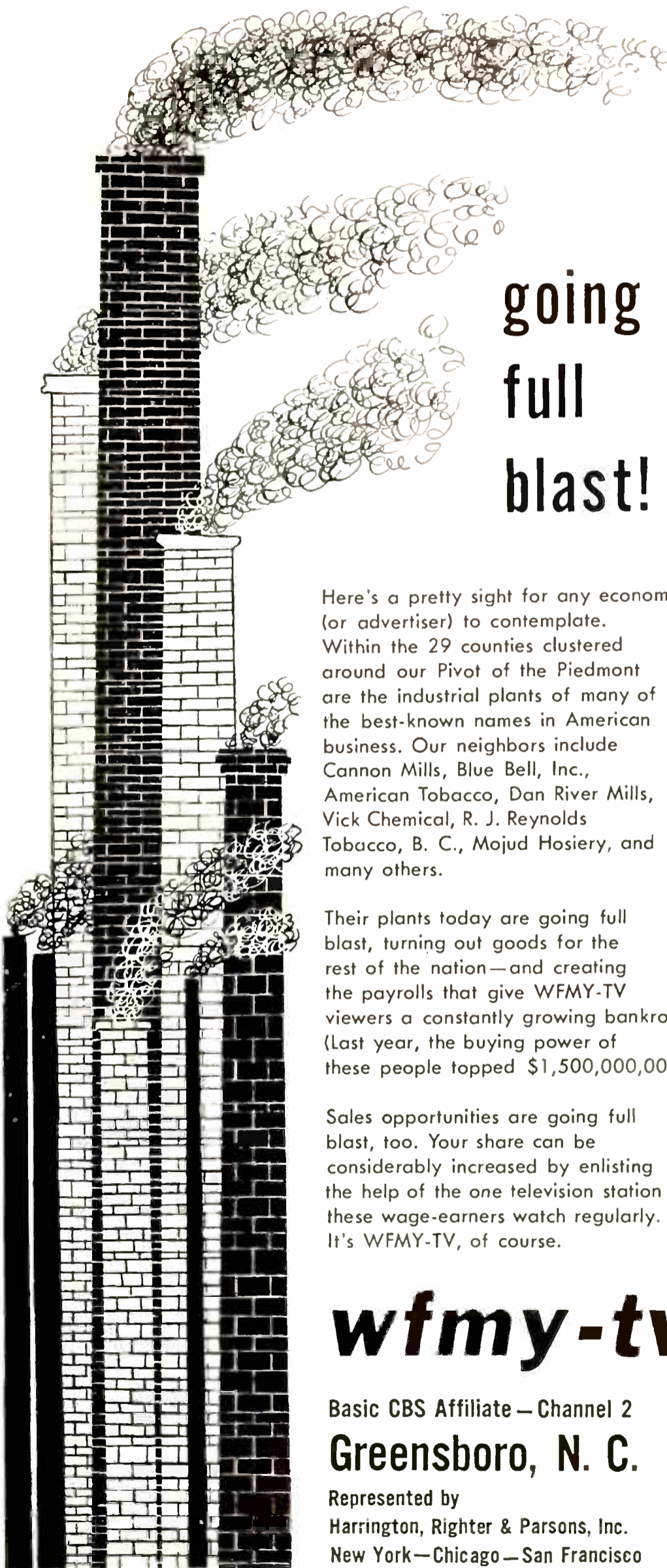
of individual market ratings listed above. Blank space indicates film not broadcast in market as of 7-13 October, 1953. While network shows are fairly stable from one market to another in the market in which they run, this is true to much lesser extent with syndicated.

Im shows

cially made for TV†

			2-STATION MARKETS			1-STATION MARKETS	
Phila.	S. Fran.	Seattle	Birm.	Dayton	St. L.	Charlotte	New O.
	20.3		20.5			55.5	39.5
	kron tv 10:00pm		wabt 9:30pm			wbtv 8:00pm	wdsu tv 10:00pm
14.6	27.5	41.5	22.3		26.5	30.5	29.5
wcan tv 7:00pm	kron tv 7:00pm	king tv 7:00pm	wbre tv 5:00pm		ksd tv 4:15pm	wbtv 11:00am	wdsu tv 5:00pm
6.8	19.3	35.5			49.8	54.5	51.0
wptz 10:00pm	kron tv 8:00pm	king tv 8:00pm			ksd tv 9:30pm	wbtv 9:00pm	wdsu tv 9:30pm
10.8	13.3		18.8			59.5	47.5
kgv tv 8:30pm	ktnt tv 10:30pm		wbre tv 10:00pm			wbtv 8:00pm	wdsu tv 10:00pm
14.8	8.3	31.0	17.8	13.8	22.8	51.5	
au tv 10:30pm	kgv tv 10:30pm	king tv 9:30pm	wbre tv 9:30pm	wlw d 10:30pm	ksd tv 11:00pm	wbtv 9:00pm	
12.3	31.3			16.8			34.5
kgv tv 11:00pm	king tv 8:30pm			whlo tv 7:30pm			wdsu tv 10:30pm
14.0				20.5			
kron tv 10:30pm				whlo tv 9:00pm			
19.4	13.0	36.8	18.8		26.0	28.0	
wptz 10:00pm	kgv tv 6:30pm	king tv 7:00pm	wbre tv 6:00pm		ksd tv 9:30am	wbtv 5:30pm	
9.4	16.0	22.3	20.8	11.0	23.0	27.0	40.0
wptz 10:30pm	kron tv 1:00pm	king tv 5:00pm	wabt 6:00pm	wlw d 6:00pm	ksd tv 1:00pm	wbtv 5:30pm	wdsu tv 1:00pm
20.0	32.3			8.8			40.5
kpix 7:00pm	king tv 7:00pm			wlv-d 6:00pm			wdsu tv 6:00pm
				37.5			55.0
				ksd tv 10:00pm			wdsu tv 7:30pm
16.5	38.5					58.5	
kpix 9:00pm	king tv 9:00pm					wbtv 8:30pm	
	2.0		9.3	40.8			
	kmo tv 8:30pm		whlo tv 7:00pm	ksd tv 10:00pm			
19.3				45.3			41.0
kron tv 7:00pm				ksd tv 9:30pm			wdsu tv 4:30pm
	34.3						
	king tv 7:30pm						
9.4	10.8	37.3					42.0
ptz 10:00pm	kgv tv 8:30pm	king tv 8:30pm					wdsu tv 9:30pm
3.8	21.3	31.0					
u tv 10:00pm	kron tv 8:00pm	king tv 8:00pm					
				25.0			
				ksd tv 12:30pm			
22.3	24.8		6.0				
kpix 9:00pm	king tv 10:30pm		wlv-d 9:00pm				
14.5	22.3	11.8					
kron tv 9:30pm	king tv 4:30pm	wbre tv 10:00pm					

This should be borne in mind when analyzing rating trends from one month to another in this chart. *Refers to last month's chart. †If a station was not rated at all in last chart or was in other top 10.



going full blast!

Here's a pretty sight for any economist (or advertiser) to contemplate. Within the 29 counties clustered around our Pivot of the Piedmont are the industrial plants of many of the best-known names in American business. Our neighbors include Cannon Mills, Blue Bell, Inc., American Tobacco, Dan River Mills, Vick Chemical, R. J. Reynolds Tobacco, B. C., Mojud Hosiery, and many others.

Their plants today are going full blast, turning out goods for the rest of the nation—and creating the payrolls that give WFMY-TV viewers a constantly growing bankroll. (Last year, the buying power of these people topped \$1,500,000,000.)

Sales opportunities are going full blast, too. Your share can be considerably increased by enlisting the help of the one television station these wage-earners watch regularly. It's WFMY-TV, of course.

wfmy-tv

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

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

Fresh! Vigorous! Exciting!

2nd GREAT YEAR
NOW IN PRODUCTION!

A grand new total of 78 magnificent half-hours!

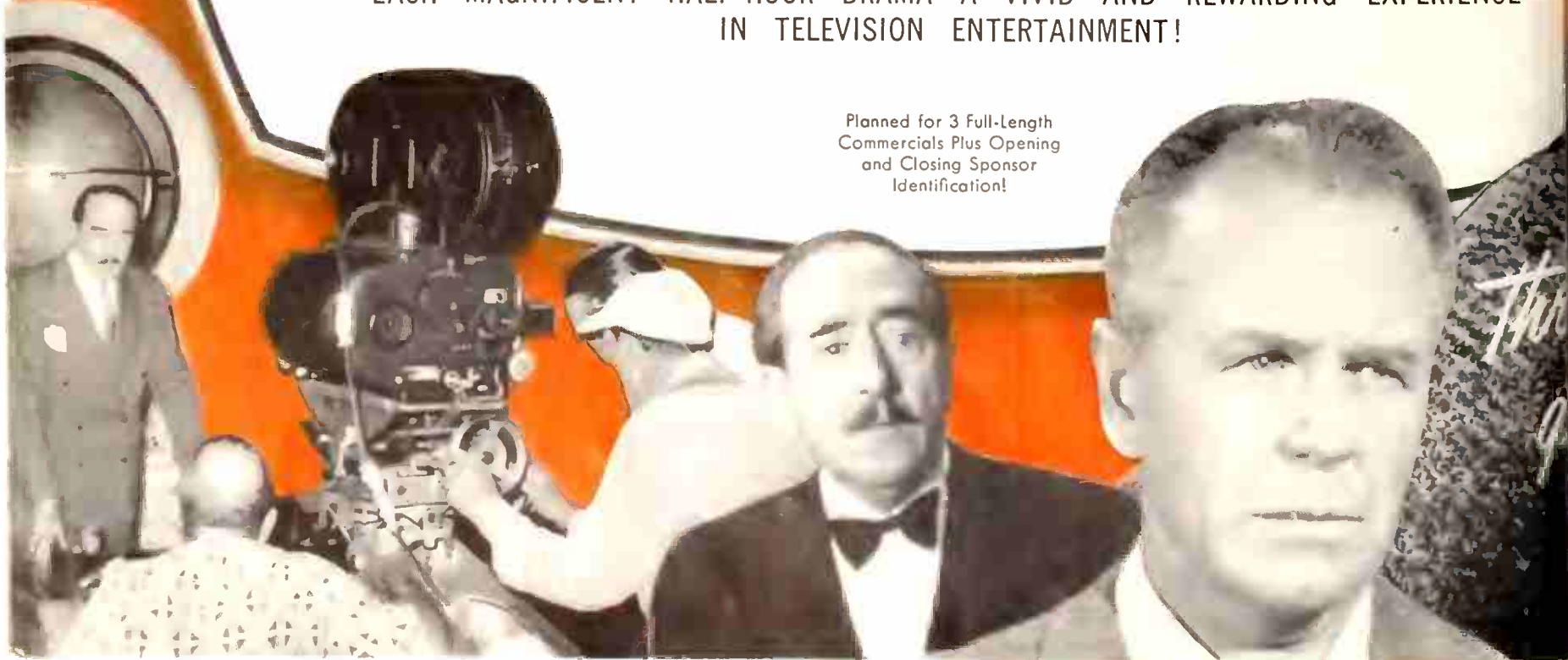
**ADOLPHE
MIENJOU**

YOUR STAR AND HOST IN

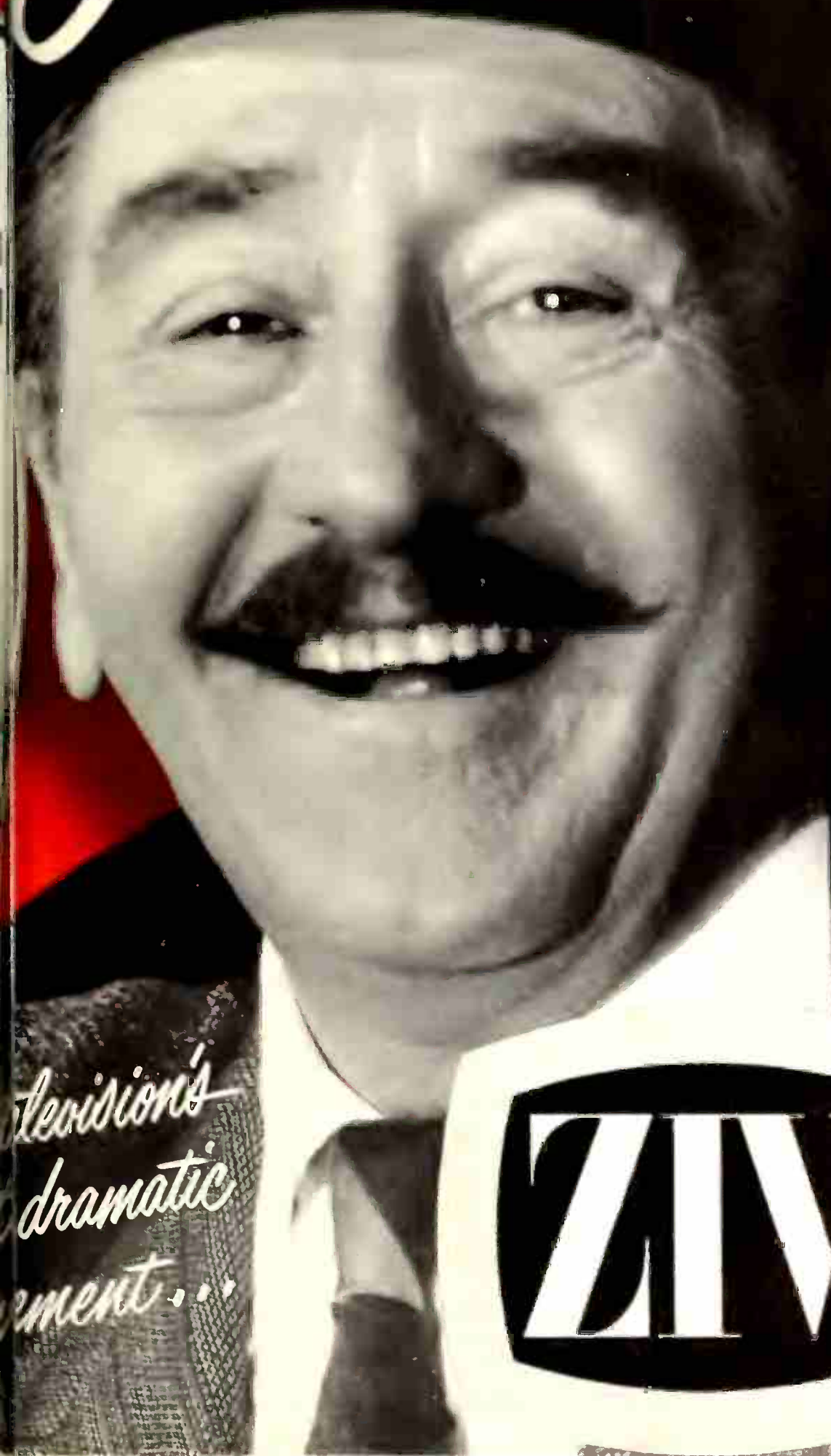
“**FAVORITE
STORY**”

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE
IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length
Commercials Plus Opening
and Closing Sponsor
Identification!



ting!



levision's
dramatic
ment...



These leaders have
RENEWED FOR 2ND YEAR!

- **BLATZ** Beer in **3** markets!
- **DREWRY'S** Beer in **9** markets!
- **OLYMPIA** Beer in **6** markets!
- **GENESEE** Beer in **5** markets!
- **SCHAEFER** Beer in New York City!

TOP RATINGS in market after market!

- **SEATTLE, 1st Place!**
Sat. eve. - rates 53.3 - Telepulse, June 1953
Beats Robert Montgomery, Mr & Mrs. North,
Eddie Cantor, Ford Theatre, Playhouse of Stars.
- **WASHINGTON, D. C. - 2nd Place!**
Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
Beats Danger, Suspense, Kraft TV Theatre,
Douglas Fairbanks Presents, Lux Video Theatre
- **KANSAS CITY, 1st Place!**
Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
Beats Philco-Goodyear TV Playhouse, Ford Theatre,
Kraft TV Theatre, This Is Your Life, G. E. Theatre,
What's My Line, Godfrey's Talent Scouts.

TOP RATINGS in market after market!

- **PITTSBURGH - 1st Place!**
Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
Beats This Is Your Life, Down You Go, Ford
Theatre, Playhouse of Stars, Robert Montgomery
- **SAN ANTONIO - 2nd Place!**
Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
Beats Suspense, Blind Date, Burns & Allen, Kraft
TV Theatre, Toast of the Town, Beulah, G. E.
Theatre, Robert Montgomery, Lux Video Theatre
- **PORTLAND - 2nd Place!**
Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
Beats Break the Bank, Chance of a Lifetime, Play
house of Stars, The Goldbergs, Big Story



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

SPONSOR Asks...

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

Why don't department stores use more radio and television



THE PICKED PANEL ANSWERS



Mr. Grenley

Past experience has indicated that sales results of air advertising are less dependable than those which can be obtained from the newspapers. An accurate estimate must be made as to the resulting

traffic from any advertising promotion, in order to profitably plan purchasing the quantity of merchandise and the scheduling of selling personnel.

Overestimates lead to overstock problems and subsequent expensive markdowns. Underestimates result in lost sales. Dependability, then, becomes a prime factor in a decision involving the choice of an advertising medium. Why does a similar approach produce such varying results, especially in air advertising? Special training is required to even recognize the factors contributing to the failure, so that these will not be repeated.

Store advertising departments are organized with specialist personnel, whose sole objectives in life are to wring every ounce of "sell" from each word of copy or line of sketch. Turn them loose on air advertising and the inspiration wavers, the "feel" becomes uncertain. Limiting the budgets precludes the hiring of experts in this field who can play the Pied Piper with a reluctant listening audience to the joyous tune of ringing cash registers.

The percentage of risk increases in direct proportion to uncertain factors. Merchants, being a conservative lot, view with skeptical eyes any deviation from the tried and true newspaper advertising. Important promotional events that pack sure-fire sell are

entrusted to the more certain medium. Experiments with air media are performed only in connection with those events whose success or failure will not imperil a department's struggle to beat "last year's figures." Sure, we'd like to try radio or television, but don't deduct a line from our newspaper ad budget to pay for it! The higher the stock investment, the greater the apprehension by the merchandisers of advertising experimentation.

Since the theory of spontaneous generation is not in current favor, the need for success to breed bigger and better successes becomes apparent. The problem of the industry appears to revolve about finding the hardy pioneers in department stores who will blaze a bright, clear path for the rest of us to follow.

JERRY GRENLEY
*Mdse. Mgr., Fashion & Shoe
Divisions
The Bon Marche Palace
Spokane*



Mr. Sweeney

The answer is simple: Most department stores haven't the vaguest idea of *how* to use radio and until the last 18 months, the radio broadcasting industry had done very little to help them answer that

problem. In fact, in ignorance of their problems, we often advised them incorrectly.

In the past month we have talked personally to the key executives of about 25 major department stores. All of them feel that "newspapers will always be our major medium." But every one of them volunteered that radio could have a larger place in the

store's promotional plans—a major portion of the budget, in fact—if the "how to use" questions were answered.

Questions like:

"What items can radio sell more efficiently than newspapers—if any?" "What's the right kind and length of copy to use?" "Is radio only for the downstairs store or can you use it for all departments?" "What times and days and stations are best?"

By late 1954 BAB will have answered most of those questions through the cooperation of major stores anxious to find these answers. These answers will represent an investment by the radio broadcasters of several hundred thousand dollars.

We expect to develop a formula for the use of radio by department stores with results as predictable as those newspapers can give them—and in many cases, results that are more satisfying.

Then, it will be just a matter of time. Radio—with 50 times the know-how we have ever had before—must educate the buyers, merchandise managers and advertising people of the stores (who now know nothing but newspaper) to integrate radio into the store's over-all sales plan.

How much time? Some smart and aggressive stores all over the country will be using these answers to solve their growing advertising problems by spring. Many more by fall. A really significant number by 1955. Some will never because radio will not be available to them.

At present radio rates, one department store can dominate all radio stations in their market to the virtual exclusion of all other stores for less than 35% of what they currently pay for newspaper advertising!

KEVIN B. SWEENEY
*Vice President
BAB, New York*



Mr. Cuff

Some stores do use broadcast media. Apart from this, the question is a very broad one, and much time and space would be required to answer it adequately.

Briefly stated, however, the answer is this: Most department stores do not understand broadcast media—and broadcast media apparently don't care.

Here and there you will have some "broadcast industry" blast story on a department store's excursion into broadcast media. The blast is followed by waves of excitement of varying degrees of intensity. Then, in a few weeks, everything settles back into its accustomed place.

Department stores are unique organizations. For decades their trends, their problems, their peaks and valleys, their idiosyncrasies have been studied by—and to a large degree paced by—the newspapers. Only in rare instances have stations done this.

Further, only in these same rare instances do stations know anything about department stores. They will send a salesman around to sell radio or sell television barehanded, so to speak. He has no plan and no formula, or if he does have one, the chances are it hasn't the faintest resemblance to anything that a department store needs. This salesman calls on the advertising manager. In the first place the advertising manager is not the right first contact for a station. In the second place this advertising manager, with two deadlines a day, seven campaigns a week and a crisis an hour to contend with—is certainly not interested in adding to his misery—and says the natural thing: "No."

Department stores are many small stores, all in one. They are big business. They think in big business terms. Networks approach a big business national client with great care and skill. They have a plan, complete in detail and tailored to this specific client's needs. They have spent many hundreds of hours preparing this plan. They have come to know just as much about this client's business as the client himself knows. They will work for years to get a client lined up.

(Please turn to page 104)

CFPL-TV

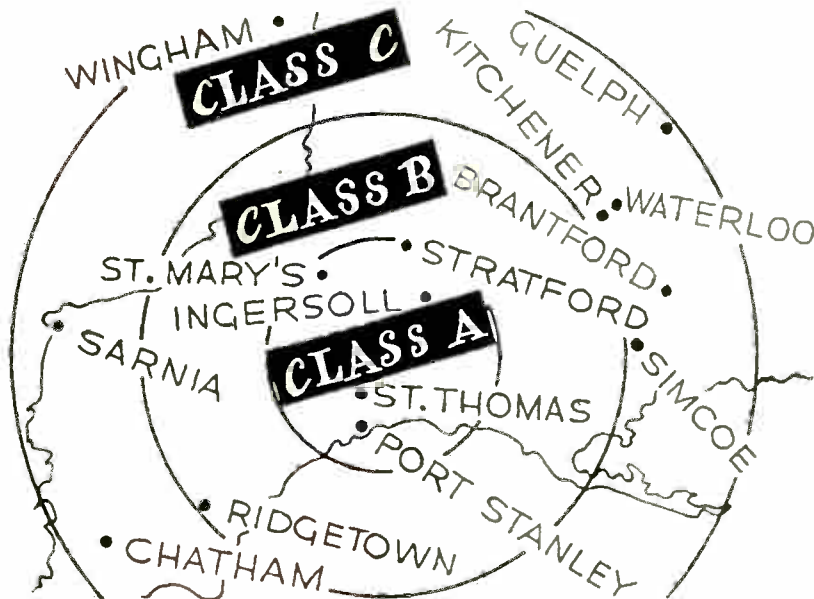
LONDON CANADA

Canada's most powerful
TV Station

ON THE AIR

NOVEMBER 28

Make sure your product is advertised over the only TV station completely covering the wealthy London and Western Ontario market of over 3/4 million people. At present there are over 12,500 television homes in Grade A area alone, as estimated in the September 1953 Teleratings, published by Elliot-Haynes.



MARKET DATA

Grade A area	350,000 population
Grade A and B areas	455,000 population
Grades A, B and C areas	837,600 population
(Grade C area — 100 microvolt per meter area)	



WRITE FOR FOLDER WITH RATES, PRODUCTION FACILITIES AND PROGRAMS AVAILABLE IN CANADA — ALL CANADA TELEVISION IN U.S.A. — WEED & CO.



There's a "rating muddle" in Australia, too

Arguments about radio surveys are not limited to the United States.

Australian advertisers, agencies and stations also are concerned with the "rating muddle."

Australia doesn't have nearly as many radios as there are in the U. S. (2,010,000 sets, or 254 per 1,000 population, compared with 103,000,000 or 664 per 1,000 U. S. population). And it has only 141 am stations compared

Big Mike beside himself: the man and the trademark

Big Mike is more than the trademark of KFAB, Omaha. He's also a live character on that station: a 250-pound-



The two KFAB "Big Mikes" meet at fairer of jovial disposition and, says KFAB, a top m.c.

Both Big Mike the trademark and Big Mike the m.c. are being used in KFAB's promotion. The former appears in trade paper ads and merchandising aids; the latter appears on the air. Both make public appearances, and this photograph is a rare shot of both together at the Nebraska State Fair. Holding the microphone is the trademark Big Mike, and the one leaning against the railing (with his back to camera) is the live Big Mike.

Responsible for the Big Mike campaign are Harry Burke, KFAB general manager, and Don Shoemaker, promotion manager. ★ ★ ★

with 2,600 am stations authorized in the United States.

But Australian radio executives talk about the same problems over their lunch tables, and they hear the same arguments at their meetings, as U. S. radio executives.

In fact, SPONSOR's equivalent in the land down under, *Broadcasting & Television* magazine, also has been crusading for a more accurate set count.

The Australian magazine (which recently quoted a SPONSOR editorial urging a full count of U. S. radio listening) advocates a government check. Such a survey is logical in Australia where, as in Britain, the government licenses radio sets. In Australia, the listener buys one license which covers all his sets. However, *B&T* points out that the government could ask the listener to indicate the number of sets which his license covers when it comes up for renewal each year.

The Australian broadcasters, who sound just like U. S. broadcasters, believe it is unfair for advertisers to demand minutely detailed information about radio audiences, while being satisfied with the vague, generalized data provided by newspapers and magazines. The Australians say that newspaper surveys should be conducted the same as radio surveys—checking readership by the page and column, item by item, advertisement by advertisement. ★ ★ ★

Bulova tv film shows watch going over Niagara Falls

This is a scene from Bulova's new tv films, being made available to jewelers, which show a Bulova watch going over Niagara Falls. Watch, completely unprotected, comes through unscathed, keeping perfect time. Films, for use on jewelers' local tv campaigns, are 20 seconds, one and two minutes in length. ★ ★ ★



AFA tv film recites value of advertising

To promote public understanding of advertising, the Advertising Federation of America has turned to television. In the picture, Robert M. Gray (left), director of advertising and sales promotion for Esso Standard Oil Co. and chairman of the board of the AFA, reviews a new 10-second film with its narrator, John Wingate (Esso's NBC TV newscaster). The film was



Robt. Gray, John Wingate review AFA film

one of 125 sent out to television stations by AFA as part of its educational campaign. ★ ★ ★

Negro, Mexican groups surveyed by KOWL

Two separate digests of information on the 335,000 Negro and 400,000 Mexican, Mexican-American populations of Los Angeles County have been prepared by KOWL, Los Angeles.

Robert Funk, promotion manager, compiled the digests which include sections dealing with the size, characteristics and economy of both groups. KOWL says the Negro population is the "fastest growing" minority in the area. It calls the Mexican and Mexican-American population the "largest" minority.

KOWL's figures indicate the Negro population has jumped 54% since 1950. Some Negro sections of the city

have better than average incomes, according to the digests. The studies quote census figures which show the majority of the Mexican, Mexican-American population is born and raised in the United States.

The station claims it was the first in Los Angeles to broadcast for the U. S. born Mexican-Americans in addition to Spanish-language programming.

Each digest lists KOWL personalities and programs appealing to both population groups. The outlet programs 30 hours weekly for the Negro population and another 30 hours weekly for the Mexican, Mexican-American groups.

Copies of the digests are available from the station. ★ ★ ★

Briefly . . .

Two crosses, made entirely of burnt matches and glue, recently were sent to Reverend Emmett Lampkin of WPAL, Charleston, S. C., by an inmate of the



Rev. Lampkin with penitentiary inmate's gift

Florida State Penitentiary. Reverend Lampkin is director of religious activities at WPAL and conducts a daily program, *In the Garden*. In a letter which accompanied the gift, the writer said the programs were "a constant source of help and inspiration to the inmates."

* * *

KRNT, Des Moines, Iowa, has just named a candidate for the year's "most ardent radio fan." He's four-year-old Billy LeGrand who awakens his parents on Sunday morning in time to turn on the radio for *Uncle Dan & the Funny Paper Gang*. He also insists

(Please turn to page 108)

Precision Prints

**YOUR PRODUCTIONS
BEST REPRESENTATIVE**

**CLOSE CHECK ON
PROCESSING**

Picture and sound results are held to the closest limits by automatic temperature regulation, spray development, electronically filtered and humidity controlled air in the drying cabinets, circulating filtered baths, Thymatrol motor drive, film waxing and others. The exacting requirements of sound track development are met in PRECISION'S special developing machinery.



YOUR ASSURANCE OF BETTER 16mm PRINTS

16 Years Research and Specialization in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality.

Individual Attention is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results.

Our Advanced Methods and our constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery enable us to offer service unequalled anywhere!

Newest Facilities in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry — including exclusive Maurer-designed equipment — your guarantee that only the *best* is yours at Precision!

Precision Film Laboratories — a division of J. A. Maurer, Inc., has 16 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.



FREEZERS

SPONSOR: Lyons Appliance Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *Although the six-foot Kelvinator freezer is comparatively low-priced (it sells for \$269.95), it was the hardest model to sell for the Lyons Appliance Co. Lyons bought four minute announcements over KCTY, Kansas City, to push this model. Within a few weeks the sponsor asked the station to "please change the price on the Kelvinator freezer from \$269.95 to \$289.95. We're happy to tell you that you have sold us out of the lower-priced model." Cost of each week's announcement schedule: \$96.*

KCTY, Kansas City

PROGRAM: Announcements

FOOD PLAN

SPONSOR: Radio & Appliance Corp.

AGENCY: Direct

CAPSULE CASE HISTORY: *This past spring, the Radio & Appliance Corp. of Nashville, distributor of Admiral Appliances, bought a half-hour show over WSM-TV to develop leads for Admiral's "Smart Living Food Plan." The plan involves purchase of a home freezer plus a large quantity of frozen foods. During the course of one show viewers were invited to phone a given number for additional details. Within two hours after the show 120 calls had been received. Out of these leads Admiral sold 15 freezers ranging in price from \$429.95 to \$799.25.*

WSM-TV, Nashville

PROGRAM: March of Time



**TV
results**

MODELING SCHOOL

SPONSOR: Patricia Stevens Modeling School

AGENCY: Direct

CAPSULE CASE HISTORY: *In just one week's time over KTTV the Patricia Stevens Modeling School got 368 leads on prospective "pupils." The school began sponsoring Jackson Wheeler's Late-Late News (1:00-1:10 a.m. across-the-board) on 12 January. Here's a day-by-day breakdown of the leads the show produced during the first five days on tv: 12 January, 52 leads; 13 January, 85 leads; 14 January, 70 leads; 15 January, 85; 16 January, 79.*

KTTV, Los Angeles

PROGRAM: Late-Late News

AUTOMOBILES

SPONSOR: McCallister's

AGENCY: Direct

CAPSULE CASE HISTORY: *To push the sale of new Studebakers a local dealer purchased a feature film program, Premiere Theatre, over KOAT-TV. Live demonstrations of the new model were made during the program. The next day, the dealer received over 300 inquiries concerning the car. McCallister's repeated the demonstrations on another program. The two shows resulted in the sale of 19 new Studebakers plus 13 used cars! The sponsor's gross sales volume resulting from the program was over \$50,000. His total investment for the two shows was \$650.*

KOAT-TV, Albuquerque

PROGRAM: Premiere Theatre

DAIRY PRODUCTS

SPONSOR: Petan Dairy Farms

AGENCY: Claire D. Forbes

CAPSULE CASE HISTORY: *This sponsor planned a contest offering dolls as prizes to test television against other media. Petan Dairy Farms bought a film show, Ramar of the Jungle, over KEYT, 6:30-7:00 p.m. on Mondays. It offered one of 22 different dolls to each person who brought the firm a new home-delivered customer. After three programs it had 200 new home-delivered customers. After five more shows it had received a total of 400 new home-delivered customers for its products. At an average monthly billing of \$20, that's \$8,000 worth of new business per month. Cost of show is \$252 a week.*

KEYT, Santa Barbara

PROGRAM: Ramar of the Jungle

TYPEWRITERS

SPONSOR: Leroy Jewelry Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *The Leroy Jewelry Co. of Charleston, S. C., decided to compare television with newspapers and chose typewriters as the test merchandise. The typewriters were advertised simultaneously in the papers and via a single announcement on WCSC-TV. The tv announcement sold seven typewriters for the sponsor. The newspaper ad sold only four typewriters.*

WCSC-TV, Charleston

PROGRAM: Announcement

PAPER PRODUCTS

SPONSOR: Groveton Paper Co.

AGENCY: Ingalls-Miniter

CAPSULE CASE HISTORY: *This sponsor used print media and radio to sell its Vanity Fair paper products for 10 years in Bangor, Me., before trying tv. Its contract with WABI-TV provided for sponsorship of the Boston Blackie film series Saturday nights 9:00-9:30 p.m. Here is the percentage of sales increase for four Groveton products in the five-month period following the first telecast: facial tissue, 180%; bathroom tissue, 140%; paper napkins, 62%; paper towels, 30%. Cost of each week's program for the sponsor: \$120.*

WABI-TV, Bangor

PROGRAM: Boston Blackie

WDEL CHANNEL 12



with an eye to sales

WDEL-TV

Wilmington, Delaware

Channel
12

The Eyes Have it . . . a popular local program is receiving enthusiastic audience response, consistently proving the size of the WDEL-TV large, rich market — Delaware, parts of Pennsylvania, New Jersey and Maryland. A market that spends per year \$1,054,410,000 for retail merchandise, \$263,997,000 for food. Top national and local advertisers buy WDEL-TV to reach this loyal viewing audience, to increase their sales profitably, economically. To increase sales for *your* product—buy WDEL-TV through vital, diversified local programming and top NBC and DuMont shows.

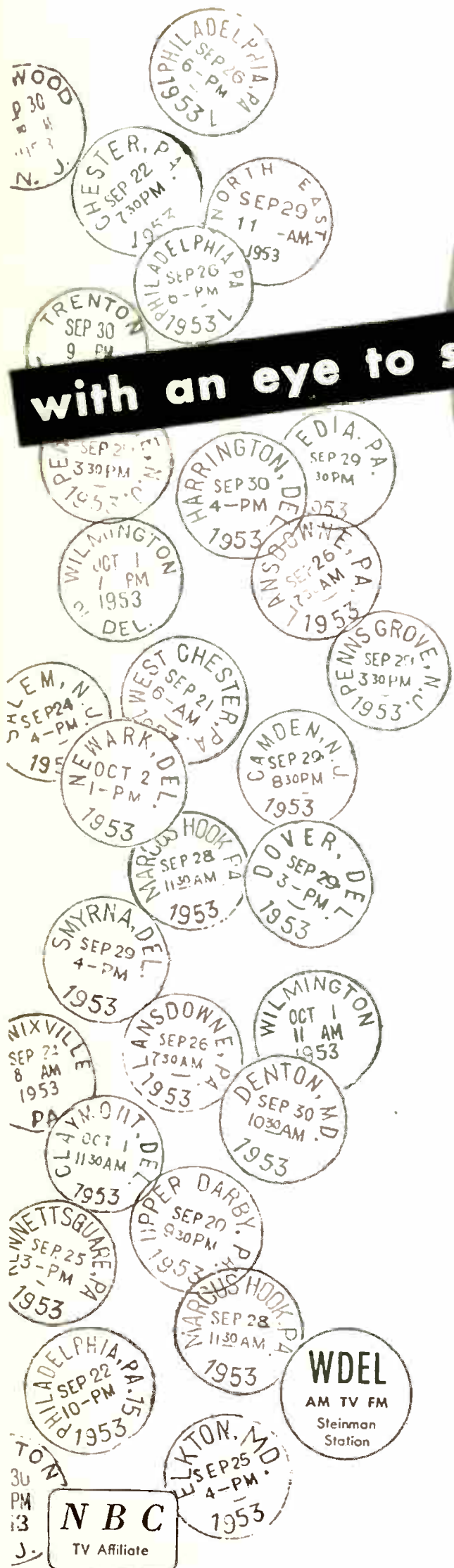
Fifth Year in the Public Service

Represented by

M E E K E R

New York
Los Angeles

Chicago
San Francisco



You're in
Clover

ON
KDON

SALINAS, CALIF.
5000 WATTS

Saturate California's
Newest Metropolitan Area
with the

CLOVER LEAF
STATION

at half the cost of
using separate stations.

HERE'S THE STORY... LEAF BY LEAF

SALINAS	\$58 Million Retail Sales
MONTEREY	\$35 Million Retail Sales
SANTA CRUZ	\$42 Million Retail Sales
WATSONVILLE	\$27 Million Retail Sales

Put them all together for.
ONE STATION COVERAGE
of these four cities and the rest of
this Half-Billion Dollar Market

KDON

SALINAS
CALIFORNIA

REPRESENTED BY WEED & CO.

AGENCY
AD LIBS



(Continued from page 10)

grew from nowhere. Nothing could be more of a misconception, in my opinion.

The who, how, why of an idea—these are what counts. The execution of it. That's what gives a wobbly skeleton color, vigor and interest. If you're speaking about a show, who writes it, how is it financed (if on film), what is it budgeted at and will the producer plus writers be able to maintain quality week in, week out at this budget? Herein lie the areas of importance.

I can hear your teeth grinding. So before you shear off a bicuspid, let me try to prove my point. Take this show idea. See what you think it's worth, if anything.

A middle-aged couple lives in a small Midwestern town. They seldom leave their house but instead, to this home, comes a succession of townspeople, such as the mayor, the undertaker, a Milquetoast-type, etc. They have a colored maid. Sounds pretty dull, doesn't it, Joe? Could be, too, if this "idea" (if you can call it that) weren't superbly done the way Don Quinn did it week after week for many years on *Fibber McGee and Molly*.

Here's another idea. A married couple live next door to an older couple. He is a bandleader; she is a housewife. Such unusual things happen to them as (a) they have a baby, (b) he thinks men can do housework better than women, (c) they have a neighborhood dramatic society which gives a benefit.

Corny "idea," eh? That's the idea of *I Love Lucy*. But it's done well—good writing, superb acting. So it comes off. Same thing can be said of *Dragnet* (just another whodunit except for the execution of it) and the Groucho Marx show (a really silly quiz but it has Groucho—nuff said). The idea in *Talent Scouts* is like the one Major Bowes had (using so-called professional talent). But it has Godfrey—and what the idea is in the Wednesday night show of Arthur's escapes me. But again, it has Godfrey.

See what I mean?

Regards,
BOB FOREMAN.

Do you always agree with the opinions Bob Foreman expresses in "Agency Ad Libs"? Bob and the editors of SPONSOR would be happy to receive and print comments from readers. Address Bob Foreman, c o SPONSOR, 40 E. 49 St.

3 TOP-QUALITY, STAR-STUDED SHOWS FOR THE BUDGET-CONSCIOUS ADVERTISER

MYSTERY

BORIS
KARLOFF

As Scotland Yard's **COLONEL MARCH**

A fascinating, BRAND NEW half-hour film series of scientific crime detection based on material provided by America's best-selling mystery writer JOHN DICKSON CARR.

Let "COLONEL MARCH" sell for you on a regional or syndicated basis at amazingly low costs! 26 weeks of programming available.



COMEDY

ROBERT
CUMMINGS

Starring in "MY HERO"

JOHN CROSBY, NOTED TV CRITIC, says "The dialogue, the staging and the production are of a very high order indeed and I see no reason why "MY HERO" can't eventually give "I LOVE LUCY" QUITE A RUN FOR ITS MONEY."

EXCITING RATINGS: Playing opposite a top budget hour variety show extravaganza, "MY HERO" did a spectacular job for DUNHILL CIGARETTES.

39 WEEKS OF HALF-HOUR PROGRAMMING AVAILABLE.
Second run in most major markets; first run throughout rest of country.



ADVENTURE

TERRY
and THE PIRATES

OFFICIAL FILMS' fabulously successful, faithful reproduction of the beloved comic strip that appears regularly in over 220 newspapers with a combined circulation of more than 25,000,000 readers!

This half-hour show pulled ratings like these for Canada Dry in 56 different markets: ATLANTA—23.5; BUFFALO—33.3; CLEVELAND—20.8; ROCHESTER—37.3; ST. LOUIS—35.0

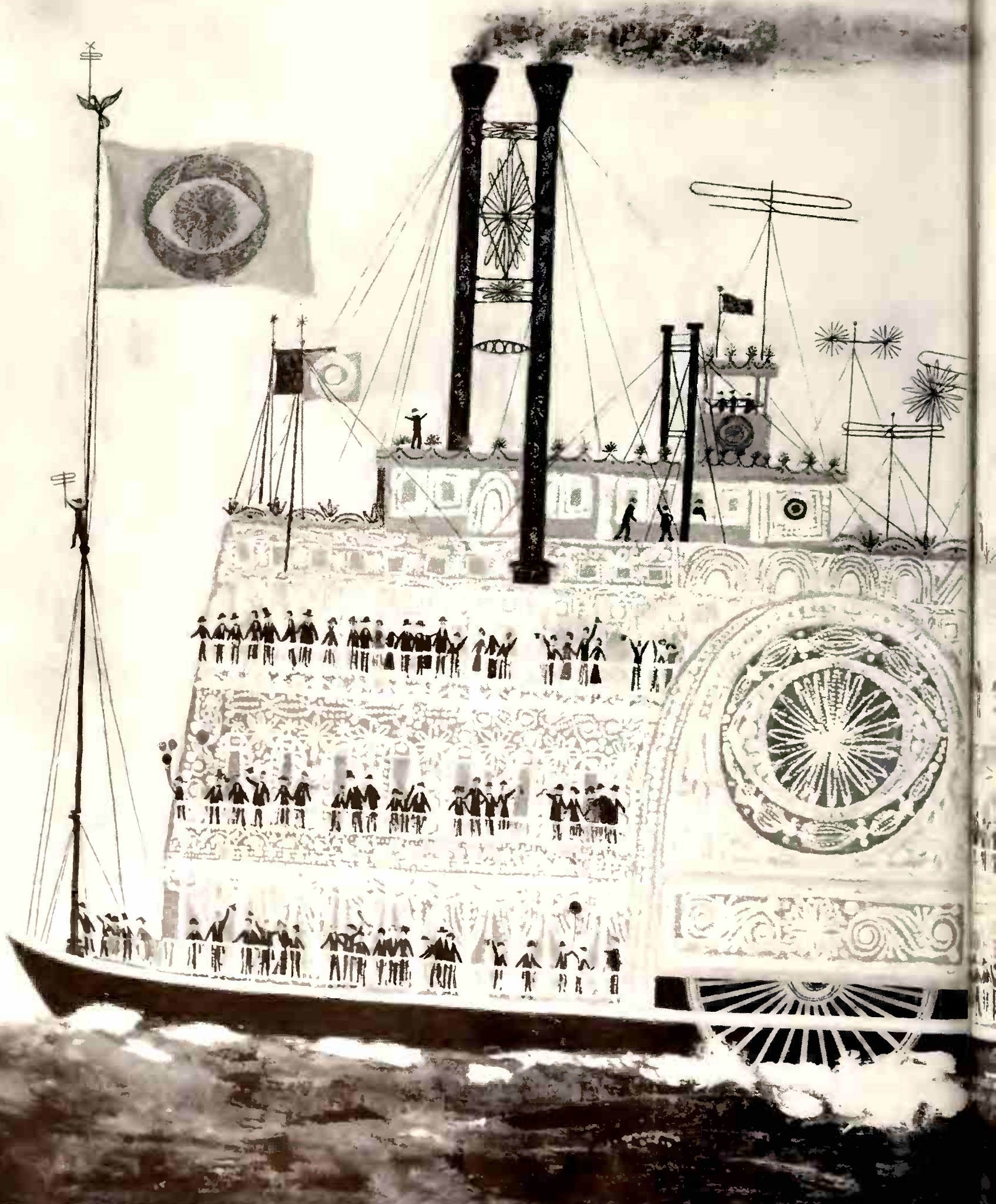
NOW AVAILABLE FOR LOCAL OR REGIONAL SPONSORSHIP.
26 Weeks of programming available.



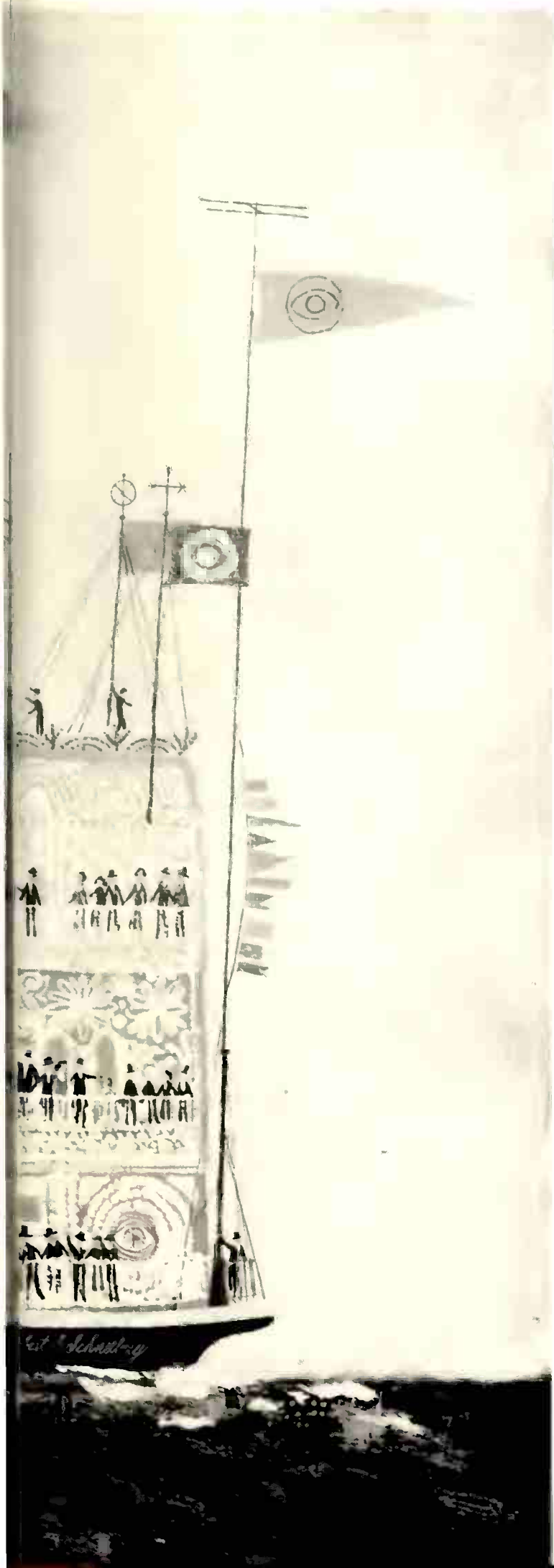
OFFICIAL FILMS, INC. 25 W. 45th St., N.Y. 36 • PL 7-0100

★ ★ ★ ★ AMERICA'S LEADING PRODUCER AND DISTRIBUTOR OF QUALITY TV FILMS ★ ★ ★ ★

THEY'RE



ALL ABOARD



The new season is around the bend, and its attractions are in full view.

With all the shows of all the networks back on the air, CBS Television is again off to a fast start—as the November study of program popularity* reveals:

It leads at night with *seven* of the Top Ten—and a 21 per cent higher average rating than any other network.

It's ahead during the day—with *eight* of the Top Ten—and an average rating higher by 35 per cent.

This popularity has specific meaning for advertisers. For it's a measure of network competition in the markets where you can best measure competition—in the major markets where networks compete... and the audience has a choice of what to see.

We're bringing this popularity into more and more markets. For the CBS Television Network has grown from 74 stations last year to 156 today. And our sponsors are using an average nighttime network that's bigger by 68 per cent.

This ever-widening popularity explains why advertisers' investment on CBS Television is bigger than on any other network during the first nine months of 1953—and bigger today than ever in television history.

CBS TELEVISION

LEWYT DEALERS

(Continued from page 36)

buying radio and tv programs. The company would prefer that its distributors spend their money on a straight sales message and leave entertainment alone. And the firm doesn't suggest that distributors buy only time periods that have a high women's audience. On the contrary, although the woman usually uses the cleaner, it has found the man has a lot to say in the purchase of such a major appliance and so suggests that a mixed audience be

obtained. (The same philosophy holds true in its print ad campaigns, too. It uses seven national magazines, only one of which is a woman's publication.)

The most fascinating stories, however, are those told by the distributors.

Peter R. Frank, manager, sales promotion and advertising for Sues, Young & Brown, Inc., large Los Angeles distributor, told SPONSOR that his company's radio saturation campaign last spring was built around the theme. "Reward! Wanted—Your Old Vacuum Cleaner."

"We utilized in excess of 1,000 [announcements] in a four-week period with a four-station coverage," Frank recalled. "The stations used were KLAC, KMPC, KFWB and KBIG, all four of which are primarily disk jockey stations, with well known disk jockeys carrying our spots.

"We adopted a Western theme for our announcements complete with gunfire and hoof beats, and we featured a local personality named Doyle O'Dell, whose Western accent twangs like a bow string!

"We attempted to have a little fun with the lead-in on our recordings and then put the serious pitch on the reward for the trade-in towards the purchase of a new Lewyt vacuum cleaner. Each spot carried a dealer tag, including some of the leading department stores such as Eastern-Columbia.

"By using this four-week 'blast' technique, we created a heavy enough impact to enable us to sell [far more than the usual number] of vacuum cleaners. . . .

"It should be noted that the campaign also included four 100-inch color listing ads in the *Los Angeles Times* and the *Los Angeles Examiner*, and certainly the effect of the newspaper copy cannot be discounted.

"However, it is our firm conviction that the energizing effect of the radio announcement saturation drive was the major contribution to the campaign. . . ."

Frank said the campaign, which also utilized window banners and other point-of-sale material, enabled the company "to move a very considerable quantity of Lewyt vacuum cleaners at a time of the year that is normally considered extremely slow."

Radio is used in combination with television by the Daybert Distributing Co. in Detroit. The company is on radio and tv almost year 'round.

Ed Hinmon, Daybert's sales manager, believes air media are the best way of "doing the most good for the most retailers." He was once quoted as saying he thought newspapers were good for "fish wrapping," but a waste of co-op money.

To promote Lewyt cleaners, Daybert uses six radio and tv programs. In certain programs, Daybert donates a Lewyt cleaner to be given away, thus getting extra plugs for the cleaner.

One of the programs which brings the name of Lewyt to thousands of lis-

the **WHLI** *Long Island story*

**Long Island's amazing
Nassau County ranks**

24th

nationally in RETAIL SALES
\$830,171,000 *(Sales Management)*

★

WHLI, "THE VOICE OF LONG ISLAND," has a larger daytime audience in the big booming major LONG ISLAND MARKET than any network or combination of independents . . . *(Conlan)*

WHLI

H E M P S T E A D
LONG ISLAND. N. Y.

Paul Godofsky, Pres.

A M 1100
F M 98.3

*the voice of
Long Island*

Represented by Rambeau

Solution to your gift problem!



Holiday Gift Order Form

SPONSOR is a grand gift for the advertising man — because it gives him useful facts the year 'round — radio and TV facts he gets no other place!
For a distinctive, appreciated gift — give SPONSOR to the advertising man!

And you can give this 26-times-a-year gift at special holiday rates! One subscription is \$8. But if you enter three or more subs, they're just \$5 each!
25 or more subscriptions — \$4 each.

Please list recipients here:

Name:

Company:

Address:

Sign gift card:

Name:

Company:

Address:

Sign gift card:

Name:

Company:

Address:

Sign gift card:

(additional spaces on reverse side)

teners, according to the station, is WXYZ's "man on the street" program. A Lewyt "market place" or demonstration unit is set up at the broadcast site, on busy Washington Blvd. Paul Winter, said to be one of Detroit's more popular radio personalities, conducts the program on which passersby are asked questions. If they correctly answer them, they get a string of Lewyt pearls. If they miss the questions, they get a Lewyt scatter pin. The program is aired 12:30-12:45 p.m. three days weekly.

Bob Maxwell, Fred Wolf and Bob MacKenzie, all Detroit disk jockeys, carry Lewyt radio announcements.

Lewyt occupies a prominent place in the Russ Mulholland programs on WWJ. Daybert has daily participating announcements of the show, and also gets display place in the WWJ booths set up for state fairs and at other events.

Last year Daybert staged a contest among its dealers for the most attractive window featuring Lewyt cleaners. As a tie-in, the Mulholland program was broadcast from the windows of participating stores. Besides the listening audience, there usually were "hundreds" of women on hand in the

store to witness the broadcasts. During a broadcast from one store, four Lewyt cleaners were sold to women in the audience.

On television Daybert uses WWJ-TV's *Cinderella Weekend*, telecast daily from 12:30 to 1:00 p.m., Monday through Friday.

Before each show, a panel of women is chosen from the audience by lot. During the program, each of these women is asked various questions, the correct answers to which entitle her to a certain number of "minutes" on a large clock behind her. The woman with the most minutes on her clock is the day's winner. The winners of the first four programs during the week return on Friday to compete in a playoff. The winner of this gets a Lewyt vacuum cleaner plus an all-expense trip to New York for a weekend.

In Baltimore Cal J. Zamoiski Jr. of Jos. M. Zamoiski Co., one of Baltimore's leading wholesale appliance distributors, summed up the company's saturation campaign this way:

"I am very pleased to report that our sales were phenomenal. During this period alone our company shipped an amazing number of Lewyt cleaners

and we are still selling cleaners in tremendous quantities as a result of this program. . . ."

The Zamoiski company purchased 51 one-minute television announcements to be aired over a three-week period, at the rate of 17 announcements weekly.

"We offered the Lewyt vacuum cleaner, plus a step saver, space saver and hassock chest all for the price of the Lewyt cleaner. In other words, this was a \$129.95 value for \$89.95," Zamoiski reported.

Zamoiski selected 51 of its best Lewyt dealers to run on the 51 air announcements purchased. The dealers bought Lewyt cleaners to enable them to get their stores identified at the end of the announcements. And the dealers were sold Lewyt cleaners in quantities depending on the time of day the announcements were run.

"If a dealer preferred a morning announcement," Zamoiski explained, "it was necessary for him to purchase six cleaners: afternoon announcements, 12 cleaners, and an evening announcement, 24 cleaners. To tie in with this saturation program, each one of our dealers used self-service display kits,

... EMERGING ...

A REALISTIC APPROACH

FOR

SELLING MORE—SPENDING LESS

A NEW, LOWER

SINGLE RATE CARD

From deep in the heart of Mark Twain country comes a KHMO announcement of a new single rate card! No "A" time—no "B" time—one rate to cover the 42 rich counties in 3 states saturated by KHMO. Power coverage, aggressive programming, outstanding promotion combine with realistic rates to help you sell at an enviable cost-per-thousand.

KHMO

5,000 WATTS

KHMO

5,000 WATTS

KHMO

5,000 WATTS

KHMO

5,000 WATTS

KHMO

- 5,000 WATTS
- 1,000 WATTS NIGHT
- MUTUAL NETWORK

... See Your John Pearson Man for Details ... or Contact ...

HANNIBAL, MISSOURI

William Shaw, Gen'l. Mgr.

with other literature and window dressing material," Zamoiski said.

"We very definitely feel that our retail dealers appreciate the opportunity to be able to advertise on television, on a basis such as I have outlined," Zamoiski continued. "These merchants are very enthusiastic about all television advertising, and therefore, give their utmost cooperation when a program of this type is offered to them.

"Saturation-type advertising should be run several times during the year as it creates tremendous dealer activity and consumer interest, which leads to the ultimate purchase of Lewyt vacuum cleaners," Zamoiski concludes.

For the third time within a year, Gross Distributors, Inc., New York, is going to use a television saturation announcement campaign.

Due to begin late this month or early December, the campaign will consist of from eight to 15 announcements daily for about three weeks. WNBT will be used.

Robert Burros, advertising manager for Gross, explained to SPONSOR that Gross was buying "a package of 200 announcements tying in with our most active retail accounts. Our past saturation campaigns not only generated a high level of dealer interest, but also immediate consumer response. This type of campaign," said Burros, "is hot as a pistol. We've found them enormously effective."

Gross also used WNBT for its campaign early last spring, which ran from 23 February to 5 April. Gross bought 33 announcements weekly during the six weeks, or a total of 198 announcements. The announcements were aired every day of the week except Saturday between 7:25 a.m. and 11:20 p.m.

Every announcement during the campaign was signed off with the name and address of a local dealer. The same procedure will be followed during the current campaign.

Gross sales figures for the first quarter of 1953 were well ahead of those for 1952 as a result of the tv campaign and other promotion, and a company spokesman said he expects the same kind of results during the current effort.

The value of fm was not overlooked by Betco, Inc., a Louisville distributor which also uses am and tv.

Cliff S. Bettinger said the company bought 250 announcements on WORX, Madison, Ind., on election night No-

vember '52 for its "clean sweep" campaign. Betco used a 30-second transcribed jingle with a 15- or 30-second live tag commercial, and aired the announcements between 4:00 p.m. and 3:30 a.m. the following morning.

And another facet of Betco's "clean sweep" campaign was conducted on WAVE-TV, Louisville. From 4:00 in the afternoon until 2:30 a.m. the next day, Betco ran three five-minute television announcements per hour. During the announcements the station announcer gave a visual demonstration of the vacuum cleaner which was placed alongside a Lewyt scoreboard, on

which the election returns were posted.

Following the "clean sweep" campaign, which Bettinger reported was very successful, the distributor has used "numerous campaigns since the first of February." Bettinger said that when it uses a saturation radio campaign "we use four Louisville radio stations and 10 stations throughout the territory, and wherever a saturation campaign is planned we try to set up the program so that we use a minimum of 20 announcements per day.

"Almost always we use the 30-second transcribed jingle with a live 30-
(Please turn to page 78)

LEG WORK

The Secret of WREN Merchandising

PERSONAL CALLS—
BEAT ALL!

Everyone talks about merchandising but at WREN we walk our legs off to make it work. Personal contact by our merchandising department is done through store-to-store calls. That's why WREN can deliver you a proven merchandising program. Ask us for letters from satisfied accounts. When WREN talks about merchandising, we're not pulling your leg.

TOPEKA, KANSAS

WREN



5000 Watts—ABC

Weed & Co.



You're up with the chickens

... If you keep up with the Southwest farmer! While most of us are still a-bed, WFAA's wide-awake farm editor, Murray Cox, teams with his wife Polly on WFAA-570 to make hay with farm and ranch families across the Southwest *before* they go to market or begin the day's work.

From their breakfast table every morning at 6:40, "Mr. & Mrs. R.F.D." broadcast a helpful, informative service. Murray discusses timely farm news and events, and Polly rounds out with hints on homemaking.

Murray and Polly have always worked with farm people and agricultural groups. Murray is recognized "one of the best friends of farmers in Texas" for his tireless and conspicuous work in soil conservation and pasture improvement. It's said that more folks know Murray than the Governor of Texas, and proof lies in the large and loyal following of the breakfast show and "Murray Cox,

R.F.D." — Murray's 12:15 to 12:30 daily program on WFAA-820.

If you're cultivating the wealthy Southwest farm market, plant your sales story where it'll grow — with the fertile farm and ranch following of "Mr. & Mrs. R.F.D." You'll harvest a bumper crop — just ask a Petry man!

If you want the facts and figures about North Texas farm folks' listening habits — and their decided preference for WFAA and Murray Cox — you'll ask a Petry man to show you the new 1953 Whan Survey, a comprehensive, independent study by Dr. Forest L. Whan of Kansas State College.



EDWARD PETRY & CO., National Representatives • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS

MONDAY

TUESDAY

WEDNESDAY

Table with 12 columns (CBS, MBS, NBC, ABC) and 12 rows of program listings for Monday, Tuesday, and Wednesday. Each cell contains program titles, times, and network information.

ember 1953

SPONSOR

SATURDAY

NBC CBS MBS NBC

James Crowley Reports L	Sam Jones Politics L	Otto Thurn Orch. L	News from NBC L	6
It's Your Business T	UN on the record T	Flora L	H V Kaltenborn co-op T	6:30
Bob Finnegan co-on L	Saturday sports roundup L	Dinner date L	Know Yr NBO's L	6:45
Ma Max Carlisle L	Daniel Schorr news L	Everett Helles S C Johnson 490N 6 35 7 L NL&B		7
Wester Strikes L&T	Johnny Mercer Show L	Al Helter Var co-op L	The Baron and the Bee L	7:15
Three Suns L		Report from the Pentagon Wash L		7:30
Dinner at the Green Room L		Where in the World? 7:30-55 L	NBC Lecture Hall L	7:45
		Cecil Brown State Farm Mutl: auto insurance 490N 7:55 8 L NL&B \$350		8
Dancing party 8-10 L	Gunsmoke General Fds 9911 8-3:25 L F&B \$2875 Sanka Salutes Gen Fds: sanka 99N 8:25-30 L Y&R \$850	20 questions Credit Union 70N alt wks JWT \$2000	College Quiz Bowl Var L	8:15
	Gangbusters L	Virginia barn dance co-op Danville, Va L	Theatra Royal T	8:45
Dancing party (cont'd) L	Two for the Money P. Lorillard: old golds 206N T L&N \$4000	New England barn dance jamboree co-op Ware, Mass L	Hollywood Story L	9:15
	Saturday Night Country Style Var L 9:30-10:30	Lombardland USA L N	Grand Ole Opry R J Reynolds: prince sberth toh 91Nashville L 10:00-11 102 sins co-op Esty \$5000	9:45
Orchestra L	Saturday night aountry style (cont'd)	Chicago theatre of the air C T	Eddie Arnold show Ralston-Purina: teed div 115C 11-11:30	10:15
	Daniel Schorr news N 10:30-35 L		Brown \$2500	10:30
	Dance Orch Var L		Pee Wee King co-op L	10:45
BC late news L	News L N	Ed Pettitt News co-op L N	News L	11
Orchestra L			News L	11:15
11:15-55 L	Dance band Var L	Dance music L Var	Music L	11:30
11:55-12m m-sat L				11:45

& Ross
pm; Sat
am; M-
30-9 pm;
5 pm
3:30-45
1-Milthun:
S, Y&R:
5-30 pm;
4:15 pm;
BC, M-F
M-F 8-
Carlock,
25-30 pm
o: MBS,
pm; Tu,
MBS,
ee: ABC,
10-10:30
pm
Th 8-8:30
10-10:30
in 6:30-7

Serutan, Kletter: NBC, M-F 8:15-30 am
Skelly Oil, Henri, Hurst & McDonald: NBC, M-Sat 8-8:15 am; Sat 9-9:30 am
Socony-Vacuum, Compton: NBC, Sun 6:30-7:30 pm
S.O.S. Co., McCann-Erickson: MBS, M-F 8-8:30 pm (Multi-Message)
Star-Kist Tuna, Rhoades & Davis: CBS, M, W, alt F 10:30-45 am
State Farm Mutual, Needham, Louis & Broby: MBS, Sat 7:55-8 pm; Sun 6:25-30 pm
Sterling Drug, D-F-S: ABC, M-F 10-10:25 am; NBC, M-F 4:15-45 pm; MBS, M-F 11-11:25 am
Stewart Warner Corp., MacFarland, Aveyard: NBC, T, Th, F 9:30-35 pm
Sun Oil Co., Hewitt, Ogilvy, Benson & Mather: NBC, M-F 6:45-7 pm
Swift & Co., JWT: ABC, M F 9-10 am
Toni Co., Weiss & Geller; Leo Burnett: ABC, Tu, Th 9-10 am; 10:25-45 am; CBS, Sat 1-1:30 pm; M, W, F 2:30-45 pm; M, W, alt F 10:45-11 am; M, W, alt F 3:45-4 pm; 7-7:15 pm (alt days)
Union Pharmaceutical, Grey: MBS, F 7:30-45 pm
Voice of Prophecy, Western: ABC, Sun 9:30-10 am; MBS, Sun 10:30-11 am
Whitehall Pharm. (see Amer. Home Prods.)
Willis-Overland Meters, Ewell & Thurber: CBS, Sun, 2:30-4 pm
Wm. Wrigley Jr. Co., R&R: CBS, Sun 8-8:30 pm; Meyerhoff: CBS, Tu 9-9:30 pm

Best in Baton Rouge

WIBR

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

Because

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

**Hooper—June, July 1953*

WIBR

BATON ROUGE
LOUISIANA

1000 W
fulltime

Robert Earle
General Manager

check any Walker Representation Company office for details and availabilities

This is Mr. W. Van White

Pontiac Dealer of Little Rock



This is what he says

"Our sponsorship of Fulton Lewis, Jr. over KXLR, Little Rock, has provided us with the kind of prestige we want. I have been gratified by the favorable comments, as well as the actual showroom traffic developed. My advertising money is well spent in sponsorship of the program."

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by more than 750 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Dept., **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

SPONSOR

Daytime

SUNDAY

	ABC	CBS	MBS	NBC
10 AM				
10:15	Message of Israel N. other L		Radio Bible class Radio Bible Class \$10GrRap T N	National ra pulpit
10:30		Church of the air L&T	Boynton \$350	
10:45	Negro college choir T		Voice of prophecy Voice of Prophecy 327H T (cost includes ABC sun 9:30- 10 am) Western \$1500	Art of liv Dr N V Pe
11				
11:15	Pan American Union Wash L	Salt Lake City Tabernacle Salt L City L	Frank & Ernest Dawn Bible Students 360N T Gleeson \$750	Faultless St Time Faultless St 67C Brewer \$
11:30		Peter Hackes news 11:30-35 Wash L	Musle of Worship L	Viewpoint U W
11:45	The Christian in action L&T	Invitation to learning N 11:35-12 L&T	Northwestern U reviewing stand C L	TBA Keesler Air F Base Mate Che Biloxi, Miss
12				
12:15	Gloria Parker L	Washington USA Wash T	College choirs Var L&T	Musle by Mantovani
12:30		Foreign Affairs Report T	Bill Cunningham co-op L	The eternal U
12:45	The World Tomorrow Radio Church of God N,H HP T \$750	George Herman news Wash L	Mutual Music Box T	
1				
1:15	Herald of truth Church of Christ 108N T r2-2:30 cent net	20th Century Concert Hall T	Keep Healthy L Merry mailman co-op L	For Better Liv N Ask Hollywoo H
1:30	Martin \$1500			
1:45	National Vespers T	Syncopation Piece St Louis L	Lutheran hour Lutheran Lay- men's League 419StL L	University of Chicago roundtable C
2				
2:15	Dr. Oral Roberts Healing Waters 235H T	Symphonette Longines-Witt- nauer Watch Co 123N L	Bandstand USA T	The Catholie hour Var
2:30	White \$1000	V Bennett \$4500		
2:45	Wings of Healing Dr Thomas Wyatt 167H L	New York Philharmonic- Symphony Willys Motors: willys cars, trucks 194N T 2:30-4	U. S. Military Academy band T	American Foru of the Air Wash
3				
3:15	Marines in review L	New York Philharmonic- Symphony Willys Motors (cont'd)	Top Tunes with Trendler L	The Golden Voices L&
3:30		Ewell & Thurber Package cost (time, talent, line charges, promotion rights) for 30 shows: \$750,000	TBA	
3:45	Hour of deelsion Billy Graham 229Var L		Mr. District Attorney co-op L	Golden Treasury N
4				
4:15		The world today (Don Hollenbeck, narrator) L	Under arrest L	Weekend (Sunday "news- paper of the air") L&T
4:30	Old-fashioned re- vival hour Gospel Bdstg 242H L			Var Selling on shared-spon- sorsbip basis. Each hour pro- vides for 8 par- ticipations (See also The Big Preview, Sst 11-1)
4:45		Musle for You T	Crime Fighters L	
5				
5:15	R H Alber \$1500		Ed Pettitt news 4:55-5 L	
5:30	The Evening Comes Thomas Nelson & Sons: revised bible 200N L	Arthur Godfrey Digest Owens-Corning Fiberglas 203N T	The shadw T \$2300	
5:45	BBDO \$750	FSR \$2500		Weekend (cont'd) L&T
5:55	Greatest Story Ever Told Goodyear: tires, rubber prods 285N L Kudner \$4500	Quiz Kids L	True detective mysteries L	1-min partle: \$2250

SUNDAY

MONDAY

TUESDAY

Grid of radio program listings for Sunday, Monday, and Tuesday, organized by network (ABC, CBS, MBS, NBC) and time slot. Each cell contains program name, time, and sponsor.

Notes and explanations to help you use this chart

COSTS: cover talent and production only. do not include commercials or time charges. They are gross (include the 15% agency commission) to the client. All costs weekly unless otherwise designated (costs for across-the-board programs are listed on Monday). TIME: all times. Including program repeat times, are Eastern Standard. CITY ABBREVIATIONS: C, Chicago; Cinc, Cincinnati; D, Detr, Detroit; H, Hollywood; Ind, Indianapolis; M, Minneapolis; N, New York; Rich, Richmond; St L, St. Louis; W, Wash, Washington, D. C.; Var, various. OTHER ABBREVIATIONS: alt, alternate; m, midnight; n, noon; pr, products; r, repeat broadcast; E, east coast; SE, southeast; MW, midwest; L, live; T, transcribed; TBA, to be announced; 100N, show carried on 100 stations, originates in NYC; S, simulcast. ABC: Betty Crocker; cost (\$2900) for 9 programs weekly, M, W, F: 8:55-9 am; 2:30-3:30 pm; 4:25-5:30 pm. Breakfast Club, M-F 9-10 am (not listed on chart); sponsors: Quaker Oats, J. W. Thompson; Philco, Hutchins; Swift, JWT; Toni, Weiss & Geller. 30-min. cost: \$4000. CBS: Godfrey, M-F, 10-11:30 am; simulcast M, W 10-11:30 am; T, Th 10-11:15 am. sold as simulcast; time plus talent: \$1,400,000 annually for 2 TV quarter hours and 2 1/2 radio quarter hours per week per advertiser. Entire Friday broadcast is radio only. Cost: \$6500 per quarter hour. 150-205 radio stations, originates NYC, other points: repeat 5:15-8:45 pm. Power Plan: W, Th, F 8-8:30 pm (FBI in Peace and War, Meet Millie, Mr. Keen). Cost: \$15,500 per client weekly. Room for 3 parties, sponsors: Family Skeleton, M-F 7-7:15 pm, originates Hollywood, 173 stations, transcribed. MBS: Capitol Commentary originates Washington, 484 stations live. Multi-Message Plan: M-F 8-8:30 pm. Cost: \$1500 per participation per sponsor based on minimum purchase of 3 a week. S. C. Johnson, 5 news strips: sold as package, time and talent \$23,000 a week. NBC: The Three Plan: Second Chance, M-F 11:45-12n; It Pays to be Married, M-F 5:45-6 pm; Fibber McGee, M-F 10-10:15 pm. Each strip has 15 one-minute availabilities a week (3 per show). An advertiser must buy a minimum of 3 parties, a week of the total 15 available, choosing any or all of the programs on any day. Cost per participation: Fibber McGee: \$2,917; Second Chance, \$2,250; It Pays to be Married, \$2,025. Among sponsors parties in this plan are Lewis-Howe, R&R, Paper-Mate Co., FC&B. Other products in addition to those mentioned are plugged on this program.

Sponsors listed alphabetically with agency and time on air

AF of L, Furman, Felner; MBS, M-F 10-10:15 pm. Aills-Chalmers, B. S. Gittins; NBC, Sat 1-1:30 pm. Amer. Clg. & Clg. SSB: NBC, W 9:30-10 pm. Amer. Dairy Assn., Campbell-Mithun; NBC, F 8:30-9 pm. Amer. Home Prods., John F. Murray; CBS, M-F 12:30-1 pm; MBS, M, W 1:30-4:45 pm; NBC, alt days 5-5:30 pm. Amer. Oil Co., Jos. Katz; CBS, M-F 7:45-8 pm. Amer. Tob. Co., BBDO; CBS, Sun 7-7:30 pm; CBS, Th 10-10:30 pm. Anheuser-Busch, D'Arcy; ABC, M-F 6:30-4:45 pm. Animal Fdtn., Moser & Cotins; CBS, Sat 10-10:15 am. Ass'n of Amer. RR, B&B; NBC, M 8-8:30 pm. Bell Telephone, Ayer; NBC, M 9-9:30 pm. Belton, Ollan & Bronner; ABC, Sun 6:15-30 pm. Billy Graham, W. F. Bennett; ABC, Sun 3:30-4 pm. Burlington Mills, Donahue & Coe; ABC, Tu-F 8:15-30 pm. Campana Sales Co., Wallace-Ferry-Hanly; CBS, Sat 12-12:05 pm. Campbell Soup Co., Ward Wheelock; ABC, M-F 11:30-55 am. Cannon Mills, Y&R; CBS, Sat 11:30-12 n. Carnation, Erwin, Wasey; CBS, Sat 12:30-1 pm. Carter Prods., Bates; NBC, Th 5-5:15 pm alt wks; M, F 5-5:15 pm alt wks; SSB: CBS, Sat 1:30-55 pm; MBS, Sun 6:30-7 pm; ABC, Sun 9-9:15 pm. Chesebrough Mig., McCann-Erickson; CBS, 8:30-9 pm. Chevrolet Motors, Campbell-Ewald; NBC, Tu, 8-8:15 pm. Christian Rel. Church, Glenn-Jordan-Stoetz; MBS, Sun 9:30-10 am. Christian Sc. Monitor, Walton-Butterfield; AP Tu 9:45-10 pm. Church of Christ, Martin & Co.; ABC, Sun 1-1 pm. CIO, Henry J. Kaufman; ABC, M-F 7-7:15 pm. Cities Service, Ellington; NBC, M 9:30-10 pm. Clinton Foods (Snow Crop), Maxon; CBS, M 10:15-30 am (alt days). Club Aluminum, Buchen; ABC, Sat 5:45-8 pm. Colgate-Palm.-Peet, Sherman & Marquette; CP Tu 8:30-9 pm; L&N; CBS, Tu 10-10:15 p. Pat; NBC, M-F 11:15 am; 5:30-5:45 pm. Consol. Cosm., BBDO; CBS, Sun 2:30-10 pm. Continental Bkg., Bates; CBS, M-F 11:30-45 am. Corn Prods., C. L. Miller; CBS, M-F 4:15-20 pm. Cream of Wheat; BBDO; CBS, Sat 12:05-30 pm. Credit Union, JWT; MBS, Tu 7:30-45 pm; alt S 8-8:30 pm. Dawn Bible Students, Wm. Gleason; MBS, S 11-11:15 am. Derby Foods, Needham, Louis & Brorby; ME Tu, Th 5:30-55 pm.



THURSDAY

FRIDAY

SATURDAY

Table with columns for CBS, MBS, NBC, ABC and rows for various time slots (e.g., 10-11:30, 11:30-12:30) listing program titles, hosts, and sponsors.

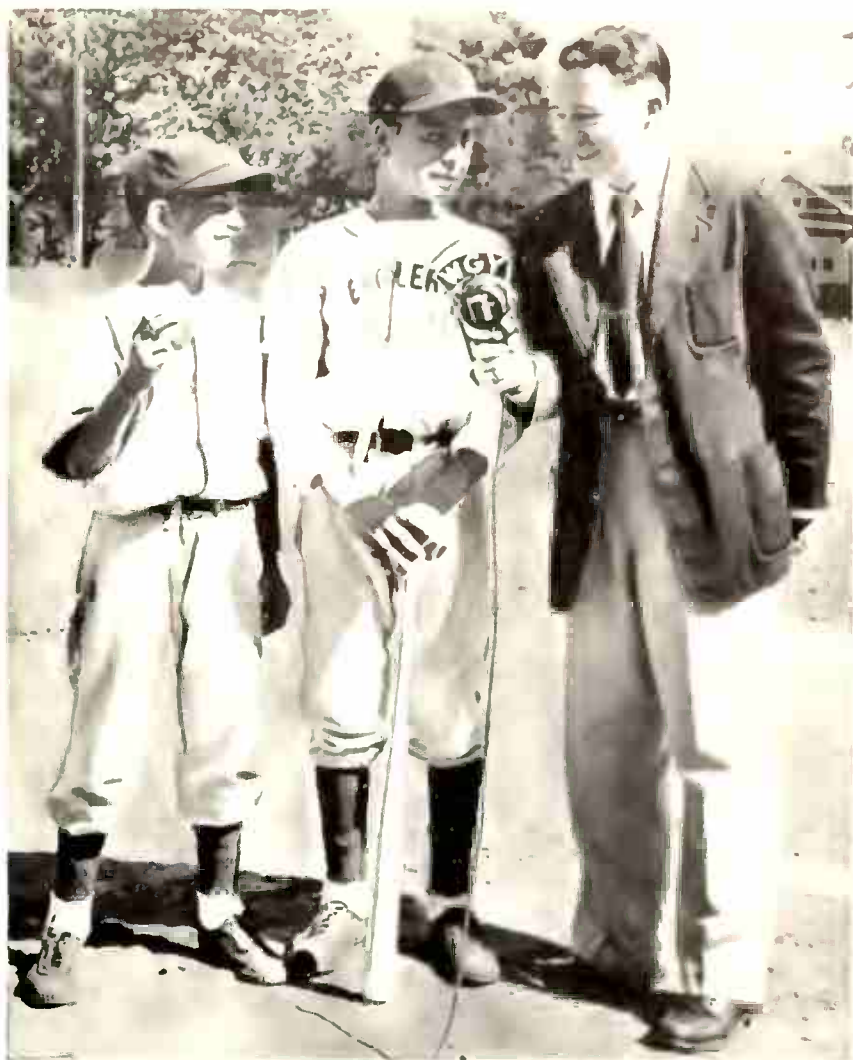
they're
personal friends-
OUR AUDIENCE
and
OUR TALENT

And well might they be friends. For during the month of October WGY staff artists made more than 100 personal appearances in cities and towns that stretch across our coverage area—Cooperstown and Cobleskill, Cohoes and Saratoga. From Oneida in the West to Brattleboro, Vt., in the East. From Saranac Lake south through the river valleys to Catskill, our people are always out making new friends for WGY. It's great to be a good neighbor in such a beautiful neighborhood.

WGY

**A GENERAL ELECTRIC
STATION**

SCHENECTADY, NEW YORK



Bob Bender, WGY Sportscoaster, talks baseball with Schenectody Little Leaguers.



Don Tuttle, WGY Form Editor, addresses a group of the Formers Museum of Cooperstown, N. Y.

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

LEWYT DEALERS

(Continued from page 68)

second commercial. . . .

"Wherever we have set up a radio saturation campaign, we try to run the majority of our announcements during the daylight hours. By so doing, we are not competing with the television viewers at night. . . ."

Betco is working on plans now, Bettinger reported, for a new radio saturation campaign but the exact date of its kickoff has not been decided.

"This will be known as our 'Pennies

from Heaven' campaign," Bettinger said, "and we will ask listeners to identify 'Miss Lewyt' who will be in a certain town on a given day. To the persons identifying her, we will give a \$25 merchandise order. . . ."

Radio and tv saturation campaigns have been run in the Cleveland area by the Northern Ohio Appliance Corp.

"We put heavy concentration on both radio and television [in the past few months] and although we did not get exact results from each and every announcement, we feel that our overall sales were greatly benefited from

the exposure on television and radio," W. J. D'Alexander, advertising and sales promotion manager for the Ohio distributing company, told Lewyt executives in explaining the use he made of air media.

"Some of the dealers we worked with on radio were the Euclid-Green Furniture Co. of WSRS; Home Stores of Ohio with 15 minute disk jockey shows on WERE, also a heavy radio campaign on WJW in which we tie-in various good accounts. . . ."

"We also had 104 television announcements on WXEL, channel 9. These announcements were distributed equitably among our stronger accounts, giving each a number of key announcements. This television campaign," D'Alexander said, "perhaps was the best over-all saturation other than newspaper advertising that we have undertaken. . . ."

Lewyt's Philadelphia distributor, Raymond Rosen & Co., has taken on sponsorship of a tv news program for the next three months. The program is aired over WFIL-TV and the time cost is reported to be about \$100,000. Both the distributor and Lewyt are watching the campaign with interest.

The Lewyt Corp. itself this fall is shouldering the full cost of full-page ads in *Life*, *Look*, *American Home*, *Sunset*, *Saturday Evening Post*, *Better Homes & Gardens* and *Good Housekeeping*. It is veering away from network radio and tv. It feels program costs are too high and better results can be obtained for less money with local announcements. It has found local identification on radio and tv commercials most effective in terms of sales. Its agency: Hicks & Griest.

Lewyt also does not like to sign for the usual relatively long periods of time required for network radio and tv program sponsorship. With its saturation campaigns, which may last only a few weeks, it aims to get across its message by constant repetition and then move out.

Lewyt's total 1953 ad budget is around \$3.4 million, with about \$2.5 million destined for newspapers because of the preference of most of its distributors. For local co-op advertising distributors have used newspapers because they think they get quickest action. Also, many distributors who won't try radio and tv state they're against air media because "we ran one spot every two weeks in 1936 and

DON'T BE FOOLED



ABOUT ROCHESTER

IN ROCHESTER Pulse surveys and rates the 422 weekly quarter-hour periods that WHEC is on the air. Here's the latest score:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	267	103	12	7	0	0
TIES.....	32	30	1	3	0	0

Station on
'til sunset only

WHEC carries ALL of the "top ten" daytime shows!

WHEC carries SIX of the "top ten" evening shows!

LATEST PULSE REPORT BEFORE CLOSING TIME

BUY WHERE THEY'RE LISTENING:—



WHEC

of Rochester

NEW YORK
5,000 WATTS

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



radio gets off to an early start in Detroit . . .

By 8 A.M., the men are off to work, the kids are off to school, Mom's up, the radio's on . . . and radio audiences have reached the highest sustained level of the day, averaging 20.5 until late evening.

Right from the start, WWJ reaches the largest audience of the Detroit area's eight radio stations. Pulse ratings show that 21% of the home-listening audience, from 8 to 9 A.M., is tuned to WWJ's "Minute Parade," a program of concert music sponsored for more than 19 years by The J. L. Hudson Company, Detroit's largest department store.

Hudson's is only one of the many successful, selective local and national advertisers who, year in and year out, use WWJ profitably. And because it delivers the most listeners per dollar, WWJ is the most economical radio-buy in Detroit.

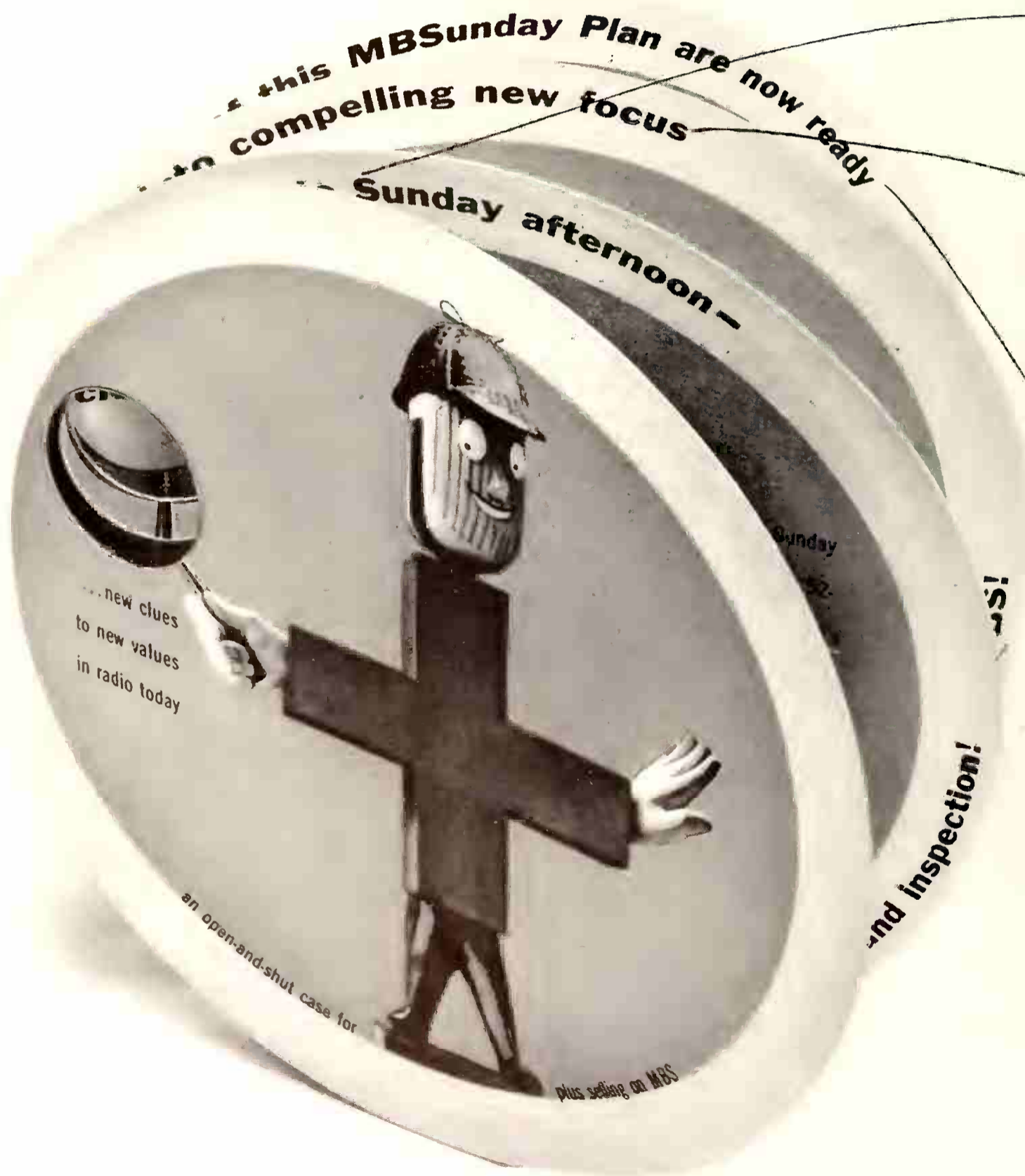
Whether you just want to "get the facts," or get a list of availabilities, get in touch with WWJ or your Hollingbery man.

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



Associate Television Station WWJ-TV
AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

**If you
haven't
yet looked
into this**



The MBSunday Plan for 1954

u may be missing all this:

Extension of Mutual's week-night Multi-Message Plan (outselling all other network plans combined) to 4-7 pm *Sunday* (when we outdraw all other networks in audience).

3 all-time mystery favorites (with an aggregate 45 years of solid sales performance behind them) established in a 3-hour block of proven programming... offering unprecedented opportunity for multi-message selling in '54.

4:00 Counterspy
4:30 Nick Carter
4:55 News
5:00 The Shadow
5:30 True Detective
6:00 Bulldog Drummond
6:25 News
6:30 Squad Room

Full-minute messages available, plus open and close billboards... costs-per-message as low as \$2,000 (including time, talent, agency commission)... homes-per-week as high as 5,684,000... costs-per-thousand as low as \$1.06—result: mass audiences at Top Ten Evening levels, delivered at half the cost or less!

Get this new Plan Book today!
This is just *one* example of how The PLUS Network has geared its 48-state reach to the practical sales problems of 1954. Day or night, all week long, we can bring new flexibility, efficiency, and economy into the right focus for *your* needs. Look here:



MUTUAL
WORLD'S LARGEST
RADIO NETWORK

LO 4-8000, NEW YORK
WH 4-5060, CHICAGO
HO 2-2133, LOS ANGELES

didn't get much action." It's this sort of thinking Lewyt is trying to revise.

President Alex Lewyt inherited a manufacturing company from his father in 1935. The firm made precision parts for other manufacturers (it still carries on this aspect of the business).

In September 1947 the first new Lewyt rolled off the assembly lines—and immediately Lewyt's ad campaign began. "You've got to create excitement," is a Lewyt axiom.

Heading up the vacuum cleaner division at Lewyt is Walter J. Daily, who introduced the first General Electric refrigerator in 1927.

Donald B. Smith, advertising and sales promotion manager, also came to Lewyt from the appliance field.

The Lewyt company, through the work of Messrs. Lewyt, Daily and Smith, believes its vacuum cleaner promotion is due a large part of the credit for raising the number of homes with cleaners from 48% to about 58% in six years. And the company officials point out that vacuum cleaners are the only major appliance which has chalked up sales gains this year (from 8% to 10% ahead of last year). Annual sales of all brands today amounts to \$28 million. ★ ★ ★

KINGSTON BANKS

(Continued from page 33)

As oldest bank in the area (incorporated in 1851), Ulster Savings had a tradition of sustained public relations via the Kingston newspapers (one daily and one weekly) as well as on the air. Its original radio sponsorship consisted of *One Man's Destiny*, a once-weekly 15-minute serial, supplemented by five-minute newscasts three times a week. For several years this bank was the only radio advertiser.

In 1949 Bob Peebles, general manager of WKNY, reviewed the efficiency of his station in producing results for its sponsors and noted that Ulster Savings' campaign had increased traffic in addition to doing a public relations job.

"We approached the other bank presidents with our sales presentations," Peebles relates. "With them we discussed the basic advantages of radio and its effectiveness in reaching the largest number of people per dollar invested. We then made specific suggestions regarding programs or announcement schedules designed to afford the coverage we felt they should have within the budgetary limitations which we

believed practical."

Here's the Kingston market situation which makes radio a good bet for all 11 Kingston banks:

Kingston itself is a town with less than 30,000 inhabitants, but serves as shopping center for a total area comprising some 150,000 people, most of whom are likely prospects for Kingston banks. As shopping center for the Ulster County area which WKNY reaches, Kingston has no rival. On the town's main street are such national chains as Grand Union, Grant, J. C. Penney and others.

Furthermore, the surrounding area has been undergoing a change. It has been turning more and more into a semi-industrial market, with farm area shrinking in importance. Currently, Kingston's major industry is needle trades. However, most significant boost to Kingston's economic importance will be the projected International Business Machines plant that is to be built next year, and which will eventually employ 5,000 people.

During the past five years or more as growing industry in the WKNY coverage area has been attracting personnel from New York, Poughkeepsie, and upstate areas. Kingston banks have had the job of wooing these new workers away from their New York, Poughkeepsie and hometown banks. Frequently, these new residents would continue to keep their accounts active in New York City, mailing in deposits more out of habit than for any more substantial reason. The commercial messages of the banks are aimed at least partly at this segment of the population.

Kingston banks had two ways of reaching this growing market: (1) newspapers. (2) radio. The newspaper coverage in Kingston consists of a weekly paper with minimal penetration, and *The Freeman*, a daily newspaper with an approximate circulation of 14,000—most of it concentrated in Kingston. Furthermore, since the town is less than 100 miles from New York City, about a two-hour drive up along the Hudson, many of the people of Kingston and the surrounding area read New York newspapers.

The radio coverage in the Kingston market is a horse of a different color. While five major New York stations cover the area, WKNY is the only local station in the market. Consequently, with its emphasis on local news and local personality programming coupled

Ed Dinsmore
LUNCHEON CLUB MUSIC & CHATS

Sally Work
HOMEMAKERS' ADVISER

Mike Mearian
TOPICAL SATIRE & MUSIC

Clint Buehlman
MUSICAL CLOCK
Top Rated

Late Sports Roundup
CHUCK HEALY

your Diane
RELAXING SLUMBER TUNES

Old Saddlebags
NOONTIME WESTERN HITS

Ralph Hubbell
LOCAL SPORTCAST DEAN

Joe Wesp
FARM PROGRAM

the WBEN parade

WBEN has personalities plus. They add personal punch to your sales message. Buffalo-area audiences believe WBEN personalities.
Call or Write any CRISTAL Office in New York, Chicago, San Francisco, Boston or Detroit.

BUFFALO EVENING NEWS STATION



The Face is Familiar

■ For the past couple years, Indianapolis have been telling Jacquelyn Thomas that she looks just like the Lynn Stevens they watch on television. This isn't hard to understand. She is Lynn Stevens. What's harder to understand is why she isn't known by her real name professionally. Jacquelyn Thomas sounds swell to us, tv or not tv. Since she's not hiding from bill-collectors (she picked a great place, in front of 394,000 television sets, if she were) or ashamed of tv ("... happy to admit I LOVE IT," quoth she after we'd badgered her into a Statement), we up and asked her why her nom de tv is Lynn Stevens.

"Because I went to Stephens College," she said. "And Lynn is practically the last syllable of my first name."

"But S-t-e-p-h-e-n-s isn't S-t-e-v-e-n-s," we pointed out.

"Say the name out loud . . . and stop bothering me. I got work to do."

She had, too. She emcees *Cinderella Weekend* every weekday afternoon and is commercial hostess on *Omar Weatherman* every weekday evening.

■ Lynn's — or Jacquelyn's — life seems to have been pointed squarely at her present occupation. At an early age she overwhelmed playmates with cookie talks, using samples expropriated from her salesman father. Her adolescence was normal—she wrote poetry and had a crush on Nelson Eddy. As a high school senior she edited the paper and played *Lady Macbeth*. In college she studied dramatics with Maude Adams,* wrote, produced, directed and tore her hair for the college radio station while ad managing the student paper. (Musical bridge here—segue into:) Indianapolis—continuity, writer for WFBM, tv audition in '51, immediate acceptance by sponsors, audience, and a brood of pet budgereegahs who have talked of nothing else ever since.

It would be an exaggeration to say that her audience talks of nothing else—but only a slight one.

**Don't jump at any conclusions. Jacquelyn was born in 1922.*

WFBM WFBM-TV

INDIANAPOLIS • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

with the network programming the station gets via its MBS affiliation, WKNY is ideally suited to the needs of local sponsors. (A tv station, WKNY-TV, is being built on a hill above Kingston. It is expected to start commercial operation in fall 1954.)

WKNY concentrates upon the strong local slant to increase its audience appeal. Since Kingston's population is relatively homogeneous—a town whose inhabitants are overwhelmingly of Dutch ancestry—finding programming with over-all appeal was a fairly simple job.

Armed with statistics to substantiate this sales pitch, WKNY approached the various banks. Ulster County Savings Institute increased its schedule to daily announcements on a year-round basis. Other banks became persuaded of the value of keeping their name in the public's mind.

Generally, the aim of the Kingston banks' air advertising can be summed up as follows:

1. They want to keep their own shares of the prorated business increase.
2. They want to inform and educate the public about their various services, new and old, dispel misconceptions and

prejudices about banking.

3. The personal salesmanship that radio offered had tremendous appeal to small-town bankers, many of whom have other business enterprises besides their banking establishments.

Actually, the banks had little to do with fulfilling these aims. They placed the advertising direct, without counsel of advertising agencies, leaving the time selection, scheduling and copy approach to the station staff.

Here's how this policy worked out:

The station has one basic rule—no competing business or products are scheduled any closer than half an hour apart from each other. Furthermore, the copy for competing products is rotated among the station continuity writers.

For example, the State of New York National Bank allocated a radio budget of \$1,100 for 1953. This commercial bank, with assets totaling \$11,565,959, wanted to promote more Federal Housing loans. With growth of industry in the WKNY coverage area the bank felt that time was ripe in fall 1953 for advertising the loans.

Bob Peebles suggested that the bank sponsor a weekly 15-minute sportscast, tying in with opening of the football

season. Here's how WKNY's announcer told about State of New York National Bank:

"It's as easy as FHA. We're talking about financing home improvements at the State of New York National Bank at 301 Wall Street in Kingston. Stop in soon if you're planning on adding that new kitchen or that extra room. Ask the friendly folks at the State of New York National Bank for all the details about a convenient FHA Loan. You can enjoy that home improvement now and take up to 36 months to pay. Right now is the time to make that improvement in your home. Now's the time to get the facts about FHA at the State of New York National Bank. . ."

Homeseekers Savings and Loan Association had a different problem. Their aim was to appeal to as widely diversified an audience as possible, and to keep its name constantly in their mind. Their \$2,500 budget went into weather e.t.'s and 30-second announcements, brief weathercasts.

With the same aim as Homeseekers (that is, attracting new depositors), Kingston Savings Bank put its \$4,000 radio budget into announcements also aimed at all segments of the audience.

It is interesting to note that the radio copy of all the banks has one common denominator: the personalized selling approach and emotional appeal.

The National Ulster County Bank of Kingston, a commercial bank with assets totaling \$4,155,756, is particularly anxious to increase the use of its checking accounts. Their way of doing it with \$3,300 on the air, is through a weekly 25-minute local newscast, as well as 12 minute announcements a week.

Every one of the 11 banks claims to be satisfied with its radio advertising, and each one is planning to continue either with equal or larger appropriations during the next year. However, like many sponsors—especially those on the local level—these banks have not carried on any media tests to determine the results directly attributable to radio advertising.

Despite the lack of media testing, the banks point proudly to their increased assets over the two previous years as proof of radio's efficiency. Although this increase is due partially to expansion of industry in the surrounding area, radio must be credited with attracting the numerous accounts from New York City and Poughkeepsie banks. ★ ★ ★

Worth waiting for!

On the air Christmas Eve...

**...NBC
FULL 100kw POWER
CHOICE CHANNEL 4**

The Denver Picture

KOA^{TV} 4
NBC in DENVER



CALL PETRY

DREW PEARSON'S



Washington

MERRY-GO-ROUND

A TELEVISION FILM EXCLUSIVE!

Drew Pearson, world famous Washington reporter... syndicated in 600 newspapers and broadcast by 280 radio stations... comes to television with 26 fifteen-minute, weekly, custom made TV films! • Timely films are made late each week... and rushed on Friday morning, via air express, for week-end viewing • Featured on each film will be Drew Pearson's: Washington exclusive! Washington feature story! Amazing, accurate predictions! • Ready for January 8 air date... for local, regional, and national spot sponsorship!

MOTION PICTURES

655 Madison Avenue, N. Y. 21, N. Y.



FOR TELEVISION, INC.

Film Syndication Division

• For auditions,
• prices, and sales plan-
• write, wire, or phone:

• HERB JAFFE
• 655 Madison Ave
• New York City
• TEmpleton 8-2000

• FRANK O'DRISCOLL
• 2211 Woodward Ave.
• Detroit, Michigan
• Woodward 1-2560

• JACK MCGUIRE
• 830 N. Wabash Ave.
• Chicago, Ill.
• WHitehall 3-0786

• MAURIE GRESHAM
• 9100 Sunset Blvd.
• Los Angeles, California
• CRestview 1-6101

HELP WANTED TV STATION

... wanted in Pittsburgh to help sell our many fine products to the 981,000 families in the area. See National Advertisers.

that's the job
for



Pittsburgh's PIONEER
UHF television station!

...IT'S GOOD
BUSINESS
TO SELL
THE RICH
PITTSBURGH
MARKET
...THROUGH



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

MINUTE RICE ON TV

(Continued from page 41)

several reasons. Chiefly, the nature of the product itself (it is a pre-cooked rice which can be prepared in a few minutes) enhanced its appeal to large metropolitan centers. Local ad drives in these markets were spearheaded by radio announcements and newspaper insertions via Young & Rubicam, with radio acting as the attention-getter while newspapers spelled out the product story in detail.

1947: With sales showing up well in the two initial test areas Minute Rice headed west. Target: Chicago and surrounding area. Again, radio announcements (most, daytime breaks and participations) were used, backed up by newspapers and extensive point-of-sale material. Again, the product clicked. A variety of copy themes were tested, although the principal pitch centered on the theme of "no old-time washing, steaming and involved kitchen work."

1948: Minute Rice began to hit its stride. General Foods expanded the distribution down through the Midwest and into Texas. Later in the year, the gaps in Eastern and Southeastern distribution were filled. By the end of 1948, national distribution was virtually complete. Meanwhile, the spot radio advertising and print media growth had kept pace, with more stations and newspapers added to the schedule.

1949: January was an advertising landmark in the growth of Minute Rice. The product reached a sufficiently advanced state of distribution to warrant a switch to national-level ad media. On the air, Minute Rice began to share sponsorship (with other GF products) of *Second Mrs. Burton*, a radio daytime serial. Hitchhikes were used for Minute Rice on *Jack Carson* and *Aldrich Family*, two GF nighttime radio shows. About this time, too, tv was becoming a factor in GF ad plans, and the first tv film announcements for Minute Rice began to appear in a few markets.

1950: Minute Rice's sales climbed steadily. By mid-June more than 50,000,000 five-ounce packages of Minute Rice had been sold. The air advertising was shifted to a twice-weekly sponsorship of *When a Girl Marries*. Meanwhile, manufacturing facilities were expanded for the pre-cooked rice product to keep up with the demand. In November a 15-ounce package was

launched, and was soon being plugged heavily in the network radio commercials on *When a Girl Marries*.

1951: Television was reaching stature as a full-fledged advertising medium. To GF admen tv looked like an ideal medium to sell Minute Rice, because of the large metropolitan nature of its audiences. Early in 1951, GF added Minute Rice hitchhikes to the afternoon tv *Bert Parks* show (NBC TV), concentrating on visual demonstrations of Minute Rice's easy-to-cook qualities. National print media and point-of-purchase promotions backstopped the tv selling.

1952: With product sales still climbing (GF keeps individual brand figures secret, talks only in terms of total GF sales), Minute Rice stepped up its tv, radio and magazine expenditures, passing the \$1,000,000-annually mark. The tv approach was shifted to an evening show, and Minute Rice became one of the featured GF products on *Mama* (CBS TV). Hitchhikes for Minute Rice were added to the nighttime radio *Bob Hope Show* (NBC Radio). Occasional spot radio and tv announcement campaigns in major markets continued.

1953: In the first half of this year Minute Rice continued to be featured on *Mama*, and advertised heavily in magazines and newspaper sections. (SPONSOR estimates that in this January-through-June period, with Minute Rice at full national status, GF spent about \$900,000 gross in tv, and about the same amount in magazine and newspaper ads.)

That brings us up to date.

This fall, Minute Rice's advertising emphasis has shifted even more strongly in favor of big-time tv. Minute Rice, as mentioned earlier, is now an alternate-week sponsor of *Mama*, seen Friday nights on CBS TV. But much of the Minute Rice air effort is concentrated on the monthly *Bob Hope* show, seen once a month on Tuesday nights on NBC TV.

General Foods bought the *Hope* show for various products.

Minute Rice sponsored the kick-off show in the current *Hope* series, beginning 20 October, and will sponsor several more (the final number isn't set) during the total remaining eight *Hope* shows. This is a pretty fancy package even for an important GF brand. Each show represents nearly \$100,000 invested in time, talent and promotional follow-up.

Although the *Hope* shows won't pro-



and on top of that...

**the same
strong SELL!**

First *Radio* ... then *FM* ... and now KCMO serves Kansas City with *Television* on Channel 5.

To top it all off, the well-known KCMO radio brand of "strong sell" has found new and powerful expression on Channel 5.

Many of the same KCMO people who helped promote sales gains for KCMO *radio* sponsors are now moving goods on Channel 5. Radio-tested skill and experience make these people "naturals" on television.

And KCMO's sales-minded management is pouring years of selling know-how into KCMO Television. Seasoned technical personnel add the punch to bring this "strong sell" alive in Mid-America homes.

In Kansas City, try "the same strong sell" ... tested and seasoned in radio ... now available on KCMO—Television—Channel 5.

Channel 5

**KCMO-TV
KANSAS CITY**

basic ABC television

Represented by — THE KATZ AGENCY

WDAN TV
ON THE AIR
DEC. 10th
CHANNEL
24

CHICAGO
125 MILES

ILLINOIS INDIANA

PEORIA • 135 MILES MILFORD LAFAYETTE • 65 MILES
DANVILLE HOOPSTON • ATTICA
CHAMPAIGN • COVINGTON INDIANAPOLIS • 85 MILES
URBANA
PARIS • CLINTON
DECATUR • 85 MILES

*Serving this 1/4 BILLION
DOLLAR MARKET of
over 300,000 Population*

National Representative
EVERETT, McKINNEY
NEW YORK
CHICAGO

**ABC
AFFILIATE**
OWNED AND OPERATED BY
DANVILLE COMMERCIAL-NEWS
DANVILLE, ILL.



Ridin' High...
in the
Fabulous Southwest

More TV viewers in El Paso look up to KROD-TV and look at KROD-TV programs than any other station in the Southwest. KROD-TV has the highest and the finest transmitter location in the Southwest—1,585 feet above downtown El Paso. KROD-TV has been operating on full power—56,300 watts since August 1st. KROD-TV has wider coverage than any other TV station in the Southwest. KROD-TV carries top-rated CBS, DuMont, ABC Network shows plus unrivalled local programs.

Add E.P.* to the above and You'll Sell MORE on Channel 4

*E.P. means Effective Promotion
KROD-TV is affiliated with
KROD (600-CBS-5000 watts)
and the El Paso Times

KROD-TV
CHANNEL 4 • EL PASO, TEXAS

Roderick Broadcasting Corp.
Darrance D. Roderick
Chairman of Board

Val Lawrence Dick Watts
Pres. and Gen. Mgr. Gen. Sales Mgr.

The BRANHAM Co. — — — National Representative

mote Minute Rice alone and *Mama* carries the Minute Rice banner only every other week, GF has evolved a system for making the high-priced impact of network tv last and last. The secret: periodic recipe promotions which are featured on tv and then plugged heavily at point-of-sale and in print.

The "Spanish Rice Pronto" recipe featured on the 20 October Hope show is a good example.

On the air, the commercials featured an eye-catching store display piece on which packages of Minute Rice and cans of tomato sauce (not made by GF, incidentally) were neatly stacked. A shapely dark-eyed señorita appeared on a Spanish-type background holding a skillet full of Spanish rice. Theme of the commercial: "Señoras fussed for hours—now you can fix Spanish Rice in minutes!"

On the following weekend, the 26 October *Life* featured the same recipe in a double-page color spread. The ad also appeared in the *Saturday Evening Post* and ran later in leading women's service magazines.

Meanwhile in grocery stores all over the country the same lithographed dis-

★ ★ ★ ★ ★ ★ ★ ★

"Through television we have the surest guarantee that all mankind shall have the right to knowledge. This takes courage and, at a time when many are obsessed with fear, when many would use fear to conquer others, I challenge you to use the medium to which you are dedicated, in the dissemination of knowledge so that all mankind shall have the freedom which can come from knowledge."

DR. DETLEV BRONK
President
Johns Hopkins University
Baltimore

★ ★ ★ ★ ★ ★ ★ ★

play unit used in the Hope commercials (all were devoted to Spanish Rice Pronto) was being set up.

Net result: Viewers saw the Spanish Rice Pronto commercial on *Bob Hope*, were reached again in print media with the same recipe promotion then had the point driven home when they walked into a super market and saw the identical display they had seen originally on tv.

During the remainder of the year, GF is likely to have other similar special product promotions for Minute Rice, which will follow the same formula of tv introduction, follow-up in print media and a final punch at point-of-purchase.

VIDEO TAPE RECORDER

(Continued from page 39)

be used over and over. The electronic impulses can be wiped off, that is, demagnetized.

The big problem with video tape is that there is so much electronic information that must be recorded. That means the tape must be wider than audio tape or run faster.

A high-fidelity audio tape, which can record sound up to 15,000 cycles per second, can run as slow as 7½ inches a second. Crosby Enterprises has been working with frequencies up to 3,400,000 cycles, or about 225 times the information needed for sound.

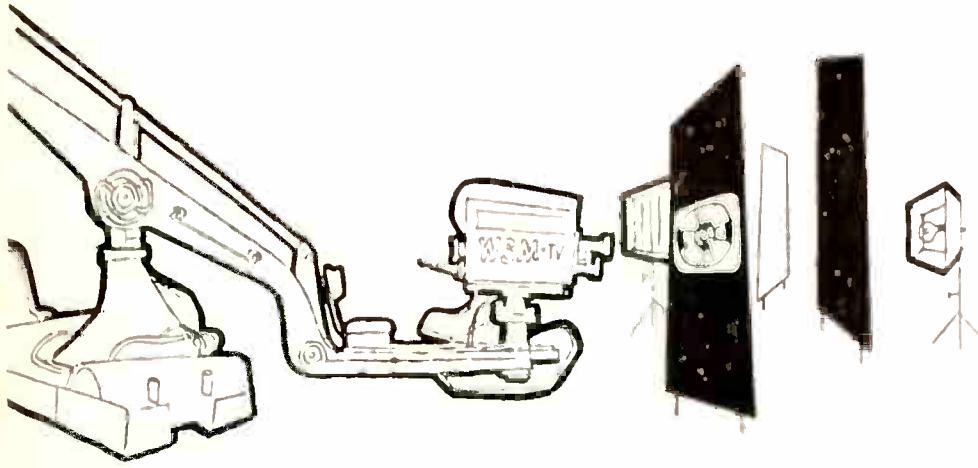
It would be silly to make the tape 225 times as wide as present audio tape. If the speed were increased 225 times, the tape would have to run 140 feet a second. Aside from the problems of recording at that speed it would mean that the largest standard reel of tape employed today would run for only about 40 seconds.

The Crosby people solved this problem by using 12 tracks instead of one, thus condensing the electronic information. Ten of the tracks are for video, one for audio and one for synchronization. Thus they were able to use tape one inch wide, compared to a quarter of an inch for standard audio tape.

This Crosby tape runs at 100 inches per second, which is not considered hard to work with. Some tape recorders in this country go as fast as 60 inches a second. The RCA tape is a half-inch wide and runs at 200 inches per second, which gives a good example of the relationship between speed and width of tape. The RCA tape is half the width and makes up for this loss of area by running twice as fast. It is understood that the Crosby researchers are working on a half-inch tape (12.7 mm.) which will run slower than 100 inches per second.

There are other problems with tape, too. However, a year ago, the Crosby researchers had attained two important goals. They achieved a grey scale which was described as "outstandingly good" and a "sharp and clear" picture. By this spring some of the other imperfections had been reduced or eliminated and, at a speech before the seventh annual NARTB conference in April, John T. Mullin, chief engineer of the electronics division of the Crosby Enterprises, predicted his company

★ ★ ★



a TV picture developed in Radio

This is a television advertisement that begins with a statement about radio.

Or to be exact—about a specific radio station, WSM.

Never has any radio station been so publicized in so many national magazine stories. The Saturday Evening Post—Collier's—Wall Street Journal—American—Coronet—Nation's Business—New York Times Magazine. These are but a few of the journals which have told the WSM story of talent, production know-how, technical facilities. To quote one, an excerpt from Collier's: "The Nashville muse has won the entire nation . . . If the rest of the radio industry is in the doldrums, WSM has more business than it can handle . . ."

Our point is this—

The formula for success that has built WSM into its unique position in the radio industry has been used in shaping the future of WSM-TV.

We have the writers, the producers, the unique talent staff of over 200 nationally famous stars who now are on the combination WSM and WSM-TV payroll.

We have the technical skill developed by the radio station. As proof, witness the longest privately owned TV micro-wave relay in the world which our engineers built from Louisville to Nashville to bring network TV to this market 3 years before the cable could be completed.

We have the know-how which has enabled WSM to become the only radio station outside New York—Chicago—Hollywood production centers which during the past year originated and fed over 1200 network shows throughout the nation.

For four years now a maximum effort—both creative and financial has gone into the building of WSM-TV into a dominant entertainment and advertising medium. As a result we make this suggestion:

If you as an advertiser or agency time buyer are interested in reaching the 132,630 television homes (impressively larger than the daily circulation of either Nashville newspaper) contact us or any Petry Man for additional details. We believe you will discover that WSM-TV is a station that is unusual in its selling power—the Number 1 television station in a prosperous market.



W S M TV

NASHVILLE, TENNESSEE

.....
To sell the Central South . . . WSM RADIO

For concentrated selling in the
Middle Tennessee Market . . . WSM-TV

would be ready to start producing video tape recording systems by the first of next year.

Whether production will actually get under way by then is not definite but it is clear that Crosby is aiming initially at the kinescope recording market. The grey scale and picture characteristics described above attack kines at their Achilles heel. And note that the highest frequency Crosby researchers chose to record at (3.39 megacycles, to be exact) was picked because it would provide "greater definition than that of a good 16 mm. kinescope reproduction."

The weakness of the present kinescope method lies in the fact that electronic information is transferred to photographic film and then converted to electronic information again. With tape the electronic information remains electronic when recorded, so, in theory anyway, the playback is practically as high in quality as live. Some engineers have counted 14 places in the making and transmitting of kines where a quality loss occurs. Of these, nine are involved where the "information" is handled in optical form.

The end of kines is just the begin-

ning so far as video tape is concerned. In discussing video tape, the producer of one of the top-flight network tv shows exclaimed:

"It's great! It's wonderful. I'll be able to do three shows in one week and take two weeks off!"

It's interesting to note that this producer, who looks forward so fervently to video tape, now has a live show. What sparked his excitement was this:

The flexibility of tape means he can record any part of his show he wants. He can record the first part last or the last part first. He can schedule rehearsals and hire talent more economically. He doesn't have to have all of his actors on the set at the same time. He can tear down a set just as soon as he has finished recording the scene which goes with the particular set.

But more important, as he runs over the scenes he is constantly recording them. And he can tell right away whether the scene is O.K. If he likes

* * * * *

"The first and best way to kill the creative spirit is to follow the leader. It's a normal human tendency to follow the leader. In the first place, the leader seems to know where he's going, whereas a lot of people don't know where they are going. . . . The leaders draw a crowd of followers. But in the long run this doesn't pay off."

WARNER S. SHELLY
President
N. W. Ayer & Son
Philadelphia

* * * * *

it, he's got a recording of it. If he doesn't it can be erased, in whole or in part, and the tape used over again. He can sit in another room and monitor a scene as it is being played and recorded. He doesn't necessarily have to play back the tape, although he can if he wants to.

Bob Foreman's article on video tape said: "Skilled writer-producer-directors like Frank Wisbar (*Fireside Theatre*) expect to be able to edit their scripts as they go along and, in some cases, come up with scenes minus any script—just shooting on an ad-lib basis, if you will."

While there is little information on the cost of video tape recording equipment it is obvious from the foregoing that there will be some obvious economies for sponsors somewhere along the line. In his Hollywood announcement, Sarnoff touched lightly on the cost angle. He said that "further technical progress, which is certain to continue,

will make the magnetic tape process inexpensive and economical."

Another development being worked on in connection with tape is an editing device. Editing is more of a problem with tape than with motion picture film. The editor cannot see the tv picture on tape. However, a machine is being worked on by the Crosby people which will scan a section of the tape equal to one frame of the picture while the tape is standing still. The editor will be able to move the tape to the exact frame he wants for cutting and splicing. Video tape is cut and spliced just like audio tape and there is no problem of synchronization.

How will video tape affect the unions? The entire picture isn't clear but there is certain to be jurisdictional fights. Take talent, for example. Will a tv show recorded on tape be under the jurisdiction of the Screen Actors Guild or the American Federation of Television and Radio Artists?

Both will undoubtedly claim jurisdiction. AFTRA now has jurisdiction over talent who make tapes for radio broadcasts and tv soundtracks, as well as those who appear in large tv shows, whether or not there are kines involved. SAG considers that anything with sound in back of film is under their jurisdiction, which now includes movie and tv film acting talent. Is video tape film or isn't it?

While photographic film processing workers will eventually be displaced, this will be made up in whole or in part by increased employment among electronic engineers and technicians.

As to tv film studios, it is a matter of watchful waiting right now. There is a big investment in present film equipment among them and outfits like Ziv, which sell to local stations, aren't going to convert to tape until the stations do, too.

While it is not doing any actual research on developing video tape Ziv has set up a research department to keep tabs on what others are doing and perhaps experiment on its own later on. ★ ★ ★

SELL Tucson
and get your share
of \$200,000,000 a year

"The Tucson (Arizona) Metropolitan County Area (population 172,800), is the Nation's 110th retail market • 99th in general merchandise • 70th in drug store sales • 53rd in building materials; income and sales per family above national average." SALES MANAGEMENT

KVOA
Tucson's Salesmaking Stations

KVOA-radio (NBC since 1939)
KVOA-TV Channel 4 (NBC and ABC)

nat'l. rep.: PAUL H. RAYMER COMPANY

WANT A DIFFERENT TV SHOW?
Popular, well rated, entertaining?
The Sportsman's Club
52 great 15 minute hunting, fishing and outdoor panel shows. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

First

WTAC-TV

FLINT, MICHIGAN

With Top "Agri-industrial" Coverage!

A

Now, there IS something new in the sales sun! A new and potent network television station, serving a virgin and untapped television market . . . the rich and dynamic "Agri-industrial" market of Flint, third largest city in Michigan and America's pioneer Auto City! At last, picture-perfect television is available to the more than half-a-million persons populating this unique Agricultural and Industrial area . . . 535,100 customers for your products with an annual buying income in excess of \$863,000,000!

B

Nowhere else in America will you find a market to match WTAC-TV's "Agri-industrial" coverage area composition! Nowhere else will you find a more direct & less costly method of meeting this market than via the sales-making "Picture-Window" programming of WTAC-TV . . . Flint's *FIRST* and *only* television station . . . on the air—and in the market—NOW!

C

Affiliated with the American Broadcasting Company, and featuring selected programs from the other major networks, WTAC-TV's "Picture Window" programming combines the best of the national shows with tops in live local studio productions. WTAC-TV, with top "Agri-industrial" Coverage, is building and holding a large, loyal and lucrative buying audience for your product sales story. Your sales guarantee for profit satisfaction!

channel

16

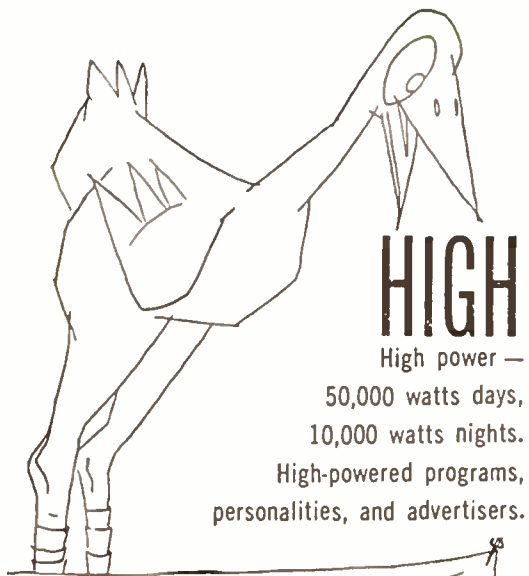
PICTURE CLEAR

UHF



Trendle-Campbell Broadcasting Corporation

Represented by Paul H. Raymer Company



HIGH

High power —
50,000 watts days,
10,000 watts nights.
High-powered programs,
personalities, and advertisers.



WIDE

Wide coverage — over 205
communities in Southern
California. Wide range
of selling opportunities.



handsome

Handsome returns demon-
strated daily to advertisers
who expect — and get —
TOP results from radio.



710 KC Los Angeles
California



Represented Nationally by
AM Radio Sales Company
New York • Los Angeles • Chicago
GENE AUTRY — President
R. O. REYNOLDS — Vice President
and General Manager

STARCH "NOTING"

(Continued from page 43)

of Starch studies, see boxes found on page 43.)

As we see them, the principal points of difference in technique are:

1. Starch magazine ratings employ the recognition technique. Every effort is made to re-create the circumstances under which the respondent looked at the magazine originally. The respondent is shown each ad, just as it appeared in the magazine.

For the tv studies, the respondent is *not* shown the program in which the commercial appeared or the commercial itself.

2. In the magazine interviews the respondent's attention is directed to each ad. To qualify as a "noter" he need only answer "Yes" or "No" to a question similar to "Did you see anything on this page?"

In the tv studies, the man or woman interviewed is first asked to *describe* each commercial. At this point "yes" or "no" answers are impossible. Even recall of the sponsor's name is insufficient to qualify a person as being able to "identify" a particular commercial.

However, if the respondent cannot describe a commercial sufficiently to positively identify it, the interviewer then mentions a feature of it that, in the interviewer's own judgment, differentiates one commercial from another. (This may be one of several features; the one selected is left by Starch entirely to the interviewer's ingenuity.) Now a "yes" answer by the respondent is counted as "aided identification."

3. Because the advertisements are shown to the respondents and because the "noting" question is designed to elicit "yes" or "no" answers, inflation of readership ratings is to be expected. Confusion with identical advertisements that appeared in earlier issues of the same magazine, or in current issues of different magazines, or similarity of the particular advertisement with others in the series, is to be anticipated. This has been proved beyond doubt in many studies.

Other substantial differences in technique will suggest themselves to objective advertising researchers. The only conclusion we reach is that the two techniques are not at all identical and are similar only in that they are both produced by Starch.

Except for the incidental, coinciden-

tal, accidental correspondence between the average "total identification" percentages of any one commercial on a television program with the "noting average of 40% for magazine color page ads," it is unlikely that the tv figures would be called quote Noting, unquote, by Jack Boyle, Starch's director of television research.

Just exactly what Starch magazine advertisement ratings really mean has been puzzling qualified researchers for a long time. A highly esteemed agency expert once expressed the opinion that Starch may be measuring some kind of psychological short-circuit between remembering, interest and the urge to be a judge at a horse show.

Whatever "noting" means in magazines, it is certainly not remotely related to tv commercial "identification." As a measurement of the degree to which an advertisement has made an effect upon a person exposed to the advertisement, identification may well represent a higher order of "remembering" or "interest" than even the Starch bluechip magazine "read most" ratings, which averaged 8% for all four-color page advertisements rated during 1952.

Neither "noting" nor "read most"

80,000

tv sets now in Sioux City Sue-land

(based on RTMA & distributor-survey estimates)



Sioux City, Iowa
CBS, NBC, ABC & DuMont

Represented by The Katz Agency

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

**THE
OTHER
BIG
MARKET
IN
NEBRASKA!**



The Fetzer Stations

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

Associated with
WMBD — PEORIA, ILLINOIS

ratings of magazine advertisements is comparable to the "identification" ratings of particular tv commercials. Except for the coincidence of the two Starch figures, the identification figure would no doubt never have been called quote Noting unquote, and the possible applications of these data to inter-media cost comparisons would never have justified the space devoted to it in trade publications.

Second only to the almost mischievous interjection of the correspondence between the average percentages is the suggestion that networks have been fostering the "glib theory that all tv viewers who watch a given tv show see—and remember—all the commercials in the program."

The preparation of commercials is not the responsibility of the networks. The degree to which any commercial is seen and remembered is a function of many factors, chief of which is the skill and ability of the advertiser-agency team to produce commercials which attract and hold the attention of program viewers so that the full selling power of television's unique sight-sound-motion form of presentation produces the desired end result.

The fact that the audience of a program can be different from the audience to the commercial has never been denied. Differences between Nielsen Six-Minute Audience Ratings for a program and Nielsen Average Audience Ratings for the same program are obvious indicators of this fact. This is particularly true in programs of more than 15 minutes in length.

In some instances the Average Audience Rating over the full length of the program is less than 50% of the Nielsen Six-Minute Ratings. For example the first October 1953 NTI Report shows *Omnibus* with a Nielsen Rating of 25.6 and an Average Audience of 13.3. In the case of *Omnibus*, where the commercial time is divided between three participating sponsors, the 13.3% figure is probably a better indication of the program's commercial audience for any one of these sponsors than is the Nielsen Rating.

In addition to the six-minute and average audience ratings Nielsen radio and television subscribers have always had available minute-by-minute ratings for each program. By relating these figures to the time the commercials were broadcast, the size of the audience

to each commercial in the program can be estimated. For example, in May 1953 an hour variety show had a total audience rating of 59.7% and a six-minute rating of 54.9% whereas the audience ratings for the individual commercials on the show were 44.5%, 45.6%, 46.5%, and 47.8%.


The significance of these figures is two-fold:

1. Networks have not claimed that 100% of the viewers of a program watch each commercial. And certainly they have not claimed that every viewer of a program will *remember* each commercial. On the one hand, the extent to which commercials are watched and remembered is the responsibility of the advertiser and his agency, rather than the network. On the other hand, reliable data have always been available which show that not all of the viewers of a program watch the *entire* program, and are thus not exposed to *every* commercial.


2. The extent to which viewers watch *only* part of a program—start viewing after a program is partially over, or switch from viewing a program on another station to viewing of the particular program being studied, or stop viewing a program after seeing only the beginning of it—makes completely invalid the base used for Starch Identification Ratings. Starch apparently *assumes* that all the people he interviews have seen the *entire* program, from beginning to end. This is an assumption which is not supported by known viewing behavior or confirmed in the interview. Therefore, the fact that a person viewed part of a program and is not able to describe all of the commercials on the program cannot be ascribed to forgetting or disinterest, or to the fact that the person interrupted his viewing at the time of the commercial to carry on another activity.

If the base for determining the identification ratings is the percent of people who could have seen every one of the commercials on the program, then interviewing should properly be restricted to viewers who saw the *entire* program. If an effort had been made in this direction, then it is likely that the "average" for all commercials checked by Starch would have exceeded 41% and obviated the ridiculous incidental accidental comparison with magazine "noting."

In connection with the SPONSOR report on this Starch development, there



**New
WJAS
AM & FM**




**MONEY
-THE SUNNY SIDE
OF THE DIAL**

**THEY'RE CALLING HIM
"Mr. Scoop"**

... And Herb Morrison, WJAS's News Editor, richly deserves the title. Take the story of the Turnpike slayer, for example:

Herb Morrison gave Pittsburgh listeners a thrilling on-the-spot account of the capture of John Wesley Wable, the confessed killer, at Albuquerque, New Mexico . . . **THE FIRST COMPLETE REPORT OF THE CAPTURE** direct from the arresting officer.

Morrison's radio news techniques have made him the most talked about newsman in the Pittsburgh market. More and more Tri-State listeners are turning to Morrison every morning for their latest news. "Mr. Scoop" . . . a newsman's newsman . . . is the finest radio news buy in the Pittsburgh market today.



Serving the
**GREATER PITTSBURGH
Metropolitan Area**

5000 Watts 1320 KC.
Write . . . phone . . . or wire . . .
George P. Hollingbery Co.

*26 week package as published in S.R.D.S.



HEIGHT COUNTS MOST!

WAVE-TV Delivers:

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

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

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

In VHF television, *Tower Height* is the most important factor in "reaching out" to fringe areas. *Low Channel* is next most important and *Power* is third.

WAVE-TV's tower soars 1585 feet above sea level — 419 feet higher than Louisville's other VHF station!

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

WAVE-TV radiates 100,000 watts of power — the maximum permitted by the FCC for Channel 3!

Write direct or ask your Free & Peters Colonel for all the facts about WAVE-TV's tremendous new coverage and about the great WAVE-TV television market.

LOUISVILLE'S

WAVE-TV

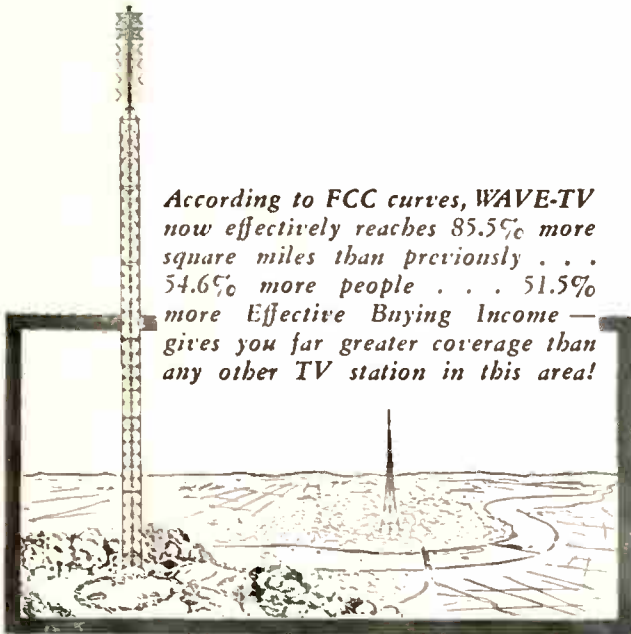
Channel 3

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT

Free & Peters, Inc., Exclusive National Representative



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



are numerous other points that demand elucidation.

1. One of these is the statement that identification measures the proportion of program viewers who "see" a commercial. At best, identification is a measure of the proportion of people who saw some part of a program and can remember a specific commercial sufficiently to identify it accurately. Magazine "noting" is purported to be a measure of the proportion of the primary readers of the magazine that "recognizes having seen" an advertisement. There is a substantial difference.

2. The Starch "identification ratings" are *not* a measure of tv's advertising effectiveness. Neither is a high or low magazine advertisement readership score. Some commercials may have great entertainment value, and little sales effectiveness. These may get high identification ratings. Others may appeal directly to the interests of a small proportion of top prospects and convince this select group to buy the sponsor's product. But, the commercials may score low in "identification."

To some extent, identification and sales effectiveness may have a reverse correlation. A skillfully integrated

commercial may have great low-pressure sales effectiveness. But because there was no sharp break between program and commercial, respondents may find it extremely difficult to describe. On the other hand, the more elements there are in a commercial, the more likely it is that a respondent may be able to describe one of them. Even though this element may be one of 10 or 20 in a badly organized, ineffective commercial, it is sufficient to qualify the respondent as having identified it.

3. The Starch tv survey technique interviews only one person in the home. Perhaps this individual is the one who was least interested in the television program. Other members of the family could well have seen more of the program and been in a position to identify more accurately the commercials than the telephone respondent. Moreover, the different commercials in a program may be designed to appeal directly to different members of the family audience. For example, an automobile sponsor may direct a commercial featuring style and appearance at the women in the audience, whereas a second commercial stressing mechanical construction would be aimed primarily at men viewers. The Starch averages would thus be artfully low because all advertisers do not direct all commercials equally to all viewers.

4. As pointed out above, Nielsen minute-by-minute figures enable advertisers to estimate the audience to each individual commercial in the program. Corollary to this is the fact that the placement of the commercial within the program, particularly any program during which there is much in or out dialing, is a matter which can substantially affect the audience to a commercial. Nielsen has pointed out many cases where an advertiser's commercial audience was increased substantially simply by shifting the position of the commercials in the program. The placement of commercials in the program is determined by a number of factors, but is primarily the responsibility of the agency.

5. It is true that networks, on occasion, project Starch readership figures to *total magazine audiences* to obtain an estimate of the number of readers to an individual ad to be compared directly with gross audience figures based on program ratings. However, this practice was not originated by the networks, nor is it necessarily con-

done by broadcast researchers. Advertisers and agencies consistently make such inter-media comparisons despite recognition of their limitations.

Although these projections invariably produce lower cost-per-1,000 figures for radio and television than for magazines, we are convinced that the true advantage to the broadcast media is understated.

Network researchers, indeed, practical advertising men in all groups, have serious doubts as to the meaningfulness of any of the total audience magazine studies released thus far. The looseness of the definition of a "reader" is the particular concern.

Starch himself cautions users of his magazine ratings against making such projections: "The figures in this report represent primary readers only. Experimental studies show that there is a marked difference in advertisement reading between primary readers as a group and secondary readers as a group. The chances of an advertisement being seen and read by the kind of secondary reader who picks up a magazine in a doctor's office are far less than for a primary reader. On the other hand, the kind of secondary reader who reads in his own house someone else's magazine is almost as likely to see any given advertisement as a primary reader. Hence, the real value of secondary readers is not just how many there are of each kind, i.e., how many casual secondary readers vs. how many thorough secondary readers. Therefore Starch advertisement readership percentages may not be projected to 'audience'-type figures which include large blocks of secondary readers."

The networks reduce magazine total audience figures by Starch readership ratings, using the averages for all advertisements of a particular size, or those in a particular product category, because it is obvious that all advertisements in a magazine are not looked at by every single person who opens the cover. Perhaps the Starch "noting" figure takes out some of the inflation.

According to Nielsen, the percentage of homes tuned to one or more commercials generally exceeds the six-minute program rating. The Nielsen Average Audience rating is approximately equivalent to the percentage of homes viewing the average commercial. This is our justification for using these ratings in commercial audience projections without further adjustment.

BMI

Television Sketchbook

(A Program Aid)

Timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety programs or as scene-setting segments.

There are dozens of ways in which you can adapt the BMI Sketchbook to advantage.

A Monthly BMI TV Service

BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

We never use the Nielsen total audience figures for such purposes.

Until there exists a reliable basis for comparing the cost, coverage, impact and, most important of all, the sales effectiveness of a magazine campaign vs. a comparable expenditure in network radio or television, practical advertising men will continue to make such inter-media comparisons even though they may have little confidence in them.

NBC's exploratory sales effectiveness studies provide indicative figures for radio and television programs. Could not similar figures be developed for magazines and other media? Don't these studies point out the direction for the ultimate solution of the most serious and most perplexing problem faced by advertisers today?

Unquestionably, the full potential of television's unique combination of sight, sound and motion has rarely been achieved in the presentation of commercials. The healthy future of television depends upon the degree of effectiveness with which advertisers use our medium.

For this reason NBC has for years emphasized the values to be achieved by sponsors in improving their commercials. Last year we published a booklet entitled *How to Increase the Effectiveness of Television Commercials*. In the introduction we stated, "Our publication of this report affirms a deep interest in helping advertisers make their television campaigns as effective as possible. . . . Furthermore, improving the 'rating' of the sales message can be just as profitable as improving the program rating and it can usually be done more readily and at far less cost, too."

We welcome the Starch "Immediate Recall Surveys" as another useful device for determining quickly and inexpensively the extent to which certain elements of a commercial can be "played back." Using a staff of well-trained, experienced interviewers who can establish rapport with respondents over the telephone and who know how to probe for the desired information and can make an accurate record of what was said, the immediate recall surveys can be a highly valued tool for copy research on commercials. But let's not destroy the utility of this service as a copy-testing tool by misusing it in media analysis. ★ ★ ★

by Jack Boyle

Director of Television and Research,
Dunell Starch & Staff

At the outset, we would like to make clear the Starch organization's policy with regard to the use of either publication advertising readership or television commercial identification figures. We have said, for many, many years, that readership scores are *not* absolute figures and should not be used as absolute figures.

Projection of such figures to print media circulation is statistically invalid, particularly when it is used in the field of media comparisons. We say now that our tv identification figures are not absolute and should not be projected to rating or total audience figures.

There are many reasons why these figures are not absolute. In the case of both tv and print, we are dealing with memory, articulation and comprehension, all subject to unknown variables. Some confusion exists in all such types of interviewing.

An additional factor that applies to magazines is that interviewing is conducted within an arbitrarily selected period of time after appearance of the magazine and any readership of advertisements that occurs after the period of interviewing just isn't measured.

Even if it were possible to establish an absolute measurement of readership of an advertisement and the viewing of a television commercial, the two could not be directly compared. The net selling effect of having read an advertisement or having seen a commercial can be far, far apart. However, the only thing less valid than using these two sets of figures for direct comparison is to use one set of figures to reduce the circulation of one type of medium and to compare this to the total circulation of the other.

The most common current violation of this principle is to apply Starch average noted readership scores to print circulation and to make a direct comparison to total audience of broadcast media.

Before getting into a discussion of the meaning and validity of the immediate recall figures, we must accept the premise that not every person counted in the rating of a program sees every commercial on that program. Anyone

with two eyes and normal powers of concentration must grant this premise.

Now as to Mr. Beville's comments on the immediate recall technique, we agree with some, partly agree with some and disagree with others. We agree with him that the two techniques cannot be directly compared. Readership studies use a *recognition* technique wherein the respondent is taken through a copy of the magazine and shown each advertisement (above a certain size) to elicit response as to whether he did or did not see it and a detailed exploration as to what parts he did and did not see and read.

The immediate recall studies *do not* use the recognition technique. The respondent is not shown the commercial at the time of the interview. It does, however, take advantage of a situation not available to the researcher in print media. This is the opportunity of interviewing immediately after the viewer's only opportunity ever to see the particular program's commercials.

To compare it with a purely theoretical situation would be like interviewing the reader of a magazine immediately after he had given all the attention he would ever give to that issue. And the issue contained only three or four advertisements. And, the interviewing was conducted without the presence of the magazine.

Throughout Mr. Beville's article there is an indication that he was not fully aware of the nature of the aided recall used in the immediate recall studies. To qualify under unaided identification, the respondent must volunteer a description that *does* identify the commercial. All of the figures released thus far, however, include both unaided and *aided*. To qualify as an aided viewer, it is not necessary for the respondent actually to describe any part of the commercial.

If the respondent, at any point, has said in response to the question, "Please describe the commercials," "Don't know" or "Don't remember," the interviewer will say, "Don't you remember the commercial with the (and here gives a key description of it)?"

Any kind of a positive response such

ADVERTISING EXECUTIVES

First Aid For Radio and TV Advtg.

Supplement present facilities with the know-how of specialists. Let us show you how we can increase your profits and decrease your costs and ulcers. . . . BOX 30 SPONSOR

as. "Oh yes—I did," is all that is necessary to qualify the respondent as a viewer. Even in cases where the respondent says something like "I did see the very beginning but then left the room," he is still included as a viewer of the commercial.

A considerable portion of Mr. Beville's article is devoted to the fact that not all persons who qualify as viewers of the program under the Nielsen or other audience rating techniques, see the entire program. This is very true, but it is only one of the reasons and not by any means the principal reason why people have not seen a given commercial.

Any assumption that because a set is tuned to a given program all persons counted in audience composition data are present and watching each commercial or even if present, are paying any attention to each commercial, just isn't true. Aside from the factor of a person's only having tuned in part of a program, the reasons for not seeing a commercial divide themselves into two broad groups:

1. Those who were *not* present in the room when the commercial ap-

peared, some of whom may have also missed portions of the program.

2. Those who were present but for various reasons paid no attention to the commercials.

Starch has made no attempt to probe into a complete report on these reasons since from a copy research point of view it is less important than other information that must be gathered. Starch cannot, therefore, offer exact statistics on this subject.

However, a considerable amount of such information is volunteered by respondents and reported by the interviewers. The first group who were *not* in the room at the time of the commercial were not there for a multiplicity of reasons, all of which made a great deal of sense to anybody who has had a television set in his home for any length of time. These include: leaving to go to the bathroom; to get a drink, not necessarily alcoholic; to answer the telephone; to put the kids to bed and to check on them later; to look in on the cooking; to answer the door; to answer the phone, and so on into all of the activities of people living in an average home.

The principal reason for not seeing the commercial when the viewer is actually in the room is that others were present and they talked while the commercials were on. It includes also those who were partly reading and partly listening and concentrated on reading when the commercial appeared; those who were half watching—half asleep, and a sizable number of those who have acquired what is probably a peculiarly American ability to ignore commercials that do not interest them.

As a matter of fact, this in-and-out attention can apply to portions of a program just as well as it does to commercials. Not every person who, according to Nielsen, was tuned or, according to other rating services, reported seeing a program, actually sat down and gave undivided attention to the television set for the full duration of that program.

It is the feeling of the Starch organization that all attempts to reduce a comparison of different types of media to a cost-per-1,000 basis are, at best, only a starting point in media evaluation. The differences between the suitability and usefulness of one medium compared with another to meet the particular selling problem of a given product far transcends mathematical differences that can be developed by any method. It should be obvious that two competing products—one a paste deodorant and the other a squeeze bottle deodorant—must use entirely different comparisons in evaluating print media and television.

Beyond this, Starch's experience in studying readership of print advertising for over 20 years and television commercials for over five years, indicates that differences in the copy effectiveness of the advertising messages can be much more important than mathematical cost comparisons of the two media. A specific advertiser could very easily switch from print media, where he has evolved very effective advertisements, to the television medium where inexperience may lead to very ineffective commercials. Any decision based upon such an experience would have very little to do with over-all average mathematical comparisons of the media. Unfortunately for the television medium this situation is all too common at present since advertisers have had so many years of print experience to guide them in print media copy and as yet so little in creating and producing television commercials. ★ ★ ★

test **TEXAS' LARGEST SPANISH-LANGUAGE MARKET!**

PASSPORT

This Passport entitles the buyer of time on KCOR, San Antonio, Texas, to advertise his product, in Spanish, to the 45 County market of 691,493 Spanish-Speaking people. This Passport is good only on KCOR, Texas' first and most powerful Spanish-language station.

KCOR, INC.

Write for New Belden Survey
of San Antonio Market



KCOR BUILDING, 310 South Flores
San Antonio, Texas



or contact

Richard O'Connell
Nat'l. Adv. Dir.
40 E. 49th St. Plaza 5-9140
New York, N. Y.

Harlan J. Oakes & Associates
Los Angeles, San Francisco & Chicago
TEXAS' FIRST AND MOST POWERFUL
SPANISH-LANGUAGE STATION

The **XL** Stations

K XL
PORTLAND

K XL Y
SPOKANE

K XL F
BUTTE

K XL L
MISSOULA

K XL J
HELENA

K XL K
GREAT FALLS

K XL Q
BOZEMAN



K XL Y - TV4
SPOKANE

K XL F - TV6
BUTTE

*Low Cost - Rich
Test Market*

KXLF-TV6
Butte, Montana

*\$100 per hour less
dollar volume and
XL Station Group
discounts, totalling
as much as 36%*

☆ NBC
☆ DuMONT

(\$100 per hour is for both time and facilities.)

PACIFIC NORTHWEST BROADCASTERS

SEATTLE, WASHINGTON
Jones Building
MUtual 3377

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

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



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

THE WALKER COMPANY

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

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

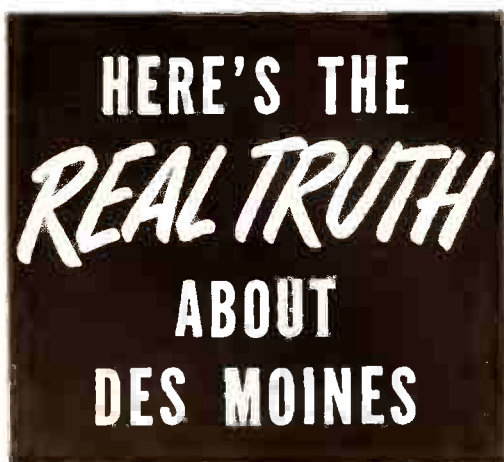
TV ADVERTISING BUREAU

(Continued from page 31)

want a TVAB. They feel there should be some central fact source in the television business to give them the same kind of basic information they can get for every other important medium.

Magazines provide facts on who uses the medium and how much they spend through Publishers Information Bureau. Newspapers have an annual publication called "Expenditures of National Advertisers in Newspapers," which provides the "who" and the "how much." Television (and radio as well) can't answer those basic questions because there is no survey made of dollar expenditures in spot television.

It's probable that within the next year the Station Representatives Association will create a separate department for promotion of spot tv. SPONSOR learned from several sources such a move had been under consideration. Some station and rep executives feel that they would prefer a strong spot tv promotion group to one which combines promotion for spot, network and local as in a TVAB or BAB.



Highest Hoopers
morning, afternoon,
and evening . . .
for months and months

CBS—Represented by the Katz Agency.



The spot salesmen reason that an over-all group can't possibly put enough steam behind its presentations when it's charged with responsibility for tv as a medium. "We want sharply angled presentations," several told SPONSOR.

If enough stations went along with this thinking, creation of a TVAB for the entire medium might be hampered. But the degree to which stations feel they should bunch their fire behind a national spot group only can't be determined as yet.

One segment of the television industry already has a promotion arm. The Ultra High Frequency Television Association was formed in Washington, D. C., recently to serve the interests of uhf stations. The group was conducting a meeting in New York among networks, equipment makers and uhf broadcasters at presstime. Under Louis Poller as president and Melvin A. Goldberg as secretary, the uhf association hopes to do a job of "education" among agencies as well as working with the networks for solution of uhf problems. Though promotion in the same manner as a BAB is not the present purpose of the uhf group, it represents something of a forerunner of a tv-wide promotion body to come.

Here's how the four media groups highlighted in the table at the start of this article operate:

Broadcast Advertising Bureau: Radio's promotion arm was started late in the medium's history. In its present large-budget form, BAB dates back only to spring 1951. Membership is open to radio stations, networks, reps. Members pay dues in proportion to their earning power.

William B. Ryan, BAB president since its reorganization, comes out of station management. He was general manager of KFI, Los Angeles, and in 1950 was asked to come into the National Association of Broadcasters as General Manager. He served for a year, reorganizing the broadcasters group, which emerged after his work as the NARTB. (He has submitted his resignation from BAB effective 1 February 1954 to the board of directors.)

The BAB's budget in 1953 was \$670,000; budget is tentatively set at \$750,000 for 1954. There are 34 employees. Chief executives under Ryan are a vice president, Kevin B. Sweeney; director of local promotion, John F.

Hardesty; director of national promotion, R. David Kimble; a Chicago salesman, Gale Blocki Jr.; two New York salesmen, Charles E. Maxwell and John L. Moore.

BAB has provided a multitude of promotional tools for radio's salesmen. These have included monumental reports on extra set listening, on automobile sets and on cumulative audience. Its salesmen have made dozens of calls on agencies and advertisers. It provides steady stream of material stations can use in soliciting retail accounts.

With 834 station members BAB is now major national promotion group. But it had to get started under pressure when radio stations realized strong selling was needed to fight back against tv. One tv station manager summed up his stand in favor of starting a TVAB now by saying: "Television should avoid radio's mistake in waiting till the eleventh hour before it developed a unified promotion body."

* * *

Bureau of Advertising: The promotional arm of the American Newspaper Publishers Association was established 40 years ago. Present big-scale operation began in 1945. Membership is open to daily newspapers in U.S., its territorial possessions and Canada; associate membership is open to publishers' representatives and newspaper magazine supplements. Papers pay a percentage of their national advertising revenue for the preceding year as dues. There are 1,036 members and associate members.

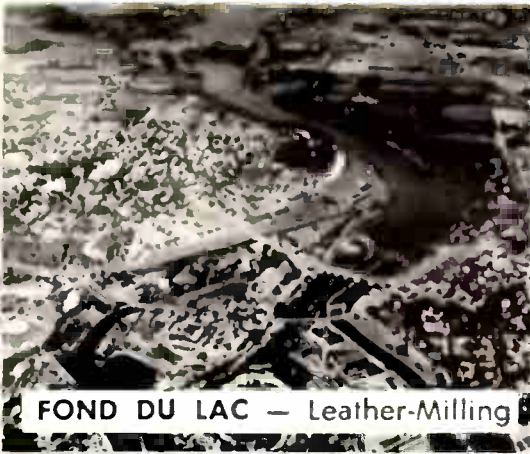
B of A works closely with ANPA but operates autonomously, having own membership, revenue, board of directors. Chief executive is Director Harold S. Barnes. He has an agency rather than a newspaper background. His predecessor, Alfred B. Stanford, also came out of the agency business. Budget for 1953 is \$1,350,000.

Calling on advertisers, agencies is one of main activities of Bureau. There are 30 account executives who specialize in this direct form of media promotion. They seek to open up new accounts for newspapers, keep old ones, expand use of newspapers by existing clients.

The promotion department, which prepares sales presentations for account executives and for general use by members, has staff of 20, including four artists. Periodically presentations



GREEN BAY — Paper



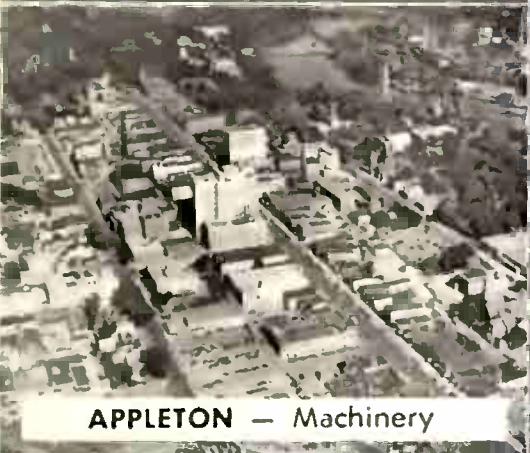
FOND DU LAC — Leather-Milling



SHEBOYGAN — Furniture



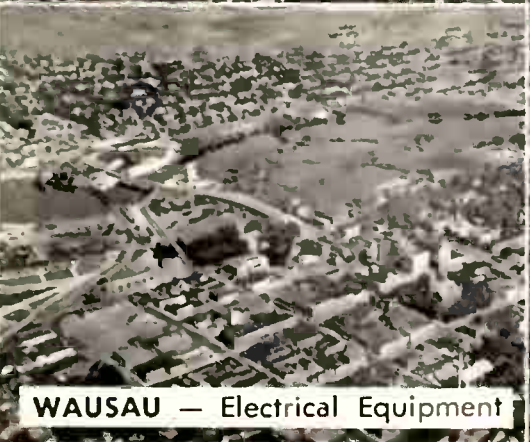
MANITOWOC — Shipbuilding



APPLETON — Machinery



OSHKOSH — Lumber



WAUSAU — Electrical Equipment



IRONWOOD, MICH. — Mining



TRAVERSE CITY, MICH. — Canning

THE LAND

OF

M

MILK and HONEY

Industry-wise

WISCONSIN'S MOST
Show-Full
STATION IN GREEN BAY

100,000
Channel 2

GREEN BAY

HAYDN R. EVANS, Gen Mgr
Rep: WEED TELEVISION



Check First

CLEVELAND'S CHIEF STATION

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



CLEVELAND'S Chief STATION



4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD" HENRY GREENFIELD

WEVD 117-119 West 46th St. New York 19 Managing Director

are issued covering one entire industry for use by newspaper salesmen. Success stories obtained from national advertisers and local success stories are mailed to members.

One of most important statistical services furnished by research department is annual report called "Expenditures of National Advertisers in Newspapers." It covers all national advertisers spending \$25,000 or more annually in newspapers.

The retail department of the B of A provides selling tools for the use of papers in local-level selling. A major part of the department's approach is furnishing papers with data on trends in retailing so they can tie their selling in with the best season for a given product category.

B of A works closely with groups like the Newspaper Advertising Executives Association, the American Association of Newspaper Representatives and the National Newspaper Promotion Association.

* * *

Outdoor Advertising, Inc.: OAI is the selling arm of the national outdoor medium. It was formed by a majority of the outdoor "plant" owners in 1931. Members pay 5% of their annual national billings as dues.

Organization's president is Kerwin H. Fulton, a veteran outdoor man and former president of one of the largest outdoor plants. General Outdoor Advertising Co., Inc. SPONSOR estimates 1953 budget at \$2,500,000. Figure is high relative to amount spent by other media for promotion groups. But OAI is combination of media promotion arm and national representative working for entire medium rather than for individual outdoor firms. Its salesmen do a complete selling job. There are 40 salesmen out of a total of 125 employees.

Here's the variety of missions performed by OAI:

1. Making presentations to advertisers and agencies which explain the medium and show that the advertiser can use it.
2. Complete planning with the advertiser and his agency of national or regional campaigns.
3. Cost and space estimates for all types of outdoor advertising.
4. Creation of copy and art ideas at the request of client or agency.
5. Other assistance including merchandising recommendations.

All of these services are rendered free of charge with the exception of finished artwork.

OAI has increased the volume of national business six times since it was started, diversified the type of accounts carried by outdoor, helped to virtually eliminate the winter slump in outdoor business prevalent before its inception. Volume of business during the first quarter of 1953, for example, exceeded the entire year 1933 volume by more than 25%.

* * *

Magazine Advertising Bureau: The magazine publishers' non-profit corporation was started 10 years ago. It is supported by 20 major magazine publishers whose 45 magazines carry more than 80% of all national magazine advertising.

MAB is governed by a board of directors made up of representatives of each of its member publishers. Frank Braucher is president; W. H. Mullen, director; Wood Gauss, assistant director, and Houston Boyles, director of merchandising. Budget is about \$225,000 for 1953.

Among most important activities is servicing inquiries from advertisers

* * * * *

"In television there's the same problem you have in other media—fitting the coverage and the costs to your marketing problems and your pocketbook. It's not an activity that you can run from a rocking chair. You'll use it—you'll get ulcers on your ulcers—but you'll love it because it demonstrates and sells."

J. GILBERT BAIRD
Sales Promotion Manager
Electric Appliance Div.
Westinghouse Electric Corp.
Mansfield, Ohio

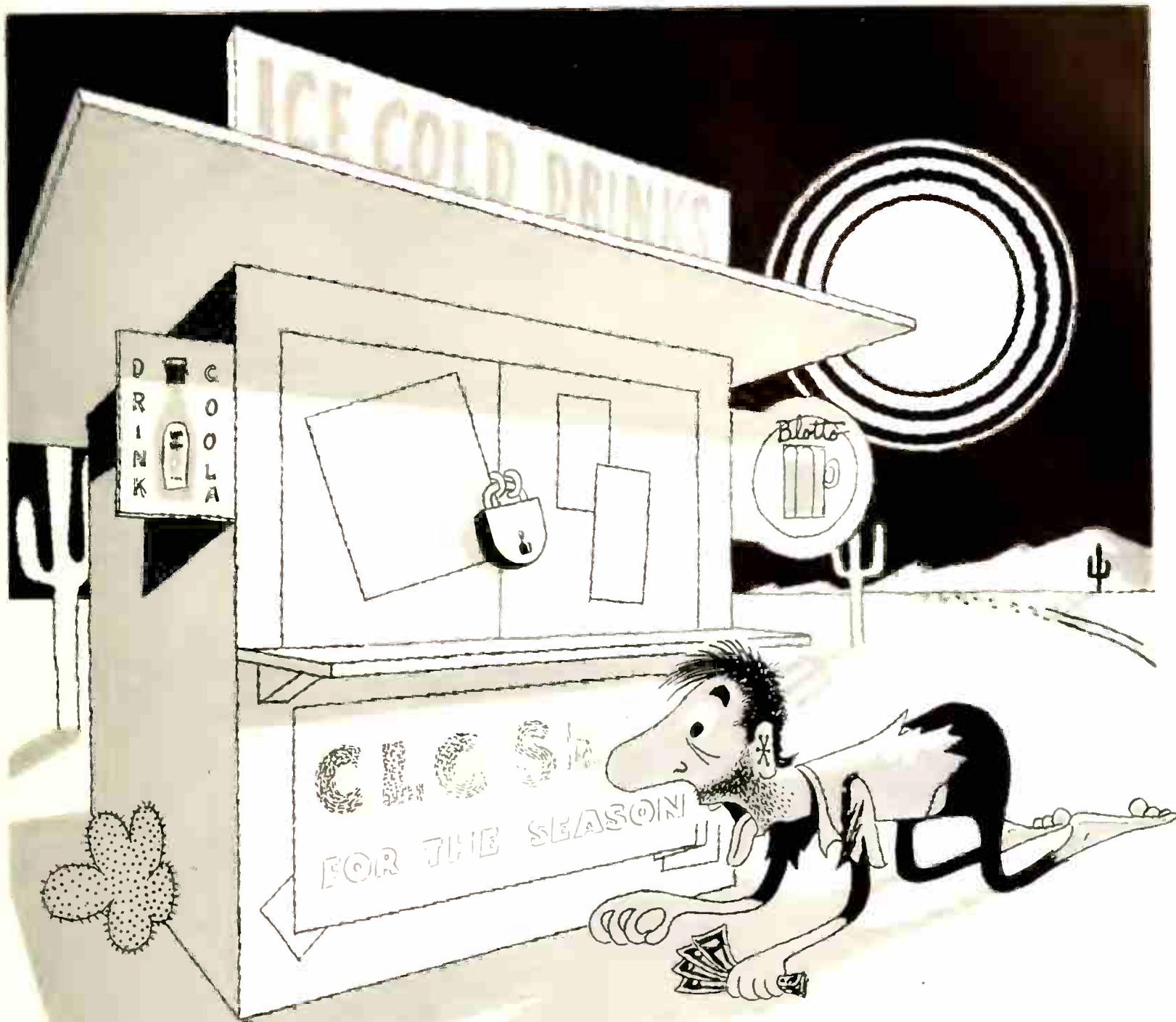
* * * * *

and agencies. Over 2,000 queries are handled annually. These range from simple answer on phone to detailed reports.

Among files maintained by MAB are those containing PIB records, ABC records. Nationwide Magazine Audience Survey records, county-by-county readership counts and clipping file with material on various phases of publishing, advertising, selling.

MAB has 12 employees, none of whom make regular sales calls. Background of major executives is in magazine publishing.

The publisher members of MAB own



it won't help you if you can't get it

Whenever you're quoted average ratings make sure they're not mirages. The long, tall one the other guy is drinking doesn't refresh you.

When DON LEE talks ratings—they're *available*—and they have some tall ones that will refresh your sales *plenty*.

DON LEE delivers sales impressions at

the lowest cost per thousand of any other sales medium—and *remember*—the low, low daytime rates on DON LEE apply to nighttime, too.

Call your DON LEE or Blair man when you want consistently good ratings (*available*, not mirages) in Los Angeles, San Francisco and San Diego.

KHJ



LOS ANGELES
5000 W 930 KC

KFRC



SAN FRANCISCO
5000 W 610 KC

KGB



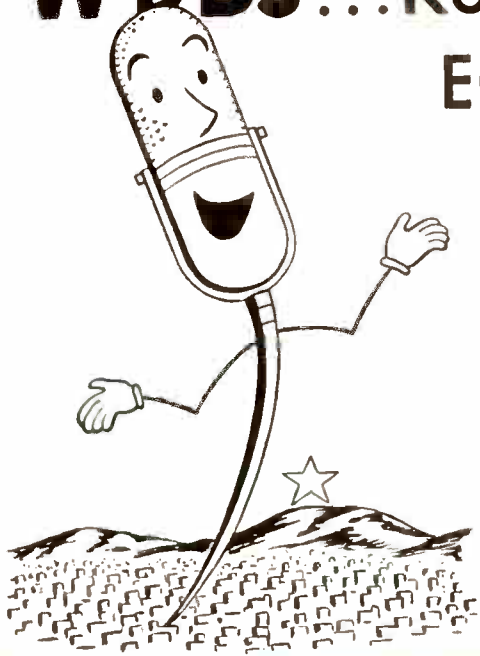
SAN DIEGO
1000 W 1360 KC



Represented Nationally by JOHN BLAIR & CO.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ...Roanoke's LARGE ECONOMY SIZE



Virginia has:


- 891,500 families
- 861,890 RADIO families
- 292,520 TV families
- 413,740 CAR-RADIO families

And the WDBJ area

Includes about
1/4 of Virginia's Population
and Retail Sales.

Source: A. C. Nielsen Co., Inc.

WDBJ Established 1924 • CBS Since 1929
 AM • 5000 WATTS • 960 KC
 FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
 Owned and Operated by the *TIMES-WORLD CORPORATION*
 FREE & PETERS, INC., National Representatives





Here's \$4570 EXTRA...

\$4570—that's how much more than the national average that the Western Market farmer-rancher earns each year.

\$4570—that's how much e-x-t-r-a the Western Market farmer-rancher has to spend for consumer goods as well as for the equipment and materials aiding him in his own production capacity.

KOA-Radio's programming is aimed at the rich and ready Western Market (302 counties in 12 states).

850 KC
50,000 WATTS
CALL PETRY



FOR FOOD ADVERTISERS: AMERICA'S MOST FOOD-CONDITIONED AUDIENCE



Sell your product...buy KOA-Radio.



Covers The West...*Best!*



Mr. Abrahams

Retailers are not large users of radio or tv. Both retailers and broadcasters are to blame.

1. Stores are old hands in the use of printed media. They know newspapers and how to use

Publishers Information Bureau which is a sister organization to MAB. MAB executives direct PIB operations. Actual work of compiling PIB data is done by a private company called Leading National Advertisers.

PIB figures give month-by-month expenditures of advertisers in magazines, newspaper supplements, network radio and television. In addition special breakdowns are available on spending by groups of advertisers in a given industry. MAB will often furnish such breakdowns to advertisers for their guidance in making advertising plans.

MAB has two periodical publications and a number of general presentations, including motion pictures, which are designed to explain various facets of magazine advertising and related fields.

A Television Advertising Bureau would probably bear more resemblance to MAB initially than to BAB or B of A. It would probably employ a dozen or fewer people on a small starting budget. ★★★

SPONSOR ASKS

(Continued from page 57)

But local broadcasters in soliciting the largest dollar advertisers in their communities—their department stores—send a man down with a rate card and an availability sheet.

Thus, to the question, "Why don't department stores use radio?" the answer is basically simple. It is because, with the exception of a handful of stations, broadcasting as a whole doesn't do anything to get them.

SAMUEL H. CUFF
Radio-TV Consultant
Allied Stores
New York

them for immediate results. They know that a \$100 newspaper advertisement brings them \$1,000 in immediate sales, plus future business.

2. Stores don't know radio advertising well. Broadcasters have never taken the time or trouble to teach stores how to use radio. Contrast this, if you will, with the newspaper system of designating salesman specialists to contact stores, regularly offering them specific ideas and sales helps.

3. Radio was originally sold to stores as an institutional device. This appears to have been a way to excuse lack of retail sales results. Stores prefer to use radio for cash register returns as they do printed media.

4. Radio doesn't appear interested in determining what kind of programming will pull for stores. In my New York University course in retail radio and tv advertising, for example, no person from radio has ever enrolled.

5. The industry invariably offers inferior time to stores. Preferred time is usually offered to national advertisers, however.

All of the above apply to television advertising with increased emphasis. In addition to these points, there is this to be said for tv:

1. Tv costs are fantastic. It is absurd for a retailer to attempt to compete with national tv productions. The national advertisers, at their high talent costs, are able to distribute them over many stations.

2. Many stores, attempting tv, have found their air time canceled following a sale of it to a network program. This does not make for good relations between station and store for future use of the medium.

3. Charmed by the glamor of tv, many stores find that the station gives them insufficient help in programming, staging and merchandise selection.

As I see it, there is only one way to move if the industry wants retail advertising:

1. Retailing considers radio and tv as broadly one medium—broadcasting. Stop fighting between yourselves and approach retailers with one package.

2. Hire retail brains, men and women who know stores and their promotion problems.

3. Use these retail-trained people to work with your own radio and tv people instead of using yourselves to guess what's good for retailers.

FIRST

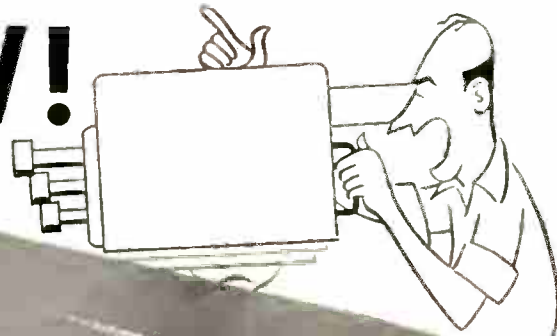
IN RADIO!



NOW

FIRST

IN TV!



in Wichita Falls ★ Texas!

**CBS AND DuMONT
TELEVISION NETWORKS**

Wichita Falls Television, Inc.

WANT TO SELL CANADA?

One radio station
covers 40% of
Canada's retail
sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

A bountiful
Thanksgiving
is the wish
of
Art Mosby

The Art Mosby Stations

CBS **KGVO** 1290

5000 W

MISSOULA

MONTANA

THE TREASURE STATE OF THE 48

Representatives:

Gill-Perna, Inc.

N. Y., Chi., L.A., and S.F.

In a nutshell, *teach them to sell them.*

HOWARD P. ABRAHAMS
Manager, Sales Prom.
National Retail Dry Goods Assn.
New York

Any questions?

SPONSOR welcomes questions of general interest to advertisers, agencies and broadcasters from its readers. Questions are evaluated for their interest to other readers and, if found suitable, will be submitted to the most appropriate authorities for answering. Topic for discussion in the 14 December issue, "Do you believe that television is over-commercialized?"

49TH & MADISON

(Continued from page 25)

of the 27th regarding a radio broadcasters' association. I am firmly convinced, and have been since television started, that television and radio shouldn't live in the same house, any more than railroads and truckers, newspapers and magazines. Television is a marvelous medium, and radio has been feeding it since it started. Radio is also a marvelous medium and is here to stay.

I sent out my form letter, which you probably know about, with no ulterior motive whatsoever, merely to see if I couldn't get some leaders in the radio industry stirred up to the point of realizing that television is their strongest competitor and we shouldn't sleep together.

The conventions recently of the NARTB have been largely television conventions; radio practically nothing. Our trade magazines today are 90% television news; very little radio news.

I have been accused by some people of trying to wreck the NARTB. I have no such idea in mind. I merely want a new organization composed en-

tirely of pure-blood radio operators, and I think we have to have it if we are to put our best foot forward.

Television has been largely financed by radio money, and it has been eating on us so long that I am afraid it has started to hurt.

If we could get the support of a number of state organizations who largely don't accept television operators as members, we might get something done. I haven't got the time, or the energy, or the will to travel around the country to try to start a rump organization, but it seems to me that there should be enough sense in the fact that television is our strongest competitor, that owners and operators of radio stations should be able to see the light and something definite could be done along this line.

I can't see a separation of the radio interests and the television interests inside the NARTB, because the real money today is in television and where the money is, it will naturally dominate; and I think we must make a clear-cut break between the two media.

If we were operating a television station, which we expect to do someday, I would be more than willing to join a television association and also a radio association, be it a federation or anything you want to call it. We should have our own meetings and our own trade media.

In response to my letter I received about 250 replies: 85% of them were in favor of a complete cleavage, and a little support in discussion in the state organizations. I think would be helpful.

We have made it a policy here not to join or support any organization that has a dual purpose: television and radio. They have both got to live separately. Our problems are different—they are two entirely different media and they are both going to live and I hope happily, but not together.

I think our networks have sold radio down the river in favor of television and look what has happened to the network shows on radio. Radio *can* be sold. We are enjoying the biggest business we have had in our history—strictly radio. Why more people can't see the incongruous situation we have, I can't understand. We could operate a strictly radio organization for one-third of what it would cost us to operate the present national organization, and do a good job. We are not going to be attacked on "the hill" as the

A black and white illustration of a hand holding a curtain. The hand is on the left, and the curtain is pulled back to reveal a dark, stormy landscape with a silhouette of a person in the distance. The word "TRUTH" is written in white capital letters on a black rectangular background behind the hand.

TRUTH

what is the Iron Curtain anyway?

It is Communism's "wall" against the healthy atmosphere of honesty that free men breathe. It is Communism's cruel and inevitably futile attempt to seal off 70,000,000 enslaved people from TRUTH that can set them free.

The Iron Curtain has many faces.

Poles and Hungarians look across a No-Man's Land of alarm systems, booby traps, and armed guards . . . the Czech sees a woodland stream with forest chopped naked to accommodate watch towers and Communist-manned machine guns . . . the Romanian gazes down a quiet valley where the flowers have been replaced with electric barbed wire and the secret police tramp all day.

Few captive voices reach outside this armed wall, but many powerful voices from the Free world are reaching *inside* it constantly.

Radio Free Europe is bringing new hope and courage daily to these Red-controlled millions who are our first line of defense against

Soviet aggression.

RFE, broadcasting in the language of these people through their native exiles, is melting the Iron Curtain with Truth—while the Red bosses work feverishly to 'jam' RFE programs and calm their restless satellite peoples. *As long as RFE keeps the Reds working overtime in their own vulnerable 'back yard'—Moscow will hesitate to risk a third World War.*

One dollar is needed from every American to insure that Moscow won't take that risk.

Your "Truth-Dollar" will work, as no dollar ever worked, for an independent American enterprise—Radio Free Europe—which is supported and operated by private citizens like yourself.

To support Radio Free Europe,

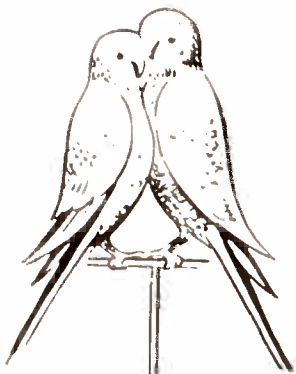
send your "Truth-Dollar" to Crusade for Freedom, c o your local postmaster.



In this strategic area, a Communist police state controls the destinies of 70,000,000 people.



RADIO FREE EUROPE supported by **CRUSADE FOR FREEDOM**



there is a Santa Claus

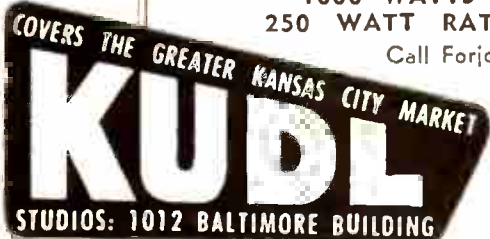
let him bring you the best buy in KC Market

KC Loves

TIME ON KUDL

The No. 1 Independent Station in KC

1000 WATTS
250 WATT RATE
Call Forjoe



KWJJ SPOTS are "Point of Sale" Advertising

KWJJ's "On the Spot" Blanket Coverage plan gives you 175 spot announcements during a 4 week period—PLUS nine solid hours of Remote Broadcasting from the dealers own place of business.

ALL FOR \$700.00

Support your local distributors with this hard hitting economical spot package.



KWJJ
1011 S.W. 6th Ave.
PORTLAND 5, OREGON

Nat'l Reps.: BURN-SMITH CO.

politicians call it now, because we are not the glamor girl anymore. Television is going to be the one that is going to have to defend itself, and I can see very few common problems that we would have to settle in the two industries as a unit. Our labor problem is entirely different; programing is entirely different; sales are entirely different.

If you think otherwise, why doesn't BAB sell television? Would you want that to happen?

In closing, I am only interested in getting something done, and I am not sold on any single idea as to how it should be done except complete cleavage; and until that is done, those of us strictly in radio, I am sure, are never going to be too happy.

BILL WAY

REP GOES TO ALASKA

I wish to call to the attention of your readers a discrepancy in the article, "A rep goes to Alaska," in SPONSOR of October 5, 1953 [page 36].

The author, Roy V. Smith, states "KFQD, Anchorage, had top local billings last year, a total of \$138,000" [page 74]. Mr. Smith never inquired of our organization, but the fact is that KENI, Anchorage, had a 1952 local billing of \$176,653. We are proud of this total, and will gladly substantiate the figure by any reasonable means. . . .

CLAIRE O. BANKS
Manager
KENI, Anchorage
Alaska

HELPFUL IN SCHOOL WORK

I am a student at Columbia University and I am now taking a course in radio and tv publicity. Mr. Sydney Eiges, vice president in charge of press at the National Broadcasting Co., is my instructor. Mr. Eiges suggested to his students that they read SPONSOR regularly in order to keep up with what is going on in the broadcasting industry. I am happy to report that I have taken Mr. Eiges' suggestion and I find SPONSOR very interesting and a great help to me in my school work. For someone, such as myself, who plans to make broadcasting his career. I think it is also very helpful for general information and data. . . .

JOEL W. STIVERS
601 Riverside Dr.
New York 31

ROUND-UP

(Continued from page 59)

that the family wire recorder cut the entire hour show, which he then plays back every morning of the week following the broadcast.

* * *

New York should now have the best decorated apartments in the whole U. S. A.—if New York's lady tv viewers follow the suggestions given by Margaret Arlen on her daily program over WCBS-TV. Just a few days ago Miss Arlen put the finishing touches on a four-room basement apartment, which was completely redecorated in full view of tv cameras. Now that the apartment is refurbished (it was an utter shambles last July when Miss Arlen went to work on it), she's telling her viewers how to make lamps from old vases; how to make themselves skirts, and how to make Christmas presents at home. She gives various other household hints, interviews a celebrity every day and, according to CBS, successfully sells the products of 16 sponsors who range from dog foods to soft drinks to nut associations.

Water from the famed Fountain of

Season's Greetings



Laura Lane



Larry McKinley

T
H
A
N
K



Jack Willman



Ernie "The Whip"

TO YOU ALL
AND
ALL BEST WISHES
FOR
1954

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.

Gill-Perno, Inc.—Nat'l Rep.

Youth at St. Augustine, Fla., was mailed (in a waterproof container) to advertisers and agencies by NBC Radio a couple of weeks ago. A little booklet sent with the water recounted the search of Ponce de Leon for the miracle spa, then told about what the author claimed was another miracle: NBC Radio's "Three" Plan. "Let your sales curve drink deeply from the true Fountain of Youth," the NBC writer advised, "as you enjoy a lasting peace of mind."

* * *

This month's WQXR, New York, program guide has a new front cover, the first time since 1912 that the cover design has been altered. The new design carries a pen-and-ink sketch of a great leader in thought and one of his quotations about music (for example, Plato: "The man who has music in his soul is in love with the loveliest"). WQXR said the program guide has been issued since 1936; its circulation has increased from 710 to more than 60,000 paid subscribers (\$1 yearly),

the largest circulation of any publication in the musical field except *Etude*.

* * *

Religious leaders, teachers in parochial schools and various community clubs and organizations are being sent an advance script of the Christmas program of the *Greatest Story Ever Told*. The annual program, titled "No Room at the Inn," will be broadcast Sunday, 20 December. The program series is sponsored by Goodyear Tire & Rubber Co., but never carries commercial announcements beyond the FCC-required sponsor identification at the beginning and end of the shows.

* * *

A route list of grocery outlets with marketing data is being sent to advertisers by McClatchy Newspapers (*The Sacramento Bee* and KFBK, Sacramento). The 60-page book and map covers Sacramento's 19-county wholesale and retail market which, according to KFBK, is the "highest per capita retail food market in the West."

* * *

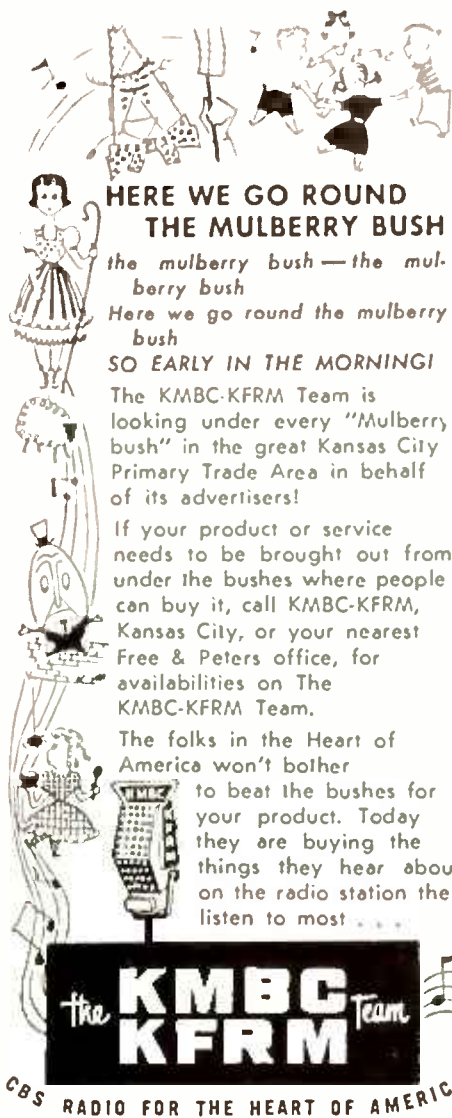
A white tie with a formal invitation was addressed to advertisers and agencies by WNBT, New York. The invitation asked recipients to become one of the sponsors of *The Seven O'Clock Theatre*. The *Theatre*, telecast every weekday evening, features a different program each night.

* * *

Brand Names Day will be 28 April 1954 rather than during the second week of April, Henry E. Abt, president of Brand Names Foundation, Inc., has announced. Abt said the change was made to avoid conflict with retailing and business activities during Easter.

* * *

New York University offered 292 different courses this fall in its Division of General Education—but midway through the semester, it added another one. In the United States for a few months were 22 Latin American students who were getting basic instruction in tv for careers in their homelands of Venezuela, Peru, Colombia, Cuba and Puerto Rico where, they reported, the video business was booming. Near the end of their stay last month, they found a little free time on their hands and decided to fit in some extra class work if possible. So NYU set up a new workshop, "Special Advanced Course in Television Production," which offered two concentrated three-day sessions for the Latin Americans.



HERE WE GO ROUND THE MULBERRY BUSH
the mulberry bush—the mulberry bush
 Here we go round the mulberry bush

SO EARLY IN THE MORNING!
 The KMBC-KFRM Team is looking under every "Mulberry bush" in the great Kansas City Primary Trade Area in behalf of its advertisers!

If your product or service needs to be brought out from under the bushes where people can buy it, call KMBC-KFRM, Kansas City, or your nearest Free & Peters office, for availabilities on The KMBC-KFRM Team.

The folks in the Heart of America won't bother to beat the bushes for your product. Today they are buying the things they hear about on the radio station they listen to most . . .

the KMBC KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

NEW ARRIVAL!

...BIG CHANGE AT WVET

A B C

Yes, the station with more local accounts than any other THREE Rochester stations put together has joined America's liveliest network! Result:—improved programming, ever increasing audience, better-than-ever buys for advertisers in the rich Rochester-Western New York market!

5000 WATTS • 1280 KC.

WVET ABC

Change To WVET Now

IN ROCHESTER, N. Y.

Represented Nationally by THE BOLLING COMPANY

WTXL

MARKS THE SPOT!

in western Massachusetts, where more and more national spot advertisers are improving local coverage at lowest cost per thousand. Only full-time independent station serving Springfield, WTXL has the largest 7:30 to 8:00 A.M. audience of any station in the area.

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



***Serape—**

that's how I call a blanket. And KIFN, and only KIFN, Serapes (blankets) 85,000 Spanish-speaking people. That's 20% of Arizona's population — a market you can't afford to miss, I theenk!



Si, Senor, KIFN blankets a rich market — \$20,000,000 spent by Spanish-speaking people in retail sales last year! If you want your full share of this market, Senor Businessman . . . better get under my Serapel

More than 80 Local Businessmen keep their sales HOT with thees Serape . . . Sell everything from beans to bank accounts, from refrigerators to ranch houses, from tamales to TV sets. My Serape can sell for YOU, too, amigo!



REMEMBER . . . if you sell in Arizona, you should sell in Spanish! And to reach this rich market, you must use KIFN — Central Arizona's only full-time Spanish-language station!

ASK THESE YANQUIS ABOUT ME!

NATIONAL TIME SALES
17 E. 42nd St.
New York,
New York

HARLAN G. OAKES
AND ASSOCIATES
672 Lafayette
Park Place
Los Angeles, Calif.

KIFN

**860 Kilocycles • 1000 Watts
REACHING PHOENIX AND
ALL OF CENTRAL ARIZONA**

Newsmakers in advertising



Milton H. Biow, chairman of the board of The Biow Co., made headlines when he testified during the California trial of Arthur Samish. Biow stated he had paid Samish \$120,000 on a brokerage basis for obtaining the Schenley Distilleries account. The jury found Samish guilty of not paying federal income taxes on the fees and other income. During the trial four accounts left Biow, two being single brands of multiple-brand clients whose other brands remain with Biow. Agency spokesman called this turnover normal for agency size of Biow.



Carl Haverlin, president of Broadcast Music, Inc., was one of 42 defendants named by newly-organized Songwriters of America as conspiring to keep their music off radio and tv. SOA seeks \$150 million damages, the dissolution of NARTB and divorce of BMI from broadcasting industry ownership. Haverlin commented that "the baseless conspiracy charges made in the complaint are a rehash which ASCAP has been making for years and has never been able to substantiate. . . ." Haverlin stated BMI has maintained competition.

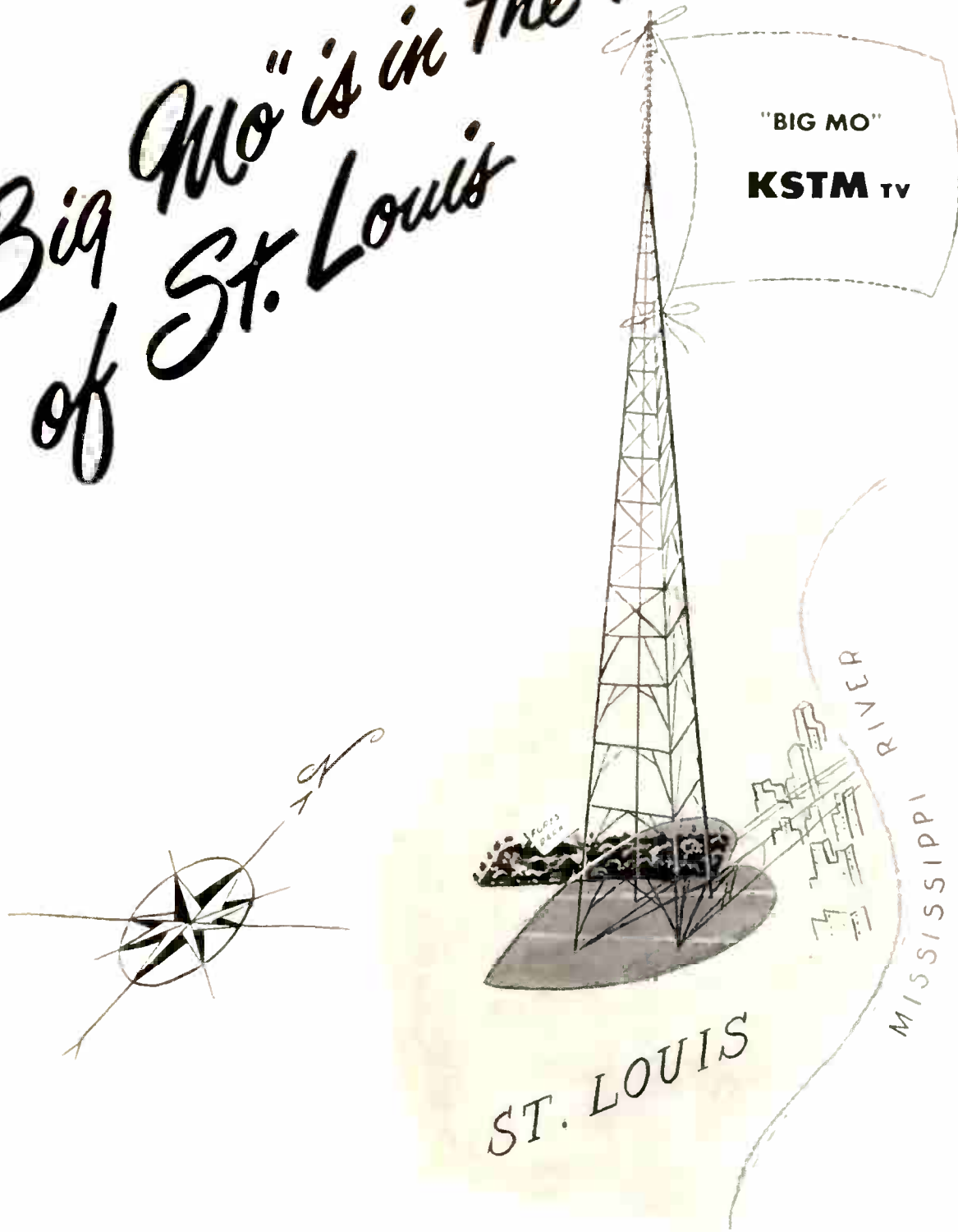


Victor C. Diehm, newly-elected chairman of the Mutual Affiliates Advisory Committee, made these comments recently after the committee recommended that Mutual's new affiliation plan be set aside: "Most of the ingredients of the . . . proposal were based on sound thinking and principles. However, the committee felt that . . . certain elements of the plan . . . needed further evaluation. . . . There are some good advantages to the plan and the committee is confident these advantages can be incorporated in MBS operations."



Barry Ryan, president of Ruthrauff & Ryan, Inc., on his 25th anniversary in the agency business, recalled that he cut his eye teeth during the worst depression in American history. One of the "new trails blazed" during the depression, he said, was the use of radio's original amateur hour applied to advertise the products of an automobile manufacturer. He said threats of a recession call for re-evaluating the junction of advertising in the United States because "our economic process is predicated on power to build demand."

*"Big Mo" is in the Heart
of St. Louis*



Yes, "Big Mo" is in the heart of St. Louis! Not only are the studios, tower and transmitter centrally located . . . just off Forest Park . . . but everyday KSTM-TV's fine network and local programs reach deeper and deeper into the heart of the St. Louis television audience. "Big Mo" helped to bring multiple-programming to the area . . . offered the individual viewer a choice of programs. Little wonder Mr. and Mrs. St. Louis "just love that 'Big Mo'".

You can get close to the St. Louis heart . . . and pocketbook . . . with your product if you come aboard "Big Mo" today. Wire, phone or write for choice availabilities.

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



CHANNEL 36

SAINT LOUIS



Needed: a TVAB

Radio never got around to establishing a promotional sales and research bureau until it was in desperate need of more and better selling.

Maybe that's why there isn't too much station enthusiasm for a TVAB at this time. (Incidentally "TAB" can't be used because it means "Traffic Audit Bureau.")

But the new electronic medium is mushrooming so fast it's in acute need of sound statistical data—information which every other medium, especially newspapers and magazines, provides the advertiser. Further, every other major ad medium has an ad bureau—and with good reason in more than one direction.

Applause

Tv Code Board's "First Report"

The NARTB's Television Code has been in operation since 1 March 1952. It now has 188 stations subscribing to it, as well as all four tv networks.

In its brief existence it has borne fruit on two fronts:

1. It has convinced Congress that the tv industry meant business when it said it wanted and was capable of establishing a code of fair practices and getting most of the industry to live up to it. This has kept government intervention in broadcasting down to a minimum.

2. It has given every station manager, sponsor and agencyman a yardstick by which he can judge the ac-

SPONSOR's survey (see "Should there be a Television Advertising Bureau?" page 29) points out that a TVAB could be established on a small scale for \$200,000 or less. It also summarizes the activities of the other four major media promotional groups — BAB, ANPA's Bureau of Advertising, Magazine Advertising Bureau and Outdoor Advertising, Inc.

To date tv has managed to skyrocket without (1) much research, (2) up-to-date circulation and set figures, (3) a really accurate record of who uses the medium and how much, (4) a central source of statistical, informational and promotional data.

But with competition sharpening not only between stations but between media as well, this period is drawing to a close.

We're for a TVAB—now!

* * *

BAB's loss

The Broadcast Advertising Bureau will miss President Bill Ryan when he steps down 1 February. So will the whole radio industry.

During his three years at BAB, Bill sweated and strained to build it into a major media organization comparing favorably with the ANPA's famous Bureau of Advertising. Today it has 834 members and a \$670,000 budget (\$750,000 or more projected for 1954). It is highly regarded by broad-

casters, sponsors and agency men alike. Its numerous studies serve as useful tools. It has helped rekindle the advertiser's enthusiasm for radio as a leading medium.

Bill proposes to leave BAB with the knowledge that during 1954 the big job he has done on the local level will be continued; that the work of promoting and selling radio's standout aptitudes to national and regional advertisers will be expanded. He knows, too, that no time is being lost in selecting a worthy successor.

Bill Ryan may well be proud of his stewardship. We hope he will find another important spot in the broadcasting industry which he has served so well.

* * *

WJR's "Goodwill Cavalcade"

Put Thursday, 10 December 1953, down as a day unique in radio station promotion.

For on that day Detroit's 50 kw WJR is bringing 70 of its own entertainers to New York to present a one-hour variety show on the Starlight Roof of the Waldorf-Astoria following a dinner for some 450 agency, sponsor, network and press guests.

General Manager Worth Kramer informs us that no one from WJR is going to try to sell a single thing. WJR's aim is to show radio's vitality (as reflected by a single station) in a television age.

ceptability of programs and commercials. The Code applies to subscribing stations and networks only. But its effect on the industry has already been astounding.

For example, not an advertiser's or an agency convention goes by without some discussion of the Code: whether the advertising profession is living up to it.

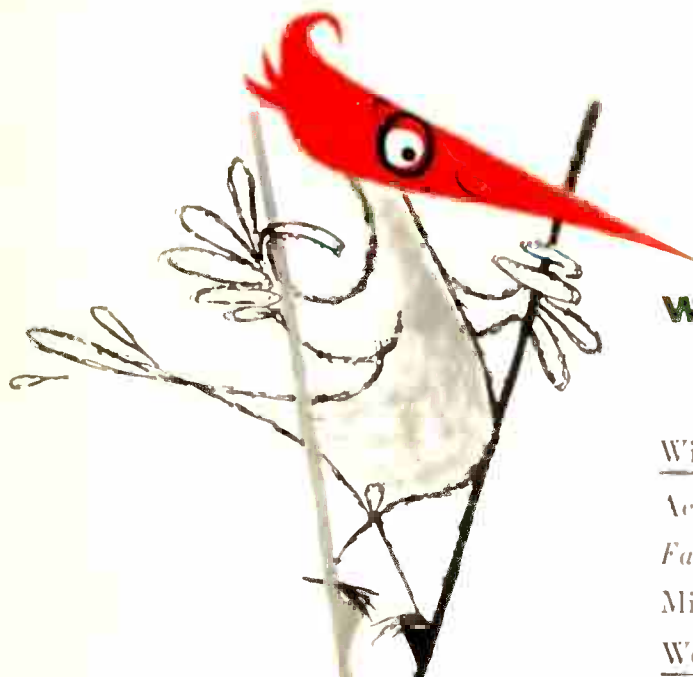
The *First Report to the People of the United States*, prepared by the Tv Code Review Board, contains a wealth of data on the accomplishments of the Code in its first year of operation.

Of course it hasn't eliminated all objectionable practices in tv. But critics are reminded of two things: (1) The

Code is 100% voluntary and the only method of enforcement the board has is moral pressure. (2) Consider what the condition of the industry might have been had there been no tv Code.

Edward H. Bronson, director of NARTB's Tv Code Affairs, and these members of the Review Board merit the appreciation of the entire broadcasting industry for making the Code a living thing:

John E. Fetzer, WKZO-TV, Kalamazoo (chairman); J. Leonard Reinsch, WSB-TV, Atlanta, and WHIO-TV, Dayton; Mrs. A. Scott Bullitt, KING-TV, Seattle; Walter J. Damm, WTJM-TV, Milwaukee, and E. K. Jett, WMAR-TV, Baltimore.



WE'VE HIT THE TOP!

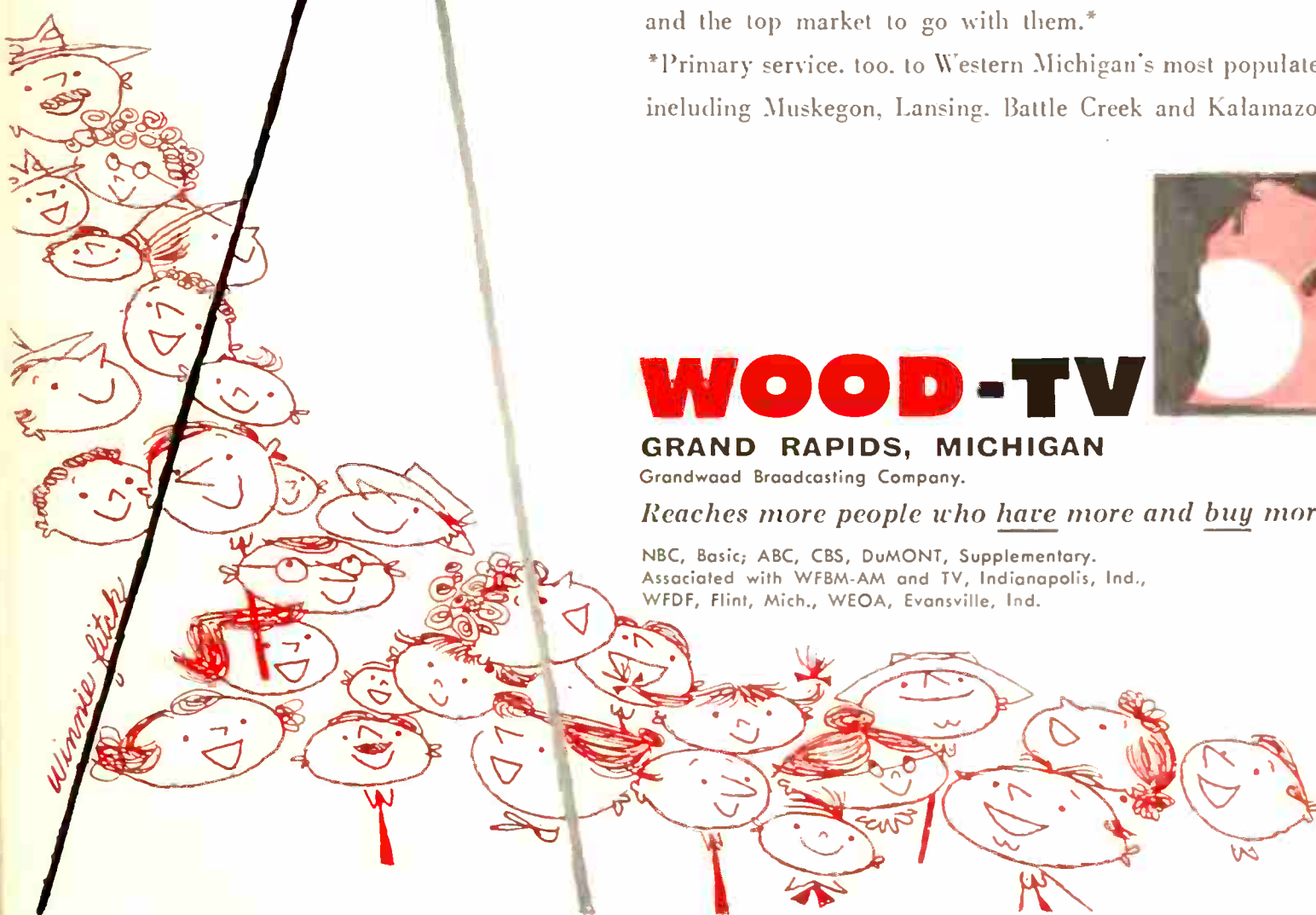
With a TV Antenna 1000' Above Average Terrain.
Actual height 925'. That's as high as any in Michigan.
Far higher than any commercial station in any Michigan market except Detroit.

We're Installing a 50,000 Watt RCA Transmitter.

The 10,000 watt component is *already* installed and operating delivering 100,000 watts, e.r.p., video and 50,000 watts, e.r.p., audio. That's more power output than any other station in the area delivers or plans to deliver in the near future. But, full power of 316,000 watts, e.r.p., video and 158,000 watts, e.r.p., audio is scheduled for February 1, 1954.
A.T.&T. Relay Service Comes to Grand Rapids January 1, 1954.

Schedule your advertising on WOOD-TV, Grand Rapids' *only* television station. The Western Michigan station with top technical equipment, top local *and* network programming and the top market to go with them.*

*Primary service, too, to Western Michigan's most populated area including Muskegon, Lansing, Battle Creek and Kalamazoo.



WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwaad Broadcasting Company.

Reaches more people who have more and buy more

NBC, Basic; ABC, CBS, DuMONT, Supplementary.
Associated with WFBM-AM and TV, Indianapolis, Ind.,
WFDF, Flint, Mich., WEOA, Evansville, Ind.

IN KANSAS CITY...

The Swing is Solid

TO CHANNEL

9

WHB-TV



**BASIC CBS TELEVISION
AFFILIATE**



It's a solid swing to Channel 9 on the airwaves in the Kansas City market . . . and solid selling for WHB-TV advertisers! A full schedule of CBS-TV network programming . . . plus a variety of talent-packed locally produced shows . . . put your spots in the right spot for sales — on the solid favorite of 338,699* television homes in the WHB Kansas City market!

*Oct. 31 report of Kansas City Electric Assn



**FREE! TO ADVERTISERS
AND AGENCY EXECUTIVES**

Swing, the 5¢ pocket-size magazine published monthly by WHB and WHB-TV is packed with interesting and informative reading for time buyers, advertiser agencies, advertising and sales executives. Request free copy on your company letterhead.

WHB-TV
CHANNEL 9 BASIC CBS-TV
SHARING TIME WITH KMBC-TV
Kansas City

WHB
710 K.C. 10,000 WATTS
MUTUAL NETWORK

Represented Nationally by **BLAIR** TV INC.

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