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 MISS MILDRED L JOY
 NEC-ROOM 274
 30 ROCKEFELLER PLAZA
 NEW YORK 20 N Y

SPONSOR

magazine radio and tv advertisers use

22 MARCH 1954

50¢ per copy • \$8 per year

We're Gunning for the Record!



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

DJ Sandy Jackson

DJ Johnny Pearson

DJ Lee Berg

DJ Dan Laughnane

DJ Jack Sandler

DJ Jim O'Neill

RECEIVED
 MAR 21 1954
 NBC GENERAL LIBRARY

Nov.-Dec. HOOPER Dec.-Jan. HOOPER Jan.-Febr. HOOPER

What? No radio station ever captured a 50% share of audience in a six station market before? Shucks! Why'd you have to go and tell us!

You see, not knowin' it was impossible, we've already gone ahead and nailed down 50% or more of the Omaha—Council Bluffs audience during 33 quarter hours weekly! That means KOWH has more audience during those times than all other stations combined!

Why are we gunnin' for a record? Well, the "impossible" is always a challenge; and besides—we love to keep our sponsors droolin'!

Again, the November—February Hooper scores on all-time high for "America's Most Listened-To Independent Station!"

(Average, 8 o.m. — 6 p.m.,
 Mon. — Sat.)

Kowh

O M A H A

AGENCYMAN— FOR A WEEK

page 37

What do clients and agency men think of network spot carriers?

page 40

National advertisers who ignore small towns are missing big market

page 42

Chicago auto dealer uses only tv, sells 200 cars a weekend

page 44

Storm clouds ahead? Don't trim your sales

page 46

What 44,000 listeners told a radio station

page 48

Block Drug ad director reports what firm found in its media tests

page 50



BULOVA — DOES A COMPLETE JOB . . .

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

WMBG
WCOD
WTVR

A complete job of skilled craftsmanship, modern methods and smart design have made Bulova a precision timepiece for over two decades. Bulova's time signals on the air combine service and salesmanship to millions of Americans. You can look to Bulova for accuracy and dependability.

Craftsmanship and precision in programming are a distinct Havens & Martin, Inc., Stations contribution to your selling. Fine entertainment and public service have built up large and loyal audiences in the rich areas around Richmond. Join the other advertisers using the First Stations of Virginia.



Maximum power—
100,000 watts at Maximum Height—
1049 feet

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

FIRST STATIONS OF VIRGINIA

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
22 MARCH 1954**

Admen burn over bump Agencies are still burning over NBC TV's bumping of U.S. Tobacco Co.'s "Martin Kane" from Thursday 10-10:30 p.m. slot to make room for "Lux Video Theatre." Permanent preemption of time hits agencies where it hurts. It's believed top agencies are seeking way to solve problem in future. Agencies want "rights" of air advertisers who invest time and money in time period defined. "Martin Kane" has been on 5 years. Kudner, which built Kane package, isn't saying but rumor is agency, client may take issue to equity court.

-SR-

Big Nestle radio plunge Nestle \$6,000-weekly campaign on WNEW, New York, is probably record buy on single radio station. Nestle's signed contract for \$211,000 (time and talent) through end of year, via Sherman and Marquette. If saturation pays off campaign on key stations in other markets may follow. Nestle's \$6,000 gives it morning-through-midnight continuity of impact. Another recent Nestle buy: 350 ABC Radio stations for "Space Patrol." WNEW buy is for Nescafe (instant coffee).

-SR-

The man from SPONSOR Look for increased air campaign for Cliquot Club soda now that Cunningham & Walsh has account. Agency (when it was Newell-Emmett) launched Pepsi-Cola jingle which brought fabulous success. (For anecdote on how agency team went to work to toss up preliminary Cliquot jingle ideas, see article this issue in which SPONSOR writer tells of week he spent working as junior executive at C&W, page 37.)

-SR-

Is 15 rating better than 3? Fact ratings are risky index of what you buy has rarely been better shown than in new ABC daytime radio presentation "Millions of Numbers." ABC says 15.9 rating of one major tv show is actually equivalent in homes reached to 3.5 radio rating. Yet many make fast evaluation on basis of numerical rating only.

-SR-

Ziv sale rumors persist Rumors Music Corp. of America will buy Frederic W. Ziv, film and transcription giant, persist. Firm's biggest asset, aside from vault of properties good for years of reruns on radio and tv, is sales knowhow of Fred Ziv.

Mystery-detection dramas on network radio range from \$1,500 to \$6,000

There are some 15 half-hour mystery and detection dramas currently on network radio. Of these, nine are available for participating sponsorship under special sales plans. Mutual's Multi-Message Plan, for instance, offers (among other shows) "The Falcon" and "Official Detective" at \$1,500 per participation, "Counterspy" and "Bulldog Drummond" at \$2,100. Sponsored non-sales-plan shows range from \$2,000 ("Mystery Theatre," ABC) to \$6,000 ("Big Story," NBC).

For a sampling of talent costs (excluding time) of other radio network mystery-detection shows, see list at right. Complete roster of all radio shows on four networks appears in Comparagraph, starting page 89.

Nick Carter, MBS	\$ 1,850
The Shadow, MBS(participation)...	\$ 2,100
Yours Truly, Johnny Dollar, CBS..	\$ 3,400
Mr. and Mrs. North, CBS.....	\$ 4,500
Suspense, CBS	\$ 5,000
Dragnet, NBC	\$ 5,500

REPORT TO SPONSORS for 22 March 1954

"Home" gets quick start Will Pat Weaver's "Home" repeat success of his "Today"? Admen seeking answer will note that NBC TV had 9 clients sold before show debuted. That's progress at far faster clip than "Today" enjoyed in '52. The 9: Alcoa, Sunbeam Corp., Pepperell, General Mills for Betty Crocker cake mixes, Helena Rubinstein, James Lees & Sons, American Greeting Card, Dow Corning, Avco Division of Crossley Manufacturing.

-SR-

Men in "Home's" future? Prediction: If "Home" can carry its mortgage of high production costs, it will eventually be on Saturdays to reach men. Though show beams at women, pictorial reports on specialty furniture, appliances have male interest. Sometimes overlooked is fact shelter books have male readership. "House & Garden," for example, had 61 men readers per 100 copies in July '53 Starch. Though shelter books are prime target as "Home" guns for billings, NBC is taking on whole range of slicks in moving to compete with magazines--on tv and radio.

-SR-

War ended P&G newspaper test Now it can be told: P&G might today be putting bulk of its media dollars into black-and-white instead of radio and tv if Pearl Harbor hadn't knocked out \$500,000 year-long newspaper test in 1941, according to W. D. Hogue, P&G of Canada ad director. He ran test for Ivory Soap at time. P&G spends some \$80 million (PIB shows \$29 million for radio and tv). For article on "How Block Drug tests media" see p. 50.

-SR-

How much more is tv worth? Rule of thumb from central office of retail chain: Buy tv on basis it delivers twice as much impact as radio, 3 times at most. Where cost for same circulation on tv exceeds radio by more than 3 times (as is frequently case especially in new tv markets), central office advises against tv. Actually executives feel radio is better buy for stores.

-SR-

Publicity like Russian roulette Perils of a program publicity man are illustrated by "Time" cover story on Jack Webb, "Dragnet" director-star. Story is million-dollar publicity break but leaves impression of Webb as poor-boy-on-the-make-don't-get-in-my-way type. That doesn't jibe with picture of Friday, cop-who-only-wants-facts. What can happen when publicity paints picture of star which varies from his air personality was shown in recent Godfrey hassles. Godfrey rating has declined since incidents.

New national spot radio and tv business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
Burlington Mills, NY	Cameo Stockings	Donahue & Coe, NY	10 major radio mkts throughout country	Radio: 20-30 10-sec anncts a da; 7, 8, 9, 28, 29, 30 Apr; 6 da
Colgate-Palmolive Co, Jersey City, NJ	Cashmere Bouquet	Sherman & Marquette, NY	50 scattered mkts	Radio: dayti min anncts; early Apr; 26 wks
Delaware, Lackawanna & Western Coal Co, NY	Blue Coal	SSCB, NY	20 Eastern mkts	Radio: early-morn min anncts; 16 Apr; 10 wks
Ford Dealers, Wash. DC	Used cars	J. Walter Thompson, NY	25 radio stns in Wash dealer distr	Radio: chnbrks. min anncts; 15 Mar; 2 wks
Shell Oil Co, NY	TCP gasoline	J. Walter Thompson, NY	5 radio mkts in South, Southwest	Radio: min anncts; 25 Mar; 6-13 wks
Shell Oil Co, NY	TCP gasoline	J. Walter Thompson, NY	5 tv mkts in South, Southwest	Tv: 20-sec. min film anncts; 25 Mar; 6-13 wks

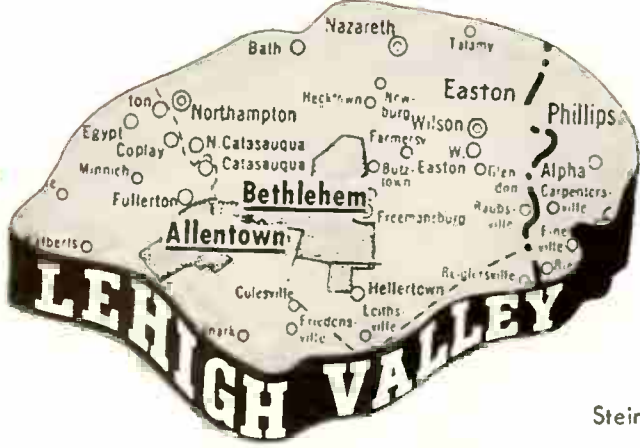


your ticket...

WLEV-TV
 BETHLEHEM, PENN.
 ALLENTOWN • EASTON

to successful selling in the Lehigh Valley

An enthusiastic, sports-loving audience *yours* on **WLEV-TV**, now carrying top events in every major sport activity from Madison Square Garden—boxing, hockey, basketball, swimming, *and* the Golden Gloves. Each event has four segments, at \$125 per segment, all inclusive. Each segment gets three and one-half minutes commercial time per event. This includes 15-second opening and closing sponsor identification; two one-minute announcements; six 10-second ad libs during play-time. Backed-up by extensive promotion on the local level, it's a great selling opportunity. Of equal importance is the **WLEV-TV** complete local sports programming, filmed by mobile units and processed in the station's own modern laboratories. Cash in on the **WLEV-TV** sports-loving audience. It's your sure ticket to successful selling in the large, rich Lehigh Valley. Buy **WLEV-TV**.



Steinman Station



Represented by
MEEKER TV, Incorporated
 NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

SPONSOR

the magazine radio and tv advertisers use

Volume 8 Number 6
22 March 1954

ARTICLES

Agencyman—for a week

SPONSOR's Charles Sinclair spent week at Cunningham & Walsh, got working acquaintance with junior agency executive's life. Here are his impressions of week that began 4:30 in the morning Monday 1 March

37

What do clients think of network spot carriers?

Although broadcasters have been battling pro's and con's of spot carriers for some months now, almost no one's asked the sponsor—the man who'll make the final decision on this issue—for his opinion

40

Small-town America: how to reach it

National advertisers who ignore small towns are missing out on 30% of total retail sales. Most economical way to get full coverage is through radio networks like MBS and Keystone Broadcasting Co.

42

How Jim Moran became No. 1 Hudson dealer

Chicago dealer has been using tv exclusively for six of his nine years in business. Today he grosses \$26 million, sells 200 cars a weekend

44

Storm clouds ahead? Don't trim your sales

Why broadcast media are good bets when business looks bad. Four hypothetical case histories dramatize typical attitudes towards air advertising

46

What 11,000 listeners said about radio

Letters sent to WCBS, New York, for "Why I like radio" contest reveal changing pattern of radio listening, show how radio fits into listeners' lives

48

How to test media

Part 19 of SPONSOR's All-Media Evaluation Study gives pointers on media testing from George J. Abrams, advertising director of Block Drug. Abrams tells what his firm learned from hundreds of media and copy tests

50

How to use new CBS tv set count

How advertisers and agencies can use CBS tv set count figures to calculate set growth in future for various markets

51

COMING

Psychological aspects of media

Part 20 of SPONSOR's All-Media Evaluation Study presents an analysis of what psychologists have discovered about advertising in different media

5 April

Why Vitamin Corp. uses network tv

Vitamin Corp. of America spends 60% of \$2 million budget for network television, has upped sales over 300% in three years

5 April

DEPARTMENTS

TIMEBUYERS AT WORK

AGENCY AD LIBS

NEW AND RENEW

MR. SPONSOR, William Fergusson P. S.

49TH & MADISON

FILM TOP 20

NEW TV STATIONS

AGENCY PROFILE, Alvin Kabaker

RADIO COMPARAGRAPH

SPONSOR ASKS

TV RESULTS

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MUrray Hill 8-2772. Copyright 1954. SPONSOR P
LICATIONS INC



BEAUTY IS AS BEAUTY DOES!

(AND **KT**HS DID IT!)

Here at **KT**HS we are mighty proud to be the only 50,000-watt station in Arkansas — the only station that can “deliver” *most* of the State.

That in itself is a pretty story. But prettier still are some of the *selling* jobs we do. Here's what O. J. Parham, President of O. J.'s Beauty Lotion Company of Shreveport, wrote us recently:

“Your know-how, your willing and efficient cooperation, and **KT**HS's power to deliver to all parts of Arkansas has proven tremendously effective in creating a greater demand for our product.

“As proof positive of your complete coverage of Arkansas, our sales volume figures show that each section of the State has contributed toward this substantial increase in the demand for O. J.'s Beauty Lotion.”

KTHS gives interference-free daytime coverage of more than 3¼ million people — primary daytime coverage of more than a million people! And those people LISTEN! Ask your Branham man for the whole **KT**HS story.

50,000 Watts • • • CBS Radio

Represented by The Branham Co.
Under Same Management as **KWKH**, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS

**BROADCASTING FROM
LITTLE ROCK, ARKANSAS**

NOW high ...with Conventional

New RCA 12.5-KW UHF Transmitter

combines simplicity and reliability with high-quality performance for color

THIS IS the high-power UHF transmitter you've waited for. A transmitter as simple, as reliable, and as easy to operate as your standard broadcast transmitter. A transmitter with no trick tubes, no trick circuits, no cumbersome dollies. A transmitter which requires no modification to meet FCC color specifications (or superior monochrome quality standards).

This new RCA 12.5-kw UHF Transmitter uses conventional-type tubes

throughout, including the new small-size RCA-6448's in the aural and visual output stages. These are the kind of tubes your engineer knows and understands, and they are used in the kind of circuits he is used to working with. Not only are these tubes better than complicated types, but you can get them from any RCA tube distributor.

This new RCA 12.5-kw UHF Transmitter is the result of several years of intensive development work. Actually,

RCA could have shipped high-power UHF transmitters sooner if the engineers had been content to meet ordinary performance standards. But RCA engineers insisted on performance which would provide both superior monochrome pictures and excellent color performance. This turned out to be much harder than expected. Maintaining wide-band response, straight line linearity and constant phase necessary for color is difficult. However, one by one the necessary circuits were worked out until finally the sign was perfected.

Now we have it. A transmitter is designed for color. With this tr



OK FOR COLOR

The TTU-12A Transmitter, like all RCA TV Transmitters now in production, is designed to meet fully the new FCC Color Standards and to provide high-quality color picture transmission when used with RCA Color Video Input Equipment.

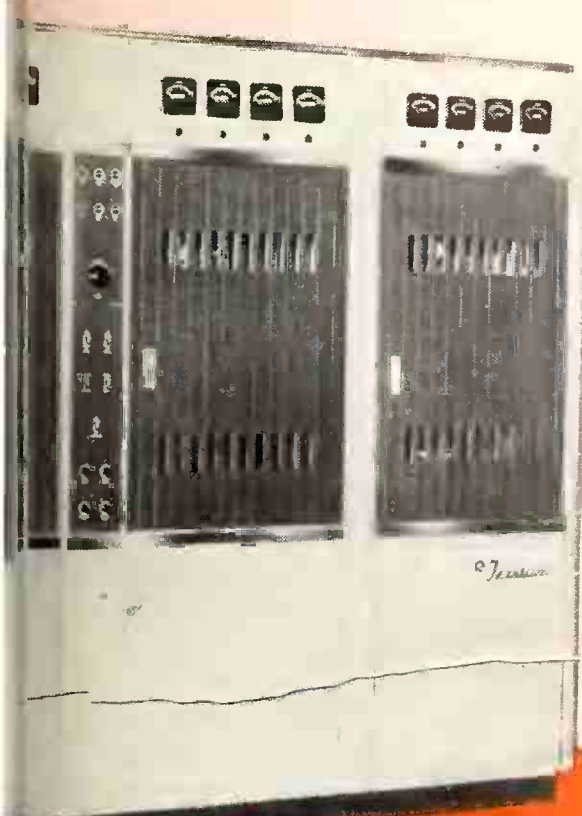
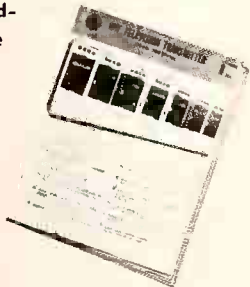
power UHF

Type Tubes

...tter, when color comes to your
...ion, you will have no extra cost for
...smitter conversion.

Those who have waited for this
...smitter will be happy they did.
Those who have not ordered yet, may
... do so with assurance. Those who
... have doubts may see it in oper-
... on at Camden. See your RCA Repre-
... sative to arrange an inspection trip.

FOR BULLETIN . . . For complete infor-
... on on the RCA 12.5-kw UHF
... smitter—call your RCA Broad-
... Representative. Ask for the
... illustrated, 12-page bro-
... e describing RCA's Hi-
... er UHF transmitter.



Conventional, small-size,
RCA 6448 Tetrode used in the RCA 12.5-kw UHF Transmitter.



RCA-6448 Power Tetrode—
heart of the TTU-12A, 12.5-kw
UHF Transmitter.



It is used in the kind of circuits
every station man knows how
to tune.



It saves power and tube costs
(up to \$34,000 over a ten-
year period).



It's small, fits into easy-to-
handle cavity assembly.



It's a standard type—can be
obtained from your local RCA
Tube Distributor.



One type covers the entire
UHF band, 14-83.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION



RADIO CORPORATION of AMERICA
ENGINEERING'S PRODUCT DIVISION
CAMDEN, N.J.



**PACIFIC COAST'S
2nd
LARGEST MARKET**

**"OAKLAND
SAN FRANCISCO
BAY AREA"**

with KLX

The Bay Area's Dominant and
Only independent station
broadcasting

5000 WATTS

DAY and NIGHT



and KLX-FM

No. 1 in News • Sports • Music

THE TRIBUNE STATION
TRIBUNE TOWER
OAKLAND, CALIFORNIA

Represented Nationally by
Burn-Smith Company

Timebuyers at work



Maria Carayas, Hilton & Riggio, New York, insists "a timebuyer at a smaller agency can get as good or better availabilities as one at a larger shop, because she must be in constant close contact with her clients, a/e and station reps." Among her recent buys Maria numbers Maggie McVellis on WABC TV, Sundays 11:00-11:15 p.m. for Colonial Airlines; The Little Theatre, WNBC Saturdays, 11:15-11:30 p.m. for Regent Cigarettes; Tommy Hearich, ABC TV, Saturdays 6:00-6:15 p.m. for Emerol Mfg. Co.



Jeanne Bahr, Compton, New York, finds that the combination of a powerhouse plus a local independent station is usually the best way to get a sponsor's message into a radio market. "With that combination," she says, "you have the double benefit of strong network programming adjacencies and the frequency impact of many economic announcements near music and news." Jeanne's accounts are aimed at women consumers: Chase & Sanborn Coffee, Tender Leaf Tea and Yes Tissues. For Chase & Sanborn she buys aughttime tv, daytime radio,



Richard Trea, Benton and Bowles, New York, feels the effectiveness of spot announcements is largely due to the waste coverage eliminated through their flexibility. He would like to see the further development of networks tailoring station line-ups to coincide with sectional distribution patterns particular to many large advertisers. For in that way, sponsorship of high quality programming is made available which could not be afforded on an individual station basis. Among his accounts: M & R Dietetic Labs., G.E. Chemical Division.



Peter M. Bardach, Foote, Cone & Belding, New York, says that the timebuyer's job in buying spot tv is becoming more a job of judging intangibles than ever before. "With more advertisers retaining valuable tv time franchises," he told sponsor, "we have to consider the effectiveness of buying into locally produced shows. In those cases it becomes a question of picking the right format and judging audience appeal in relation to product. In other words, whether the local appeal of a show can offset possible lower ratings."



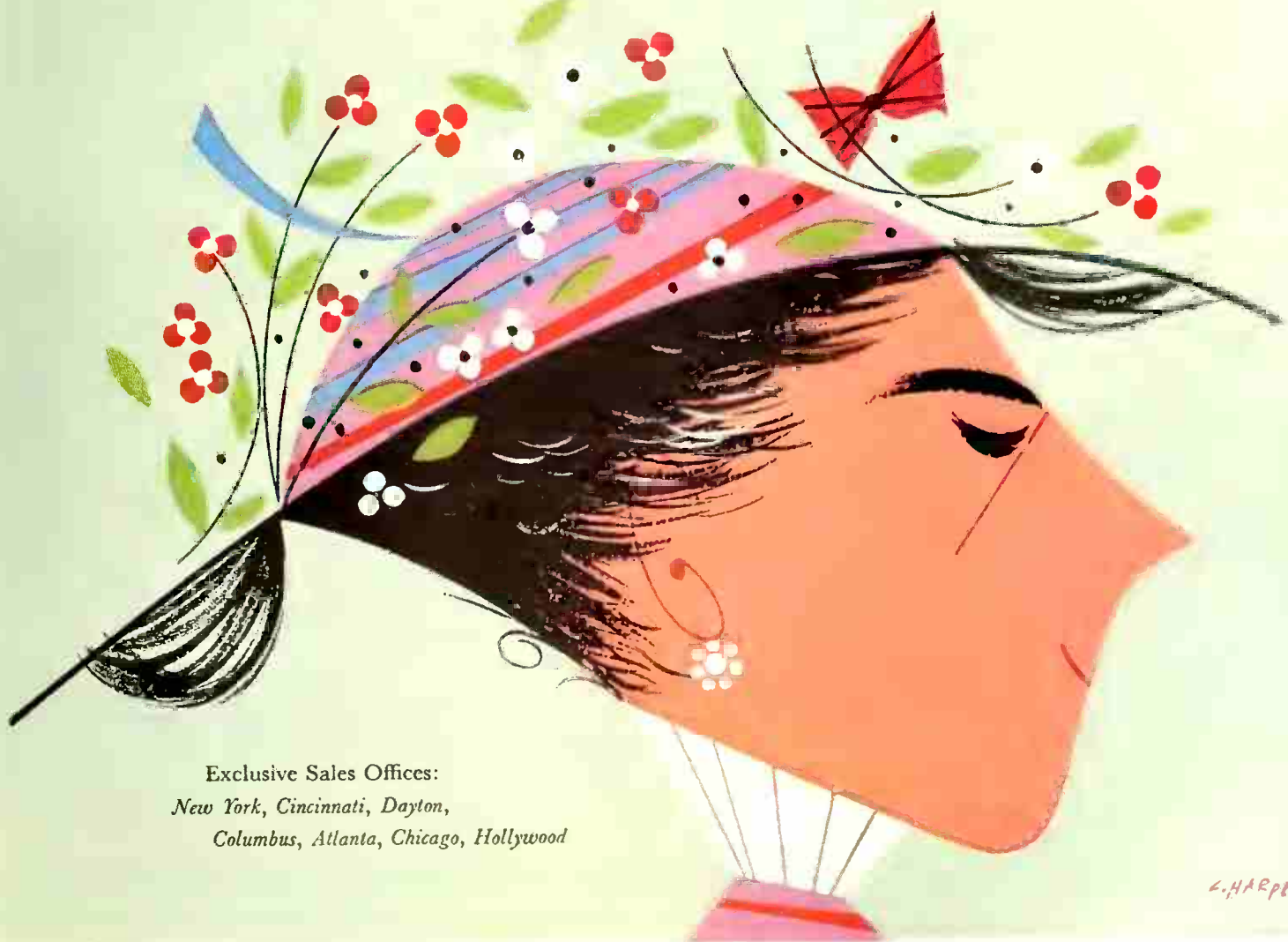
nothing **Works Like Wantmanship**

Putting the yearn on everyone to want something more, new or better. That's **Wantmanship**, the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-T, Cincinnati, uses top talent—professional want-makers, to make wants real and urgent. **Wantmanship** explains why the Crosley Group makes more sales faster, *at less cost*, than any other medium or combination.

the **CROSLLEY GROUP**



WLW Radio
WLW-A Atlanta
WLW-C Columbus
WLW-D Dayton
WLW-T Cincinnati



Exclusive Sales Offices:
New York, Cincinnati, Dayton,
Columbus, Atlanta, Chicago, Hollywood

L. HARPER



WKOW

in Wisconsin in

DAIRY INDUSTRY NEWS COVERAGE

(RADIO DIVISION)

Awarded by
American Dairy Association
OF WISCONSIN



2,181,504 COWS

AND LOTS OF PEOPLE, TOO!

- Cows that help produce an income of over \$3-1/3 billion, and people who spend over \$2-1/2 billion of it at the retail level.
- 139,140 radio farm homes with a per household net income of \$8,055.
- 605,290 radio homes.
- That's the profit picture of WKOW's 53 county market. Make your bid with the low cost coverage of Wisconsin's most powerful radio station. For more facts see your Headley-Reed man.

WKOW

Wisconsin's most powerful radio station MADISON, WIS.

Represented Nationally

By Headley-Reed Company

AGENCY AD LIBS



by Bob Foreman

Without question, television is the most emotional medium with which we in the advertising business have as yet tangled. I'm not referring to the erratic, erotic and neurotic forms of life with which we must deal regularly but to the manner in which tv envelops and affects its viewers.

Few, if any, people were able to resist taking sides in such an epochal affair as the Godfrey-LaRosa schism. Millions more than "I" actually love Lucy. Countless tears are shed when Jane Froman does a simple dance step. Many thousands of extremely personal letters are written to Pinky Lee, the Lone Ranger and Art Linkletter.

What causes folks to react this way? A simple psychological principle known as self-identification. It is this penchant the audience has for identifying itself with characters it comes to know that is the greatest asset as well as the greatest challenge of the medium.

Our drama is as good as its Identity Quotient. Same goes for our situation comedy, audience participation and, as Berle discovered, even our comics. (Hence the new Berle—the fall guy—the butt of the jokes.)

This rapport has made situation comedy of the type so frequently seen in tv eminently successful. The premise is simple indeed (the technique not quite so simple).

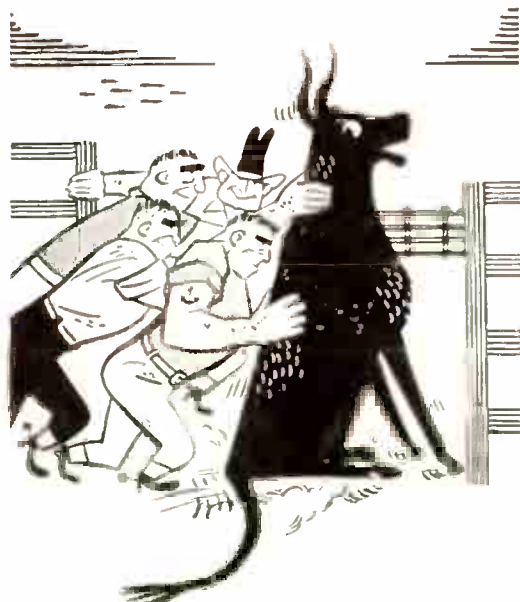
Women make up the bulk of tv viewers. Look at the audi-

(Please turn to page 81)

Why Foreman says tv talent should sell:

1. Tendency of tv audience to identify itself with characters makes it emotional medium. A program is as good as its Identity Quotient, no matter what the format is.
2. To take full advantage of show sponsor should get value of this self-identification in commercials, too. Few shows, though, use stars as sales reps—in character.
3. Any talent who accepts money for appearing on sponsored tv show should be willing to help shoulder sales burden. Emotional appeal of star gives message new meaning.

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



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

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

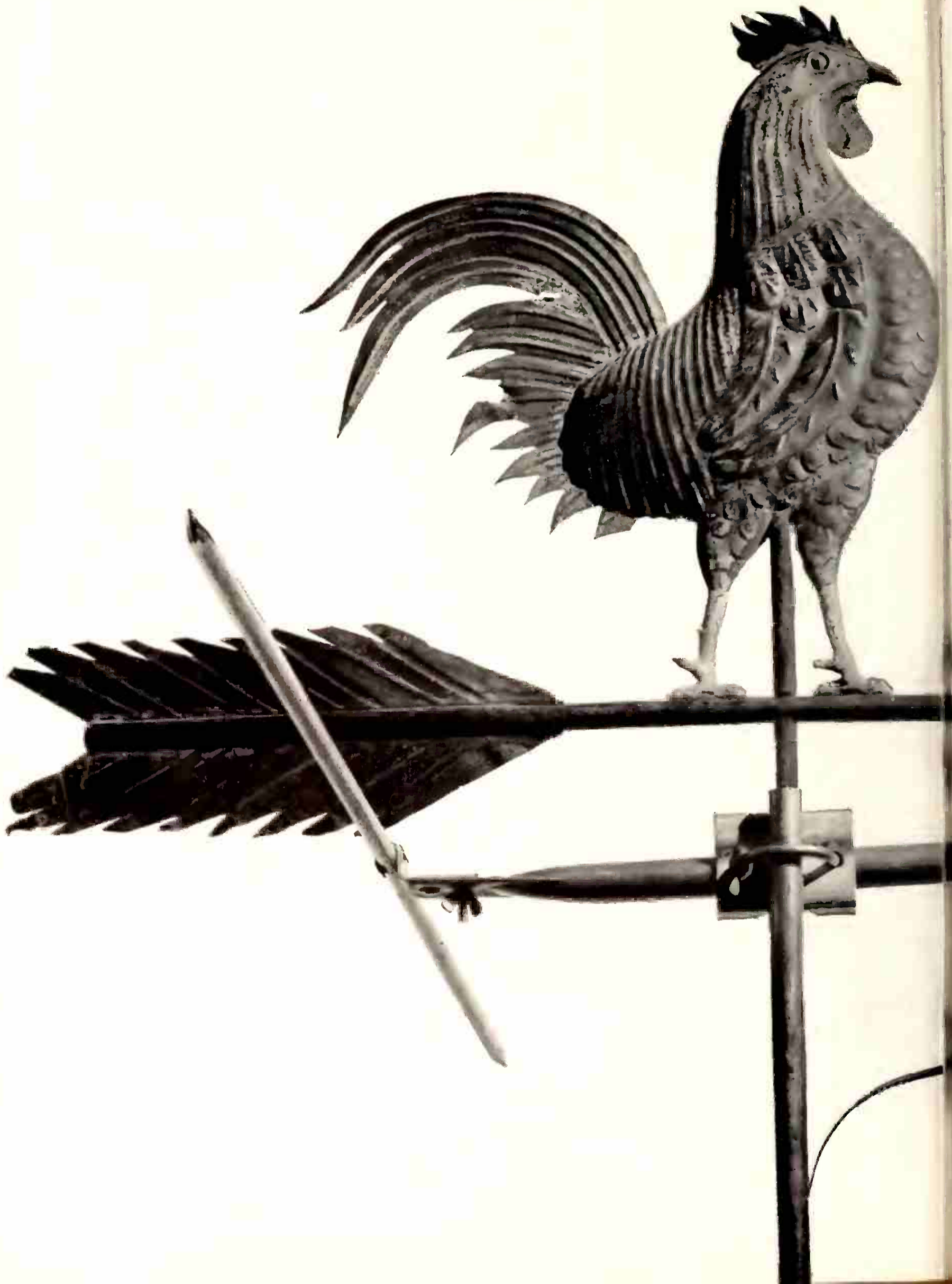
*HOOPER and
NIELSEN

KSDO

1130 KC 5000 WATTS

Representatives

Fred Stubbins — Los Angeles
Doren McGovren — San Francisco
John E. Pearson, Co. — New York





THE MORNING SHOW

7 to 9 am

Monday through Friday

No other program in network television will match this show in flexibility and economy.

It will open network television to budgets of all sizes, fit every sales calendar.

It will cover markets with almost 80% of all television homes—*at an over-all price (time and talent) that's the lowest in all television.*

It will be available in 20 segments per day—daily, weekly, monthly, or as a single insertion.

With all these advantages, a sponsor will have the easy, powerful lift of personalized selling. Walter Cronkite, host, will present news of your product—and, with Charles Collingwood, the news of the world...and of sports, plays, books, and movies...with the forecast of the weather, the exact time, popular music.

So get an early start on "The Morning Show"—and watch your sales curve rise and shine.

CBS TELEVISION

your advertising dollars go further
on San Antonio's KGBS-TV



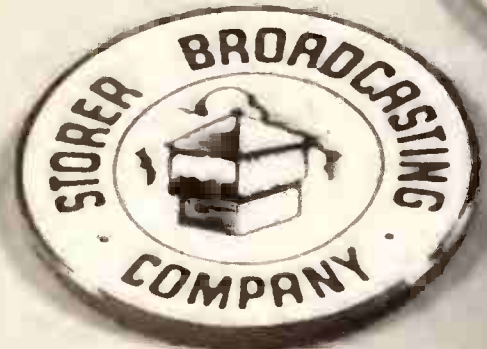
More
VIEWERS

More
PROMOTION

More
MERCHANDISING

Better
PROGRAMS
CBS * ABC
DUMONT

San Antonio's
KGBS-TV
Channel 5



Tom Harker, National Sales Director . . . 118 East 57th, New York
National Representatives Katz Agency

New and renew

SPONSOR

22 MARCH 1954

1.

New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Aluminum Cooking Utensil Co. (Wear-Ever prods), New Kensington, Pa	Fuller & Smith & Ross, NY	NBC TV 42	Home; W, Th 11 am 12 n; 3 Mar-31 Dec; 65 partic
Carter Prods, NY	SSCB, NY	CBS TV 114	Meet Millie; alt T 9-9:30 pm; 23 Mar; 52 wks
Corn Prods Refining Co, NY	C. L. Miller, NY	CBS TV 55	Garry Moore Show; alt M 1:45-2 pm; 15 Mar; no. wks not available
Gen Fds, Franklin Baker Div, Hoboken, NJ	YR, NY	NBC TV 49	Today; M-F 7-9 am; 2 Mar; 2B partic; 11 wks
Gen Fds, Post Cereals Div, Battle Creek, Mich	YR, NY	CBS TV 33	Portia Faces Life; M-F 1-15-30 pm; 5 Apr; 52 wks
Gen Mills, O-Cel-O Div, Buffalo, NY	Comstock & Co, Buffalo	NBC TV 49	Today; M-F 7-9 am; 3 Mar; 13 partic; 13 wks
Liggett & Myers Tob, NY	Cunningham & Walsh, NY	NBC TV 46	Spike Jones Show; Sat 8-8:30 pm; 13 Feb; 7 wks
Philip Morris & Co, NY	Biow, NY	CBS TV 38	Public Defender; Th 10-10:30 pm; 11 Mar; replaces Philip Morris Playhouse
Nash-Kelvinator, Detr	Geyer, Detr	CBS TV 57	Danger; alt T 10-10:30 pm; 16 Mar; 13 telecasts
O'Cedar Corp, Chi	Turner Adv, Chi	CBS TV 103	Meet Millie; alt T 9-9:30 pm; 16 Mar; 52 wks
Plymouth Div, Chrysler, Detr	N. W. Ayer, Phila	CBS TV 124	That's My Boy (Eddie Mayehoff); Sat 10-10:30 pm; 10 April; no. wks not available
Reardon Co, St Louis, Mo	Krupnick & Assoc, St Louis, Mo	NBC TV 49	Today; M-F 7-9 am; 9 April; 17 partic; 10 wks
Renzit Home Prods, Phila	Feigenbaum & Wermen, Phila	CBS TV 40	The Morning Show; T, F 8:55-9 am (Margaret Arlen cut-ins); 30 Mar; no. wks not available
Sapolin Paints, NY	Kastor, Farrell, Chesley & Clifford, NY	CBS TV 40	The Morning Show; W, Th 8:55-9 am (Margaret Arlen cut-ins); 7 Apr; no. wks not available



2.

Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
American Tob Co, NY	BBDO, NY	CBS TV 149	Private Secretary; Sun 7:30-8 pm; 28 Mar; 52 wks
Colgate-Palmolive-Peet, NY	William Esty, NY	CBS TV 67	The Big Payoff; M, W, F 3-3:30 pm; 29 Mar; 52 wks
Gen Fds (Inst Maxwell House), NY	Benton & Bowles, NY	CBS TV 157	Red Buttons; M 9:30-10 pm; 22 Mar; 52 wks
Gen Fds (Sanka, Swansdown), NY	YGR, NY	CBS TV 73	Our Miss Brooks; F 9:30-10 pm; 2 Apr; 52 wks



3.

Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Sam L. Austin Geon Boroughs	Chi Mercantile Exch, Chi, dir pub rels, adv indep tv film packager	Bozell & Jacobs, Chi, vp White Adv, Tulsa, Okla, acct exec, new bus mgr
Alvan G. Campbell	KANG-TV, Waco, Tex, stf	Southwest Adv, Waco, Tex, tv dir
Vernon E. Creese	Gates Rubber Co, Denver, asst to ind'l adv mgr	Galen E. Broyles Co, Denver, acct exec
Arthur E. Duram	Fuller & Smith & Ross, NY, dir tv & radio	Same, vp chg natl tv & radio opers
Ken R. Dyke	YGR, NY, vp chg publicity, pub rels	Same, also dir branch office opers US
Martin Fritz	Buchen Co, Chi, dir media	H. W. Kastor & Sons, Chi, dir media
Donald Frost	Compton, NY, acct exec PGG	Same, vp
Richard H. Godon	KHQ, Spokane, prog dir	West Pacific Adv, Spokane, acct exec, dir of radio
Marijean Isaac	Arthur Meyerhoff, Chi, NY rep	Blaine-Thompson Adv, NY, dir pub rels, publicity, comml div
J. L. Kaufman	Grant Adv, Hywd, mdsg, prom consultant	Same, hd creative & mdsg dept
Bob Kirschbaum	Kenyon & Eckhardt, NY, copy stf	Grey Adv, NY, radio-tv copy grp hd
William Lowe	Look Mag, NY, exec ed	Hewitt, Ogilvy, Benson & Mather, NY, asst to pres
Don McGee	D-F-S, SF, vp	Buchanan & Co, SF, vice-chmn plns bd, acct exec
Herbert J. Miller	Walter Scott Adv, NY, head	Ross Roy, NY, contact RCA Victor Custom Record acct
Mrs. Jean Wade Rindlaub	BBDO, NY, vp (copy grp hd)	Same, bd dir
Clark F. Ross	Ross Adv, St Louis & KC, owner	Walter McCreery, Beverly Hills, Cal, dir ind'l div
Charles R. Ruston	Colgate-Palmolive, Jersey City, NJ, natl mdse mgr	Luwin, Wasey, LA, acct exec, memb plns bd
Perry Schofield	Joseph Katz Co, NY, exec vp, creative dir	Lennen & Newell, NY, vp, copy grp hd
Fred Schuster	Compton, NY, acct exec Standard Brands	Same, vp
William Stewart	Compton, NY, acct exec PGG	Same, vp
Herbert A. Vitriol	Grey Adv, NY, vp, dir mktg	SSCB, NY, vp, acct exec dept
Edwin A. Wilhelm	Maxon, NY, prodn exec, Gillette radio-tv shows	Same, exec chg tv-radio dept

Numbers after names refer to New and Renew category

William Lowe (3)
John D. Stacy (4)
Vernon Creese (3)
Jean Rindlaub (3)
H. A. Vitriol (3)

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

4. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Richard R. Adams Franklin Bell H. A. Browe	Welch's Grape Juice, asst mgr Western div H. J. Heinz Co, Pittsb, dir adv, pub rels Motorola, Chi, white goods sis mgr	Same, mdsg mgr Same, chg adv, pub rels int'l bus Sylvania Elec Prods, Chi, Midwest district mgr, radio-tv div
Mary L. Brown Barney Corson Joseph F. Cullman Jr	Harriet Hubbard Ayer, NY, pub mgr Tidy House Prods, Shenandoah, Ia, dir mdsg Benson & Hedges, NY, chmn & pres	Lever Bros, NY, brand adv asst Same, adv mgr Philip Morris, NY, dir, chmn of exec comm (BGH now subsidiary of PM)
Joseph F. Cullman III	Benson & Hedges, exec vp	Philip Morris, NY, vp, dir (BGH now subsidiary of PM)
J. H. Davidson Herbert E. Delp Anthony Dillen Robert G. Griffin Benjamin Harrison	IT&T, Coolerator Div, Eastern sis mgr App'lance, radio tv & telcom CBS-Columbia, NY, Eastern sis mgr Welch's Grape Juice, Westfield N.Y. sis stf Westinghouse Elec Supply Co, Atlanta, sis mgr SE district	CBS-Columbia, NY, Eastern sis mgr CBS-Columbia, district mgr Kans City Same, Chi, Midwestern sis mgr Same, field sis mgr C. F. Sauer Co, Richmond, sis mgr
W. R. Huber Rodman Jacobs Seymour Mintz William D. Randolph Albert J. Rosebraugh John D. Stacy A. Phil Stone	Gulf Oil, Pittsb, gen mgr retail mkts Gerald O. Kaye & Assoc, NY, asst adv mgr Admiral Corp, Chi, vp App'lance mds & sis exec Philco Corp, Phila, sis mgr refrig div Jacob Ruppert Brewery, NY, sis prom mgr Philco Corp, Phila, district mgr	Same, gen mgr pub rels Boil-Quik, NY, adv mgr CBS-Columbia, NY, pres CBS-Columbia, district sis mgr southern terr Same, vp chg sis refrig div Boil-Quik Co, NY, sis prom mgr CBS-Columbia, district mgr hq Denver



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

KABI, Ketchikan, Alaska (see "Midnight Sun Bdstg" item)	KULA-TV, Honolulu, to become ABC TV affil 9 April (replacing KGMB-TV)
KCTY, Kansas City, Mo, oper terminated 28 Feb by Du Mont Labs	Midnight Sun Bdstg Co, operators of KFAR, Fairbanks and KENI, Anchorage, Alaska, has purchased assets of Aurora Bdstgs, operators of KJNO, Juneau and KABI, Ketchikan Alaska
KCMO-TV, Kansas City, Mo, now primary affil Du Mont (replacing KCTY, now of " ")	WATE-TV, call letters of ch 6, Knoxville formerly WROL-TV WHEN, Syracuse, now call letters of WAGE, stn recently purch by Meredith Bdstg
KFEL, Denver, sold by Gene O'Fallon to KIMN, Inc (A. L. Glasman, pres). O'Fallon retains KDEL-TV, KDEL-FM	WROL-TV, Knoxville, Tenn, call letters changed to WATE TV; ownership transf from Mountcastle Bdstg Co to Greater East Tennessee Tv Inc
KCBT, Harlingen, Tex, special rep Spanish lang prog, Richard O'Connell	
KING, Juneau, Alaska (see "Midnight Sun Bdstg" item)	
KLIK, Jefferson City, Mo, new natl rep Adam J. Young	

6. New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
American Safety Razor Corp, NY Campbell Soup Co, Camden, NJ Campbell Soup Co, Camden, NJ Carmel Wine Co, NY & Israel Helene Curtis Industries, Chi General Floorcraft, NY	Personna Blades Campbell Soups, complete line Frozen Campbell Soups Carmel Wine, introduction in US Helene Curtis Spray Net, Lanolin Discovery Comm'l floor maintenance machines, domestic floor polishers Butter-Nut, Zero, Milk Shake, Polar candies	Cecil & Presbrey, NY BBDO, NY Leo Burnett, NY Franklin Buck, NY Earle Ludgin, Chi (eff 1 April) Arthur Pine Assoc, NY,
Hollywood Candy Co, Centralia, Ill	Natl & local adv for tv stn Hickory Smoked & Kitchen Fresh Potato Chips Tydol gasoline, oil Adv for WBZ, WBZ-TV, Boston; WPTZ, KYW, Phila; KDKA, Pittsb; WOWO, Ft Wayne; KEX, Portland, Ore	Grubb & Petersen, Champaign Ill C. M. Said Adv, St. Louis Jimmy Fritz & Assoc, Hywd Buchanan & Co, SF Ketchum, MacLeod & Grove, Pittsb

Numbers after names refer to New and Renew category

E. A. Wilhelm (3)
William Stewart (3)
Donald Frost (3)
Fred Schuster (3)
Mary L. Brown (4)

Arthur E. Duram (3)
Sam L. Austin (3)
Seymour Mintz (4)
A. G. Campbell (3)
Gean Boroughs (3)



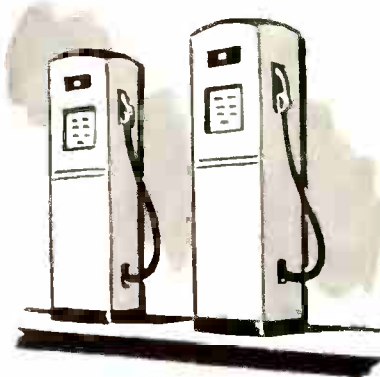
Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE FILLING STATION SALES, FOR INSTANCE!

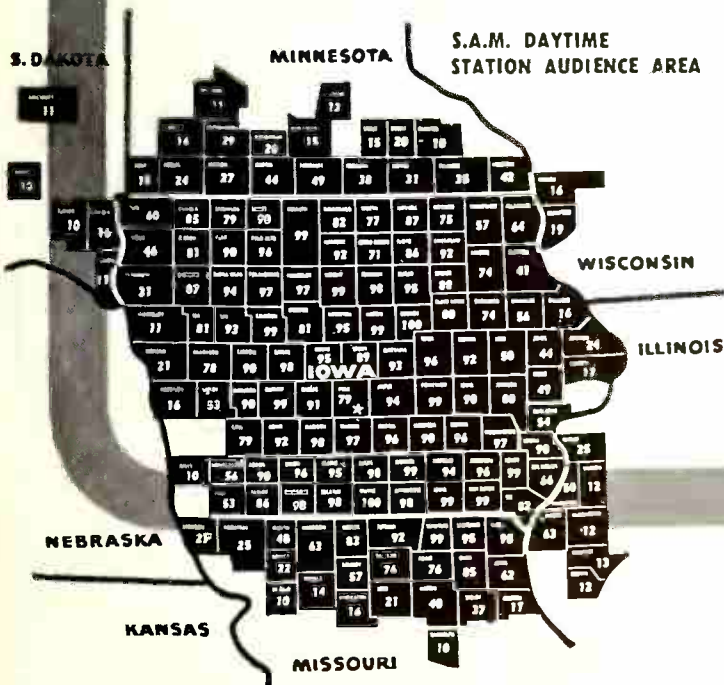
4.4%	CEDAR RAPIDS . . .	■
3.4%	TRI-CITIES . . .	■
8.6%	DES MOINES . . .	■
1.9%	DUBUQUE . . .	■
3.1%	SIoux CITY . . .	■
3.7%	WATERLOO . . .	■
74.9%	REMAINDER OF STATE	■



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

- 67.2% Food Stores
- 63.2% Eating and Drinking Places
- 47.9% General Merchandise Stores
- 57.5% Apparel Stores
- 61.4% Home Furnishings Stores
- 65.9% Automotive Dealers
- 74.9% Filling Stations
- 80.8% Building Material Groups
- 62.0% Drugstores

Source: 1953-'54 Consumer Markets



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

WHO

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



FREE & PETERS, INC., National Representatives

John Blair & Co.



and Spot Radio

CELEBRATE!

[BLAIR, a 21st birthday on April 1st

[SPOT RADIO, its biggest year in history

Despite all the talk that radio was done — finished—nearly dead, John Blair & Company and Spot Radio have grown each year since TV because they believed in each other. John Blair & Company foresaw three revolutions in radio — and prepared their stations by *encouraging* the new trends. For instance:

THE TIME BUYING PATTERN CHANGED — to concentrate upon local personalities whose salesmanship hits and hits hard the local markets in their areas.

LOCAL PROGRAMMING CHANGED — to accent the local approach, *again* making use of the little known, but great new selling force, the local personality.

AND LISTENING HABITS CHANGED—because radio now is not the sole living room feature attraction but the even more personal side kick

which is in the kitchens, bedrooms, dining rooms, garages, cars, cellars and carried around by Americans all over the country.

Because John Blair & Company foresaw and encouraged these revolutions they supplied Blair salesmen with the right tools to sell their stations to advertisers on the basis of their now confirmed theory that Spot Radio is very much alive — particularly if the advertiser recognizes the power and acceptance of strong local station personalities.

John Blair & Company and Spot Radio will go on to celebrate many more birthdays — together and profitably—because Spot Radio will continue to increase in importance as one of the nation's most effective advertising mediums, as long as those in the business have confidence in it.

REPRESENTING LEADING RADIO STATIONS



NEW YORK • BOSTON • CHICAGO • ST. LOUIS
DETROIT • DALLAS • SAN FRANCISCO • LOS ANGELES

MONTREAL is Canada's No. 1 Market

with: A population
of 1½ million.
Retail sales in 1952
at \$1,334,282,000.
A total of 98.2%
radio homes.



CFCF is Canada's No. 1 Station

with: Over 30 years
of broadcasting
know-how.
Listener loyalty.
Top-rated pro-
grams.



CFCF

MONTREAL

IN U.S.—WEED
IN CANADA—ALL CANADA



Mr. SPONSOR

William B. B. Fergusson

V.P. in charge of Advertising
Colgate-Palmolive-International, Jersey City

If you're planning a safari into Central Africa or a trip into the Australian bush, don't bother taking along your Colgate tooth paste or Palmolive soap—you can buy them right there. And the man who'll guarantee this to you is Bill Fergusson, Colgate-Palmolive-International's v.p. in charge of advertising, because he's been there.

As head of advertising for an operation with a \$21 million ad budget in 1953 and with 29 subsidiaries all over the world, Fergusson covers the globe once every two years with priority for areas where he has not been for some time or which have a particular advertising problem.

"Not that we plan a Johannesburg or Caracas radio campaign in Jersey City," Fergusson explained to SPONSOR. "Our function here is supervisory, with the subsidiaries acting autonomously."

However, the Jersey City staff keeps C-P-I's general managers all over the world right up to date on domestic advertising strategy and continuously supplies them both with research and with copies of radio-tv commercials and proofs of new ads used in the U.S. By the same token, these general managers send Fergusson reports about their own advertising strategy.

"Radio and tv, as a matter of fact, took up a larger part of our budget in 1953 than ever before. And air media are likely to grow more important as they become more developed abroad."

Radio is particularly important in Latin America, usually in those countries with relatively high illiteracy. But again each C-P-I product presents a different advertising problem: e.g. Colgate dentifrice has been very successfully advertised via Latin American radio (even though the name is differently pronounced in Spanish), but some Colgate-Palmolive toilet articles lend themselves more to tv and visual advertising. C-P's Mexican subsidiary, for example, produces a popular Bouquet Colgate cosmetics line, uses tv.

"We in Jersey City supply the dominant advertising policies and occasionally a specific idea or two. The overseas people supplied \$150 million or one-third of total company sales last year." Fergusson summed up, rushing into the rain to make his most immediate journey. Not Dakar or Hong Kong, but the tubes to Jersey City. Next month he's off again on a *real* trip—this time to the Philippines and Australia.

★ ★ ★

Play Ball

WITH

WJBBK AND WJBBK-TV



again...

KEY STATIONS

DETROIT

TIGER

BASEBALL

NETWORK



Represented Nationally
by THE KATZ AGENCY

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

SRO *



* that's right

STANDING ROOM ONLY

30 "hot spots" were
sold on

MIKE ROY'S

"Key To The
Kitchen"

prior to his first

KNBH Monday
through Friday
1:30 - 2:00 pm
telecast

For information about
first availabilities
check **KNBH**, Hollywood
or **NBC Spot Sales**

New developments on **SPONSOR** stories



See: "Tv Basics"

Issue: 13 July 1953, page 219

Subject: The effect of tv on people, media,
Business

There will be a steady increase in income for radio, entertainment and other media in future years—despite the impact of television on modern living.

That's the prediction made by Jerry N. Jordan in his fifth annual report on the effect of tv. The report was published by the sports committee of the Radio-Electronics Television Manufacturers Association, Washington, D. C.

The report notes that "as television passed out of its novelty period in most of the nation during 1953, nearly every industry it was supposed to hurt turned upward in income, attendance or sales—many reaching their all-time peak. Newspapers, magazines, books, radios, concerts, track and harness racing and professional football had the best years in their history. Motion pictures, college football, boxing and basketball were climbing again after a temporary decline. Major and minor league baseball attendance dropped 1.8% and 7.8%. The sports industry as a whole, with \$15 million in rights fees, raised its income from admissions plus television to approximately the all-time peak of \$284 million reached in 1949."

Television "is competing for the entertainment dollar, is competing strongly, and will continue to compete even more strongly," Jordan asserts. "But it is competing because it is good entertainment itself, not because it is free."

Jordan calls radio "the liveliest corpse in history."

"Many prophets, including a former network head, agreed that 'radio was doomed,'" Jordan says. "But . . . more new radio stations were built in the first five years of television than in the whole 25 years preceding it. Twice as many radio sets are in use today as there were when tv began. . . . Radio has increased net time sales from \$314 million per year in 1946 to \$498 million in 1953—an all-time high. And the end is not in sight. There is no reason why radio sales should not climb steadily for years to come. Radio is ideally adapted to increasing leisure time, with its ability to reach people anywhere, any time . . . radio keeps pace with our new pattern of living."

Printed media did itself proud last year too, Jordan notes, adding that newspapers, magazines and books all report increased advertising revenue and circulation.

What does the future hold for television? Jordan predicts:

- About 20 million additional black-and-white sets sold through 1957. "bringing television into almost every home in the country. . ."
- By 1957 color sets with large screens and at reasonable prices "may well account for half of all tv sets sold—possibly even more."
- From 750 to 1,000 tv stations in operation by 1957.
- Local tv programming will grow "just as it did in radio."
- When sports events can be viewed in color. "interest should increase enormously . . . rights fees probably will go beyond any expectation of today."
- "Immediate prospects are for steady, but not spectacular growth" for theatre television. When big special events can be carried in true-to-life color—then the hope of large-scale expansion may come true.
- Subscription tv, being technically feasible and having achieved favorable results in early tests, will be successful if the public wants it.



One Moment, Please

■ Tearing apart a television camera may not be Paradise to Harold Holland—but it's within walking distance. Technical master of all he surveys, Mr. H. supervises engineering operations for WFBM AM & TV, plus affiliates WFDF, Flint; WEOA, Evansville; and WOOD AM & TV, Grand Rapids. This adds up to a lot of tubes, condensers, resistors, tv cameras, (a dozen of which he made himself) and technicians (nine dozen to be exact).

H. H. blends into his surroundings like a fast dissolve; he has

been known to spend three weeks at a stretch out of his office. At such times secretaries locate him by looking for a smoking soldering iron. While unable to crawl completely into a camera, those closest to him swear that only his shoes remain visible when on safari.

Since few men have had more impact on electronic behind-the-scenery hereabouts, it seems fitting to set forth a few of his contributions—not to make you buy more time, but to suggest that the Hollandized time you do buy is technically Grade AAA, with every minute full of rosy-cheeked, pear-shaped seconds.

Through thick and a certain amount of thin, Holland pursues his better-equipment ideas to dead-end or happy ending. Among the latter are our Holland-made tv cameras, complete with synchronizing generators and amplifiers; a shadow box for pix or commercials which illuminates any one or more of twenty cards and allows direct pick-up of illuminated cards, saving burn-outs, card shuffling and tempers; a power-driven, operator-ridden mike dolly, peripatetic with live camera; an adapter which permits superimposed slides on remote sportscasts and saves lugging poster-size cards around.

Because a broadcasting factory is not exactly placid, Holland relaxes at home—with a machine shop. He has two sons in the Air Force, a daughter whom he adores (and vice versa), and a wife whose only complaint is that neither of their home tv sets works properly.

Holland is now getting ready to put up a thousand-foot stick and boost power to 100 kw for WFBM-TV. He is also working with color equipment for both tv stations. He'll build it himself, of course.

WFBM

WFBM-TV

INDIANAPOLIS • CBS

Represented Nationally by the Katz Agency

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

The atmosphere is always conducive to soaring sales curves in Los Angeles...especially in the Summer. Southern California's three summer months account for more than a quarter of the year's total retail sales. During these months, all-important food store sales (and service station sales, too) rocket to their highest peaks!

There's a very simple reason why all the time is good time here. Southern Californians work and play in sunshine and mild climate all year round, with no seasonal changes in their living habits. Naturally, their buying follows the same steady, year-round pattern.*

So does their radio listening. Last year, for example, July-August tune-in was within 2% of September-October.

This Summer . . .

And KNX delivers a larger average share of audience than any other Los Angeles station, summertime or anytime.

To sell the 200 cities and towns that make up sprawling Los Angeles, the nation's third market, you need KNX.

***And don't forget the thousands of free-spending vacationers who pour into Southern California each Summer, pushing sales curves up!**



get a lift with **KNX!**

Los Angeles • 50,000 watts

CBS Owned • Represented by

CBS Radio Spot Sales

INDIANA'S
1

MARKET
SOUTH BEND-
ELKHART

Reached by
WSJV-TV
ELKHART, INDIANA

1...in FOOD SALES

1...in RETAIL SALES

1...in AUTOMOTIVE SALES

1...in HOUSEHOLD FURN.

1...in RADIO SALES

\$1,194,000,000
Annual Retail Sales

118,000
UHF Sets in Use

AN EXCLUSIVE
UHF MARKET

Population.....750,013

Families.....230,000

WSJV-TV

South Bend-Elkhart
Channel 52

ABC-NBC-DUMONT

John J. Keenan, Commercial Manager

Nationally represented by

H-R TELEVISION, INC.

New York, Chicago, San Francisco, Los Angeles

49th and MADISON

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

ALL-MEDIA STUDY

We have had very favorable reports on your magazine. We are particularly interested in a series of articles therein on media. We wondered if you would be good enough to send us a sample copy of your publication so that we may have some idea of what it is like. . . .

J. R. BERRY

*Business Research Dept.
The B. F. Goodrich Co.
Akron*

RADIO'S BIGGEST

1954 will be our biggest year. Timebuyers have learned that:

1. Each station has a personality, as each person does.
2. Persuasion outsells power.
3. Repetition is the thing that sells an idea, a product, a service.
4. Radio is the hardest-working medium—and lends itself best to cumulative buying suggestions.
5. Listeners on wheels: the fastest-growing audience.

Thanks so much for your fine article in your December 28 issue on our AIMS ["How to get the most out of an independent station," page 42].

Thanks, too, for your strong, sensible editorial on, "1954 can be radio's biggest" [28 December 1953, page 100].

EDWIN E. S. WELDON

*Vice President & Station Manager
WKYW, Louisville*

ACTORS' PAYMENTS

Several methods have been suggested to us for the handling of payments made to members of the Screen Actors Guild in connection with use and re-use of television commercial films, but because many of those have seemed to be personal and perhaps somewhat prejudiced opinions, we are wondering whether you have investigated how various agencies handle the accounting end of these situations.

In one instance it was suggested that

we consider the payments as royalties—as some of the large New York agencies handle the payments on that basis. We should like very much to know what is generally considered the best procedure in the industry, and are wondering whether you have any data regarding it, or if not, whether you could suggest other sources to which we might inquire.

Any cooperation you can give us in this connection will be very helpful and deeply appreciated.

LAURA B. MANG

*Manager of Media Dept.
Moser & Cotins, Inc.
Utica*

● The SAG Code itself suggests the methods of handling SAG re-use payments. However, there are several precedents to reinterpretation. Recently Phil Davis, a producer of film commercials, took the matter of re-use payments into court, protesting that he did not want to make all the deductions from these payments; he asked that they be paid as royalties. The New York State Supreme Court ruled that they "appear" to be in the form of royalties. Federal ruling, however, has never recognized such payments as anything but salary. Consequently the 4A's has been advising its members to pay re-use payments as salaries. For further information write to Harold Mers, 4A's, 420 Lexington Ave.

In California an unemployed actor collected unemployment insurance during a period when he was receiving re-use payments for a film commercial that he had made some time earlier. He claimed that these payments were royalties, hence he was technically still unemployed. The California State Unemployment Division, however, ruled that this was not the case—the payments are considered salary there.

DEAR MR. FOREMAN . . .

I enjoy reading your column in SPONSOR each issue. Suggest, however, on some of your research that you include the Bible when you start quoting from the Bible. February 8 column you quote, "money is the root of all evil." Maybe if you reread this quotation you will find it is, "for the love of money is the root of all evil."

There is a difference, you know. Keep up the good work.

HARLAN G. OAKES

*Harlan G. Oakes & Assoc.
Los Angeles*

On page 68 of the current issue of SPONSOR [8 February 1954] there is a box which says, "Letters to Bob Foreman are welcomed." That, sir, is an invitation which an inveterate letter writer can't resist.

Actually the motivating factor for this missive is your misquotation in the second paragraph of your otherwise very interesting article on the intricacies of the financing of television film. With which I might add I am

(Please turn to page 35)

the GREAT NORTH TV TWINS...



...DELIVER "CADILLAC" BUYING POWER

KXJB-TV gearing to serve opulent Red River Valley, and then some, via super power, 1085-ft. tower above flatlands

"Fabulous" is the word that describes the markets encompassed by the Great North TV Twins.

Take the market which KCJB-TV, Minot, has served since April, 1953:

- This rich farm land is in the midst of a spiraling oil boom.
- Retail sales per household is at the amazing average of \$6,766.
- Consumer spendable income is at the blue-chip level of \$6,561 per family, and Cadillacs are more common in the area than low-priced cars. Hab-

erdashers find tv very profitable to sell \$100 Stetsons.

Now—take the tremendous expanse of ultra-prosperous flat farm land and trading areas which KXJB-TV, Valley City-Fargo will be serving, by July 1, with 100,000 watts on Channel 4 from a tower 1085 feet above level ground. The KXJB-TV area contains:

- Over 600,000 people and 160,000 families.
- Retail sales total over \$680,000,000 and consumer spendable income

exceeds \$725,000,000, with extra-high averages per household in both retail sales and buying power.

Combine the two markets served by KXJB-TV and KCJB-TV and you've got an authentic metropolis with these important basic market factors:

1. Around 750,000 people and nearly 200,000 families.
2. Over \$825,000,000 in retail sales.
3. Approximately \$885,000,000 in consumer spendable income.
4. An average spendable income per household of \$5,000 for rural and city areas and \$6,150 for cities only.

Such dynamic buying power assures saturation sales for the national and regional advertiser!

STAKE YOUR CLAIM IN THESE BOOMING MARKETS

Exploiting of great new oil fields and high-bracket income from agriculture, retail trading assures rich market where advertising response can be expected to be extra high

Major advertisers are more than ever sensitive to area economic changes. A booming area has become more important in their planning than population density. Under this pattern of allocation the advertising dollar is matched against the degree of *density of buying power per family unit*.

The areas encompassed by the Great North TV Twins—KXJB-TV and KCJB-TV—are booming areas and offer a density of expenditure

that ranks with the choicest per-household spending areas in the United States.

Spiraling wealth from natural resources, diversified agriculture and budding industrial development have made the areas served by KXJB-TV and KCJB-TV prime markets for the national advertiser. They are rich markets where the advertising response can be expected to be exceptionally high.

Most of North Dakota and more!

Here are some hard economic facts that bear out the "boom" designation:

1. Within the KCJB-TV area in 1953 over 140 wells produced a total of 5,195,659 barrels of crude oil. (There's nothing to compare with this development in any other section of the U. S. A.)

2. Producing refineries and pipe lines are on the way to becoming part of this new frontier of activity and wealth.

3. The highly mechanized business of farming in North Dakota produced in 1952 a gross cash income of \$568,305,000.

4. North Dakota now ranks first in the production of hard spring wheat,

durum wheat (producing 90% of the nation's supply of this highly valued wheat product) and flax.

5. The KXJB-TV area, which contains the fabulously fertile Red River Valley, has enjoyed a continuously high-level of prosperity for over 15 years. The Red River Valley is known to agricultural experts throughout the world for the fact that it has never had a bad crop.

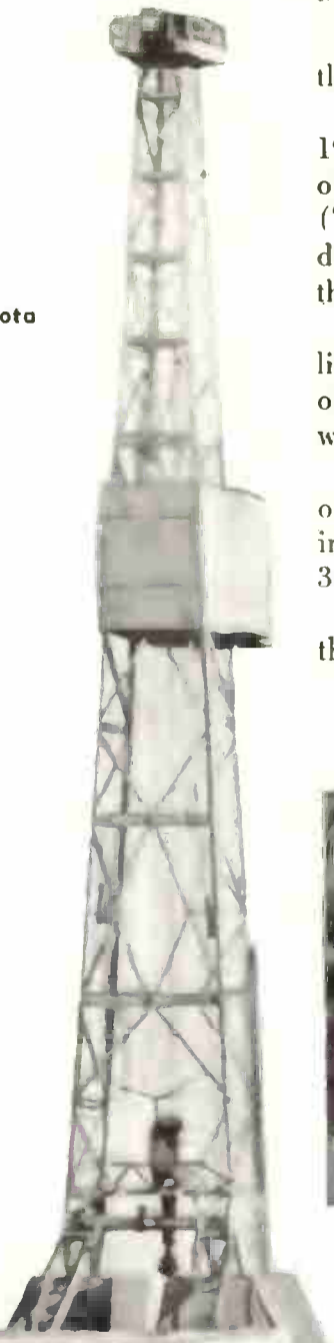
6. The mining of lignite coal—it is estimated there are 600 billion tons of it under the surface of North Dakota's top soil—offers a new great industrial potential: chemical plants to convert this mammoth mineral stockpile into scores of byproducts.

7. The gigantic Garrison Dam, south of Minot and built at a cost of \$200 million, will make about a million acres of semi-arid land available for intense cultivation and produce electrical energy sufficient for a city of 1,200,000 people—power for the expansion of present and the building of new industries.

Here are the highlights of the market data factors that characterize each of the Great North TV Twins, whose coverages do not overlap:

Fields of black gold sprout in North Dakota

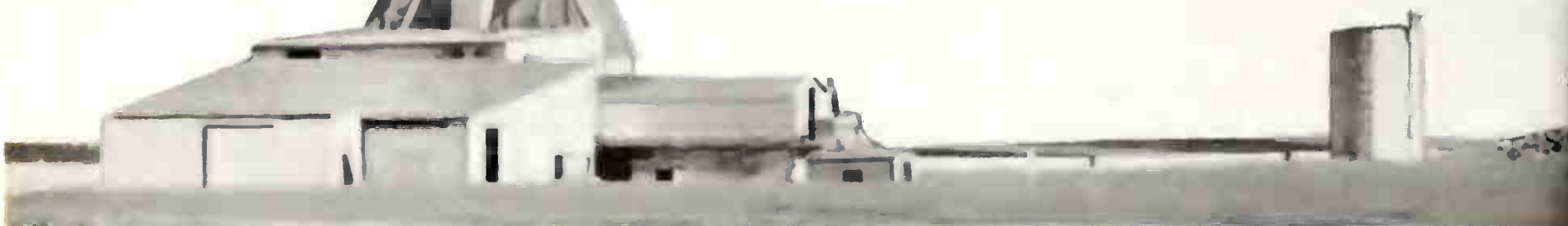
One of the richest and most active of North Dakota's oil operations in Tioga, serviced by KCJB-TV. Income from this source has raised area's buying power tremendously and given Minot extra stature as a trading center



Garrison Dam, via electrical energy and irrigation, means inestimable added wealth in this area



The KXJB-TV area ranks among the country's leading cattle marketing zones; includes packing



KCJB-TV

CHANNEL 13 30,000 WATTS

OF NORTH DAKOTA

markets

KXJB-TV, Valley City-Fargo Area

• The average retail sales per household of the area that KXJB-TV will serve, starting in July, was \$4,272 in 1952. (See market data chart on page 6.) In terms of city or trading areas within KXJB-TV's coverage this per household average came to \$6,791. These are averages that rank well

Latest rankings for Minot market

Preliminary data from SRDS' 1954 Consumer Markets re-emphasizes the tremendous potential available to national advertisers in the Minot trading area.

The 1954 Consumer Markets will show:

1. In retail sales per household Minot ranks near the top, with \$6,766.
2. In consumer spendable income per family ranks among the richest communities in the country, with \$6,561.
3. Minot's home Ward County ranks 60th among all the counties in the U. S. with regard to retail sales per household, with an average of \$5,567.
4. Ward County has an average of \$6,283 in consumer spendable income per household.

Ward County will be listed in still another ranking category in CM. Regardless of total population or size, Ward County ranks 144th among the 250 outstanding counties in the country in the number of tractors and trucks on farms in the county, with a total of 4,777.

Why not add Minot?

above such metropolitan areas as Boston, Cleveland, Los Angeles, Houston, Minneapolis, Detroit, Milwaukee.

• The average consumer spendable income per family in KXJB-TV's en-

tire area in 1952 was \$4,731, while the family spendable income for the city, or trading, areas averaged \$5,905.

• As a wholesale distributing center Fargo has had a phenomenal rise the past three years. In the 1952 Consumer Markets rankings Fargo was 109th in the nation with a turnover of \$87,490,000. Manufacturers in greater numbers have been making Fargo their focal distributing points for not only all of North Dakota but much of western Minnesota and South Dakota. The indications are that for 1954 Fargo's wholesale ranking will nudge the 100th-mark and the wholesale turnover will exceed \$100,000,000.

KCJB-TV, Minot, Coverage Area

The words, "Deliver 'Cadillac' Buying Power," take on an even more deluxe connotation when applied to KCJB-TV's market story. Note these figures:

• SRDS' 1952 Consumer Markets gave Minot an average of \$6,259 per household for retail sales. In the interim the neighboring oil operation took on scope and wealth. The 1954 Consumer Markets' preliminary estimate puts this retail average per Minot family at \$6,766. Very few other markets in the country will be found in this blue-chip bracket.

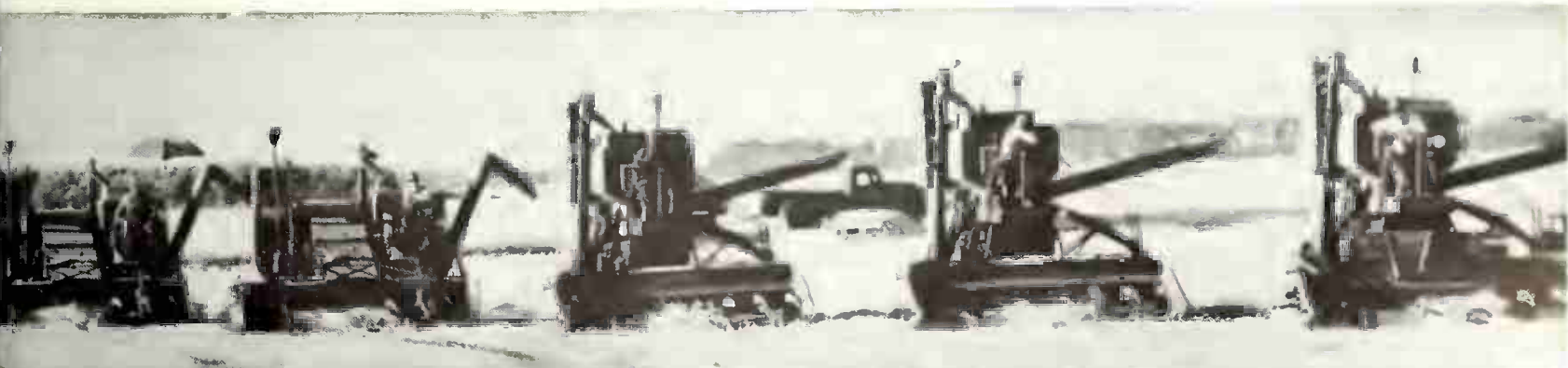
• In spendable income per household SRDS' 1952 estimate for Minot was \$6,397. The same source in its 1954 preliminary estimates credits Minot with \$6,561 in spendable income



Example of KCJB-TV area's buying power: Minot merchant sponsors sportscaster Adelson for the exclusive purpose of selling \$100 hats

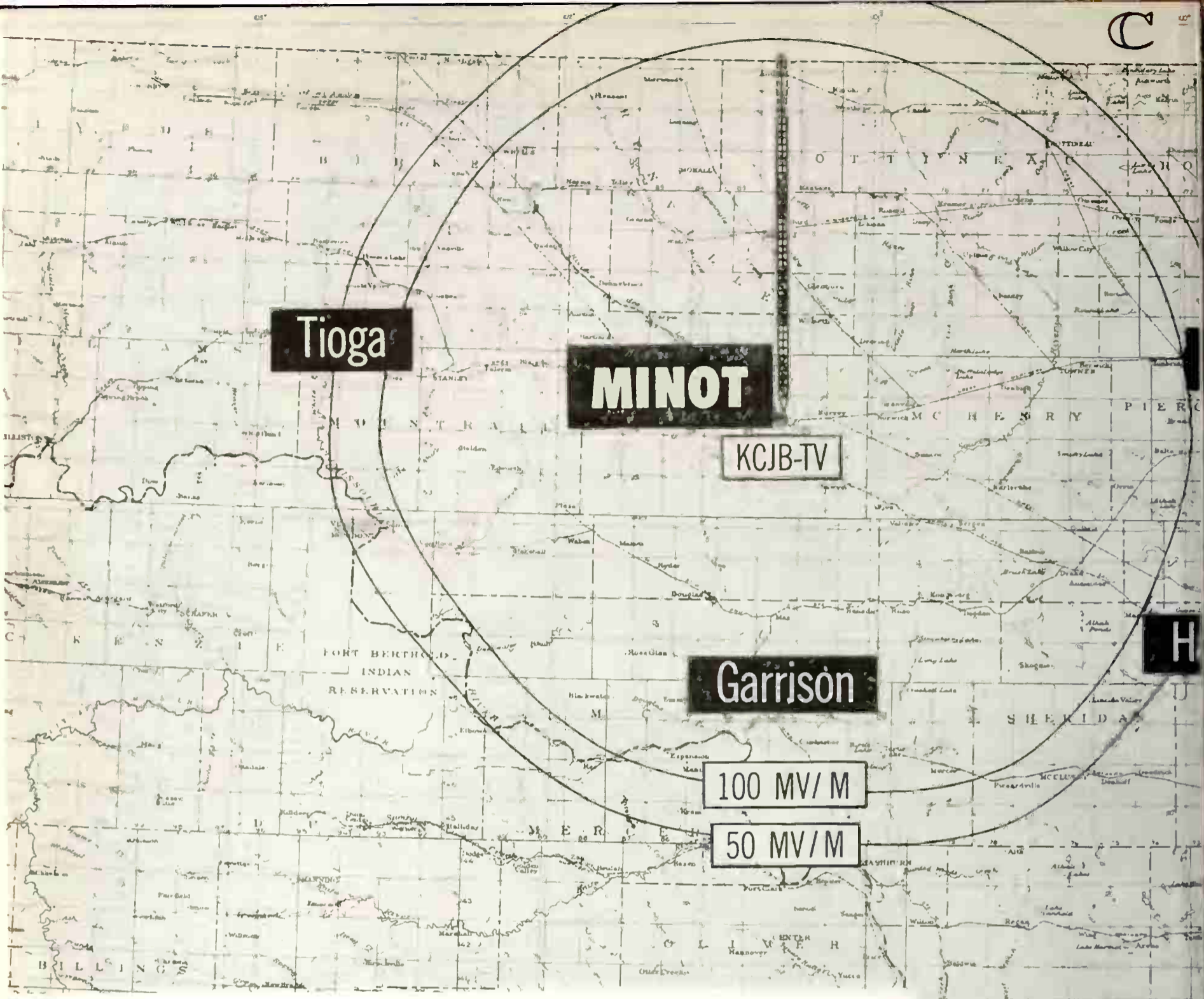
per household. This represents still another blue-chip bracket for Minot in what is now, beyond any question, a blue-chip market.

• In 1951—before the oil boom got under way—Consumer Markets showed Minot in auto expenditures per family with an astonishing average of \$1,680. In this area, where Cadillac ownership—as well as \$100 Stetson—is the common thing, and not the exception, the indications are that this family average on auto sales will go well over the \$2,000-level for 1954.



KXJB-TV's renowned Red River Valley has never known anything but bumper crops. Its yield alone in durum wheat in 1951 was \$62

million. This highly mechanized business—average N. D. farm is 550 acres—offers big buyers' market in farm equipment, trucks, oil, gasoline



SERVING MOST OF N.D. MARKET & THEN SOME!

You cover these percentages of just the State of North Dakota in the following important market categories and factors when you buy KXJB-TV, Valley City-Fargo, and KCJB-TV, Minot, as a combination:

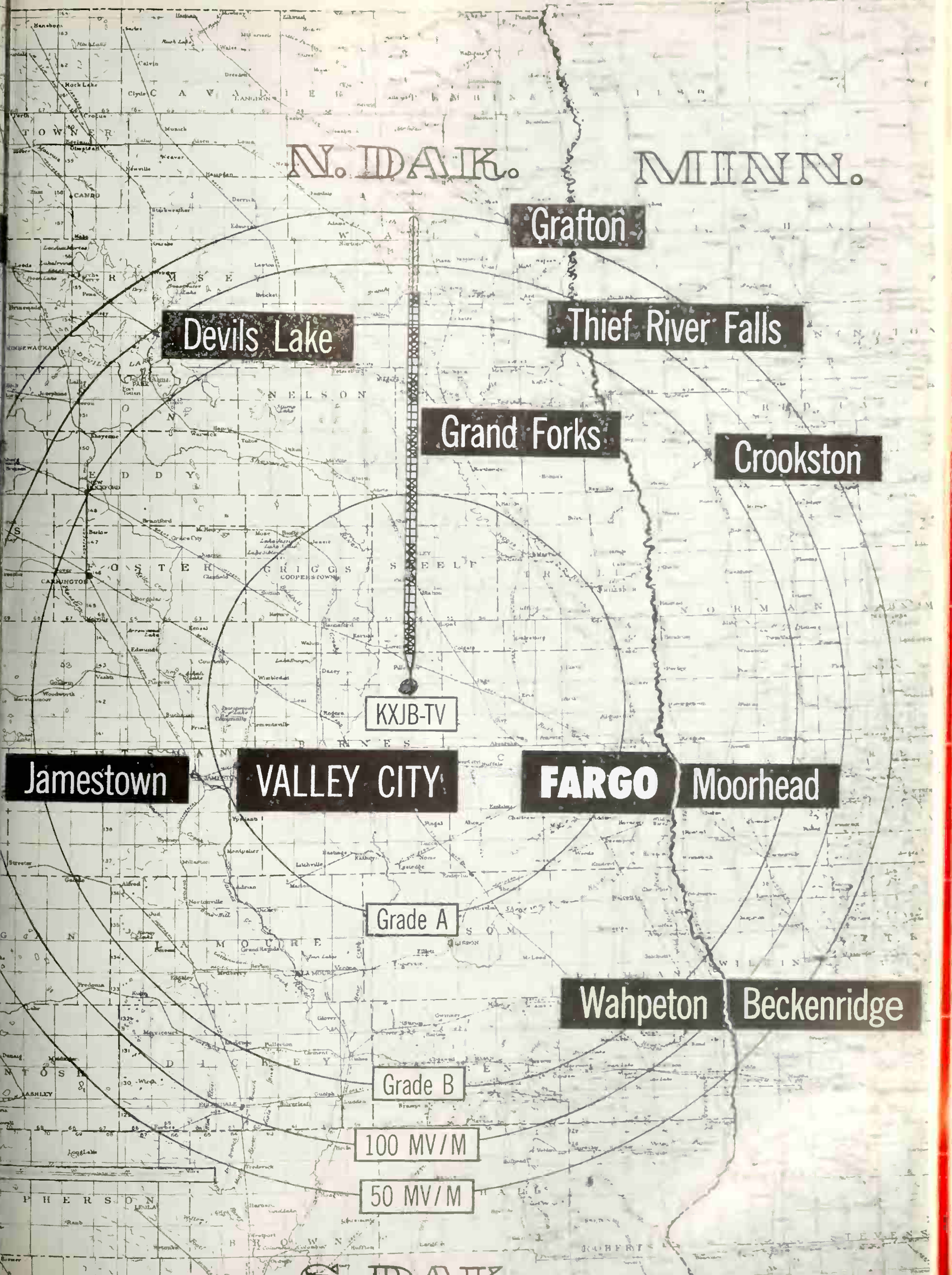
75%	RETAIL SALES
77%	CASH FARM INCOME
76%	FOOD SALES
81%	GENERAL MERCHANDISE & APPAREL
76%	DRUG SALES
78%	GASOLINE SALES
79%	AUTO AND TRUCK REGISTRATIONS

THE GREAT NORTH TV TWINS ... DELIVER "CADILLAC" BUYING POWER

KXJB-TV
 CHANNEL 4 100,000 WATTS
 VALLEY CITY — FARGO, N. D.

KCJB-TV
 CHANNEL 13 30,000 WATTS
 MINOT, NORTH DAKOTA





N. DAK.

MINN.

Grafton

Devils Lake

Thief River Falls

Grand Forks

Crookston

KXJB-TV

Jamestown

VALLEY CITY

FARGO

Moorhead

Grade A

Wahpeton

Beckenridge

Grade B

100 MV/M

50 MV/M



markets

Basic market data on the Great North TV Twins

COUNTIES	POPULATION	FAMILIES	RETAIL SALES	FDSD SALES	AUTD SALES	GEN'L MDSSE & APPAREL	CONSUMER SPENDABLE INCDME	SPENDABLE INCOME PER HOUSEHOLD
NORTH DAKOTA								
KXJB-TV, VALLEY CITY-FARGO, AREA DATA								
BARNES	16,800	4,670	\$19,581,000	\$3,631,000	\$3,215,000	\$3,161,000	\$21,896,000	4,093
<i>Valley City</i>	7,200	2,300	11,017,000	2,308,000	2,955,000	2,517,000	10,062,000	4,875
BEAUFORT	10,600	2,690	6,031,000	1,480,000	397,000	536,000	9,901,000	4,590
CASS	59,500	16,020	97,779,000	12,295,000	19,205,000	21,922,000	106,628,000	6,542
<i>Fargo</i>	40,800	11,200	91,111,000	9,865,000	16,129,000	18,751,000	79,862,000	6,985
DICKEY	9,100	2,490	10,433,000	1,558,000	2,613,000	1,049,000	10,643,000	4,328
EDDY	5,300	1,390	6,161,000	935,000	1,456,000	493,000	7,606,000	5,433
FOSTER	5,300	1,450	7,301,070	1,339,000	1,819,000	747,000	8,081,000	5,387
GRAND FORKS	39,200	10,280	59,677,000	8,653,000	14,885,000	12,191,000	63,365,000	5,978
<i>Grand Forks</i>	27,700	7,300	48,601,000	6,111,000	14,373,000	5,243,000	58,328,000	6,085
GRIGGS	5,400	1,470	5,577,000	768,000	1,202,000	584,000	5,227,000	5,346
KIDDER	6,100	1,570	4,492,000	959,000	954,000	367,000	4,991,000	4,441
LA MOURE	9,500	2,470	9,545,000	1,600,070	1,759,000	387,000	8,598,000	3,617
LOGAN	6,300	1,530	4,942,000	633,000	428,000	766,000	5,148,000	3,466
McINTOSH	7,600	2,000	8,296,000	1,563,000	2,392,000	878,000	6,879,000	3,621
RAMSEY	14,300	3,750	21,495,000	3,301,000	4,870,000	3,999,000	22,656,000	5,962
<i>Devils Lake</i>	6,100	1,980	16,355,000	2,213,000	4,521,000	1,716,000	12,633,000	6,083
RICHLAND	19,800	5,250	25,576,000	3,583,000	5,275,000	3,093,000	25,286,000	6,046
<i>Wahpeton</i>	5,100	1,300	13,162,000	1,303,000	3,135,000	2,302,000	8,580,000	7,325
SARGENT	7,600	1,980	4,801,000	1,091,000	436,000	406,000	5,808,000	4,312
RANSOM	8,800	2,450	9,528,000	1,559,000	2,559,000	846,000	11,955,000	4,981
STEELE	5,100	3,970	4,108,000	862,000	537,000	75,000	4,809,000	6,718
STUTSMAN	24,000	5,810	29,455,000	4,426,000	7,144,000	3,553,000	33,149,000	5,529
<i>Jamestown</i>	11,100	4,010	22,956,000	3,031,000	6,862,000	3,092,000	16,310,000	5,660
TRAIL	11,300	3,060	13,294,000	2,203,000	1,925,000	1,394,000	14,189,000	6,122
WALSH	19,800	4,730	21,538,000	2,916,000	3,997,000	3,676,000	25,517,000	5,941
<i>Grafton</i>	6,900	1,200	11,531,000	6,111,000	2,641,000	2,452,000	9,230,000	7,692
WELLS	10,400	2,810	10,520,000	1,801,000	1,231,000	1,475,000	11,622,000	4,679
N. D. COUNTY TOTALS	301,800	81,770	\$380,130,000	\$ 57,156,000	\$ 78,300,000	\$ 61,598,000	\$413,954,000	Avg. \$5,058
N. D. CITY TOTALS	108,500	29,290	\$217,769,000	\$ 31,002,000	\$ 50,916,000	\$ 36,076,000	\$180,777,000	Avg. \$6,400

SOUTH DAKOTA								
BROWN	32,600	9,240	\$54,305,000	\$8,765,000	\$10,408,000	\$13,735,000	\$55,818,000	\$6,040
MARSHALL	7,800	2,080	7,785,000	1,430,000	2,230,000	544,000	9,230,000	4,403
McPHERSON	7,800	1,930	5,933,000	866,000	1,524,000	575,000	5,840,000	4,026
ROBERTS	14,900	3,950	11,998,000	2,006,000	1,515,000	1,879,000	14,441,000	3,655
S. D. COUNTY TOTALS	63,100	17,200	\$80,021,000	\$ 13,067,000	\$ 15,677,000	\$ 16,733,000	\$ 85,329,000	Avg. \$4,531

MINNESOTA								
BECKER	24,900	6,740	\$19,050,000	\$2,138,000	\$3,489,000	\$2,885,000	\$18,611,000	\$3,843
CLAY	31,400	7,980	39,373,000	10,788,000	8,025,000	2,343,000	30,428,000	4,878
<i>Moorhead</i>	15,900	4,300	30,846,000	7,746,000	6,705,000	1,200,000	25,228,000	5,867
GRANT	9,600	2,670	10,201,000	1,778,000	1,739,000	920,000	9,847,000	4,970
MAHONEN	7,100	1,720	4,841,000	938,000	737,000	439,000	3,991,000	3,885
MARSHALL	16,200	4,260	12,537,000	2,396,000	2,389,000	1,322,000	14,762,000	4,480
NORMAN	12,900	3,600	11,197,000	2,492,000	1,358,000	962,000	10,700,000	3,745
OTTER TAIL	51,400	13,610	42,930,000	7,010,000	9,091,000	1,091,000	44,507,000	4,160
PENNINGTON	13,100	3,600	17,981,000	2,896,000	6,454,000	2,913,000	16,379,000	4,748
<i>Thief River Falls</i>	7,200	2,200	3,011,000	2,141,000	5,454,000	2,913,000	10,659,000	4,844
POLK	36,000	9,790	35,987,000	7,412,000	5,011,000	3,969,000	38,146,000	5,324
<i>Crookston</i>	7,500	2,100	16,793,000	2,144,000	1,981,000	2,912,000	11,711,000	5,577
RED LAKE	6,800	1,600	5,948,000	1,705,000	1,415,000	1,570,000	25,233,000	5,436
WILKIN	10,500	2,700	10,532,000	2,670,000	1,070,000	506,000	8,724,000	3,987
MINN. COUNTY TOTALS	219,900	58,270	\$210,577,000	\$ 42,223,000	\$ 40,778,000	\$ 18,920,000	\$221,328,000	Avg. \$4,905
MINN. CITY TOTALS	30,600	8,600	\$ 50,680,000	\$ 12,223,000	\$ 14,140,000	\$ 7,025,000	\$ 47,598,000	Avg. \$5,409
KXJB-TV County Totals	584,800	157,400	\$670,728,000	\$112,446,000	\$134,355,000	\$ 97,215,000	\$720,611,000	Avg. \$4,731
KXJB-TV City Totals	139,100	37,890	\$257,449,000	\$ 43,225,000	\$ 65,547,000	\$ 43,111,000	\$227,375,000	Avg. \$5,905

NORTH DAKOTA								
KCJB-TV, MINOT, COVERAGE AREA DATA								
BURKE	6,600	1,890	\$5,534,000	\$1,349,000	\$887,000	\$114,000	\$7,329,000	\$5,354
BOTTINEAU	12,100	3,230	10,884,000	2,014,000	1,058,000	1,010,000	13,549,000	5,515
DUNN	7,200	1,730	4,712,000	888,000	258,000	282,000	6,610,000	5,558
McHENRY	12,500	3,250	10,775,000	2,662,000	1,869,000	766,000	10,937,000	4,935
McKENZIE	6,800	1,880	5,128,000	1,023,000	1,018,000	357,000	5,556,000	6,379
McLEAN	18,700	4,960	14,885,000	4,023,000	3,094,000	774,000	16,104,000	5,848
MERCER	8,600	2,190	7,387,000	1,804,000	1,887,000	325,000	7,110,000	5,042
MOUNTRAIL	9,400	2,570	9,663,000	1,608,000	1,760,000	1,128,000	8,845,000	4,481
PIERCE	8,300	2,030	8,155,000	1,350,000	1,939,000	1,121,000	9,927,000	5,188
RENVILLE	5,400	1,470	5,487,000	1,486,000	930,000	367,000	6,017,000	5,110
ROLETTE	11,000	2,420	7,260,000	1,524,000	1,140,000	879,000	9,214,000	4,160
SHERIDAN	5,200	1,340	3,558,000	552,000	562,000	260,000	3,922,000	3,980
WARD	34,800	9,900	52,419,000	8,403,000	11,810,000	9,878,000	53,433,000	5,210
<i>Minot</i>	23,100	6,500	40,661,000	5,757,000	10,518,000	5,886,000	41,615,000	6,397
KCJB-TV County Totals	146,600	38,860	\$146,847,000	\$ 28,686,000	\$ 28,212,000	\$ 17,261,000	\$158,553,000	Avg. \$5,147
KCJB-TV City Totals	23,100	6,500	\$ 40,661,000	\$ 5,557,000	\$ 10,518,000	\$ 5,886,000	\$ 41,615,000	Avg. \$6,397

KXJB-TV & KCJB-TV JOINT COVERAGE AREA TOTALS								
CDUNTY TOTALS	730,600	196,260	\$817,040,000	\$147,290,000	\$162,567,000	\$114,476,000	\$879,164,000	Avg. \$4,939
CITY TOTALS	162,200	44,390	\$298,110,000	\$ 49,082,000	\$ 76,075,000	\$ 48,997,000	\$268,990,000	Avg. \$6,151

SOURCE: 1952 '53 NRDS Consumer Markets Italics (like 'Valley City') denote major trading areas in each county.

KCJB-TV
CHANNEL 13 30,000 WATTS
BISMARCK, NORTH DAKOTA

programming



KCJB-TV offers not only North Dakota's only kitchen show but Cis Hadley (l.) whose many public recognitions include a Grocery Manufacturers of America Award for 1953. (r.) Home economist Peggy O'Brien Arv Johnson (top) and Hal Kennedy are KCJB-TV's newcast team

KXJB-TV'S PROGRAMING AIM: DOMINANT FARM STATION IN ITS 3-STATE AREA

KXJB-TV knows definitely where it is headed for in the way of programing policy and structure.

It has set its sights on one big objective: local programing that can't help but establish KXJB-TV as the dominant farm station in the three-state area it will serve.

With studios in both Valley City and Fargo, KXJB-TV will focus its programing in these directions:

1. A close relationship in programing production and consultation with the famous North Dakota Agricultural College, located in Fargo. Two or

three programs a week will stem from this collaboration, with Robert Crom, NDAC's tv authority, as coordinator.

2. The farm programing setup will have an advisory board composed of state agricultural officials, NDAC staff members, prominent farmers, cattlemen and implement experts.

3. A daily half-hour of market report and analysis and farm news by Chet Reiten, KXJB-TV's farm director.

4. Newscasters, sportscasters, home economists, hillbillies with top reputations in the Red River Valley.

KCJB-TV's solid sales bets!

ARV JOHNSON'S SUNSET NEWS: Has tremendous acceptance in this area where he's been newscasting over 15 years. On 6:30 to 6:45 every evening but Sunday.

JIMMY ADELSON'S TV SPORTS REEL: He's tops in any play-by-play work and ranks as No. 1 among state's sportscasters. 6:20-6:30, Mon. thru Sat. evenings.

HAL KENNEDY'S TOMORROW'S HEADLINES: This show, on every night but Saturday, has extraordinary record for moving merchandise. Kennedy's been newscasting in North Dakota for nine years.

GUESS WHAT? Panel type quiz. m.c.'d by Kennedy, is phenomenal mail puller.

HUNTING & FISHING CLUB: Weekly half-hour, with Don Lidolph, North Dakota's top outdoor authority: uses noted guests and awards prizes.


This sheep-shearing demonstration indicates one of the many types of programs KXJB-TV and North Dakota Agricultural College will co-produce as station closely identifies its farm programing structure with College Chet Reiten, KXJB-TV farm director, first widely known as county agent



KXJB-TV
CHANNEL 4 100,000 WATTS
VALLEY CITY — FARGO, N. D.



KCJB-TV
CHANNEL 13 30,000 WATTS
MINOT, NORTH DAKOTA



management

EXPERTS AT BUILDING AUDIENCE LOYALTY

The story of the Great North TV Twins is basically the story of

(a) Two fabulously rich markets.
(b) An area station (KXJB-TV) that's gearing itself, via power, channel and tower, to reach 160,000 families within a great expanse of America's richest agricultural economy. And to hold this vast audience with top level farm area programming.

(c) A regional station (KCJB-TV), which, though exclusively in that market, has been serving its likewise rich area with the sort of local programming that sells goods in record style and often earns public service awards.

(d) How an advertiser can buy these two stations as a combination and insure himself of nearly 30% of all North Dakota's buying power and at the same time get a big Minnesota bonus. (This Minnesota bonus entails 59,000 families, \$210,500,000 in retail sales and \$221,000,000 in consumer spendable income.)

The great expanse of farm land described above centers along the ever-

fertile Red River Valley. The Red River Valley extends over three states—North Dakota, Minnesota and South Dakota—and it's studded with such bustling trading areas as Fargo, Moorhead, Grand Forks, Jamestown, Valley City, Devils Lake and Wahpeton.

Without KXJB-TV's power (100,000 watts) channel (4) and tower (1085 feet above the ground) this tremendous expanse with 160,000 families could not be encompassed.

This great coverage assures maximum audience. KXJB-TV is gearing itself to deliver the best of farm area programming and establish itself as a solid force in the life of the area.

Add up maximum audience, area loyalty from a strong community programming structure and the answer—for the advertiser—is saturation sales.

Both KXJB-TV and KCJB-TV are primary affiliates of CBS-TV.

Besides large studio operations in both Valley City and Fargo, and Minot, the company will maintain its national sales office in Fargo.



PROOF THAT OIL & AD BIZ DO MIX: John W. Boler, president of KXJB-TV & KCJB-TV (at right in top pic) is shown recently presenting BBDO's Frank Silvernail with share of stock in North Dakota oil well ;(bottom pic) tall Bill Hurley, Twins' commercial manager, explaining miniature oil well to other admen to whom Boler also presented shares of stock

How the Twins compare in market data with top metropolitan areas

MARKET DATA CATEGORY	KXJB-TV & KCJB-TV AS COMBINED MARKETS	METROPOLITAN CITY & TOTAL	CITY'S RANKING
Population	730,000	{ PITTSBURGH 673,000	12
Retail sales	\$817,010,000	{ MINNEAPOLIS \$812,608,000	15
Spendable income	\$879,161,000	{ DAYTON \$861,493,000	31
KXJB-TV AREA EXCLUSIVELY			
Population	581,300	{ BUFFALO 577,100	15
Retail sales	\$670,728,000	{ NEWARK, N. J. \$656,535,000	21
Spendable income	\$720,611,000	{ MEMPHIS \$719,825,000	40

SOURCE: SRDS 1954. © Radio-Television Markets

NATIONAL SALES REPRESENTATIVES: WEED TELEVISION

NEW YORK • BOSTON • CHICAGO • DETROIT • HOLLYWOOD • SAN FRANCISCO • ATLANTA

only too familiar but that is another story.

You say, "money is the root of all evil." That statement is my candidate for the most often misquoted statement in the English-speaking world. Not having much of the stuff but being a dirty Republican, I strongly object to those who feel that money itself is the root of all evil, and I am particularly eager to see that the correct statement is popularized. If you will reach for your King James version of the Bible, you will find in I Timothy, sixth chapter tenth verse that it reads, "The love of money is the root of all evil." Or in one word: greed! And perhaps if you will look up at verse seven in the same chapter, you will see the origin of the statement, "You can't take it with you." Something to the effect that you came into this world with nothing and that is how you will leave it.

If I can write a letter this long on just one misquotation, look out if I ever do get to the point where I disagree with you on some major question!

CLAUDE BARRERE
BMI, New York

WRITE TO THE SPONSOR

Just finished with enjoyment your January 25 article. "What happens when you write to the sponsor?" [page 32] by Miles David.

We feel very strongly that from the standpoint of the station, answers to listeners' mail form the most perfect type of *intensive* audience promotion to complement the normal *extensive* audience promotion of paid advertis-



**KBIG is making the BIG play
for Tune-in — and getting it!**

ing and publicity. Since our opening day we have had a firm rule that every letter must be answered. If the letter asks a specific question of any type, it is given a personal answer by the department head concerned. A promotion enclosure is always inserted in the envelope—perhaps a reprint of our pictorial station history from the mid-

winter issue of the *Los Angeles Times*. Or, if the inquiry has something to do with a specific personality or type of program, we will insert something like an illustrated brochure about our newscasters.

If the inquiry concerns a routine general matter we usually answer it on a colored jumbo postcard, the back of which is itself a medium of audience promotion [see picture] and if the letter or card is merely a comment in favorable vein, requiring no individualized answer, we send a multigraphed form answer on the jumbo colored postcard signed by our program director, and also carrying an audience promotion illustrated message on the back.

At intervals we check response to commercial offers against our master lists of past fan letters which have been answered in these various forms. It is gratifying to see that so many listeners who took the bother to write once, and received swift acknowledgment evidently become friendly enough to stay with the station and give an active response when it means money in the bank for us.

ROBERT J. McANDREWS
Commercial Manager
KBIG, Hollywood

PRINT RATINGS

Would you please be good enough to send me tear sheets of your article beginning on page 44 of your January 11, 1954 issue ["What's wrong with print measurement services?"]. Many thanks for your help.

GEORGINA M. DEWEERDT
Marketing Research Dept.
Lever Bros., Ltd.
Toronto

● Extra copies of the 11 January 1954 issue containing the article on print rating services are available at 50c apiece. This article is part of the 20-article All-Media series which will be reprinted in book form later this year. You can reserve a copy by writing to 40 East 19th St.

RADIO IN TV MARKETS

Jim Yerian of CBS suggested I write you to obtain a back copy of SPONSOR which somehow has strayed from his file. It was called to my attention that a September issue carried a very strong article on the theme that radio is not dead but still does an active job in heavily televised areas ["What a media director wrote his client about nighttime spot radio." 21 September 1953, page 34]. I would like a copy of this for possible use in a dis-

(Please turn to page 127)

Fourfold
Coverage

WITH

KDON

SALINAS, CALIF.

5000 WATTS

•
**THE
CLOVER LEAF
STATION
COVERS**

SALINAS • MONTEREY

WATSONVILLE • SANTA CRUZ

at half the cost of using
separate stations. One Sta-
tion Coverage of 74,428
Radio Homes in California's
newest Metropolitan Area

KDON

SALINAS
CALIFORNIA

REPRESENTED BY WEED & CO.

wpen

"the station of personalities"

takes extreme pleasure
in announcing the appointment of

Murray Arnold

as Assistant Station Manager



Everyone associated with successful programming knows Murray.

One of the strongest voices in Philadelphia radio operations, Murray Arnold is recognized throughout the country for his keen insight of music, his aggressive sales programming and his air-merchandising ability.

As a member of the WPEN family he's certain to make your buy of WPEN more productive than ever.

Wm. B. Caskey
General Manager

wpen

"the station of personalities"

Represented nationally by Gill-Perna, Inc. • New York — Chicago — San Francisco — Los Angeles

Agencyman—for a week

SPONSOR man worked in radio-tv department of C&W agency for week. Here's his report

by Charles Sinclair

In the cover of the booklet given new employees of Cunningham & Walsh is a sketch of men dressed like Bolivian admirals who are dusting off a red carpet leading to the entrance of 260 Madison Avenue. In large letters on the carpet is the word "Welcome."

But there was no red carpet on the sidewalk of West 49th Street in Manhattan as I stood there at 5:30 a.m. on the morning of Monday, the first of March. I had gotten up at four-thirty. It was still dark.

As I shivered in the wind which swept around the big black buildings of a Rockefeller Center which wouldn't come to life for another three hours, I had plenty of time to wonder if the life of an agency junior executive was

all it was cracked up to be.

"This story will be a breeze. A vacation," Miles David, SPONSOR's managing editor, had said cheerfully the previous Friday. He was tapping an ad which showed a big, balding man named Robert Newell dressed in a grocer's apron at work in a food store. It was headlined: "The man from Cunningham & Walsh."

"What story?" I had asked.

"C&W has been running these ads," Miles went on. "They send their executives and radio-tv people and copywriters out to work in the field for a week each year. You know, pumping gas or selling soap. Kind of 'back to the people' process, so they won't get stale.

"You're going to be 'The man from SPONSOR at Cunningham & Walsh.' You're going to work for the agency's radio-tv department for a week, starting Monday. Check with them about your first assignment and where your office will be."

I had checked. My first Monday chore: assistant to the agency supervisor in charge of the live participations in NBC TV's *Today* show for E. R. Squibb & Sons. I had double-taked when I discovered that the program, which goes on the air from 7:00 a.m. to 9:00 a.m., begins commercial rehearsals an hour and a half before airtime.

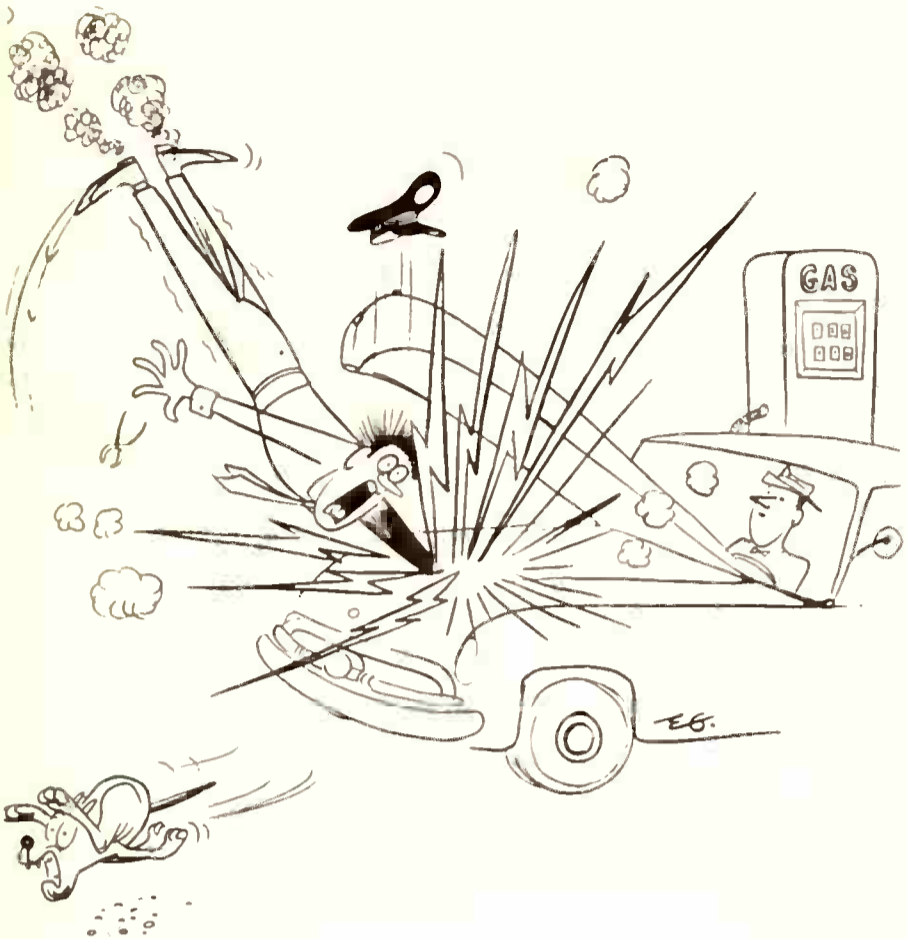
The small, travel-stained MG I was looking for slid up to the curve and

The man from SPONSOR



The man from Cunningham & Walsh





MAN FROM CUNNINGHAM & WALSH: C&W spoofs its practice of sending agency men out to work in retail field; cartoon above is from booklet given new agency employees. In reality, C&W's plan is serious "refresher" course



AT WORK ON TV JOB: SPONSOR Senior Editor Charles Sinclair spent a day at Cunningham & Walsh agency as junior-executive-at-large in radio-tv department. First real creative chore (see story below) was to produce a tv storyboard for Christmas Club commercial of Bank of Manhattan. Commercial may appear next December.

parked in a space that looked too small for a kiddy car. Out of it hopped a stocky, round-faced man in a dark blue suit and tweed topcoat. He reached back for a briefcase and as he climbed out of the car we shook hands.

"I'm Tom De Huff of Cunningham & Walsh," he said. "Let's get inside. It's cold as hell out here." This was no news. I'm a Georgia boy.

I followed him into the busy, flood-lighted RCA Exhibition Hall where the Garroway show is staged. It was now 5:35 a.m. Garroway had just arrived and was surrounded, like a Queen Bee, by a covey of production coordinators, sports writers, newsmen and technical men.

"Let's go grab some coffee down at the Telop One Club," De Huff said, sliding out of his coat as he started down the ramp that leads to the Johnny Victor Theatre and the tv control room.

In the small reception room at the bottom of the ramp was a long table around which sat half a dozen people drinking coffee poured by a white-coated waiter everyone called "Major."

"They named this the Telop One

Club," De Huff explained. "because the Garroway telop is the first one that comes up on NBC TV each morning. The club members are the agency people who have to get down here at this weird hour to supervise commercials."

As we gulped coffee and smoked Chesterfields (C&W's biggest account), De Huff explained why we were there.

"We're doing a 'tag' for a new Squibb promotion this morning," he said, taking a small cardboard counter package containing two bottles of Squibb Aspirin, Regular and Children's, from his briefcase.

"I was the writer-producer of this spot," he said. "I wrote the copy around February fifteenth. It was sent to Howard Baldock, the ad manager over at Squibb, on the seventeenth and O.K.'d on the twenty-fifth. NBC got it the next day so Garroway's had it for about a week now.

"We're supposed to check to see if he's got all the sales points straight and if the product package looks O.K. on camera. If it doesn't, we'll have to talk to the floor manager or the commercial producer and gimmick it up a bit."

"Well, look who's here," said a voice.

De Huff looked up. A young man, natty in dark flannels and checked vest, was standing next to the table. It was Dick Jackson, the NBC TV senior unit manager on *Today*. Jackson sat down, waved to Major for a cup of coffee and joined the discussion.

"This is a nice, easy commercial," said Jackson. "That's a break for us today because we're loaded to the top. We've got commercials from General Mills, Florida Citrus, Amazo, U.S. Rubber, Lever Brothers, Pream, Mutual of Omaha—among others." "Anyway, we think Garroway works best when there are no elaborate gimmicks, no tricky cues and no fancy art."

"Do you think the red on the package will come up too light a gray?" De Huff asked Jackson, who looked thoughtfully at the package.

"Can't say off-hand," Jackson said. "I'll take it upstairs and we'll give it a camera check." Jackson headed for the ramp. We picked up our coffee cups and went down the corridor to a big viewing room that looked like a



DISCUSSING TV STORYBOARD: Informal meeting of C&W's radio-tv group is called to hash over Bank of Manhattan television commercial done by GOR's "Man At Cunningham & Walsh." Group includes, l. to r.: Dave Lewis; Tom De Huff; John Sheehan; Charles Sinclair; Joe McDonough

REVIEW OF WEEK'S WORK: Jack Cunningham, C&W's executive vice president and operational head, at right, looks on as Sinclair points to one of four agency-represented products (Squibb, Bank of Manhattan, L&M, Northwest Orient Airlines) he worked on

living room in *Better Homes & Gardens*. A pretty blonde girl from BBDO was holding a brisk discussion with a sleepy-eyed man from J. Walter Thompson.

"I think this is lots of fun," she was saying.

"Not if you have to come in from Westport," grumbled the Thompson man, looking at the clock. The time was now 6:10 a.m.

In a few minutes, the Squibb package swam into focus on the screen. It looked fine. The cameras went back to Garroway.

Time passed slowly. Garroway ran through commercial after commercial and finally came to the Squibb participation. He delivered the main sell on the Squibb Angle Toothbrush ("Just like a dentist's mirror to help you reach those hard-to-get-at places . . .")

De Huff checked his stop watch.

"So, look for this Squibb package at your drug store." Garroway was saying, holding up the toothbrush.

"Here comes the tag," said De Huff.

" . . . and while you're there," Garroway continued as the picture changed to a closeup of the "Family Special"

package. " save yourself some money on aspirin. Squibb is offering a Family Special . . . 100 Squibb Aspirin PLUS a bottle of 50 children's quarter-dose aspirin, deliciously flavored, for ONLY 59c. It's a regular 88c value and you can ACTUALLY save 29c by buying the FINEST aspirin made. Look for the Squibb FAMILY SPECIAL at your drug store."

"Looks pretty good to me," said Mort Werner, *Today's* producer. "Nice tight closeup."

"Just so it sells Squibb Aspirin," replied De Huff.

We walked up to the floor above. De Huff went over to where the Squibb package sat amidst a group of product props that looked like a disorderly super-market window. He jiggled the bottle up slightly in its little cardboard slot and tapped on the label with his finger.

"We want those viewers to see that name," he explained. "Don't forget that."

In a few minutes, it was 7:00 a.m. The show started and went through its usual potpourri of news, interviews, sports and chatter from Garroway.

The Squibb commercial went on right after a news round-up. De Huff watched it critically but everything went smoothly.

"I'd hate to get up every day at four-thirty just to play nursemaid to a minute's worth of commercial," I said.

De Huff grinned. "I only have to come down here when Squibb has a new product or a new sales pitch. That's about twice a month. The rest of the time we let Garroway do the commercial in his own style." He

(Please turn to page 112)

Agency works in new, modern offices in New York, even has special shower for clients



What do admen think of network spot carriers?

While webs, stations battle, no one has asked the man in the middle

In the previous issue, SPONSOR presented the opposing viewpoints of networks and stations on the network "spot-carrier" controversy [see "The network spot-carriers controversy," 8 March 1954, page 29]. In this article the man in the middle—the air advertiser—gives his attitude on the issue.

With the "spot-carrier" program pushing itself more insistently into the foreground of network operations, the need for advertisers and agencies to know more about the pro's and con's of this form of advertising buy is becoming more obvious.

The network vs. station controversy

on spot carriers doesn't directly involve the advertiser, though he may feel a concern about charges that one or the other side is threatening the existence of air media by its tactics.

What the advertiser is really concerned with are questions like: Are

|||||
controversy
 |||||

spot carriers an economical buy? How do they compare with national spot buys or with purchases of complete shows on the networks in effectiveness and flexibility?

The public battle centering around spot carriers, which has broken out anew in the wake of NBC Radio's plan

to open up as much as 12 hours of new shows to one-minute participations, sheds little light on these crucial questions. There was a brief research flurry last year on the question of national spot vs. spot-carrier costs. For the most part, however, the fight has been characterized by talk about the "proper" domain of the two contestants.

More than one adman, SPONSOR finds, has been struck by the thought that the entire spot-carrier issue is one that should be fought in the marketplace. In other words, the admen reason, let the individual advertiser decide whether it's best for him to buy network participations or local announcements and let the networks and stations set out to prove to the indi-

Spot carriers considered tops by admen for low-cost, extra coverage

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 The advertiser buying announcements in a group of, say, three spot carriers can usually reach more different homes than if he bought three commercials in one program.</p> | <p>However, he will not reach each home as many times as he would if he bought the three-commercials-in-one-program buy. The resulting thin coverage can be a drawback.</p> |
| <p>2 Before deciding whether or not to buy a series of spot-carrier announcements the advertiser must define the story he wants to tell and then determine how much time he</p> | <p>needs to tell it, the Schwerin Research Corp. points out. Some products need the two or three commercials of a show to tell the story; others can do it in 20 seconds.</p> |
| <p>3 A spot-carrier announcement provides less sponsor identification with the program than a full-program buy but it still gives more identification than the usual spot buy. How-</p> | <p>ever, the buyer of a spot-carrier announcement must be careful to use the proper approach. The spot-carrier buyer can merchandise a big name if he has one.</p> |
| <p>4 The spot carrier offers the network buyer a flexibility he never had before. The client who has to be fast on his feet or who wants a short-term saturation buy can purchase one</p> | <p>or more spot carriers almost at a moment's notice. The spot carrier, however, is not considered a substitute for the flexibility of a national spot campaign.</p> |

vidual advertiser which approach is better.

While some of the biggest air advertisers in the business use them, SPONSOR discovered a surprising lack of familiarity with spot carriers, not only among clients but among agency people. SPONSOR also discovered some confusion about what a spot carrier is.

It may clarify the problem to explain that the big fight about spot carriers has centered on radio, especially around the so-called tandem-type sales plans (See "So you want to buy a 'tandem'?" SPONSOR, 15 December 1952.) As introduced by NBC Radio with its Operation Tandem in November 1950 this type of sales plan offered the advertiser one announcement in each of a series of programs. The other networks fell in line with their own plans. Mutual came out with its MGM-Mutual and then the Multi-Message Plan. ABC followed with Pyramid, now defunct. CBS brought up the van with its Power Plan, promoted as a device to capitalize on late-in-the-week shopping.

While the plans varied slightly in detail, the original idea was that the advertiser had to buy across-the-board, that is, one announcement in each show. Often a full network was required and the minimum buy was

sometimes 13 weeks.

Gradually some of these requirements were relaxed and in many cases the advertiser could pick up (if he really wanted to) a single announcement in a single show. He can do that now in the Multi-Message Plan and in such NBC Radio shows as *Weekend* and *Big Preview*, though many spot carriers still require the buying of groups of shows or announcements.

If the thought occurs to you that network radio has been turning more toward the magazine insertion or participation buy which evolved in television in answer to high costs and that the reps and stations should logically be upset about growth of tv spot carriers also, the answer is: They are. The attack on spot carriers is aimed to a lesser extent at such web participation programs as *Home, Your Show of Shows* and *Arthur Godfrey*.

To get back to the advertiser. In talking about the pro's and con's of spot carriers the advertiser often separates the (1) across-the-board type of buy, which offers audience dispersion, from the (2) buying of participations in a single show specifically set up to accommodate many advertisers, especially those with limited budgets.

Here's the basic mathematics, in

How admen feel about the hot spot-carrier controversy

When queried by SPONSOR about the subject of spot carriers, many admen confessed knowing little about them, suggested the way to settle the controversy was for networks and stations to prove which kind of buy was better for specific clients in specific cases.

simple terms, of the dispersion type of buy: The client who buys, say, one announcement in three different programs can usually reach more different homes than if he bought one complete program with three commercials. Obviously three different programs will attract different audiences even if the show types are similar. For low-cost coverage this type of buy can't be beat, many admen feel.

Said one agency time-buying executive: "I don't think there's any doubt that buying a group of participations in these network radio plans gives you one of the cheapest methods of reaching a radio home than can be devised. It's true that not much has been done on research comparing these spot-car-

(Please turn to page 124)

Spot carriers: station view

1. In offering radio and tv shows which "carry" announcements, the networks are encroaching upon business which would ordinarily go to stations. In nibbling at station income, the networks are hurting stations and their ability to serve clients.

2. While the networks contend that by offering "flexibility" they are allowing new advertisers to come on who could not otherwise afford to, actually spot carriers are attracting the existing clients.

3. The various network sales plans are actually a cut in rates. They thus damage the entire radio rate structure. In addition, some of the network shows go into station time, hurting stations more.

4. Instead of imitating the programing and sales approach of the stations in selling participations, the networks should assume their classic function of creating entertainment stations cannot offer.

Spot carriers: network view

1. Networks are not competing with stations any more than they have in the past and they have always competed with affiliates. However, the affiliates have the advantage of being able to sell to local clients, which networks have never been able to do.

2. It is essential for the networks to attract low-budget clients and spot carriers are one of the best ways of doing this. Networks have been depending more on big spenders than other media.

3. Participations should not be considered a rate cut since the advertiser who buys them pays more (per commercial) than the advertiser who buys them "wholesale," that is, a buy of a complete show.

4. Network shows attract audiences to stations and permit stations to make money by selling local adjacencies. Webs should, therefore, be allowed to devise means of getting revenue to keep them going.

How to reach small-town America

Radio is most efficient means of penetrating smaller communities. Many admen fail to realize below-50,000 towns mean 30% of U.S. retail sales

Premise: You're selling a nationally distributed baby powder with a \$1 million advertising budget. So you go to your agency and with them you study and plan and trim costs and finally place a multi-media campaign that covers some 30 major markets all over the country.

Question: Can you now sit back waiting for the orders to come streaming in, with full confidence that there's no major segment of your buying public overlooked?

Answer: Of course not. Babies are a national phenomenon and have a universal part of their anatomy that requires your product, whether they're living in the 30 major markets of the U.S. or in the smaller towns with populations numbering under 100,000.

And yet advertisers with nationally distributed products of mass appeal frequently bypass Smalltown, U.S.A., despite the fact that a small percentage of their 1951 advertising budget could

safeguard and increase a good percentage of their 1953 sales.

To analyze the whys and hows of reaching Smalltown, U.S.A., SPONSOR has compiled the latest market data to show advertisers the size and scope of this buying public. Case histories of three major national firms who have discovered Smalltown, U.S.A., and have been selling to it economically by way of network radio campaigns will illustrate effective and penetrating national advertising strategy.

Here are some major facts that show the importance of the small-town market in size and purchasing power:

- In 1950 64.7% of the U.S. population lived in towns and areas with populations under 50,000. (See population breakdown on opposite page.)
- In 1953 over 30% of retail sales came out of small-town and rural areas, that is, towns with populations numbering under 50,000.

Keystone Broadcasting System found.

in a survey sampling national advertisers, that individual advertisers rarely have an accurate yardstick for determining the exact location from which their retail sales derive. Since many use sales to wholesalers and distributors as indications of the efficacy of their advertising campaigns, KBS feels that advertisers tend to attribute the retail sale to the same town or city in which the wholesaler is located.

If these wholesaler figures are used as a base for determining advertising strategy and concentration of advertising, serious mistakes can be made. In a study made by Keystone researchers in 1953, it was found that in one Southern city, for example, more than 50% out of every whole dollar credited to the city was actually retailed outside this market.

Here's how this KBS study was worked out: based on 1948 U.S. Department of Commerce figures, it shows that it took over \$60 billion of wholesale sales to make over \$130 billion of retail sales. In other words, it takes 46¢ of wholesale sales to make \$1 of retail sales. Applying this 46¢-wholesale to \$1-retail ratio to various cities throughout the country by comparing annual wholesale with annual retail volumes, KBS found, for example, that 55¢ out of every \$1 wholesale sales attributed to Kansas City, Mo., was actually retailed outside of the Kansas City market. On a national scale, and taking the aggregate of 32 major metropolitan cities, KBS found a sizable and significant "misplaced sales credit."

Concluded the researchers: The major lesson for the individual advertiser to learn is not to use his wholesale sales pattern as an infallible indication of source of retail sales. Keeping regular tabs on retail sales turnover at the various local retail outlets may reveal to him that his penetration is more truly national than he thought, with a

(Please turn to page 104)

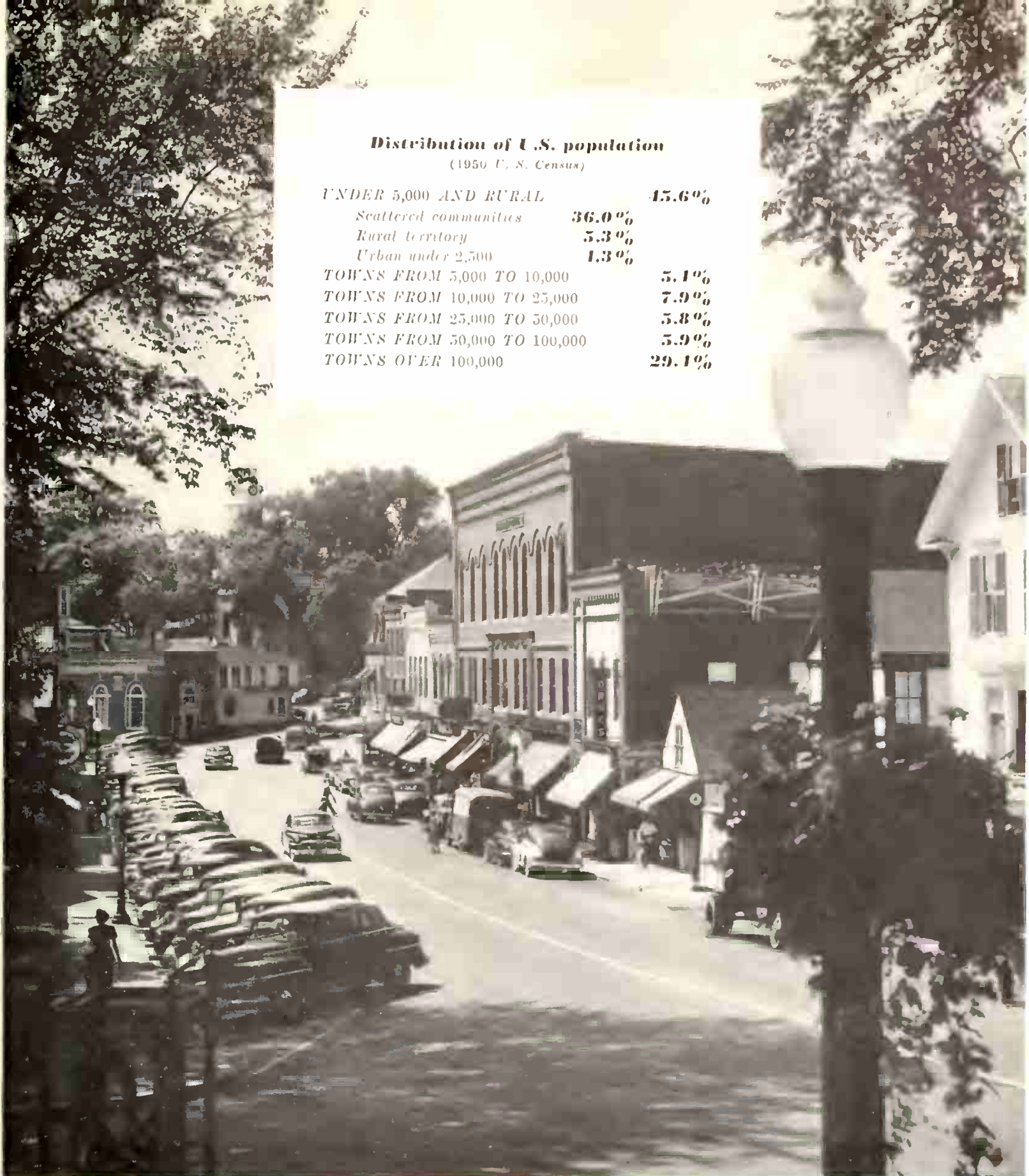
You won't find many cracker-barrel stores in America's small towns today: Stores carry big stock, are alert to cooperation with local radio stations on up-to-date merchandising campaigns



Distribution of U.S. population

(1950 U. S. Census)

UNDER 5,000 AND RURAL	45.6%
Scattered communities	36.0%
Rural territory	5.3%
Urban under 2,500	4.3%
TOWNS FROM 5,000 TO 10,000	5.1%
TOWNS FROM 10,000 TO 25,000	7.9%
TOWNS FROM 25,000 TO 50,000	5.8%
TOWNS FROM 50,000 TO 100,000	5.9%
TOWNS OVER 100,000	29.1%



Standard Oil Co. (N. J.)

SIZE OF TOWNS COVERED BY 700 KEYSTONE STATIONS*

Under 5,000	17%
5,000-10,000	38%
10,000-15,000	15%
15,000-20,000	9%
20,000-25,000	6%
25,000-50,000	9%
50,000-100,000	4%
Over 100,000	2%

DISTRIBUTION OF KBS STATIONS

One-station towns	76%
Two-station towns	16%
Three-station towns	5%
Four-station towns (or more)	3%

*1953 KBS study

SIZE OF TOWNS COVERED BY 565 MBS STATIONS†

Under 5,000	8.7%
5,000-10,000	21.9%
10,000-25,000	29.4%
25,000-50,000	16.1%
50,000-100,000	10.1%
Over 100,000	**13.8%

DISTRIBUTION OF MBS STATIONS

One-station towns	49.9%
MBS plus independents	8.3%
Two-network towns	17.0%
Three-network towns	11.2%
Four-network towns	13.6%

†1954 MBS study

**Including all major markets

How tv made Jim Moran top Hudson

Moran sells 200 cars on average weekend, says business grossed

\$26 million last year. One of pioneers in tv, Moran puts total budget of \$625,000 into medium to bring salesroom to viewers

Flip through the classified pages of any city phone book and you'll find used car dealers with names like these: "Trader Horn"; "Meyer the Buyer"; "The Smilin' Irishman"; "Crazy Charlie."

Dignity went out via the exhaust pipe long before the advent of the hard-top convertible. For years used—and more recently new—auto dealers have been advertising to create a fast-trading atmosphere, hoping that buyers will catch the holiday mood, relax and loosen their fingers on the purse strings.

Some measure of the wisdom of this approach can be found in the story of Jim Moran, a Hudson new- and used-car dealer in Chicago. Jim does not call himself fabulous or crazy. But his advertising is stamped with personal sales-showmanship. His experi-

ence shows how tv plus personal salesmanship can pay off in sales.

Last year Jim's business, Courtesy Motors, grossed \$26 million—more than any other car dealer in the country, he says. He is selling at the rate of 200 cars per weekend. His business is only nine years old. And Jim has been using television exclusively for six of those years. This year he will spend over \$625,000 on three programs in the Chicago market.

Jim was one of the television pioneers in the auto line. He was one of the first car dealers to show an actual automobile on the tv screen. Here are some of the factors which guided him and the agency, Malcolm-Howard Advertising, in the choice of television as an advertising medium:

- Getting a customer into the auto showroom is half the battle. They are

half-sold once they're on the floor and can get a closeup view of the cars. Television offers the opportunity to bring the showroom into the homes of thousands of viewers. It allows mass demonstration of a car's features in much the same way that a personal sales demonstration would be done.

- People may not read the small type in print ads but chances are they'll listen to a persuasive human voice giving the same copy points. If you keep the delivery natural, you'll make it believable and hold viewers' attention.

Jim felt the success of his television venture would go hand in hand with the sales knowhow of his announcer. He reasoned that cars are luxury items, and his own line, the Hudson, was a medium-priced auto far from top in popularity with American car owners. At the end of World War II it ranked

Moran m.c.'s two shows, is as well-known in Chicago area as top tv talent. Below, he dons Western garb for "Barn Dance" program



How Moran built \$26 million business:

1. Jim began business career after high school as a gasoline pump attendant. Within a few years he had own station and two years later he was owner of three stations. World War II interrupted business career.

2. After war Jim opened own Ford agency in suburban Chicago Heights. Shortly thereafter he bought Hudson agency which consisted only of one small building. Business prospered because of postwar automobile shortage.

3. Jim reasoned boom period had to draw to close soon, decided to begin steady advertising pressure as insurance for future. In '48 he signed for tv wrestling show at weekly cost of \$1,000, then considered "fantastic."

4. Within two months after initial show Jim says he was largest Hudson dealer in country. He switched to sponsorship of feature films, later added two other shows: variety and barn dance programs, televised alternate weeks.

5. Jim is announcer on all three programs, is m.c. on two of the shows. Business now takes up full block, has 400 employees. Jim is active in civic affairs, has done charity telethons, has been asked to run for mayor.

Dealer in the U.S.



Owner is air salesman: *Jim's commercials are easy-going, in low-key style like ordinary conversation. He says secret of appeal lies in fact he's "always himself." Occasional grammar lapses add believability*

ninth in sales, began slipping after 1946, and had reached fifteenth place last year.

When the war ended the demand for cars was so great that all dealers had waiting lines of prospective customers. In 1948 when Moran launched his television effort cars were still at a premium but he reasoned that the boom period had to draw to a close in short order. He decided to begin steady advertising at an early date as insurance against a less-bright future. Jim figured it would take real showmanship to chalk up a better-than-average sales volume for his car agency.

What better person could fill his specifications than himself? Moran had built his business on his ability to make sales and to train others in the art of salesmanship. He could apply this ability on television as well

as in the showroom.

In 1948 he signed for the full wrestling show over WENR-TV. Chicago (now WBKB), from 8:30 to 11:30 p.m., at a cost of about \$1,000 a week—then considered a "fantastic" sum for a local sponsor. During the commercials cars were actually driven up

case history

before the camera and Jim did the commercials in front of Chicago's Civic Opera building.

Within two months after his initial tv show Moran says he was the largest Hudson dealer in the country. Within one year he claims he was the largest automobile dealer in the U.S.

After about a year he switched to sponsorship of feature films Sunday nights on WGN-TV. This marked one of the first times an advertiser had bought movies on television to sell a product. Jim named the program *Courtesy Theatre*, to tie in with the name of his business.

Because of the success of these early ventures Jim and Hal Barkun, account executive, made plans for further expansion of the tv lineup. They added an hour-long variety show, *The Courtesy Hour*, in 1950 (Fridays, 10:00-11:00 p.m.; WBKB). A short time later the third and last show, *Barn Dance*, was added to the schedule. The latter now alternates every other week with *Courtesy Hour*.

Announcer on all three and m.c. on two of the shows is Jim Moran.

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Storm clouds ahead? Don't trim

What should a sponsor do when it looks like business conditions are getting worse?

Play it safe? Cut his advertising to fit the average expected sales pattern? Be bold, creative? Increase his advertising in the hope of getting a greater share of the market or even luring more money out of the consumer than he might otherwise spend?

By nature optimistic, SPONSOR plumps for the latter course and has a substantial proportion of admen behind it. But it takes all kinds of advertisers to make a business world so SPONSOR is picturing the different paths advertisers faced with declining sales can take.

Any resemblance between the examples cited below and actual, live advertisers is not so coincidental. But SPONSOR is not pinpointing specific advertisers so much as representing typical attitudes toward broadcast advertising. These are dramatized to point up the dangers and opportunities that face advertisers in a recession. And, as a byproduct, they may serve to remind younger members of the advertising fraternity that their faith in radio and television salesmanship must be pitted occasionally against a sales curve veering in a southeasterly direction.

The four case histories below may also help to dust off some thinking about how broadcast advertising can fit into a recession picture. From talks with admen SPONSOR sees the picture shaping up roughly as follows:

Radio's low cost, which helped the medium grow in the depression of the 30's, will help the advertising dollar work harder. The advertiser interested primarily in drumming across a brand name, in reaching his prospects at lowest cost, will find radio his best bet. The advertiser who has to be fast on his feet will find radio ideal for making quick copy changes.

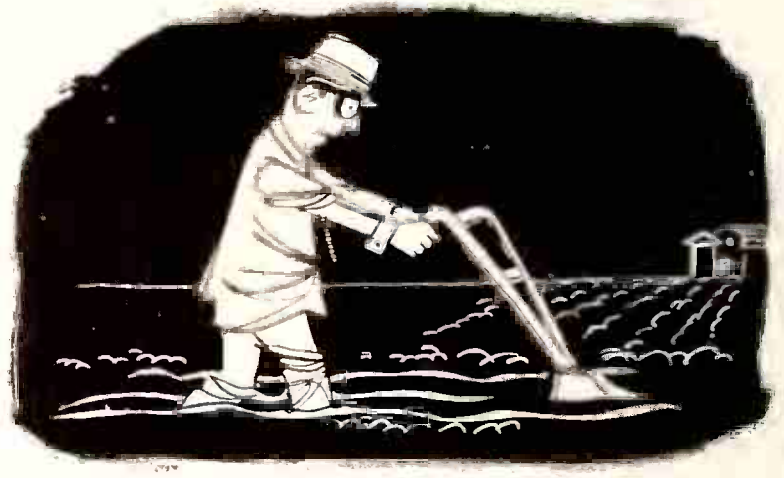
Television's high impact, its ability to reach an immense audience in a short period of time is video's trump card. Its growth is reducing its cost-per-1,000. The possibility that the consumer will cut down on outside amusements, spend more time at home means even greater audiences for the tv advertiser.

How would radio and tv fare if things really got bad? Tv would be vulnerable because of its high costs, would have to cut down on overhead, run cheaper shows. But, as economists point out, every growing industry gets one free ride through an economic storm. Assuming tv is still



He axes tv

The Archaic Advertiser: The firm never believed in advertising in the first place and the Old Man always points to Hershey as proof that advertising isn't necessary. The firm is family-owned and the Old Man has lost his old-time business energy, now putters in the garden outside the plant. With sales going down, the need for cutting expenses becomes the most important subject of discussion. Advertising gets it first. The ad budget is cut to the bone. The radio and tv network shows are eliminated entirely because they're "too damned expensive." The Old Man didn't see any sales from the shows and chose the tv program only because his wife thought every woman in the country would consider the male singer cute. The agency protests, urges a media test but the idea is turned down on the grounds the firm can't afford it. The Old Man turns down spot radio because it has no "impact."



He sticks in his rut

The Dyed-in-the-Wool-but-Conservative Advertiser: The firm, an old-line air advertiser, continues its radio and tv selling in the same pattern but, because of the sales decline, makes minor adjustments in its spot buying. Its over-all ad budget is cut slightly by pulling out of markets where sales pressure has not been conspicuously successful and putting part of this saved money into more promising areas. The copy line is continued but it is decided to reduce the number of selling points to increase the remembrance factor. However, because of the lower budget ceiling the film commercials are kept intact and the new, simplified sales message is introduced only in radio and print. The firm has a deep faith in advertising and once it decides on a course of action will follow through with all it has. Because of this thoroughness, however, it tends to be somewhat inflexible and basic ad changes take years.

our sales

Here are four case histories which show some possible paths sponsors may take in a recession

growing during this (hypothetical) depression, its expansion would compensate for bad times, which is what happened to radio two decades ago. Like tv, radio has a cushion in that local am advertising is still on the way up but as a mature national medium it would be affected most where its competition with tv (such as nighttime programming) is most direct. Video sponsors who get their hands on high-rated shows will not give them up if the budget must be cut even if the shows do cost a right arm. This means that other media, including radio, will bear the brunt of the ax.

SPONSOR is not implying that business is starting to slide into a long-term down-grade. On the contrary it foresees the possibility of a repetition of what happened during the '48-'49 recession.

Back in 1948 business men were in one of those it's-about-time-for-a-slump moods. Industrial production fell 17% and there was a dip in personal income.

Fortunately, the consumer went on buying. Price cuts helped but it is also significant that advertising expenditures continued rising. McCann-Erickson estimates of advertising dollars show an increase from \$4.8 billion in

1948 to \$5.2 billion in 1949. By the time the Korean War broke in 1950, the "inventory depression" was over.

History may repeat itself. A recent ANA survey showed ad expenditures will continue to rise this year. ★ ★ ★

This we fight for

The article on these pages sketches what can happen when sales stiffen: The firm which never believed in advertising is apt to drop its air campaign; the convinced advertiser will continue in the same path, modify his strategy to meet changed conditions or expand his air expenditure. SPONSOR believes the only wise philosophy is that of the advertiser who continues to spend money in order to make money. SPONSOR feels that in addition to their role in straight selling of products, the air media can play another part in resisting recession. SPONSOR has suggested and a number of stations have taken up the idea of a "Let's sell optimism" campaign of public service announcements. See details in editorial on page 134.



He gets Scotch

The Make-Every-Dollar-Count Advertiser: The firm is in a traditionally low-profit business and faced with a softening market decides to take drastic steps to insure that every advertising dollar is economically spent. The entire media allocation picture is reviewed in an effort to weed out unproductive media schedules. Cost-per-1,000 is carefully analyzed and these costs plus estimates of program and announcement impact are used as the basic means of deciding what to keep and what to drop. The budget is reduced to the current sales level. A consumer study of proposed copy changes is proposed on the theory that, while it may be initially expensive, the results will be economical in the long run. Most of the money taken out of unproductive media schedules is put into radio on the premise that an am campaign is the cheapest way of reaching the firm's prospective customers.



He's fast on his feet

The Creative-You-Gotta-More-Fast Advertiser: Faced with its first sales decline in 17 years the firm decides to restyle its packaging to emphasize the glamorous aspect of the product and shoot new film commercials. It also considers putting out a cheaper version of the product but will test consumer attitudes first to see what the effect will be on the more expensive one. There is no cut in the advertising budget. The agency is told to shop for a new tv show more in keeping with the new look of the product. As a further hedge against a slump the firm begins negotiations to buy out a manufacturer whose line is completely different than the one put out now. A special sales conference to kick off the new campaign is scheduled and the agency begins a policy of sending out weekly letters to all salesmen. The firm had reduced its advertising-to-sales ratio and feels it can boost it now.



Novel entry in form of card pictured old-fashioned radio

What 44,000 listeners told a

Letters profile radio's role in lives of listeners, can give you

The changing pattern of radio listening is no where better revealed than in the results of a recent WCBS, New York, contest. WCBS' Jack Sterling, wakeup man, asked listeners to tell him why they liked radio. By the end of 13 weeks 44,000 had sent in letters which together write a profile of radio 1954.

The letters read as if they had been distilled out of radio's promotion slogans for the past five years. Yet there was no coaching from the radio men for Sterling merely asked his listeners to tell why they liked radio. He fed them no hints. The similarity, therefore, between what the listeners spontaneously say about radio and what radio has been saying about itself is striking.

Listeners told Sterling:

"We wake up to radio."

"Radio is as much a part of family life as the morning cup of coffee."

"Radio is an easy, understanding guest who doesn't force

his host to sit in the living room and give of his full attention."

The letter writers expressed themselves in virtually all the phrases that have become a part of radio's promotion stock (though none of them hit on the "Everywhere you go there's radio" slogan in quite those words). Yet, to a SPONSOR editor who scanned dozens of the letters, this difference emerged: The amateurs say it better. The amateurs drive home the lesson more memorably—probably because they succeed in showing how radio fits into their lives with more human examples than the best promotional devices have been able to achieve.

The most important thing for advertisers that the letters reveal is to what degree radio, especially in the morning and afternoon, is a companion to other activities.

How does this affect your use of radio?

Bob Foreman, BBDO vice president in charge of television, wrote in a recent SPONSOR column of the increasing

FIRST PRIZE FOR BEST LETTER WAS CAR. 78 RADIOS WERE AWARDED. BELOW, JACK STERLING, WCBS, WITH LETTERS



Information about radio

pective in ad planning

stridency many have observed in radio commercials. Foreman pointed out that the raised voice, the sound-effects clarion, the attention-grabber are emerging because radio is no longer used by the listener as a total-attention source of entertainment. Rather it is often a service and companion medium.

Foreman's observations and the evidence presented by listeners themselves in the WCBS letters may be a reminder to the advertiser that he check his 1954 commercial copy against 1954 listening patterns. The commercial that was mediocre in 1944 is hardly destined to ring any bells today. Yet many an advertiser hasn't thought intensively about his commercial copy since the decision years ago to enter radio in the first place.

Though the listener isn't necessarily devoting his attention totally to a radio program these days, that of course doesn't mean the only way to sell him is by shouting. The listener by now—and the WCBS letters enforce this impression—has learned to balance his level of attention between another activity and radio. This developed listening sense the newsletter of the Grey Advertising Agency recently termed the "third ear" of the American radio public. (Grey also pointed out that the divided attention characteristic of the radio audience is not unique with radio. Grey noted that few people were capable of concentrating on the same thing without interruption for more than a few minutes. Newspaper reading, magazine reading, for example, are interrupted continuously by conversation, by staring into space—and by radio listening.)

Here then are some examples of the most revealing WCBS letters. Reading them is in a way like taking a trip through the New York metropolitan area, heaviest tv zone in the U. S., and ringing doorbells to inquire about listening habits.

One of the letters is from a foreign-born girl who didn't know a word of English when she came to America—but learned the language and lots more from radio. Another letter is from a blind musician; he learns popular songs from radio and thus can earn a living playing those songs.

Many of the letters are from housewives. They tell you what it's like to keep house and watch the kids and get dinner ready on time. They tell you it would be a tough day if they didn't have radio to humor them, to tell them what was going on, to keep them on schedule.

All the letters had this in common: They have a ring of sincerity. For instance, this letter:

"Lacking diamonds, a radio is this girl's best friend! When I crave companionship, it doesn't stick its head behind a paper and grunt. It is as full of helpful advice as a mother-in-law—but I can shut it off when I've had enough! It lightens my load when I have tedious house-

(Please turn to page 116)



First-prize winner, housewife Mrs. B. C. Nash (above), of Noroton, Conn., knits while enjoying radio program. Letter appears below

Here are four outstanding letters:

First prize: Have you visited the U. N. in session?
Have you ever brushed your teeth to a mazurka?
Or heard a Coronation ceremony while eating breakfast?
Have you ever mopped the floor to the blues?
Have you heard an atomic bomb explode?
Or heard Lohengrin while taking a steam bath?
Have you ever been bird watching with Bing Crosby?
Have you ever painted a fence and heard a National Political Convention?
Or trimmed a Christmas tree while listening to the Westminster Boys Choir?
I have, because I like and listen to the radio.

* * *

Second prize: Radio brings the world to me. I am thrilled to hear voices of people destined to go down in recorded history; a privilege denied those of other ages. My children receive a broadening outlook, a wonderful supplement to their textbooks. Strict censorship assures clean entertainment. More than anything else radio brings people together, promotes understanding. Radio knows no religious or racial barriers. Talent, deeds, ideas count. Folks from far off isolated places, sophisticates from fast moving cities are my neighbors via ear. I hear both sides of political controversies. Better informed, I vote more intelligently.

* * *

I came to America three years ago not knowing a word of English. At Christmas my mother bought me a radio. I listened to it as much as possible in the beginning, not understanding much. After a few months I began to understand, my English improved, and my school work improved. I owed all this to my radio. I know I would have learned the language after a time, but not as quickly. Now I am in the eighth grade and am better in my subjects than most of the kids my age.

* * *

... Nantucket Island is a vacation spot and ... I play the accordion on the main street of our town from eight to nine in the evening, weather permitting. I give concerts of semi-classic and pop tunes of the day. That is where radio comes in. It keeps me abreast of the latest tunes. From nine to 10, I conduct community singing with the help of an m.e.

I like radio because, in spite of my handicap, I am kept informed as to the news of the day, so that I am able to go out on the street and discuss the topic of the day intelligently with my sighted friends. (Letter was written in braille.)

How Block Drug tests media

Part 19 of SPONSOR's 23-article Media Evaluation Study tells of lessons drug firm learned, what steps to take in testing

The two-part article on "Can you set up an 'ideal' media test?", just concluded (see SPONSOR, 22 February and 8 March 1954), summarized the latest thinking on the subject and gave some practical advice. Experts detailed the problems involved and discussed how inter-media tests might be carried out. In this article George J. Abrams, advertising director, reveals what the Block Drug Co., of Jersey City, has learned from hundreds of media and copy tests and the steps it takes to set one up. He is running 20-some tests at the present time. Abrams is a member of SPONSOR's All-Media Advisory Board. Block Drug spent \$5.5 million on advertising in 1953—65% of it on air media, 25% in newspaper supple-

ments and 10% in magazines. Of the air expenditure 45% of it was for television and 20% for radio. Some of Block Drug's products: Amm-i-dent toothpaste, Green Mint mouthwash, Polident Denture Cleanser.

Block Drug starts with a realistic premise—that no test operation is perfect.

Its experience in hundreds of tests has convinced Advertising Director George J. Abrams that no matter how closely you set up "control" factors with a single testing variable, influences creep in to affect your results.

According to Abrams, it may be a wholesaler in one city who does a more thorough selling job.

It may be a retailer who dislikes your competitor and pushes your product to his customers.

It may be the local radio station which believes (or disbelieves) that merchandising should accompany your schedule.

It may be a strike or vacations or the weather.

Or, more specifically applying these influencing factors to media:

- It may be a morning-evening newspaper competing against a dominant evening paper in another market.
- It may be a radio station with high out-of-home listening vs. a radio station with little out-of-home listening.
- It may be the purchase of time bought on the basis of a Pulse rating in one market, a Hooper in another, a Conlan in a third.
- It may be an unequal coverage situation where both stations are 5,000

watters but one reaches farther than another because of terrain.

"When you make up a list of these 'unforeseen' variables, you are often inclined to dismiss testing on the basis that it is unscientific, unreliable and unsound," Abrams told SPONSOR.

"But—and here's the important 'but'—I have never conducted a test where a success was not obvious as a success.

"When you are testing, the responses come in relative values, but when you have a 'hit,' believe me, there's no mistaking it."

How then does Block Drug set up a test?

By using this six-step procedure:
(Please turn to page 126)

GEORGE ABRAMS, ADVERTISING DIRECTOR

George Abrams, ad director of Block Drug, is convinced it pays to test media and copy, has 20-some tests running at present for products like Amm-i-dent paste, Pycope brushes



"PSYCHOLOGY OF MEDIA" COMING

Part 20 of SPONSOR's All-Media Evaluation Study will appear in the next issue—5 April—and cover the latest experiments and theories on the psychological factors you should consider in order to use each medium to best advantage. When series is completed, it will be published in book form sometime this summer. You may order a copy now.

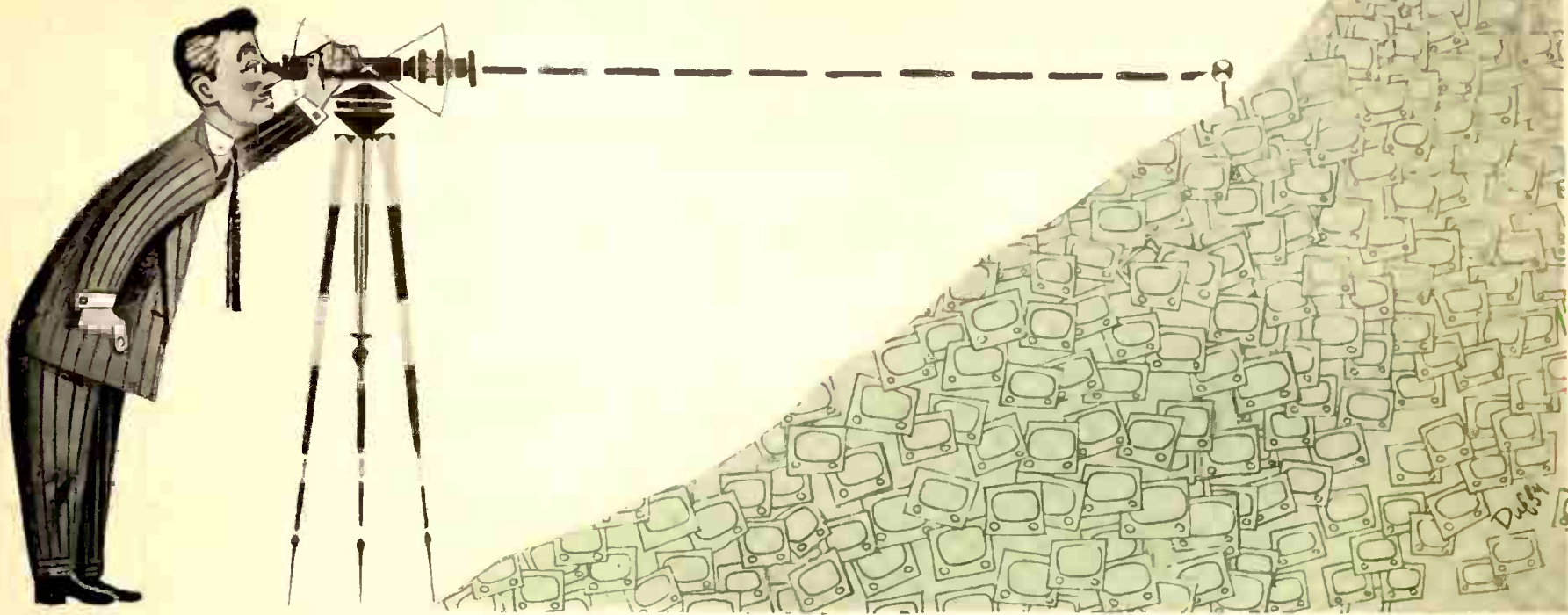
STUDY IN BOOK FORM

SPONSOR's All-Media Evaluation Study will be published in book form in the spring after the remaining articles in the 23-article series appear. Price has not yet been determined, but you may reserve a copy now. Just send a card.

SPONSOR's All-Media Advisory Board

George J. Abrams ad director, Block Drug Co., Jersey City
Vincent R. Bliss executive v.p., Earle Ludgin & Co., Chicago
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Raymond R. Morgan pres., Raymond R. Morgan Co., Hollywood
Henry Schachte v.p., Sherman & Marquette, New York



When mapping an area, surveyors use "bench mark" of known accuracy to determine boundary lines. Admen can now use county-by-

county tv set figures of CBS TV as "bench mark" in making projections of size and shape of U.S. tv. CBS TV survey covers vhf, uhf sets

CBS TV's new county tv set figures: how to use them

First post-freeze tv figures are milestone of tv's U.S. growth

The county-by-county figures of U.S. tv penetration that appear on the following pages—even though they represent the tv home count as of last November—have many important uses in tv research and ad planning.

These include:

1. Using the figures, which were compiled by A. C. Nielsen for CBS TV Research, as a "bench mark" in correcting post-freeze estimates of tv growth, particularly uhf. For example, the number of tv counties increased over 50% and the number of sets increased 4,000,000 between the time CBS TV released its statistical projections of tv's size last May and the time the November study was made.

2. Revising coverage estimates and rate structures of tv stations and networks, especially in the areas which became video areas when the freeze was lifted. Tv prices, in many of these new areas, have hitherto been calculated largely on the basis of estimates by local tv dealers.

3. Charting the relationship between tv coverage and sales territories. Advertisers can discover how well the various counties in sales districts are tv-covered. Where tv coverage is light, additional media support may be necessary to fill in the gaps.

4. Checking the prices of syndicated tv film programs. Usually, such shows are priced according to a variety of formulas. Sometimes, they are priced on the basis of tv station time costs, which in turn are often based on the number of tv homes in a market. Sometimes, they are based directly on the number of video homes. Sometimes, tv film shows are priced on combination of these two guides. In any event, the CBS TV census—or projections based on it—can serve to guide admen in their examination of film program prices.

The most important single use for these figures is by agency research personnel in making up a series of growth curves. These are research plottings which show the number of sets, or level of penetration, in a tv market.

The usual agency practice concerning them is this:

The curve usually starts with the point at which a county first received television service. If it is one of the "mature" counties, the starting date might have been in 1948 or 1949. This, the first "bench mark," is the zero point in set growth.

Later bench marks along the way would include the U.S. Census of 1950, the Nielsen Coverage Service data

of late 1952, and the CBS TV statistical projection of tv growth, based on NCS, released last May.

These growth curves are usually made up in "families" of curves, since county differences in income, location, population density and other factors cause sizable differences in the way tv grows in a particular county. However, they usually fall into one of a dozen or so major categories. Growth patterns in "old" counties can be used as a guide in plotting growth in "new," post-freeze areas, many of which are serviced by uhf.

With the aid of the CBS TV figures, an agency can now examine the projections it made for a county back in November of last year. If the curves are too high, or too low, an adjustment can be made to make the curve more accurate in terms of today's set counts.

In the figures below, the following symbols and definitions apply:

Tv counties: These are counties which were receiving tv coverage at the time the survey was made last fall by A. C. Nielsen Co.

Total families: Family figures as shown in the second column were compiled for A. C. Nielsen by *Sales Management*. They are a special updating of the U.S. Census figures, and were current as of 1 November 1953.

Tv families: These figures represent the number of families with tv sets (vhf, uhf, or both) as of last November. Actually, they are projections made from a checkup in a 100,000-home probability sample of the U.S. made by

A. C. Nielsen. They are reported by individual counties only if 10% or more of the families in that county report owning tv.

Uhf families: This is the number of families who own tv sets that are equipped to receive a uhf video signal. In the tables below, these figures are reported only if 10% or more of *all* the families in that county owned uhf receivers.

The percentage figure next to the family counts (tv and uhf) show the percentage of the total families in the county which are either equipped to receive tv, or uhf television.

Counties with less than 10% tv ownership (usually, these counties are in the "fringe" of a tv station's coverage) are reported for each state as a group.

† Indicates a county which is part of a Nielsen county cluster. Such clusters are a group of two or more adjacent counties used as a sampling unit. The percentage of tv ownership for each cluster is applied to each county in the cluster.

* Indicates a tv county with partial penetration by uhf, but where less than 10% of all the families in the county own uhf receivers. In such cases, uhf ownership is not reported separately, although the uhf families are included in the state tv totals. Thus, the state total of uhf families may exceed the sum of the individually reported counties.

LT: Indicates less than 10%.

Still not solved by the CBS TV figures: where will the next set census come from? Industry has still to settle this problem (see SPONSOR, 22 February 1954, page 27). ★ ★ ★

U.S. TELEVISION OWNERSHIP BY COUNTIES 1 NOVEMBER 1953

ALABAMA

TV counties	total families	TV families	UHF families
Baldwin	11,700	2,790 24%	1,320 11%
†Bibb	4,200	2,600 62	
†Blount	7,400	2,860 39	
†Bullock	3,500	600 17	490 14
Calhoun	22,300	10,360 46	
Chambers	10,200	3,920 38	
†Cherokee	4,100	1,480 36	
†Chilton	6,900	2,310 33	
†Choctaw	4,400	480 11	
†Clarke	6,700	790 12	
†Clay	3,200	1,060 33	
†Cleburne	2,900	1,040 36	
Colbert	10,900	1,060 10	
†Conecuh	4,800	620 13	
†Coosa	2,800	920 33	
†Cullman	12,400	5,710 46	
Dallas	14,600	3,260 22	
De Kalb	11,900	2,330 20	
†Elmore	7,600	1,750 23	
†Escambia	7,700	990 13	
Etowah	27,900	13,520 48	
†Fayette	4,800	910 19	
†Franklin	6,500	1,430 22	
†Greene	3,900	660 17	
†Hale	4,600	790 17	
Jackson	9,300	920 10	
Jefferson	169,900	110,120 65	
†Lamar	3,800	720 19	
Lauderdale	15,300	1,550 10	
†Lawrence	6,500	1,680 25	
Lee	11,000	1,340 12	
†Limestone	8,900	2,210 25	
†Macon	6,900	1,170 17	980 14
Madison	19,900	4,060 20	
†Marengo	7,000	1,030 15	
†Marion	6,900	1,550 22	
Marshall	12,100	2,650 22	
Mobile	72,200	26,940 37	25,200 35
Montgomery	41,900	8,840 21	8,300 20
Morgan	15,100	4,420 29	
†Perry	4,200	710 17	
†Pickens	5,400	970 18	
†Randolph	5,300	1,880 35	
Russell	10,400	1,770 17	1,770 17
†Saint Clair	6,700	2,550 38	
†Shelby	7,700	4,730 61	
†Sumter	5,200	780 15	

Talladega	16,600	10,830 65	
†Tallapoosa	9,000	2,020 22	
Tuscaloosa	24,000	7,090 30	
Walker	16,200	8,810 54	
†Washington	3,600	400 11	
†Winston	4,500	2,070 46%	
TV counties	733,400	278,000 38%	41,200 6%
other counties	91,300	2,470 3%	1,240 1%
total	824,700	280,470 34%	42,440 5%

ARIZONA

TV counties	total families	TV families	UHF families
Maricopa	119,400	79,870 67%	
Pima	54,500	16,730 31	
Pinal	13,300	6,240 47	
Yuma	9,000	3,110 35	
TV counties	196,200	105,950 54%	
other counties	56,900	1,620 3%	
total	253,100	107,570 43%	

ARKANSAS

TV counties	total families	TV families	UHF families
†Arkansas	6,800	1,360 20%	680 10%
†Ashley	6,700	1,140 17	
†Chicot	6,100	1,040 17	
†Clay	7,400	1,920 26	
†Conway	4,400	480 11	
Craighead	13,900	8,260 59	
Crittenden	12,700	6,610 52	
†Cross	6,300	2,270 36	
†Faulkner	6,700	730 11	
†Fulton	2,600	960 37	
†Greene	8,000	2,020 25	
†Independence	6,400	1,540 24	
†Jackson	7,000	1,710 24	
†Lawrence	5,700	2,090 37	
†Lee	6,200	1,920 31	
†Little River	2,700	1,030 38	
†Lonoke	7,200	1,440 20	780 10
†Miller	10,400	3,890 37	
Mississippi	21,400	14,010 65	
†Monroe	5,100	1,120 22	
†Phillips	12,900	4,770 37	
†Poinsett	10,000	3,600 36	
†Prairie	3,600	720 20	360 10
†Pulaski	63,400	10,570 17	10,570 17
†Randolph	4,300	1,590 37	

†St. Francis	9,500	2,920 31	
Sebastian	20,000	6,930 35	5,700 29%
Union	14,700	1,780 12	
†Van Buren	2,600	290 11	
Washington	15,600	2,950 19	
†Woodruff	4,400	920 21	
TV counties	314,700	92,580 29%	18,730 6%
other counties	220,800	9,440 4%	960 LT
total	535,500	102,020 19%	19,690 4%

CALIFORNIA

TV counties	total families	TV families	UHF families
Alameda	276,900	202,750 73%	
†Alpine	100	40 38	
†Amador	3,000	1,020 34	
Butte	24,100	4,770 20	
†Calaveras	3,500	1,190 34	
†Colusa	4,000	960 24	
Contra Costa	103,700	63,530 61	
†Eldorado	6,200	2,120 34	
Fresno	93,200	45,460 49	41,120 44%
†Glenn	5,100	1,210 24	
Humboldt	27,400	4,560 17	
Imperial	17,300	3,620 21	
Kern	80,000	28,280 35	16,720 21
Kings	15,000	6,200 42	4,000 27
†Lake	4,700	1,130 24	
Los Angeles	1,637,600	1,409,450 86	
Madra	11,800	5,330 45	4,140 35
Marin	31,400	22,990 73	
†Mariposa	1,400	580 38	
†Merced	22,400	8,830 39	3,960 18
†Mono	700	270 38	
Monterey	49,100	20,250 41	
Napa	15,700	7,190 46	
†Nevada	7,000	1,830 26	
Orange	90,400	71,660 79	
Placer	14,400	5,660 39	
†Plumas	4,700	1,220 26	
Riverside	68,400	39,580 58	
Sacramento	105,100	51,270 49	15,280 15
†San Benito	4,800	1,920 40	860 18
San Bernardino	107,900	74,780 69	
San Diego	237,000	172,220 73	
San Francisco	287,800	191,990 67	

San Joaquin	69,100	40,080	58		
San Luis Obispo	24,300	7,550	31		
San Mateo	92,600	78,050	84		
Santa Barbara	35,800	16,960	47		
Santa Clara	107,000	79,330	74		
Santa Cruz	26,500	7,890	30		
†Sierra	500	130	26		
Solano	40,300	28,570	71		
Sonoma	39,900	18,370	46		
Stanislaus	44,900	17,540	39	•	•
†Sutter	9,100	2,620	29		
†Tehama	6,900	1,240	18		
†Trinity	1,900	340	18		
Tulare	46,500	13,870	30	11,450	25
†Tuolumne	4,600	1,750	38%		
Ventura	40,300	31,300	78	•	•
Yolo	14,200	6,000	42	2,920	21%
†Yuba	8,500	2,470	29		
TV counties	3,974,700	2,807,970	71%	108,540	3%
other counties	54,800	1,670	3%		
total	4,029,500	2,809,640	70%	108,540	3%

COLORADO

TV counties	total families	TV families	UHF families		
Adams	13,900	10,810	78%		
Arapahoe	19,300	11,050	57		
Boulder	16,700	7,350	44		
†Chaffee	2,300	280	12		
†Clear Creek	1,200	170	14		
†Crowley	1,400	360	26		
†Custer	600	70	12		
Denver	157,500	97,220	62		
†Douglas	1,200	140	12		
†Eagle	1,100	160	15		
†Elbert	1,000	120	12		
El Paso	29,700	9,900	33		
†Fremont	5,700	700	12		
†Gilpin	200	30	15		
†Grand	1,000	150	15		
†Jackson	700	110	15		
Jefferson	22,000	15,990	73		
†Lake	1,800	220	12		
Larimer	15,100	7,920	52		
†Lincoln	1,900	240	13		
†Logan	5,100	1,280	25		
†Morgan	5,400	1,280	24		
†Otero	8,100	2,110	26		
†Park	400	50	12		
†Phillips	1,500	380	25		
Pueblo	29,200	14,050	48		
†Sedgwick	1,500	380	25		
†Summit	400	60	15		
†Teller	600	70	12		
†Washington	2,400	600	25		
Weld	20,300	10,910	54		
†Yuma	3,500	880	25		
TV counties	372,700	195,040	52%		
other counties	83,400	1,750	2%		
total	456,100	196,790	43%		

CONNECTICUT

TV counties	total families	TV families	UHF families		
Fairfield	160,200	119,990	75%	•	•
Hartford	169,600	124,110	73	36,990	22%
Litchfield	31,500	22,670	72%	•	•
Middlesex	20,500	16,820	82	2,220	11%
New Haven	170,200	148,310	87		
New London	45,400	26,140	58		
Tolland	13,200	7,930	60	•	•
Windham	19,700	13,240	67		
TV counties	630,300	479,210	76%	43,970	7%
total	630,300	479,210	76%	43,970	7%

DELAWARE

TV counties	total families	TV families	UHF families		
Kent	12,800	9,950	78%		
New Castle	68,300	53,230	78		
Sussex	20,500	11,930	58		
TV counties	101,600	75,110	74%		
total	101,600	75,110	74%		

DISTRICT OF COLUMBIA

TV counties	total families	TV families	UHF families		
D.C.	246,900	197,710	80%		
TV counties	246,900	197,710	80%		
total	246,900	197,710	80%		

FLORIDA

TV counties	total families	TV families	UHF families		
Alachua	16,200	3,600	22%		
†Baker	1,300	790	61		
Bay	15,900	1,710	11		
†Bradford	3,300	2,010	61		
†Brevard	8,500	1,110	13		
Broward	36,500	26,310	72	13,750	37%
†Charlotte	1,500	180	12		
†Citrus	1,600	260	16		
†Clay	4,300	1,890	44		
†Collier	2,300	280	12		
†Columbia	5,000	1,010	20		
Dade	200,100	130,330	65	•	•
†Dixie	700	110	16		
Duval	99,300	60,720	61		
Escambia	35,700	7,950	22	•	•
†Flagler	1,000	110	11		
†Gilchrist	600	120	20		
†Glades	600	60	10	•	•
†Hamilton	2,200	530	24		
†Hendry	1,700	200	12		
†Hernando	1,900	300	16	•	•
†Highlands	4,800	480	10	•	•
Hillsborough	85,200	28,380	33%	27,530	32%
†Indian River	4,200	420	10	•	•
†Jefferson	2,600	620	24		
†Lafayette	600	120	20		
Lake	12,300	3,360	27		
†Lee	8,800	1,060	12		
†Levy	2,900	450	16		
†Madison	3,400	770	23		
Manatee	12,500	3,970	32	3,970	32
Marion	12,000	2,940	25		
†Martin	2,800	280	10	•	•
†Monroe	10,000	1,220	12		
†Nassau	3,600	2,200	61		
†Okaloosa	8,000	810	10	•	•
†Okeechobee	900	90	10	•	•
Orange	43,600	4,730	11		
†Osceola	4,200	590	14		
Palm Beach	42,700	9,790	23	•	•
†Pasco	7,300	1,080	15	780	11
Pinellas	70,800	10,270	15	10,270	15
†Putnam	7,500	3,300	44		
†St. Johns	8,000	3,530	44		
†St. Lucie	7,100	790	11	•	•
†Santa Rosa	5,000	550	11	•	•
†Seminole	8,500	1,190	14		
†Sumter	3,200	480	15	350	11
†Suwannee	4,400	880	20		
†Taylor	2,900	700	24		
†Union	1,100	670	61		
†Volusia	27,700	3,030	11		
†Walton	4,000	440	11	•	•
TV counties	862,800	328,770	38%	80,340	9%
other counties	106,000	8,580	8%	3,970	4%
total	968,800	337,350	35%	84,310	9%

GEORGIA

TV counties	total families	TV families	UHF families		
†Appling	3,300	430	13%		
†Atkinson	1,700	270	16		
†Bacon	2,200	770	35		
†Baldwin	5,100	1,410	28		
†Banks	1,500	540	36	•	•
†Barrow	3,700	1,520	41		
†Bartow	7,300	4,600	63		
†Ben Hill	4,100	670	16		
†Berrien	3,300	540	16		
Bibb	35,500	11,950	34	6,820	19%
†Bleckley	2,300	600	26		
†Brantley	1,500	200	13		
†Brooks	4,100	780	19		
†Butts	2,300	1,630	71	•	•
†Camden	2,100	950	45		
†Carroll	9,300	4,860	52%		
†Catoosa	4,300	2,620	61		
†Charlton	1,100	500	45		
Chatham	47,200	7,790	17		
†Chattahoochee	1,500	240	16	150	10%
†Chattooga	5,700	2,310	41		
†Cherokee	5,500	2,190	40		
†Clarke	10,600	4,000	38		
†Clay	1,300	290	22	•	•
†Clayton	7,400	5,400	73		
†Clinch	1,500	530	35		
Cobb	19,500	13,780	71		
†Coffee	5,800	1,010	17		
†Columbia	2,300	480	21		
†Coweta	7,600	5,500	72		
†Crawford	1,100	350	32	•	•
†Crisp	4,900	1,470	30	•	•
†Dade	1,700	680	40		
†Dawson	600	230	39		
De Kalb	45,900	36,240	79		

†Dodge	4,300	1,120	26		
†Doyle	3,400	1,020	30	•	•
†Douglas	3,200	1,660	52		
†Echols	500	180	35	•	•
†Elbert	4,800	1,680	35		
†Fannin	3,800	1,220	32		
†Fayette	1,900	1,390	73		
Floyd	17,500	9,040	52		
†Forsyth	2,900	1,130	39		
†Franklin	3,600	1,300	36	•	•
Fulton	144,600	107,930	75		
†Gilmer	2,500	980	39		
†Glascock	600	130	21		
†Glynn	8,900	4,060	45		
†Gordon	5,000	3,050	61		
†Greene	3,200	1,240	39		
†Gwinnett	8,900	3,640	41		
†Habersham	4,400	1,410	32		
Hall	11,200	6,840	61		
†Hancock	2,400	650	27		
†Haralson	3,900	2,460	63		
†Harris	2,800	1,320	47		
†Hart	3,600	1,300	36	•	•
†Heard	1,400	730	52		
†Henry	3,900	2,730	70		
Houston	7,000	2,500	36	1,590	23
†Irwin	2,600	420	16		
†Jackson	4,800	1,970	41		
†Jasper	1,600	590	37		
†Jeff Davis	2,400	380	16		
†Jefferson	4,600	910	20		
†Johnson	2,600	420	16		
†Jones	1,600	430	27		
†Lamar	2,500	1,780	71	•	•
†Lanier	1,300	250	19		
†Laurens	7,700	2,050	27%		
†Lee	1,300	390	30	•	•
†Lincoln	1,200	470	39		
†Long	900	120	13		
†Lowndes	11,700	2,180	19		
†Lumpkin	1,500	590	39		
†McDuffie	3,100	650	21		
†Macon	3,400	1,050	31	•	•
†Madison	3,000	1,080	36	•	•
†Marion	1,400	310	22	•	•
†Meriwether	5,200	3,800	73		
†Monroe	2,600	1,850	71	•	•
†Morgan	2,900	1,070	37		
†Murray	2,600	1,590	61		
†Muscogee	35,100	5,600	16	3,670	10%
†Newton	5,300	3,740	71		
†Oconee	1,600	590	37		
†Oglethorpe	2,300	900	39		
†Paulding	3,000	1,890	63		
†Peach	3,100	990	32	•	•
†Pickens	2,300	900	39		
†Pierce	2,600	340	13		



IDAHO

Table with 4 columns: TV counties, total families, TV families, UHF families. Lists counties like Ada, Bannock, Bear Lake, etc.

ILLINOIS

Table with 4 columns: TV counties, total families, TV families, UHF families. Lists counties like Adams, Alexander, Bond, Boone, Brown, etc.

Table with 4 columns: TV counties, total families, TV families, UHF families. Lists counties like Pulaski, Putnam, Randolph, Richland, Rock Island, etc.

INDIANA

Table with 4 columns: TV counties, total families, TV families, UHF families. Lists counties like Adams, Allen, Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clark, etc.

Table with 4 columns: TV counties, total families, TV families, UHF families. Lists counties like Putnam, Randolph, Ripley, Rush, St. Joseph, Scott, Shelby, Spencer, Starke, Steuben, Sullivan, Switzerland, Tippecanoe, Tipton, Union, Vanderburgh, Vermillion, Vigo, Wabash, Warren, Warrick, Washington, Wayne, Wells, White, Whitley, etc.

IOWA

Table with 4 columns: TV counties, total families, TV families, UHF families. Lists counties like Adair, Adams, Allamakee, Appanoose, Audubon, Benton, Black Hawk, Boone, Bremer, Buchanan, Buena Vista, Butler, Calhoun, Carroll, Cass, Cedar, Cerro Gordo, Cherokee, Chickasaw, Clarke, Clay, Clayton, Clinton, Crawford, Dallas, Davis, Decatur, Delaware, Des Moines, Dickinson, Dubuque, Emmet, Fayette, Floyd, Franklin, Fremont, Greene, Grundy, Guthrie, Hamilton, Hancock, Hardin, Harrison, Henry, Howard, Humboldt, Ida, Iowa, Jackson, Jasper, Jefferson, Johnson, Jones, Keokuk, Kossuth, Lee, Linn, Louisa, Lucas, Lyon, Madison, Mahaska, Marion, Marshall, Mills, Mitchell, etc.

In Washington.....it's
the sight
to see!



These days, most sightseeing
in Washington is done at home
...on WTOP-TV. In one year,
the Lincoln Memorial is looked
over by 1,793,000 visitors,
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995,000, the Smithsonian by
3,365,000. *In one week, WTOP-TV
is seen by 1,652,280 Washington
area viewers. (Day in and out,
in fact, WTOP-TV is the most-
watched station in town.)*

In Washington, the sight to see
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advertiser should be—is...



The Washington Post-
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NEW!

You can't miss with a

A new

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THE MELACHRINO MUSICALE

Music in a Mellow Mood

starring

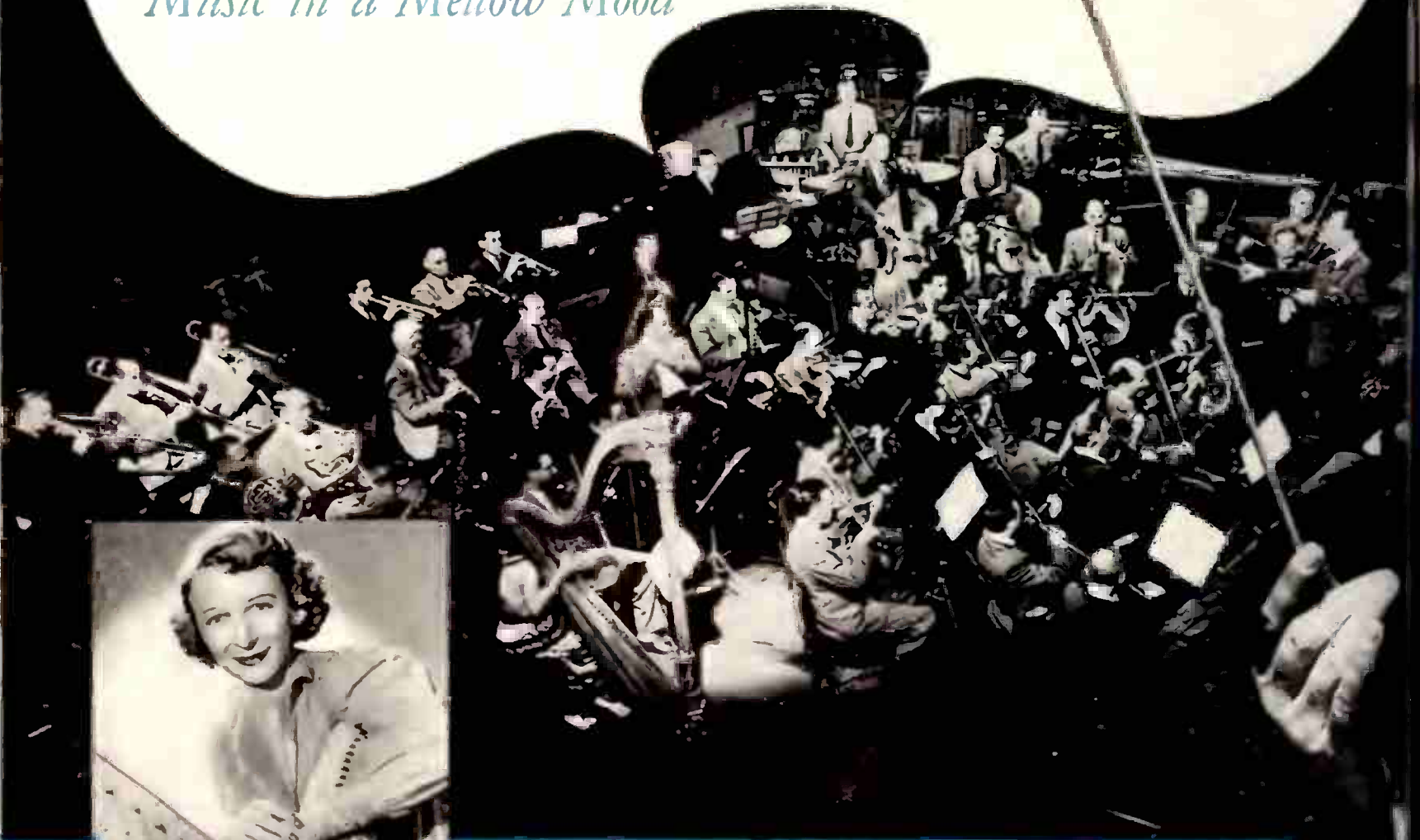
George Melachrino

and

**THE
MELACHRINO
ORCHESTRA
AND STRINGS**

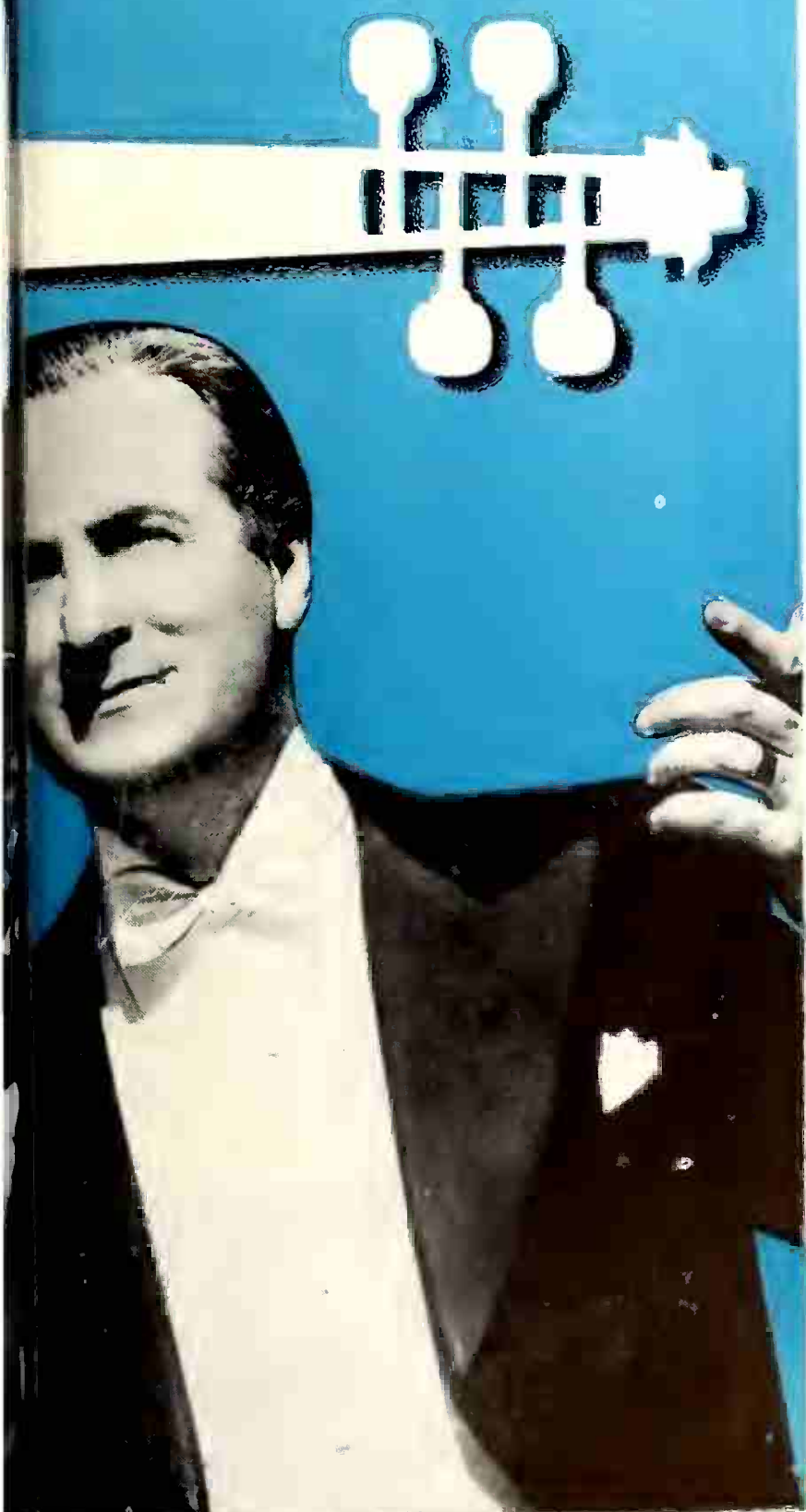


Verlye Mills, featured harpist
on THE MELACHRINO MUSICALE



RCA Thesaurus show like this!

three times weekly—
sell—to a single sponsor
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Make money with The Melachrino Musicale . . .

THREE WAYS TO SELL IT!

1. As a BIG-NAME SHOW for a single sponsor*

THE MELACHRINO MUSICALE with its smooth strings and restful, full bodied orchestrations really appeals to hard-to-please sponsors. Tremendously popular, Melachrino's famous music makes THE MELACHRINO MUSICALE easy to sell. And here's an important extra—THE MELACHRINO MUSICALE brings to your audience *performances they have never heard before!*

2. For PARTICIPATING Sponsorship*

Get premium rates for preferred announcement positions when you sell THE MELACHRINO MUSICALE to participating sponsors. Specially tailored scripts provide for as many as 4 sponsors per quarter-hour segment.

3. For ADDITIONAL sponsor time sales

A Thesaurus first! Sample scripted commercials, covering many local sponsor categories, provide the means to sell additional sponsor time. They show how the distinctive flavor and relaxed atmosphere of MELACHRINO'S music can be associated with sponsors' commercials. This helps sell more time!

Any way you sell it, you get:

Voice tracks by George Melachrino, the host of your show. He opens and closes the show, makes lead-in, pre-broadcast and on-the-air audience promotion breaks.

**IMPORTANT—Weekly scripts for single or participating sponsorship, plus special audition disk that enables you to present it to a single sponsor or as a participating sponsorship show.*

SELL ANY OF THESE THESAURUS SHOWS AND YOUR LIBRARY PAYS ITS OWN WAY!

Phil Spitalny's "Hour of Charm"	"Hank Snow and his Rainbow Ranch Boys"
"Date In Hollywood" (Eddie Fisher and Gloria De Haven)	"The Sammy Kaye Show"
"Music Hall Varieties" (Joe E. Howard and Beatrice Kay)	"The Freddy Martin Show"
	"Music by Roth"
	"The Wayne King Serenade"

And many more—complete with sponsor-selling brochure, audience-building promotion kit, sales-clinching audition disk.

Write, wire, phone today: Dept. S-3

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522 Forsyth Bldg., Atlanta 3, Ga.—LAmar 7703

1907 McKinney Ave., Dallas 1, Tex.—Riverside 1371

Set Count

1 Monona	5,000	3,150	63		
1 Monroe	3,400	710	21		
1 Montgomery	5,300	3,710	70		
1 Muscatine	10,600	7,880	74		
<hr/>					
1 O'Brien	6,100	1,010	17		
1 Osceola	3,000	510	17		
1 Page	7,300	5,130	70		
1 Palo Alto	4,500	810	18		
1 Plymouth	6,800	2,180	32		
<hr/>					
1 Pocahontas	4,600	1,100	24	*	*
1 Polk	77,000	56,140	73	*	*
1 Pottawattamie	21,900	13,870	63		
1 Poweshiek	5,800	1,620	28		
1 Ringgold	3,200	1,540	48		
<hr/>					
1 Sac	5,500	1,270	23		
1 Scott	32,700	27,030	83		
1 Shelby	4,600	2,810	61		
1 Sioux	7,500	2,300	31%	*	*
1 Story	13,100	8,420	64	*	*
<hr/>					
1 Tama	7,000	3,300	47		
1 Taylor	4,000	1,920	48		
1 Union	5,100	2,470	48		
1 Van Buren	3,700	1,260	34		
1 Wapello	15,400	2,100	14		
<hr/>					
1 Warren	5,500	3,090	56	*	*
1 Washington	6,400	2,040	32		
1 Wayne	3,900	750	19		
1 Webster	14,000	9,210	66		
1 Winnebago	4,000	1,400	35	*	*
<hr/>					
1 Winneshiek	6,300	950	15		
1 Woodbury	34,600	21,380	62		
1 Worth	3,300	1,160	35	*	*
1 Wright	6,400	3,440	54		
<hr/>					
TV counties	826,700	399,770	48%	3,990	LT
<i>total</i>	<i>826,700</i>	<i>399,770</i>	<i>48%</i>	<i>3,990</i>	<i>LT</i>

KANSAS

TV counties	total families	TV families	UHF families
1 Allen	6,300	860	14%
1 Anderson	3,400	480	14
1 Atchison	6,800	3,480	51
1 Barber	2,800	560	20
1 Barton	10,100	2,850	28
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1 Bourbon	6,800	1,650	24
1 Brown	5,200	2,700	52
1 Butler	11,400	3,340	29
1 Chase	1,400	250	18
1 Chautauqua	2,400	380	16
<hr/>			
1 Cherokee	8,800	850	10
1 Clay	4,000	440	11
1 Coffey	3,200	450	14
1 Comanche	1,300	260	20
1 Cowley	12,400	2,070	17
<hr/>			
1 Crawford	15,300	1,490	10
1 Dickinson	7,100	680	10
1 Doniphan	3,200	1,660	52
1 Douglas	10,900	4,920	45
1 Edwards	2,100	420	20
<hr/>			
1 Elk	2,100	340	16
1 Ellsworth	2,600	360	14
1 Franklin	6,700	2,640	39
1 Geary	7,100	680	10
1 Greenwood	4,400	700	16
<hr/>			
1 Harper	3,300	590	18
1 Harvey	7,000	2,100	30
1 Jackson	3,700	1,920	52
1 Jefferson	3,600	1,620	45
1 Johnson	28,100	25,600	91
<hr/>			
1 Kingman	3,300	590	18
1 Kiowa	1,500	300	20
1 Labette	10,400	990	10%
1 Leavenworth	12,000	8,340	70
1 Lincoln	1,800	250	14
<hr/>			
1 Linn	3,600	1,760	49
1 Lyon	8,800	1,680	19
1 McPherson	7,900	1,480	19
1 Marion	5,200	940	18
1 Marshall	6,000	840	14
<hr/>			
1 Miami	6,300	3,080	49
1 Montgomery	16,900	2,900	17
1 Morris	2,600	260	10
1 Nemaha	4,400	660	15
1 Neosho	6,800	1,700	25
<hr/>			
1 Osage	4,100	1,600	39
1 Ottawa	2,400	340	14
1 Pawnee	3,000	600	20
1 Pottawatomie	3,800	570	15
1 Pratt	4,100	840	20
<hr/>			
1 Reno	18,600	7,110	38
1 Rice	5,300	1,480	28
1 Riley	10,100	1,040	10
1 Saline	11,600	1,630	14
1 Sedgwick	94,200	37,270	40
<hr/>			
1 Shawnee	39,000	19,790	51
1 Stafford	2,800	560	20
1 Sumner	8,600	1,580	18
1 Wabaunsee	2,200	420	19
1 Washington	4,200	640	11

1 Wilson	4,900	760	16		
1 Woodson	2,200	310	14		
1 Wyandotte	55,400	41,180	74	*	*
TV counties	567,500	209,650	37%	50,570	9%
<i>other counties</i>	<i>94,900</i>	<i>2,950</i>	<i>3%</i>		
<i>total</i>	<i>662,400</i>	<i>212,600</i>	<i>32%</i>	<i>50,570</i>	<i>8%</i>

KENTUCKY

TV counties	total families	TV families	UHF families
1 Adair	4,500	1,640	36%
1 Allen	4,000	1,440	36
1 Anderson	2,600	1,170	45
1 Barren	8,500	2,760	32
1 Bath	2,800	310	11
<hr/>			
1 Bell	11,400	1,110	10
1 Boone	4,000	2,560	64
1 Bourbon	5,200	2,210	43
1 Boyd	14,400	9,690	67
1 Boyle	5,700	1,990	35
<hr/>			
1 Bracken	2,600	1,090	42
1 Breckinridge	4,200	2,020	48
1 Bullitt	3,400	2,520	74
1 Butler	2,600	650	25
1 Caldwell	4,000	720	18
1 Calloway	6,100	1,810	30%
1 Campbell	23,800	21,130	89
1 Carroll	2,600	1,660	64
1 Carter	5,300	2,540	48
1 Casey	4,100	1,520	37
<hr/>			
1 Christian	11,500	4,720	41
1 Clark	5,600	1,310	23
1 Clinton	2,700	490	18
1 Crittenden	3,200	580	18
1 Cumberland	2,200	400	18
<hr/>			
1 Daviess	16,700	8,330	50
1 Edmonson	2,300	620	27
1 Elliott	1,300	620	48
1 Estill	3,600	830	23
1 Fayette	29,800	6,370	21
<hr/>			
1 Fleming	3,500	940	27
1 Floyd	12,000	5,650	47
1 Franklin	7,900	3,150	40
1 Gallatin	1,200	770	64
1 Garrard	3,100	1,120	36
<hr/>			
1 Grant	3,000	1,920	64
1 Grayson	4,700	1,290	27
1 Green	3,300	1,220	37
1 Greenup	6,400	3,000	47
1 Hancock	1,500	380	25
<hr/>			
1 Hardin	11,400	5,420	48
1 Harlan	16,800	3,500	21
1 Harrison	4,100	1,720	42
1 Hart	4,400	1,190	27
1 Henderson	10,100	1,900	19
<hr/>			
1 Henry	3,400	1,390	41
1 Hopkins	11,600	1,360	12
1 Jefferson	152,900	123,510	81
1 Jessamine	3,600	1,300	36
1 Johnson	5,800	2,340	40
<hr/>			
1 Kenton	33,900	28,450	84
1 Knott	4,100	410	10
1 Larue	2,700	1,220	45
1 Lawrence	3,500	1,680	48
1 Lee	1,800	200	11
<hr/>			
1 Leslie	3,200	320	10
1 Letcher	9,000	910	10
1 Lewis	3,200	830	26
1 Lincoln	4,900	1,760	36
1 Livingston	2,300	410	18
<hr/>			
1 Logan	6,400	2,340	37
1 Lyon	1,400	410	29
1 McCracken	28,600	4,910	17
1 McLean	2,800	700	25
1 Magoffin	2,700	1,110	41
<hr/>			
1 Marion	4,200	1,860	44
1 Marshall	4,200	1,220	29
1 Martin	2,500	1,030	41
1 Mason	5,400	2,190	41
1 Meade	2,800	1,340	48
1 Menifee	1,000	110	11%
1 Mercer	4,500	1,620	36
1 Metcalfe	2,700	860	32
1 Monroe	3,600	1,150	32
1 Montgomery	3,800	870	23
<hr/>			
1 Morgan	3,200	330	10
1 Muhlenberg	8,500	2,110	25
1 Nelson	5,000	3,690	74
1 Nicholas	2,200	920	42
1 Ohio	5,600	1,360	24
<hr/>			
1 Oldham	2,700	1,110	41
1 Owen	3,000	1,920	64
1 Pendleton	3,000	1,260	42
1 Perry	10,100	1,040	10
1 Pike	18,900	8,280	44
<hr/>			
1 Powell	1,400	320	23
1 Robertson	800	340	42
1 Rowan	3,100	810	26
1 Russell	3,600	650	18

1 Scott	4,500	1,940	43		
1 Shelby	5,100	2,090	41	*	*
1 Simpson	3,500	1,260	36	*	*
1 Spencer	1,400	1,040	74	*	*
1 Taylor	4,100	1,520	37		
1 Todd	3,700	1,330	36	*	*
<hr/>					
1 Trigg	2,300	670	29		
1 Trimble	1,500	620	41	*	*
1 Union	4,100	740	18	620	15%
1 Warren	12,700	4,140	33		
1 Washington	3,300	1,490	45		
<hr/>					
1 Wayne	4,000	710	18		
1 Webster	4,600	830	18	690	15
1 Wolfe	1,400	150	11		
1 Woodford	3,400	1,400	43		
<hr/>					
TV counties	747,300	349,950	47%	23,500	3%
<i>other counties</i>	<i>82,800</i>	<i>4,160</i>	<i>5%</i>		
<i>total</i>	<i>830,100</i>	<i>354,110</i>	<i>43%</i>	<i>23,500</i>	<i>3%</i>

LOUISIANA

TV counties	total families	TV families	UHF families		
1 Acadia	12,900	1,720	13%		
1 Allen	5,400	650	12		
1 Ascension	6,100	1,680	28		
1 Assumption	4,300	1,380	32		
1 Avoyelles	10,500	1,410	13		
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1 Beaufort	5,300	800	15		
1 Bienville	4,700	610	13		
1 Calcasieu	30,500	4,700	15		
1 Caldwell	2,800	390	14		
1 Cameron	1,200	130	11		
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1 Catahoula	3,000	420	14		
1 Claiborne	6,500	980	15		
1 Concordia	4,000	580	15		
1 E. Baton Rouge	54,700	17,350	32%		
1 East Carroll	4,200	1,390	33		
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1 Evangeline	9,000	1,080	12		
1 Franklin	7,300	1,340	18		
1 Grant	3,700	520	14		
1 Iberia	11,100	2,150	19		
1 Iberville	7,300	730	10		
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1 Jackson	3,900	510	13		
1 Jefferson	39,200	30,510	78		
1 Jeff Davis	7,400	820	11		
1 Lafourche	10,800	5,130	48		
1 La Salle	3,800	530	14		
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1 Lincoln	6,500	840	13		
1 Livingston	5,600	1,570	28		
1 Madison	4,700	1,550	33		
1 Natchitoches	9,700	1,410	15		
1 Orleans	180,300	120,490	67		
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1 Ouachita	23,700	6,680	28		
1 Plaquemines	3,700	2,410	65		
1 Rapides	27,300	6,120	22		
1 Richland	6,700	2,290	34		
1 St. Bernard	3,400	2,210	65		
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1 St. Charles	3,600	1,620	45		
1 St. James	3,700	1,690	46		
1 St. John	3,600	1,620	45		
1 St. Landry	19,800	2,990	15		
1 St. Martin	6,300	630	10		
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1 St. Mary	10,100	3,250	32		
1 St. Tammany	8,000	5,220	65		
1 Tangipahoa	15,400	9,680	63		
1 Tensas	3,500	670	19		
1 Terrebonne	11,400	7,120	62		
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1 Vermilion	10,400	1,250	12		
1 Vernon	6,200	910	15		
1 Washington	10,800	8,860	82		
1 Webster	10,100	1,460	14		
1 West Baton Rouge	3,300	330	10		
<hr/>					
1 West Carroll	4,000	1,320	33		
1 Winn	4,600	640	14		
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TV counties	666,000	272,340	41%	43,480	7%
<i>other counties</i>	<i>124,100</i>	<i>6,430</i>	<i>5%</i>	<i>1,780</i>	<i>1%</i>
<i>total</i>	<i>790,100</i>	<i>278,770</i>	<i>35%</i>	<i>45,260</i>	

KWTV

SHARE OF AUDIENCE

OKLAHOMA CITY

FOR OUR **3RD**, **4TH**, **5TH** WEEKS ON THE AIR!

	7:00 A.M.- 12:00 NOON	12:00 NOON- 6:00 P.M.	6:00 P.M.- 12:00 MIDNIGHT
MONDAY THROUGH FRIDAY	ON THE AIR 22* 10:15 A.M.	56	41
SATURDAY	NOT ON AIR	58	34*
SUNDAY	NOT ON AIR	ON THE AIR 19* 2:00 P.M.	39*

*KWTV not on air for complete period and share of audience is unadjusted for this situation.

We invite you to

CHECK KWTV RATINGS

OKLAHOMA CITY TELEPULSE, JANUARY 1954

WE'RE PROUD OF THEM!

KWTV-9



OKLAHOMA CITY
EDGAR T. BELL, *General Manager*
FRED L. VANCE, *Sales Manager*

AFFILIATED MANAGEMENT KOMA-CBS

REPRESENTED BY AVERY-KNODEL, INC.

MARYLAND

TV counties	total families	TV families	UHF families
†Allegany	27,200	9,870 36%	
Anne Arundel	35,100	28,950 82	
Baltimore	378,800	329,670 87	
†Calvert	3,300	2,080 63	
†Caroline	5,800	4,060 70	
†Carroll	12,300	8,440 69	
Cecil	9,700	7,180 74	
†Charles	6,100	3,840 63	
†Dorchester	8,500	5,430 64	
Frederick	18,700	11,830 63	
†Garrett	5,500	1,980 36	
Harford	16,400	11,380 69	
†Howard	6,800	4,690 69	
†Kent	4,300	3,010 70	
Montgomery	56,700	52,060 92	
Prince George	66,700	64,950 97	
†Queen Annes	4,500	3,150 70	
†St. Marys	8,300	5,230 63	
†Somerset	6,200	1,300 21	
†Talbot	6,400	4,460 70	
Washington	21,500	15,680 73	
Wicomico	13,000	4,740 36	
†Worcester	7,800	1,670 21	
TV counties	732,600	588,650 80%	640 LT
total	732,600	588,650 80%	640 LT

MASSACHUSETTS

TV counties	total families	TV families	UHF families
†Barnstable	16,400	9,880 60%	
Berkshire	41,000	31,920 78	
Bristol	119,600	95,560 80	
†Dukes	1,800	1,080 60	
Essex	164,600	139,420 85	
Franklin	17,000	6,760 40	3,260 19%
Hampden	114,000	71,320 63	25,180 22
Hampshire	24,300	11,430 47	7,020 29
Middlesex	313,600	244,890 78	
†Nantucket	1,100	660 60	
Norfolk	120,700	95,860 79%	
Plymouth	61,600	49,590 81	
Suffolk	263,700	219,610 83	
Worcester	164,900	131,630 80	
TV counties	1,424,300	1,109,610 78%	40,330 3%
total	1,424,300	1,109,610 78%	40,330 3%

MICHIGAN

TV counties	total families	TV families	UHF families
†Allegan	15,300	9,380 61%	
†Antrim	3,500	540 15	
†Barry	8,700	5,310 61	
Bay	27,400	13,860 51	7,670 28%
†Benzie	2,600	290 11	
Berrien	39,800	31,750 80	4,960 12
†Branch	9,600	6,340 66	
Calhoun	39,500	29,580 75	
†Cass	9,900	7,820 79	
†Clare	3,300	1,520 46	660 20
†Clinton	9,400	6,020 64	
†Crawford	1,300	180 14	
†Dickinson	7,700	1,650 21	
Eaton	13,200	7,050 53	
Genesee	86,800	48,980 56	
†Gladwin	2,600	1,200 46	520 20
†Grand Traverse	8,300	940 11	
†Gratiot	10,100	6,530 65	
Hillsdale	11,800	5,610 48	
†Ingham	9,600	2,350 24	
Ingham	56,300	42,200 75	13,800 25
onia	11,300	5,310 47	
†Isabella	8,200	3,460 42	
Jackson	31,000	24,900 79	
Kalamazoo	41,900	31,080 74	
†Kalkaska	1,300	180 14	
Kent	95,100	60,860 64	
†Lake	1,800	200 11	
Lapeer	9,600	5,350 56	
†Leelanau	2,600	290 11	
Lenawee	21,000	13,280 63	
Livingston	8,800	6,790 77	
Macomb	64,100	58,340 91	
†Manistee	6,300	630 10	
†Mason	6,600	1,100 17	
†Mechanic	5,800	2,440 42	
†Menominee	7,600	1,670 22	
†Midland	11,200	5,220 47	2,170 20
†Missaukee	2,100	300 14	
Monroe	24,000	19,490 81	
†Montcalm	10,300	5,420 53	
Muskegon	40,200	24,580 61	
†Newaygo	6,900	3,590 52	

Oakland	135,200	125,060 93%	
†Oceana	5,100	820 16	
†Osceola	4,100	1,720 42	
†Otsego	1,700	240 14	
Ottawa	23,900	14,890 62	
†Roscommon	2,400	340 14	
Saginaw	47,800	27,750 58	15,820 33%
St. Clair	29,800	25,060 84	
†St. Joseph	11,900	7,950 67	
†Sanilac	9,500	2,380 25	
Shiawassee	14,800	10,020 68	
Tuscola	11,300	3,370 30	1,200 11
†Van Buren	13,400	10,570 79	
Washtenaw	40,300	26,110 65	
Wayne	759,500	653,090 86	
†Wexford	5,800	640 11	
TV counties	1,913,900	1,414,190 74%	58,940 3%
other counties	109,600	3,740 3%	180 LT
total	2,023,500	1,417,930 70%	59,120 3%

MINNESOTA

TV counties	total families	TV families	UHF families
†Aitkin	4,100	1,150 28%	
Anoka	11,000	8,650 79	
†Becker	6,800	720 11	
†Benton	4,100	1,150 28	
†Big Stone	2,600	340 13	
Blue Earth	11,400	6,080 53	
†Brown	7,600	2,170 29	
†Carlton	6,800	1,190 18	
†Carver	5,200	2,290 44	
†Cass	5,300	690 13	
†Chisago	3,900	2,540 65	
†Clay	9,100	4,070 45	
†Cottonwood	4,700	1,500 32	
†Crow Wing	9,600	1,260 13	
Dakota	14,500	11,300 78	
†Dodge	3,600	1,080 30	
†Douglas	6,400	900 14	
†Faribault	7,000	1,190 17	
†Fillmore	7,300	1,360 19	
†Freeborn	10,400	3,390 33	
†Goodhue	9,800	5,670 58	
†Grant	2,800	360 13	
†Hennepin	220,500	182,700 83	
†Houston	4,200	760 18	
†Hubbard	3,300	360 11	
†Isanti	3,200	2,080 65	
†Jackson	4,700	1,500 32	
†Kanabec	2,800	790 28	
†Kandiyohi	8,100	2,510 31	
†Le Sueur	5,800	3,000 52	
†Lincoln	3,000	570 19%	
†Lyon	6,600	1,200 18	
†McLeod	6,600	2,900 44	
†Mahnommen	1,400	150 11	
†Martin	7,600	1,370 18	
†Meeker	5,400	1,670 31	
†Mille Lacs	4,100	1,290 31	
†Morrison	6,800	680 10	
†Mower	12,600	3,740 30	
†Murray	4,000	760 19	
†Nicollet	5,300	1,480 28	
†Nobles	6,500	2,090 32	
†Norman	3,600	1,620 45	
†Olmsted	14,200	7,330 52	
†Otter Tail	13,900	1,830 13	
†Pine	5,100	870 17	
†Pipestone	3,900	710 19	
†Pope	3,600	500 14	
†Ramsey	113,700	88,230 78	
†Redwood	6,100	1,860 31	
†Renville	6,800	1,930 28	
†Rice	9,200	5,310 58	
†Rock	3,400	650 19	
St. Louis	66,300	16,110 24	12,860 19%
†Scott	4,500	2,340 52	
†Sherburne	2,800	1,120 40	
†Sibley	4,400	2,290 52	
†Stearns	17,100	6,910 40	
†Steele	6,500	3,770 58	
†Stevens	3,000	430 14	
†Swift	4,600	640 14	
†Todd	6,900	760 11	
†Traverse	2,300	300 13	
†Wabasha	4,900	2,550 52	
†Wadena	3,500	350 10	
†Waseca	4,500	1,490 33	
†Washington	10,700	6,940 65	
†Watonwan	4,100	700 17	
†Wilkin	2,800	360 13	
Winona	11,900	1,500 13	
†Wright	8,000	3,580 45	
TV counties	829,400	433,710 52%	13,400 2%
other counties	70,600	3,310 5%	120 LT
total	900,000	437,020 49%	13,520 2%

MISSISSIPPI

TV counties	total families	TV families	UHF families
†Adams	9,700	980 10%	
†Alcorn	7,800	1,780 23	
†Amite	4,600	780 17	
†Attala	6,600	730 11	
†Benton	2,100	670 32	
Bolivar	16,400	2,860 17%	
†Callhoun	4,600	640 14	
†Carroll	3,400	410 12	
†Chickasaw	4,700	560 12	
Choctaw	2,800	340 12	
Clairborne	3,000	780 26	600 20%
†Clay	4,400	530 12	
Coalhonia	14,500	1,540 11	
†Copiah	7,900	2,020 26	1,630 20
†Covington	3,800	610 16	
†De Soto	6,000	1,980 33	
†Forrest	14,100	4,210 30	
†Franklin	2,900	290 10	
†George	2,700	840 31	
†Grenada	5,000	650 13	
†Hancock	3,300	2,050 62	
Harrison	30,100	9,880 33	
Hinds	43,100	17,410 40	17,410 40
†Holmes	8,100	880 11	
†Humphreys	5,400	1,260 23	930 17
†Issaquena	1,100	250 23	190 17
†Itawamba	4,400	700 16	
†Jackson	10,000	3,100 31	
†Jefferson	2,900	290 10	
†Jeff Davis	3,800	530 14	
†Jones	16,800	2,610 16	
†Lafayette	5,500	850 15	
†Lamar	3,600	1,080 30	
Lauderdale	19,700	2,800 14	
†Lawrence	3,100	430 14	
†Leake	5,200	570 11	
Lee	11,000	3,340 30	
Leflore	13,700	2,980 22	
†Lincoln	7,700	1,310 17	
†Madison	8,100	1,050 13	1,050 13
†Marion	6,400	970 15	
†Marshall	5,800	1,860 32	
†Monroe	10,000	1,210 12	
†Montgomery	3,800	420 11	
†Panola	7,800	4,030 52	
†Pearl River	5,800	3,590 62	
†Pike	9,600	1,610 17	
†Pontotoc	5,200	780 15	
†Prentiss	5,200	790 15	
†Quitman	6,500	1,170 18	
†Rankin	6,200	830 13	830 13
†Scott	5,500	610 11	
†Sharkey	3,100	710 23	530 17
†Simpson	5,500	720 13	720 13
†Smith	3,900	430 11	
†Stone	1,400	420 30	
†Tallahatchie	7,600	1,430 19	
†Tate	4,500	2,300 51	
†Tippah	4,400	1,010 23	
†Tishomingo	4,200	670 16	
†Tunica	5,600	2,860 51%	
†Union	5,700	1,310 23	
†Walthall	3,600	500 14	
Warren	12,500	3,160 25	2,110 17%
Washington	21,100	2,980 14	
†Webster	2,900	350 12	
†Wilkinson	3,400	340 10	
†Yalobusha	3,900	550 14	
†Yazoo	8,900	1,200 13	1,200 13
TV counties	513,600	115,380 22%	31,980 6%
other counties	73,800	3,990 5%	
total	587,400	119,370 20%	31,980 5%

MISSOURI

TV counties	total families	TV families	UHF families
†Andrew	4,000	2,230 56%	
†Atchison	3,500	1,050 30	
†Audrain	8,400	1,880 22	
†Barry	6,700	1,270 19	
†Barton	4,400	720 16	
†Bates	6,200	3,290 53	
†Benton	2,700	570 21	
†Bollinger	3,100	840 27	
Boone	14,200	1,950 14	
Buchanan	31,600	19,620 62	
†Caldwell	3,600	2,010 56	
†Callaway	6,500	1,500 23	
†Camden	2,500	530 21	
Cape Girardeau	12,000	1,250 10	
†Carroll	5,100	2,500 49	
†Carter	1,300	200 15	
†Cass	6,700	3,550 53	
†Cedar	3,800	650 17	
†Chariton	4,900	1,180 24	
†Christian	3,900	900 23	

JUNIOR SCIENCE

**BRINGS A NEW
WORLD OF
EXCITEMENT
TO TV!**

The secret of jet propulsion

The fascinating study of surface tension

The mystery of the curve ball

The magic of flight



DR. GERALD WENDT, narrator of JUNIOR SCIENCE, is Chief of Science Education for UNESCO. He was formerly Science Editor of TIME and SCIENCE ILLUSTRATED, head of the N.Y. World's Fair science exhibits and Dean of Penn State's Chemistry and Physics College, as well as a noted military and industrial consultant.

You've got to see and hear JUNIOR SCIENCE to truly appreciate its scope and wonder! Ready for immediate airing... with 39 fifteen-minute, custom made films! JUNIOR SCIENCE is a public relations "natural" that is bound to get enthusiastic parent, school and community approval! And it has a potent merchandising potential via self-liquidating premiums!



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- more to come

WHO SUBSCRIBES TO SPONSOR AT THE

IT HAS been proven that a handful of advertising agencies place about 90% of the national spot radio and tv billing.

But within this handful of agencies (generally numbered at 20) are hundreds of important timebuyers, account men, and other key executives who make the individual decisions vital to you.

Several years back SPONSOR checked and discovered that it averaged 10½ paid subscribers at these leader agencies.

In 1954 we have just completed a similar analysis of SPONSOR subscribers at top advertising agencies—but with a difference. The difference: included are (1) the top 33 ad agencies in radio and tv billing, (2) the names of individual subscribers at each agency.

Today SPONSOR averages 17 paid subscribers among the top 20 agencies; 13½ among the top 33. Even more important, you'll find virtually every decision-maker (for your station) included*

The 33 advertising agencies are: Ayer, Bates, BBDO, Benton & Bowles, Biow, Burnett, Campbell-Ewald, Cecil & Presbrey, Compton, Cunningham & Walsh, D-F-S, D'Arcy, DCS&S, Erwin Wasey, Esty, Foote, Cone & Belding, Fuller & Smith & Ross, K&E, Kudner,

**Play this fascinating game. Jot down 10 names of the most important (to you) ad agency decision makers. Then check the SPONSOR list. If you find more than 2 names missing SPONSOR will pay you \$10.*

TOP-BILLING ADVERTISING AGENCIES?

Lennen & Newell, Maxon, McCann-Erickson, MacManus, John & Adams, NL&B, Ruthrauff & Ryan, Sherman & Marquette, SSCB, JWT, Wade, Warwick & Legler, Ward Wheelock, Weintraub, Y&R.

SPONSOR — the use magazine — stands alone in the field it serves. It is the one and only magazine 100% devoted to radio and tv while pin-pointed at key agency and advertiser readers. 7 out of every 10 copies of SPONSOR go to the men who foot the bills.

Every magazine has a story to tell. But only one magazine can top your trade-paper list. Consider these facts. SPONSOR is (1) exclusively devoted to air-advertising, (2) exclusively edited for key agency and advertiser readers, (3) the accepted magazine that agencies and advertisers use, (4) the magazine of minimum waste circulation, (5) read not only by timebuyers, but also by account executives, agency principals, ad managers, and company heads, (6) number one in paid circulation among radio and tv buyers.

If the foregoing interests you with respect to your 1954 trade-paper planning, please write and ask for a full look at SPONSOR's subscribers at the 33 leading advertising agencies.

SPONSOR

the magazine that radio and tv advertisers use

†Clark	3,000	750	25		
†Clay	18,400	14,790	80	1,880	10%
†Clinton	4,000	2,230	56		
†Cole	10,100	2,080	21		
†Crawford	3,600	1,210	34		
†Dade	3,000	510	17		
†Dallas	3,300	320	10		
†Davies	3,700	2,060	56		
†De Kalb	3,000	1,680	56		
†Dent	3,800	1,160	34		
†Douglas	3,000	860	24		
†Dunklin	12,000	3,850	30		
†Franklin	11,700	4,340	37		
†Gasconade	4,100	1,150	28		
†Gentry	3,600	1,080	30		
†Greene	37,000	13,480	36		
†Grundy	4,500	1,890	42		
†Harrison	4,600	1,370	30		
†Henry	6,900	3,660	53%		
†Hickory	1,700	360	21		
†Holt	3,100	930	30		
†Iron	2,600	880	34		
†Jackson	193,600	132,120	68	21,070	11%
†Jasper	28,300	4,430	16		
†Jefferson	12,500	8,200	66		
†Johnson	6,900	3,800	55		
†Knox	2,700	680	25		
†Laclede	6,100	1,330	22		
†Lafayette	8,200	4,460	54		
†Lawrence	8,000	1,550	19		
†Lewis	3,600	890	25		
†Lincoln	4,700	2,020	43		
†Linn	6,600	1,150	17		
†Livingston	5,500	2,310	42		
†McDonald	4,300	650	15		
†Macon	6,400	1,090	17		
†Madison	3,200	860	27		
†Marion	2,100	590	28		
†Marion	10,300	3,420	33		
†Mercer	2,500	750	30		
†Miller	4,300	900	21		
†Monroe	3,900	820	21		
†Montgomery	4,000	1,720	43		
†Morgan	3,200	630	20		
†New Madrid	10,300	2,130	21		
†Newton	9,100	1,310	14		
†Nodaway	7,800	2,300	29		
†Oregon	3,500	530	15		
†Osage	3,100	870	28		
†Ozark	2,400	580	24		
†Pemiscot	12,600	5,520	44		
†Perry	4,300	1,150	27		
†Pettis	11,100	4,240	38		
†Phelps	8,200	2,260	28		
†Pike	6,000	2,540	42		
†Platte	4,900	2,700	55		
†Polk	5,200	500	10		
†Pulaski	3,400	710	21		
†Ralls	2,700	920	34		
†Randolph	8,300	1,730	21		
†Ray	5,500	2,740	50		
†Reynolds	1,500	230	15		
†Ripley	3,500	550	16		
†St. Charles	9,400	5,740	61		
†St. Clair	3,500	880	25		
†St. Francois	10,700	6,680	62		
†St. Louis	419,400	327,410	78	40,050	10
†Ste. Genevieve	3,200	1,980	62		
†Saline	8,500	2,100	25		
†Scotland	2,500	630	25		
†Shannon	2,200	330	15		
†Shelby	3,700	1,260	34		
†Stoddard	9,700	1,940	20		
†Stone	2,900	700	24%		
†Taney	3,100	740	24		
†Vernon	7,000	1,710	24		
†Warren	2,600	1,120	43		
†Washington	4,100	1,340	33		
†Webster	4,600	450	10		
†Worth	1,400	420	30		
†Wright	5,000	1,050	21		
TV counties	1,234,800	672,690	54%	64,990	5%
<i>other counties</i>	71,500	4,470	7%		
total	1,306,300	677,160	52%	64,990	5%

MONTANA

TV counties	total families	TV families	UHF families
Silver Bow	18,300	6,080	33%
TV counties	18,300	6,080	33%
<i>other counties</i>	179,400	3,020	2%
total	197,700	9,100	5%

NEBRASKA

TV counties	total families	TV families	UHF families
†Adams	9,400	1,600	17%
†Antelope	3,700	810	22

†Boone	3,300	420	13
†Buffalo	8,500	1,060	12
†Burt	3,600	2,770	77
†Butler	3,800	1,360	36
†Casa	5,400	4,000	74
†Cedar	3,900	860	22
†Colfax	3,400	1,600	47
†Cuming	3,900	1,840	47
†Dakota	3,200	1,250	39
†Dawson	6,600	860	13
†Dixon	2,900	1,130	39
†Dodge	9,500	7,260	76
Douglas	92,500	78,200	85
†Fillmore	3,200	640	20
†Gage	8,900	3,960	44
†Greeley	1,400	200	14
†Hall	10,900	1,940	18
†Hamilton	3,000	1,080	36
†Howard	2,300	320	14
†Jefferson	4,400	880	20
†Johnson	2,400	1,080	45
†Knox	4,500	1,040	23
Lancaster	40,800	25,140	62
†Madison	7,700	3,050	40
†Merrick	3,000	410	14
†Nance	1,800	250	14
†Nemaha	3,400	1,220	36%
†Otoe	5,500	4,090	74
†Pawnee	2,200	790	36
†Pierce	3,000	660	22
†Platte	6,100	2,380	39
†Polk	2,500	900	36
†Richardson	5,600	1,990	36
†Saline	4,900	1,030	21
†Sarpy	4,900	3,820	78
†Saunders	5,600	4,420	79
†Seward	4,200	1,500	36
†Stanton	1,900	890	47
†Thurston	2,500	980	39
†Washington	3,700	2,850	77
†Wayne	3,000	1,170	39
†York	4,700	1,630	35
TV counties	321,600	175,330	55%
<i>other counties</i>	105,700	2,080	2%
total	427,300	177,410	42%

NEVADA

TV counties	total families	TV families	UHF families
Clark	22,800	6,110	27%
Washoe	19,700	5,460	28
TV counties	42,500	11,570	27%
<i>other counties</i>	18,100	360	2%
total	60,600	11,930	20%

NEW HAMPSHIRE

TV counties	total families	TV families	UHF families
†Belknap	8,400	3,210	38%
†Carroll	5,000	1,900	38
†Cheshire	11,600	5,720	49
Hillsboro	48,800	31,960	65
Merrimack	18,300	10,900	60
Rockingham	22,500	17,570	78
Strafford	15,300	7,760	51
†Sullivan	8,100	4,050	50
TV counties	138,000	83,070	60%
<i>other counties</i>	24,600	1,620	7%
total	162,600	84,690	52%

NEW JERSEY

TV counties	total families	TV families	UHF families
Atlantic	44,300	31,930	72%
Bergen	190,900	172,850	91
Burlington	39,800	34,840	88
Camden	96,500	80,790	84%
Cape May	13,600	11,370	84
Cumberland	29,300	25,310	86
Essex	285,600	242,840	85
Gloucester	30,700	27,000	88
Hudson	202,700	192,250	95
Hunterdon	14,200	12,360	87
Mercer	68,000	60,540	89
Middlesex	84,000	71,160	85
Monmouth	77,200	72,360	94
Morris	52,200	42,360	81
Ocean	21,900	17,540	80
Passaic	111,700	97,800	88
Salem	16,200	14,950	92
Somerset	31,300	26,530	85
Sussex	11,200	8,200	73
Union	129,200	119,420	92
Warren	17,600	12,390	70

TV counties	1,568,100	1,374,790	88%	7,850	1%
total	1,568,100	1,374,790	88%	7,850	1%

NEW MEXICO

TV counties	total families	TV families	UHF families
Bernalillo	50,800	22,930	45%
†Chaves	13,900	4,270	31
†Curry	8,000	1,010	13
†De Baca	1,800	310	31
†Doña Ana	10,800	2,290	21
Eddy	14,400	3,480	24
†Guadalupe	1,400	430	31
†Lincoln	1,700	270	16
†Los Alamos	3,600	680	19
†Luna	2,800	590	21
†Otero	4,400	680	15
†Quay	4,300	560	13
Sandoval	2,500	540	22
†Santa Fe	10,700	2,100	20
†Torrance	1,700	320	19
Valencia	5,400	2,090	39
TV counties	137,400	42,550	31%
<i>other counties</i>	64,600	1,220	2%
total	202,000	43,770	22%

NEW YORK

TV counties	total families	TV families	UHF families
Albany	79,600	59,350	75%
Allegany	13,500	7,830	58
Bronx	458,400	360,970	79
Broome	58,300	42,860	74%
Cattaraugus	24,200	16,850	70
Cayuga	21,600	17,690	82
Chautauque	46,300	29,000	63
Chemung	28,800	12,080	42
Chemung	12,300	7,350	60
Clinton	13,900	4,690	34
Columbia	14,900	10,800	77
Cortland	11,700	7,350	63
Delaware	13,900	5,460	39
Dutchess	38,400	23,960	62
Essex	281,600	243,890	87
Franklin	10,400	2,810	27
Franklin	12,800	1,910	15
Fulton	17,500	10,770	62
Genesee	14,600	10,380	71
Hamilton	9,200	5,490	60
Hamilton	1,300	770	59
Herkimer	19,500	14,110	72
Jefferson	26,900	10,930	41
Kings	851,900	735,350	86
Lewis	6,600	3,730	57
Livingston	11,300	6,530	58
Madison	14,400	8,680	62
Monroe	160,400	131,030	82
Montgomery	19,200	11,660	61
Nassau	261,200	233,160	89
New York	672,700	401,750	60
Niagara	60,500	50,810	84
Oneida	68,900	64,920	94
Onondaga	109,700	98,280	90
Ontario	18,100	12,570	69
Orange	47,100	41,100	87
Orleans	9,600	7,440	78
Oswego	23,800	17,450	73
Otsego	16,600	10,820	65
Putnam	6,700	4,010	60
Queens	521,900	460,000	88
Rensselaer	41,900	34,290	82
Richmond	56,400	50,620	90
Rockland	24,500	21,420	87
St. Lawrence	27,700	4,200	15
Saratoga	24,000	16,710	70
Schenectady	48,600	36,640	75
†Schoharie	7,200	4,320	60
†Schuyler	4,600	3,450	75
†Seneca	8,100	6,120	76
Steuben	28,300	11,790	42
Suffolk	92,000	75,230	82
Sullivan	13,300	8,850	67
Tioga	9,800	6,120	62
Tompkins	17,900	12,420	69
Ulster	30,300	15,920	53
Warren	12,700	9,960	78
Washington	14,000	9,350	67
Wayne	18,400	14,440	78%
Westchester	195,600	153,610	79
Wyoming	9,700	5,810	60
†Yates	5,800	4,060	70
TV counties	4,800,100	<	

A Phone for Every 2 Persons —That's Louisville's Average

Louisvillians must like to talk to each other.

The city has 172,267 telephones in service. That's almost one phone to every two Louisvillians.

There are more than 49,000 rural phones in Kentucky, a gain of some 300 per cent since 1946.

R. S. Watson, district manager for Southern Bell Telephone and Telegraph Company, reported figures yesterday for the nation observed the inauguration of its 50,000,000th phone in the White House. The phone is black, trimmed in gold. The president's seal is in the middle of the gold-plated dial and there are 48 gold stars around its base.

The United States has one telephone for every three persons, while the average for the

rest of the world is one for every 65 persons.

Kentucky has 491,395 phones, or about one for every six persons. Of these, 374,050 are operated by Southern Bell and the rest by 102 independent telephone companies.

Watson said that since 1945 "Some of the telephone lines have more than doubled, reflecting a great surge of business, industrial, and agricultural activity."

Industrial Hygiene Conference Opens

Pittsburgh, Nov. 18 (AP)—Some 600 management executives, physicians, engineers, toxicologists and industrial hygienists gathered today for the 12th annual Industrial Hygiene Foundation meeting.

CROSSWORD PUZZLE



ASK NBC SPOT SALES, FOR THE REST OF THE DATA!

WAVE WAVE-TV IN LOUISVILLE

22 MARCH 1954



NORTH CAROLINA

TV counties	total families	TV families	UHF families
Alamance	20,000	12,090	60%
† Alexander	3,600	1,690	47
† Alleghany	2,100	970	46
* Anson	6,300	3,280	52
* Ashe	5,200	2,390	46
* Avery	3,200	860	27
† Beaufort	9,300	3,800	41
* Beattie	6,100	2,260	37
Buncombe	34,800	11,330	33
Burke	11,400	7,980	70
Cabarrus	17,400	11,210	64
* Caldwell	11,100	5,280	48
* Camden	1,400	760	54
* Caswell	4,500	2,070	46
Catawba	17,400	10,030	58
* Chatham	6,300	2,900	46
* Cherokee	4,400	470	11
* Chowan	3,000	810	27
* Clay	1,300	130	10
* Cleveland	16,400	9,570	58
Craven	13,100	3,550	27
Cumberland	23,900	2,970	12
† Currituck	1,800	970	54
† Dare	1,300	350	27
Davidson	17,400	9,490	55
* Davie	4,000	2,200	55
Duham	28,400	14,880	52
Edgecombe	12,000	2,040	17
Forsyth	43,500	23,570	54
* Franklin	7,300	1,530	21
Gaston	30,900	21,420	69
* Gates	2,300	1,240	54
* Graham	1,700	170	10
* Granville	7,000	2,810	40
Guilford	55,000	24,410	44
Halifax	13,200	1,630	12
Harnett	11,700	1,300	11
† Haywood	10,000	1,680	17
* Henderson	9,200	2,070	23
* Hertford	4,900	2,650	54
* Hoke	3,400	780	23
* Hyde	1,300	350	27
Iredell	15,300	6,530	43
* Jackson	4,500	990	22%
* Lee	6,100	1,770	29
* Lincoln	7,000	4,060	58
* McDowell	6,700	4,220	63
* Macon	4,000	400	10
* Madison	4,600	780	17
* Martin	6,200	2,540	41
Mecklenberg	58,500	35,080	60
* Mitchell	3,600	970	27
* Montgomery	4,400	2,290	52
* Moore	8,600	2,540	30
Nash	14,300	2,190	15
* Northampton	6,200	2,300	37
* Orange	8,600	3,950	46
* Pasquotank	6,800	3,700	54
* Perquimans	2,500	1,350	54
* Person	5,500	2,200	40
Pitt	14,900	4,600	31
* Polk	3,200	2,020	63
Randolph	14,100	6,080	43
* Richmond	10,300	5,310	52
Robeson	20,200	3,400	17
* Rockingham	17,600	7,690	44
* Rowan	21,200	11,580	55
* Rutherford	11,900	7,520	63
* Scotland	6,300	1,420	23
Stanly	10,700	8,380	78
* Stokes	5,100	2,240	44
* Surry	11,900	5,380	45
* Swain	2,300	230	10
* Transylvania	3,900	860	22
* Tyrrell	1,200	320	27
* Union	10,600	5,470	52
* Vance	8,000	1,660	21
Wake	36,000	11,420	32
* Warren	5,100	1,070	21
* Washington	3,100	860	28
* Watauga	4,300	1,140	27
Wayne	15,800	1,970	12
Wilkes	11,100	4,200	38
* Yadkin	5,700	3,140	55
* Yancey	3,700	630	17
TV counties	920,100	388,390	42%
other counties	136,300	7,570	6%
total	1,056,400	395,960	37%

NORTH DAKOTA

TV counties	total families	TV families	UHF families
† Barnes	4,500	1,140	25%
† Bottineau	3,200	420	13
† Burke	1,700	220	13

Cass	17,400	5,500	32
Criggs	1,200	300	25
† McHenry	3,200	420	13%
† Ransom	2,300	230	10
† Renville	1,500	200	13
† Richland	5,300	550	10
† Sargent	1,700	170	10
† Steele	1,100	280	25
† Traill	3,000	750	25
† Ward	10,200	1,240	12
TV counties	56,300	11,420	20%
other counties	104,900	1,900	2%
total	161,200	13,320	8%

OHIO

TV counties	total families	TV families	UHF families
† Adams	6,400	3,810	60%
Allen	28,500	11,750	41
Ashtabula	10,700	7,270	68
Ashtabula	25,300	19,990	79
† Athens	12,300	5,670	46
† Auglaize	9,800	6,310	64
Belmont	26,000	12,840	49
† Brown	7,000	4,200	60
Butler	46,000	40,390	88
* Carroll	5,700	3,710	65
Champaign	8,500	5,970	70
Clark	35,900	28,570	80
Clermont	13,200	9,710	74
Clinton	8,400	4,760	57
Columbiana	31,000	19,710	64
Coshocton	10,000	2,280	23
Crawford	12,600	7,040	56
Cuyahoga	439,000	399,190	91
† Darke	13,200	10,630	81
† Defiance	8,200	5,190	63
† Delaware	8,900	6,070	68
Erie	17,200	12,540	73
Fairfield	16,400	11,410	70
† Fayette	7,300	4,390	60
Franklin	162,600	138,640	85
† Fulton	8,000	5,760	72
Gallia	6,700	3,190	48
* Geauga	8,100	6,640	82
Greene	19,500	12,470	64
* Guernsey	11,600	4,080	35
Hamilton	243,200	209,060	86
† Hancock	15,000	10,400	69
† Hardin	9,000	5,760	64
† Harrison	5,700	2,000	35
† Henry	6,900	4,280	62
† Highland	9,400	5,670	60
† Hocking	5,600	3,860	69
† Holmes	5,200	2,810	54%
Huron	12,500	7,860	63
† Jackson	8,300	4,860	59
Jefferson	27,700	19,480	70
Knox	11,200	6,820	61
Lake	26,200	21,930	84
Lawrence	14,200	9,910	70
Licking	23,300	19,130	82
† Logan	10,200	6,540	64
† Logan	47,100	40,440	86
Lucas	126,800	107,100	84
† Madison	6,200	3,720	60
Mahoning	74,800	43,190	58
† Marion	16,600	11,710	71
Medina	13,300	11,070	83
† Meigs	7,000	3,220	46
† Mercer	8,400	2,440	29
Miami	20,400	17,990	88
† Monroe	4,300	1,460	34
Montgomery	130,300	119,110	91
† Morgan	4,000	1,400	35
† Morrow	5,200	3,690	71
Muskingum	23,400	10,190	44
† Noble	3,400	1,190	35
† Ottawa	9,500	5,990	63
† Paulding	4,700	1,360	29
† Perry	8,500	5,900	69
† Pickaway	7,800	5,620	72
† Pike	5,600	3,300	59
† Portage	19,500	15,900	82
† Preble	8,500	6,800	80
† Putnam	7,200	4,460	62
Richland	29,300	20,000	68
† Ross	16,000	11,440	72
† Sandusky	14,700	9,340	64
Scioto	26,700	19,010	71
Seneca	16,200	11,710	72
† Shelby	8,600	5,500	64
Stark	89,300	72,360	81
Summit	131,900	117,180	89
Trumbull	48,900	38,150	78
† Tuscarawas	22,000	14,360	65

† Union	6,400	4,420	69
† Van Wert	8,900	2,660	30
† Vinton	2,800	1,930	69
† Warren	12,100	8,120	67
Washington	13,700	3,730	27
† Wayne	17,500	9,430	54
† Williams	8,600	6,270	73
Wood	17,900	15,710	88
† Wyandot	6,200	4,340	70
TV counties	2,517,800	1,957,490	78%
other counties	2,517,800	1,957,490	78%
total	2,517,800	1,957,490	78%

OKLAHOMA

TV counties	total families	TV families	UHF families
† Adair	4,000	640	16%
† Alfalfa	3,300	910	28
† Atoka	3,500	460	13
† Beckham	7,200	890	12
† Blaine	4,400	2,160	49
† Bryan	8,000	1,070	13
Caddo	10,200	4,500	44
† Canadian	7,700	3,700	48
† Carter	12,300	2,080	17
† Cherokee	4,900	780	16
† Choctaw	5,200	620	12
Cleveland	11,400	6,530	57
† Coal	1,700	220	13
Comanche	17,800	10,350	58
† Cotton	2,900	870	30
† Craig	4,800	2,730	57
Creek	12,700	6,640	52
† Custer	6,500	1,840	28
† Delaware	4,100	1,310	32
† Dewey	2,500	700	28
† Ellis	2,300	320	14
† Garfield	17,600	8,710	49
† Garvin	8,800	3,650	41
Grady	10,600	4,920	46
† Grant	3,100	870	28
† Greer	3,400	370	11
† Harmon	2,300	250	11
† Harper	1,800	250	14
† Hughes	5,600	1,180	21
† Jackson	6,300	690	11
† Jefferson	3,100	930	30
† Johnston	2,800	360	13
Kay	16,400	6,410	39
† Kingfisher	4,000	1,960	49
† Kiowa	5,700	1,980	35
† Lincoln	6,500	2,340	36
† Logan	6,800	2,430	36
† Love	1,700	290	17
† McClain	4,100	1,720	42
† McCurtain	8,100	930	11
† McIntosh	4,300	900	21
† Major	3,200	900	28
† Marshall	2,300	300	13
† Mayes	5,600	3,180	57
† Murray	3,300	1,550	47
† Muskogee	20,000	8,890	44
† Noble	3,800	1,860	49
† Nowata	3,900	2,210	57
† Okfuskee	4,300	1,460	34
Oklahoma	116,500	79,440	68
† Okmulgee	13,300	4,570	34
† Osage	10,000	5,200	52
† Ottawa	10,000	3,190	32%
† Pawnee	4,100	2,130	52
Payne	14,000	5,710	41
Pittsburg	11,600	2,750	24
† Pontotoc	8,900	4,180	47
Pottawatomie	13,200	3,630	28
† Pushmataha	3,200	380	12
† Roger Mills	2,100	590	28
† Rogers	5,800	3,240	56
Seminole	10,700	3,910	37
† Sequoyah	5,000	830	17
Stephens	11,500	3,900	34
† Tillman	5,000	1,480	30
Tulsa	68,100	65,670	75
† Wagoner	4,300	1,890	44
Washington	11,000	5,050	46
† Washita	4,900	1,720	35
† Woods	4,700	720	15
† Woodward	4,100	570	14
TV counties	668,800	311,560	47%
other counties	23,500	480	2%
total	692,300	312,040	45%

OREGON

TV counties	total families	TV families	UHF families
Clackamas	30,600	8,400	27%
† Clatsop	11,600	1,590	14
† Columbia	7,500	1,050	14

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(FEBRUARY 1954, TELEPULSE)

S A N F R A N C I S C O

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

Jackson	22,500	5,470	24		
Marion	32,900	12,670	39	12,120	37
Multnomah	175,300	83,330	48	79,790	46
†Tillamook	6,600	1,120	17	730	11
Washington	22,600	9,650	43	8,850	39
†Yamhill	11,200	1,910	17	1,140	11
TV counties	320,800	125,190	39%	111,480	35%
other counties	225,700	7,130	3%	3,690	2%
total	546,500	132,320	24%	115,170	21%

PENNSYLVANIA

TV counties	total families	TV families	UHF families		
Adams	12,800	5,610	44%	410	*
Allegheny	449,600	391,600	87	49,890	11%
Armstrong	21,200	16,060	69	*	*
Beaver	51,200	43,050	84	*	*
Bedford	11,300	8,540	76	*	*
Berks	77,500	57,580	74	9,260	12
Blair	41,100	26,650	65	*	*
Bradford	15,500	8,260	53	*	*
Bucks	48,500	43,520	90%	*	*
Butler	28,500	21,530	76	*	*
Cambria	56,100	42,660	76	*	*
†Cameron	1,900	720	38	*	*
†Carbon	16,100	9,930	62	*	*
Centre	17,100	10,040	59	*	*
Chester	41,200	42,290	96	*	*
Clarion	10,700	7,050	66	*	*
Clearfield	23,900	14,230	60	*	*
†Clinton	10,700	4,110	38	*	*
†Columbia	16,200	4,850	30	3,850	24%
Crawford	24,200	6,660	28	*	*
Cumberland	29,900	11,290	38	6,580	22
Dauphin	61,300	33,310	54	23,030	38
Delaware	130,100	112,680	87	*	*
†Elk	9,600	2,000	21	*	*
Erie	68,100	62,490	92	*	*
Fayette	52,100	39,540	76	*	*
†Forest	1,200	250	21	*	*
Franklin	22,400	11,200	50	2,540	11
†Fulton	2,900	1,130	39	*	*
Greene	12,500	5,340	43	*	*
†Huntingdon	11,400	4,460	39	*	*
Indiana	21,200	10,010	47	*	*
Jefferson	14,200	8,180	58	*	*
†Juniata	4,400	700	16	*	*
Lackawanna	72,200	49,560	69	40,820	57
Lancaster	69,800	50,090	72	*	*
Lawrence	31,300	20,490	65	4,740	15
Lebanon	26,300	17,630	67	6,090	23
Lehigh	59,400	47,940	81	*	*
Luzerne	107,400	53,550	50	45,100	42
Lycoming	31,600	5,630	18	*	*
McKean	17,200	8,190	48	*	*
Mercer	33,000	18,310	55	5,650	17
Mifflin	12,700	5,110	40	*	*
†Monroe	10,400	6,450	62	*	*
Montgomery	104,600	92,040	88	*	*
†Montour	3,700	1,110	30	890	24
Northampton	54,400	38,430	71	*	*
Northumberland	33,700	8,050	24	3,840	11
†Perry	7,300	1,200	16	*	*
Philadelphia	627,100	543,100	87	*	*
†Pike	3,100	960	31	*	*
†Potter	4,900	1,720	35	*	*
Schuylkill	56,200	37,000	66	13,640	24
†Snyder	6,400	830	13	*	*
Somerset	22,500	11,630	52	*	*
†Sullivan	1,600	480	30	380	24
†Susquehanna	9,000	5,190	58	1,450	16
†Tioga	10,700	3,740	35	*	*
†Union	6,000	780	13	*	*
Venango	18,800	7,740	41	*	*
Warren	12,200	4,240	35	*	*
Washington	60,300	48,090	80	*	*
†Wayne	8,100	2,550	31%	*	*
Westmoreland	90,000	69,110	77	*	*
†Wyoming	4,900	2,790	57	780	16%
York	63,800	45,390	71	14,180	22
TV counties	3,102,200	2,276,640	73%	257,860	8%
total	3,102,200	2,276,640	73%	257,860	8%

RHODE ISLAND

TV counties	total families	TV families	UHF families		
Bristol	8,700	8,540	98%		
Kent	25,900	21,350	82		
Newport	17,300	13,910	80		
Providence	177,300	164,030	93		
Washington	14,600	9,890	68		
TV counties	243,800	217,720	89%		
total	243,800	217,720	89%		

SOUTH CAROLINA

TV counties	total families	TV families	UHF families		
†Abbeville	5,700	1,430	25%	*	*
Aiken	19,200	2,350	12	*	*
Anderson	21,200	4,800	20	3,720	15%
†Beaufort	6,600	1,210	18	*	*
†Berkeley	6,900	2,550	37	*	*
†Calhoun	3,400	650	19	370	11
Charleston	47,600	24,760	52		
†Cherokee	8,700	5,690	65		
†Chester	8,200	4,670	57		
†Chesterfield	8,300	2,880	35		
†Clarendon	6,700	1,010	15	*	*
†Colleton	7,300	1,790	25	*	*
Darlington	12,300	3,310	27		
†Dillon	6,800	1,700	25		
†Dorchester	5,700	1,370	24	*	*
†Edgefield	3,800	1,220	32	*	*
†Fairfield	4,900	2,790	57		
Florence	20,100	9,560	48		
†Georgetown	7,800	2,890	37	*	*
Greenville	49,200	19,880	40	12,330	25
†Greenwood	11,200	2,840	25	*	*
†Hampton	4,500	860	19		
†Jasper	2,700	510	19		
†Kershaw	7,700	3,480	45	*	*
†Lancaster	9,200	5,150	56	*	*
Laurens	11,800	3,360	28	*	*
†Lee	4,800	2,210	46	*	*
Lexington	12,200	4,760	39	3,000	25
†McCormick	2,100	530	25	*	*
†Marion	7,900	2,000	25		
†Marlboro	7,500	2,630	35%		
†Newberry	8,500	2,760	32	*	*
†Oconee	9,600	1,540	16	1,340	14%
†Orangeburg	16,400	3,080	19	1,850	11
†Pickens	10,400	1,680	16	1,450	14
Richland	41,700	14,370	34	11,500	28
†Saluda	3,800	1,220	32	*	*
Spartanburg	40,600	22,550	56	*	*
Sumter	14,300	3,370	24	*	*
†Union	7,700	5,080	66	*	*
†Williamsburg	9,300	1,320	14	*	*
York	18,600	10,620	57		
TV counties	525,900	192,430	37%	44,780	9%
other counties	28,700	1,980	7%		
total	554,600	194,410	35%	44,780	8%

SOUTH DAKOTA

TV counties	total families	TV families	UHF families		
†Bon Homme	2,800	500	18%		
†Brookings	5,200	760	15		
†Clay	3,300	1,420	43		
†Hutchinson	3,300	590	18		
†Kingsbury	2,900	460	16		
†Lake	3,300	530	16		
†Lincoln	3,800	1,640	43		
Minnehaha	23,100	4,270	18		
†Moody	2,600	420	16		
†Turner	3,700	1,590	43		
†Union	3,300	1,420	43		
†Yankton	4,300	810	19		
TV counties	61,600	14,410	23%		
other counties	127,400	3,480	3%		
total	189,000	17,890	9%		

TENNESSEE

TV counties	total families	TV families	UHF families		
Anderson	16,200	5,970	37%	2,930	18%
†Bedford	6,900	3,310	48		
†Benton	3,200	450	14		
†Bledsoe	1,600	320	20		
Blount	15,200	4,200	28	1,580	11
†Bradley	8,900	1,030	12		
†Campbell	8,400	890	11	*	*
†Cannon	2,300	1,100	48		
†Carroll	7,700	1,090	14		
†Carter	11,100	3,030	27		
†Cheatham	2,200	1,250	57		
†Chester	2,900	810	28		
†Claiborne	5,700	830	15	*	*
†Clay	2,100	800	38%		
†Coffee	7,300	3,530	48		
†Crockett	4,400	1,670	38		
†Cumberland	4,700	750	16		
Davidson	96,400	76,730	80		
†Decatur	2,500	280	11		
†De Kalb	2,600	990	38		
†Dickson	5,300	3,020	57		
†Dyer	9,400	3,560	38		
†Fayette	6,100	2,140	35		
†Fentress	3,400	510	15		
†Franklin	6,400	830	13		

Gibson	14,400	2,740	19		
†Giles	7,100	920	13		
†Grainger	3,000	420	14		
†Greene	10,900	1,380	13		
†Grundy	3,000	1,080	36		
Hamilton	62,500	11,190	18		
†Hancock	2,100	290	14	*	*
†Hardeman	5,200	2,650	51		
†Hardin	4,300	1,200	28		
†Hawkins	7,400	910	12		
†Haywood	6,300	3,210	51		
†Henderson	4,500	540	12		
†Henry	7,000	1,470	21		
†Hickman	3,300	1,490	45		
†Houston	1,100	520	47		
†Humphreys	3,000	1,410	47		
†Jackson	2,800	1,060	38		
†Johnson	2,800	760	27		
Knox	65,600	16,880	26	12,850	20%
†Lake	3,000	750	25		
†Lauderdale	6,700	3,400	51		
†Lawrence	7,400	1,010	14		
†Lewis	1,500	680	45		
†Lincoln	6,800	820	12		
†London	6,300	1,450	23	*	*
†McMinn	8,600	1,030	12		
†McNairy	5,300	1,460	28		
†Macon	3,700	1,430	39		
†Madison	17,500	5,590	32		
†Marion	5,100	1,810	36		
†Marshall	5,200	2,760	53		
†Maury	11,500	5,140	45		
†Meigs	1,300	260	20		
†Monroe	5,800	1,330	23	*	*
†Montgomery	11,700	5,440	46		
†Moore	1,200	160	13		
†Morgan	3,300	500	15		
†Obion	8,600	2,110	25		
†Overton	4,200	630	15		
†Perry	1,400	150	11		
†Pickett	900	140	15		
†Polk	3,300	400	12		
†Putnam	8,200	3,030	37		
†Rhea	4,100	800	20%		
†Roane	8,500	1,940	23	*	*
†Robertson	7,300	4,110	56		
Rutherford	11,300	7,770	69		
†Scott	4,100	410	10	*	*
†Sequatchie	1,300	260	20		
Shelby	148,000	115,100	78		
†Smith	3,600	1,370	38		
†Stewart	2,100	990	47		
Sullivan	27,500	9,320	34		
†Sumner	9,300	5,550	60		
†Tipton	7,700	2,660	35		
†Trousdale	1,600	610	38		
†Unicoi	4,000	680	17		
†Union	1,800	250	14	*	*
†Van Buren	800	160			

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†Cass	6,800	1,760	26
†Castro	1,600	260	16
†Chambers	2,300	1,330	58
†Cherokee	10,200	1,210	12
†Childress	3,700	590	16
†Clay	3,000	1,590	53
†Cochran	1,700	830	49
†Coke	1,200	200	17
†Coleman	4,400	750	17
†Collin	12,600	5,130	41
†Collingsworth	2,400	380	16
†Colorado	5,300	1,700	32
†Comal	5,200	1,390	27
†Concho	1,400	220	16
†Cooke	6,500	3,480	54
†Cottle	1,500	300	20
†Crosby	2,700	1,110	41
†Culberson	500	70	14
†Dallam	2,400	1,340	56
†Dallas	222,600	161,280	72
†Deaf Smith	3,100	530	17
†Delta	2,200	350	16
†Denton	12,000	6,080	51
†De Witt	6,700	2,010	30
†Dickens	1,800	360	20
†Dimmit	2,400	770	32
†Donley	1,600	260	16
†Duval	3,300	1,020	31
†Eastland	7,500	1,190	16
†Ellis	13,500	6,350	47
El Paso	56,100	39,380	70
†Erath	5,700	1,110	19
†Falls	7,100	1,420	20
†Fayette	7,000	2,240	32
†Fisher	2,900	590	21
†Floyd	3,200	1,310	41
†Foard	1,000	200	20
†Fort Bend	7,800	2,350	30
†Franklin	1,600	220	14
†Frio	2,700	1,430	53
Galveston	38,000	15,900	42
†Garza	1,800	320	18
†Gillespie	3,300	530	16
†Goliad	1,300	270	21
†Gonzales	5,300	1,640	31
†Gray	7,900	1,640	21
†Grayson	22,400	6,010	27
†Gregg	19,100	5,320	28
†Grimes	4,000	1,760	44%
†Guadalupe	7,100	2,680	38
†Hale	9,300	3,790	41
†Hall	3,000	480	16
†Hamilton	3,300	660	20
†Hansford	1,200	670	56
†Hardeman	3,200	680	21
†Hardin	6,000	1,230	21
†Harris	290,600	201,260	69
†Harrison	13,000	1,790	14
†Hartley	400	220	56
†Haskell	3,900	640	16
†Hays	4,700	1,220	26
†Hemphill	1,300	260	20
†Henderson	6,200	930	15
†Hidalgo	43,700	13,370	31
†Hill	9,200	4,780	52
†Hockley	6,700	3,250	49
†Hood	1,400	670	48
†Hopkins	6,700	1,070	16
†Howard	8,200	1,480	18
†Hudspeth	1,100	150	14
Hunt	12,700	8,580	68
†Hutchinson	11,100	6,140	55
†Jack	2,300	1,220	53
†Jackson	3,800	1,410	37
†Jasper	5,500	1,100	20
†Jeff Davis	500	70	14
†Jefferson	64,000	25,830	40
†Jim Hogg	1,200	120	10
†Jim Wells	7,700	1,450	19
†Johnson	10,200	5,370	53
†Jones	6,800	1,450	21
†Karnes	4,100	1,520	37
†Kaufman	7,900	3,510	44
†Kendall	1,700	1,040	61
†Kenedy	100	20	19
†Kent	400	70	18
†Kerr	4,500	690	15
†Kimble	1,100	180	16
†King	200	40	20
†Kinney	400	70	18
†Kleberg	6,900	1,310	19
†Knox	2,800	560	20

†Lamb	6,000	2,940	49
†La Salle	1,900	610	32
†Lavaca	6,200	1,920	31
†Lee	2,800	780	28
†Liberty	8,000	4,640	58
†Limestone	6,700	1,340	20
†Lipscomb	1,100	220	20
†Live Oak	2,100	670	32
Lubbock	37,300	21,040	56
†Lynn	3,000	540	18
†McCulloch	3,400	540	16
†McLennan	41,200	10,530	26%
†McMullen	500	160	32
†Madison	2,000	880	44
†Marion	2,600	650	25
†Mason	1,500	240	16
†Matagorda	6,500	2,410	37
†Maverick	2,900	520	18
†Medina	4,700	2,830	60
†Menard	1,000	160	16
†Milam	6,300	680	11
†Mitchell	4,300	770	18
†Montague	5,000	2,650	53
†Montgomery	7,500	4,120	55
†Moore	5,800	3,250	56
†Morris	2,700	680	25
†Motley	1,000	200	20
†Nacogdoches	8,100	930	11
Navarro	11,400	4,070	36
†Newton	2,700	540	20
†Nolan	6,300	1,320	21
†Nueces	54,300	8,790	16
†Ochiltree	2,100	420	20
†Oldham	400	60	16
†Orange	14,400	6,180	43
†Palo Pinto	6,000	2,880	48
†Parker	7,300	3,570	49
†Parmer	1,800	290	16
†Polk	4,200	1,930	46
†Potter	25,900	15,930	62
†Presidio	1,500	210	14
†Rains	900	140	16
†Randall	5,400	3,350	62
†Real	700	130	18
†Red River	5,900	860	15
†Refugio	2,800	590	21
†Roberts	300	60	20
†Robertson	5,100	510	10
†Rockwall	1,500	620	41
†Runnels	4,900	830	17
†Sabine	2,100	230	11
†San Augustine	2,000	220	11
†San Jacinto	1,600	740	46
†San Patricio	9,500	4,020	42
†Scurry	8,700	1,460	17
†Shackelford	1,200	190	16
†Sherman	600	340	56
†Smith	22,600	3,860	17
†Somervell	800	160	20
†Starr	3,000	300	10
†Stephens	3,400	510	15
†Stonewall	800	170	21
†Swisher	2,500	400	16
Tarrant	138,400	96,840	70
†Taylor	20,900	8,780	42
†Throckmorton	800	130	16
†Titus	5,100	710	14%
†Tom Green	20,100	6,170	31
Travis	47,900	17,000	35
†Trinity	2,700	1,240	46
†Tyler	3,100	620	20
†Upshur	5,400	1,350	25
†Uvalde	4,700	870	19
†Van Zandt	6,300	2,840	45
†Victoria	9,600	1,960	20
†Walker	4,900	2,240	46
†Waller	3,200	1,760	55
†Washington	5,700	2,480	44
†Webb	13,600	1,360	10
†Wharton	10,100	3,650	36
†Wheeler	2,800	560	20
†Wichita	31,700	17,820	56
†Wilbarger	6,100	1,300	21
†Willacy	5,900	1,530	26
†Williamson	11,200	3,960	35
†Wilson	3,600	1,330	37
†Wise	4,700	2,400	51
†Wood	6,100	980	16
†Young	5,000	750	15
†Zapata	1,000	100	10
†Zavala	2,600	470	18
TV counties	2,252,100	1,059,980	47%
other counties	160,700	8,540	5%
total	2,412,800	1,068,520	44%

UTAH

TV counties	total families	TV families	UHF families
Box Elder	5,400	3,630	67%

†Cache	9,300	3,490	38
†Davis	10,500	6,620	63
†Juab	1,400	340	24
†Millard	2,400	580	24
†Morgan	600	230	38
†Rich	500	190	38
†Salt Lake	87,700	66,110	75
†Sanpete	3,800	890	23
†Sevier	3,300	790	24
Tooele	5,400	3,150	58
Utah	23,500	15,930	68
Weber	27,600	17,800	64
TV counties	181,400	119,750	66%
other counties	26,200	570	2%
total	207,600	120,320	58%

VERMONT

TV counties	total families	TV families	UHF families
†Addison	5,200	1,250	24%
†Bennington	7,500	3,830	51
†Caledonia	7,200	840	12%
†Chittenden	17,400	5,120	29
†Essex	1,800	220	12
†Franklin	8,400	1,810	22
†Grand Isle	800	170	21
†Lamoille	3,100	650	21
†Orleans	5,800	700	12
†Rutland	13,400	6,810	51
†Washington	12,100	2,960	24
TV counties	82,700	24,360	29%
other counties	25,800	1,570	6%
total	108,500	25,930	24%

VIRGINIA

TV counties	total families	TV families	UHF families
†Accomack	10,200	3,340	33%
†Albemarle	13,700	3,720	27
†Alleghany	7,700	3,080	40
†Amelia	1,500	590	39
†Amherst	4,300	1,640	38
†Appomattox	1,900	720	38
†Arlington	69,500	66,730	96
†Augusta	17,500	4,650	27
†Bath	1,400	350	25
†Bedford	7,300	2,230	31
†Bland	1,400	360	26
†Botetourt	3,900	1,560	40
†Brunswick	4,400	1,410	32
†Buchanan	8,000	1,650	21
†Buckingham	2,700	1,240	46
†Campbell	21,100	10,830	51
†Caroline	2,700	1,490	55
†Carroll	6,800	1,220	18
†Charles City	900	520	58
†Charlotte	3,200	1,220	38
†Chesterfield	13,600	9,030	66
†Clarke	1,800	830	46
†Craig	700	280	40
†Culpeper	3,300	1,950	59
†Cumberland	1,500	690	46
†Dickenson	5,000	1,000	20
†Dinwiddie	13,700	7,400	54
†Essex	1,300	720	55
†Fairfax	32,100	29,160	91
†Fauquier	5,400	3,140	58
†Floyd	2,700	490	18
†Fluvanna	1,700	780	46
†Franklin	5,600	1,680	30
†Frederick	9,300	4,320	46
†Giles	5,000	2,650	53
†Gloucester	3,100	1,840	59
†Goochland	1,700	660	39
†Grayson	5,500	1,430	26%
†Greene	1,100	300	27
†Greensville	3,900	1,250	32
†Halifax	9,600	3,700	39
†Hanover	5,700	3,120	55
†Henrico	87,000	65,970	76
†Henry	12,900	6,100	47
†Highland	700	180	25
†Isle of Wight	3,700	1,700	46
†James City	2,800	1,670	60
†King & Queen	1,400	770	55
†King George	1,800	1,080	60
†King William	1,900	1,050	55
†Lancaster	2,300	760	33
†Lee	8,000	1,070	13
†Loudoun	5,200	3,170	61
†Louisa	3,100	1,220	39
†Lunenburg	3,500	1,120	32
†Madison	2,100	590	28
†Mathews	1,700	1,020	60
†Mecklenburg	8,100	2,660	33
†Middlesex	1,900	1,140	60
†Montgomery	10,400	5,550	53
†Mathews	1,700	1,020	60
†Mecklenburg	8,100	2,660	33
†Middlesex	1,900	1,140	60
†Montgomery	10,400	5,550	53
†Isle of Wight	3,700	1,700	46
†King & Queen	1,400	770	55
†King George	1,800	1,080	60
†King William	1,900	1,050	55
†Lancaster	2,300	760	33
†Lee	8,000	1,070	13
†Loudoun	5,200	3,170	61
†Louisa	3,100	1,220	39
†Lunenburg	3,500	1,120	32
†Madison	2,100	590	28
†Mathews	1,700	1,020	60
†Mecklenburg	8,100	2,660	33
†Middlesex	1,900	1,140	60
†Montgomery	1		



*Bigger'n
Baltimore* →

wisconsin's most show-full station

100,000
Channel 2

GREEN
BAY

HAYDN R. EVANS, Gen. Mgr. — Rep.: WEED TELEVISION

†Navemond	10,000	4,660	47		
†Nelson	3,200	1,220	38		
†New Kent	1,000	550	55		
†Norfolk	129,800	94,910	73	25,410	20
†Northampton	4,700	1,500	32		
†Northumberland	2,600	850	33		
†Nottoway	4,400	2,060	47		
†Orange	3,200	860	27		
†Page	4,000	1,120	28		
†Patrick	3,600	650	18		
Pittsylvania	26,500	10,940	41		
†Powhatan	1,200	470	39		
†Prince Edward	3,900	1,790	46		
†Prince George	7,000	4,050	58		
†Princess Anne	12,800	8,160	64	2,610	20
†Prince William	5,300	3,260	62		
†Pulaski	7,500	3,980	53		
†Rappahannock	1,300	770	59		
†Richmond	1,300	780	60		
†Roanoke	39,000	21,500	55		
†Rockbridge	7,200	1,760	24		
†Rockingham	12,500	3,380	27		
†Russell	6,100	1,220	20		
†Scott	6,600	860	13		
†Shenandoah	5,700	1,580	28		
†Smyth	7,100	1,140	16		
†Southampton	6,300	2,900	46		
†Spotsylvania	6,400	3,800	59		
†Stafford	3,200	1,920	60		
†Surry	1,500	900	60	170	11
†Sussex	2,800	1,620	58		
†Tazewell	11,400	1,780	16		
†Warren	4,400	2,020	46%		
†Warwick, Newport	45,200	30,160	67	13,910	31%
Washington	13,200	1,340	10		
†Westmoreland	2,800	1,680	60		
†Wise	13,500	3,370	25		
†Wythe	5,700	1,430	25		
†York	3,300	1,910	59	290	11
TV counties	919,100	510,970	56%	43,900	5%
total	919,100	510,970	56%	43,900	5%

WASHINGTON

TV counties	total families	TV families	UHF families
†Adams	2,300	370	16%
†Asotin	3,800	800	21
†Clallam	8,900	4,570	51
†Clark	31,500	16,060	51
†Columbia	1,400	290	21
†Cowlitz	18,000	5,060	28
†Ferry	900	290	32
†Franklin	5,300	850	16
†Garfield	900	190	21
†Grant	8,400	1,330	16
†Grays Harbor	17,500	2,880	16
†Island	4,100	3,030	74
†Jefferson	3,700	1,920	52
†King	266,800	164,660	62
†Kitsap	28,500	21,170	74
†Lewis	14,300	2,090	15
†Lincoln	3,300	1,060	32
†Mason	5,200	3,070	59
†Pacific	5,700	910	16
†Pend Oreille	2,300	740	32
†Pierce	92,300	56,050	61
†San Juan	1,200	420	35
†Skagit	13,900	4,930	35
†Snohomish	39,200	27,620	70

Spokane	78,000	37,390	48		
†Stevens	5,500	1,770	32		
†Thurston	15,700	9,270	59		
†Wahkiakum	900	140	16		
†Whatcom	22,400	3,910	17		
†Whitman	9,400	2,000	21		
Yakima	45,100	10,010	22	9,110	20
TV counties	756,400	384,850	51%	27,250	4%
<i>other counties</i>	<i>72,100</i>	<i>2,210</i>	<i>3%</i>	<i>-1,050</i>	<i>1%</i>
total	828,500	387,060	47%	26,300	3%

WEST VIRGINIA

TV counties	total families	TV families	UHF families	
†Harbour	5,100	770	15%	
†Herkeley	8,700	4,670	54	
†Boone	7,900	2,770	35%	
†Braxton	4,200	800	19	
†Brooke	7,400	5,180	70	
Cabell	34,100	27,290	79	
†Callioun	2,300	640	28	
†Clay	3,500	1,190	34	
†Doddridge	2,200	420	19	
Fayette	20,200	6,080	30	
†Gilmer	2,300	410	19	
†Grant	2,300	410	18	
†Greenbrier	9,900	2,440	25	
†Hampshire	3,200	580	18	
†Hancock	9,300	6,430	69	
†Hardy	2,400	430	18	
†Harrison	24,100	3,560	15	
†Jackson	3,900	1,090	28	
†Jefferson	4,600	2,480	54	
†Kanawha	68,200	48,810	72	
†Lewis	5,100	910	18	
†Lincoln	5,000	2,900	58	
†Logan	18,500	8,040	43	
†McDowell	22,800	11,270	49	
†Marion	20,700	8,640	42	
†Marshall	9,800	3,220	33	
†Mason	6,300	3,670	58	
†Mercer	19,500	7,580	39	
†Mineral	6,200	1,120	18	
†Mingo	11,400	6,050	53	
Monongalia	16,600	7,480	45	
†Monroe	3,200	770	24	
†Morgan	2,400	430	18	
†Nicholas	6,800	2,350	35	
†Ohio	21,200	11,140	53	
†Pendleton	2,100	380	18	
†Pleasants	1,700	310	20	
†Pocahontas	3,000	450	15	
†Preston	8,000	2,090	26	
†Putnam	5,300	3,070	58	
Raleigh	24,200	6,130	25	
†Randolph	7,500	1,080	14	
†Ritchie	3,300	600	20	
†Roane	4,200	1,220	29	
†Summers	4,800	1,150	24	
†Taylor	4,900	1,270	26	
†Tucker	2,600	470	18	
†Tyler	2,900	580	20	
†Upshur	5,100	770	15	
Wayne	8,600	4,870	57	
†Webster	4,200	1,430	34	
†Wetzel	5,200	980	19	
†Wirt	1,200	340	28	
†Wood	20,100	6,830	34	
			3,160	16

†Wyoming	9,100	3,160	35	1,020	12
TV counties	529,600	229,320	43%	35,990	7%
total	529,600	229,320	43%	35,990	7%

WISCONSIN

TV counties	total families	TV families	UHF families		
†Barron	10,400	3,460	33%		
†Brown	28,800	17,080	59		
†Buffalo	4,400	1,800	41		
†Burnett	3,000	930	31		
†Calumet	5,400	2,540	47		
†Chippewa	11,700	3,010	26		
†Columbia	10,600	2,310	22		
†Dane	51,100	20,880	41		
†Dodge	17,100	10,810	63		
†Door	6,600	1,610	24		
Douglas	14,300	3,400	24		
†Dunn	7,900	2,690	34		
Eau Claire	16,900	5,160	31		
†Fond Du Lac	20,300	9,170	45		
†Grant	12,300	1,910	16		
†Green	7,600	1,100	14		
†Green Lake	4,700	1,030	22		
†Iowa	5,700	860	15		
†Jefferson	13,400	7,290	54		
†Kenosha	24,400	19,680	81		
†Kewaunee	4,800	1,200	25		
†La Crosse	20,700	2,420	12		
†Lafayette	5,300	800	15		
†Langlade	6,100	1,220	20		
†Manitowoc	20,400	9,530	47		
†Marquette	10,500	1,960	19		
†Marquette	2,800	620	22		
†Milwaukee	272,800	240,000	88		
†Oconto	7,400	1,480	20		
†Outagamie	24,300	6,570	27		
†Ozaukee	7,300	6,570	90		
†Pepin	2,100	860	41		
†Pierce	6,300	4,160	66		
†Polk	7,500	4,950	66		
†Portage	9,400	1,290	14		
†Racine	34,800	25,210	72		
†Rock	30,000	7,770	26		
†Rusk	4,600	1,200	26		
†St. Croix	7,800	5,150	66		
†Sawyer	3,000	930	31		
†Shawano	9,800	1,870	19		
†Sheboygan	25,300	17,960	71		
†Trempealeau	6,900	2,840	41		
†Walworth	14,000	8,580	61		
†Washburn	3,300	1,030	31		
†Washington	10,400	9,360	90		
†Waukesha	27,400	20,980	77		
†Waupaca	10,600	2,900	27		
†Waushara	4,300	600	14		
†Winnebago	28,600	5,370	19		
TV counties	905,100	512,100	57%	108,940	12%
<i>other counties</i>	<i>139,900</i>	<i>6,780</i>	<i>5%</i>	<i>160</i>	<i>LT</i>
total	1,045,000	518,880	50%	109,100	10%

WYOMING

TV counties	total families	TV families	UHF families
†Laramie	15,500	5,850	38%
TV counties	15,500	5,850	38%
<i>other counties</i>	<i>77,600</i>	<i>900</i>	<i>1%</i>
total	93,100	6,750	7%

CBS TV set count was \$75,000 checkup by A. C. Nielsen Co. in U. S. last fall

The census of tv homes above is the first big count of television families since the FCC freeze was lifted two years ago. It is also the first national checkup, apart from estimates by various research firms, of uhf set ownership throughout the country.

In making the study, the 100,000-home probability sample of the U. S. set up by A. C. Nielsen in 1952, for the Nielsen Coverage Service report, was used.

Questionnaires were mailed to the entire sample. Then a follow-up mailing was sent a few days later.

When the initial tabulations began last fall, Nielsen made a special checkup in a random sample of the non-respondents. This represented a double-check in about one in every 10 families that didn't reply.

In addition another checkup was made to determine the honesty of the responses. Some people, CBS TV suspected, might say they owned a tv set even if they didn't. By means of phone checkups by Nielsen field men, CBS TV learned that 1.8% of the sample wasn't telling the full truth about tv ownership.

Figures on total families in every U. S. county were prepared for the study by Sales Management, which updated its previous figures. Family figures, therefore, are as of 1 November 1953, not as of the last Census.

HIGH...

is the total income (and buying ability) of the million families who live and work in our industrial heart of America. They spend over two and a half *billion* dollars yearly for things they want (and can increasingly afford)!

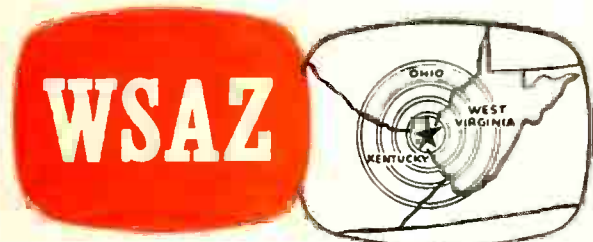
WIDE...

is the reach of WSAZ-TV, the *only* television station serving this whole area of 114 counties in five different states—a vast coverage with 100 kilowatts of effective radiated power on Channel 3.

and

Handsome...

is the word for WSAZ-TV's influence upon buying habits of TV families throughout its prosperous market...and handsome, too, are the results enjoyed by so many leading advertisers who have found how well it pays to place their messages on



T E L E V I S I O N

Huntington-Charleston, West Virginia

Channel 3—100,000 watts ERP—NBC-CBS-DuMont-ABC

Affiliated with Radio Station WSAZ.

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

Represented nationally by The Katz Agency



Marietta, Ohio, is another of the busy industrial communities within WSAZ-TV's area—site of The B. F. Goodrich Company's modern plastics plant. Koroseal polyvinyl materials, films, coated textiles, upholstery, floor coverings and other items originate here, produced by hundreds of skilled, well paid workers.

SPONSOR-TELEPULSE ratings of top s

Chart covers half-hour syndicated film pr

Rank row	Past rank	Top 10 shows in 10 or more markets Period 4-10 January 1954 TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average rating	7-STATION MARKETS		4-STATION MARKETS						3-STATION MARKETS		
				N.Y.	L.A.	Boston	Chi.	Mpls.	Seattle	St. L.	Wash.	Atlanta	Balt.	Buffalo
1	4	City Detective , MCA, Revue Prod. (D)	23.0	3.9	11.5			14.5	19.3				10.3	41.8
				wplx 7:30pm	knxt 10:00pm			wcco-tv 10:00pm	king tv 10:15pm				wmar tv 11:00pm	wben tv 10:30pm
2	1	Favorite Story , Ziv (D)	22.0	8.4	8.9	19.5	10.8	21.8	20.3	47.3	12.8			
				wnbt 10:30pm	kttv 8:00pm	wnac tv 10:30pm	wbbm tv 2:00pm	wcco tv 9:00pm	king tv 8:00pm	ksd tv 9:30pm	wtop-tv 10:00pm			
3	3	Cisco Kid , Ziv (W)	20.8	10.2	10.0	13.5	10.6	17.8	18.8	28.0	11.4	3.8	16.5	39.8
				wnbt 9:00pm	keca tv 7:00pm	wnac tv 6:30pm	wbbk 4:30pm	wcco tv 5:00pm	komo tv 7:00pm	ksd tv 4:30pm	wbbw 6:30pm	wlv a 7:00pm	wbal tv 7:00pm	wben tv 7:00pm
4	2	I Led Three Lives , Ziv (D)	20.7	10.4	4.5	17.3	6.4	17.8	16.3	33.8		5.5		
				wnbt 10:30pm	keca tv 7:00pm	wnac tv 7:00pm	wgn tv 9:30pm	kstp tv 9:30pm	king tv 7:30pm	ksd tv 10:15pm		wlv a 10:30pm		
5	5	Foreign Intrigue , JWT, Shel. Reynolds (A)	20.3	17.2	14.7	20.0	13.0	20.8	21.3	17.5	16.0			
				wnbt 10:30pm	knbt 10:30pm	wbz tv 10:30pm	wbnq 9:30pm	ksto tv 9:30pm	king tv 9:30pm	ksd tv 11:00pm	wbbw 10:30pm			
6	7	Kit Carson , MCA, Revue Prod. (W)	19.8	10.2	11.5	17.3			17.3	26.0		14.0	12.0	
				wnbt 6:00pm	keca tv 7:30pm	wnac tv 6:00pm			king tv 6:00pm	ksd tv 2:30pm		wlv a 6:00pm	wmar tv 6:00pm	
7	9	Superman , MPTV, R. Maxwell (K)	19.0	12.5	12.5	16.8	12.4	9.0	23.8	28.5	7.6	22.0	19.8	28.5
				wnbt 6:00pm	keca tv 8:30pm	wnac tv 6:30pm	wbbk 5:00pm	wcco tv 5:00pm	king tv 6:00pm	ksd tv 5:30pm	wbbw 7:00pm	wsb tv 7:00pm	wbal tv 7:00pm	wben tv 7:00pm
8	6	Boston Blackie , Ziv (M)	17.0	4.9	7.2	24.0	15.6	11.2	10.3		12.0	12.0	17.3	
				wabe tv 10:00pm	kttv 8:30pm	wnac tv 10:30pm	wgn tv 9:30pm	wcco tv 10:45pm	king tv 10:30pm		wtop tv 8:30pm	wlv a 10:30pm	wbal tv 10:30pm	
9	8	Range Riders , CBS Film, Flying "A" (W)	16.6		9.2	3.0		9.3	11.8			10.3		
					king tv 7:00pm	wjar tv 6:30pm		wcco tv 5:00pm	komo tv 7:00pm			wsb tv 6:00pm		
10		Badge 714 , NBC Film (D)	15.2	7.0	15.2	12.5	11.6	20.0			15.6	11.5	14.3	
				wor tv 9:00pm	kttv 7:30pm	wnac tv 2:00pm	wbbk 8:00pm	kstp tv 9:30pm			wbbw 7:00pm	wlv a 9:30pm	wbal tv 10:30pm	
Rank row	Past rank	Top 10 shows in 4 to 9 markets		7-STATION MARKETS		4-STATION MARKETS						3-STATION MARKETS		
1	5	Amos 'n' Andy , CBS Film (C)	27.7	11.4	14.5	12.5			31.0					
				chs tv 2:00pm	knxt 8:00pm	wbz tv 11:00pm			komo tv 8:30pm					
2	1	Orient Express , PSI-TV, Inc. (A)	21.5	14.0	4.5				27.8					
				wbs tv 10:30pm	keca tv 8:30pm				king tv 8:30pm					
3	2	Hopalong Cassidy , NBC Film (W)	19.0	15.9	9.0			30.3	10.3		15.0	15.5		
				wnbt 6:30pm	kttv 7:00pm			wcco tv 6:00pm	komo tv 7:00pm		wbbw 7:00pm	wsh tv 6:00pm		
4	4	Gene Antry , CBS Film (W)	16.0		12.5			10.1	10.8				19.0	
					knxt 5:30pm			wbbm tv 5:30pm	wcco tv 5:00pm				wmar tv 8:00pm	
5		Crown Theatre , CBS Film (D)	15.7		2.7			9.8	14.3	38.5				
					kttv 9:30pm			wbbk 10:00pm	komo tv 6:30pm	ksd tv 10:00pm				
6	7	Cowboy G-Men , United Artists (W)	15.0	4.9				17.8		27.8		10.0		
				wabe tv 4:30pm				wcco tv 4:30pm		ksd tv 12:30pm		waga tv 7:00pm		
7		Doug. Fairbanks Presents , NBC Film (D)	13.8	20.3	10.3	2.5					14.4			
				wnbt 10:30pm	knbt 7:00pm	wjar tv 7:00pm					wtop tv 10:30pm			
8		Dick Tracy , Snader (M)	12.8	3.9					2.5				6.8	
				wor tv 7:00pm					komo tv 6:30pm				wbal tv 6:00pm	
9		Captured , NBC Film (D)	12.5	4.2	6.5			11.5	10.3				7.3	
				wor tv 10:00pm	kttv 8:30pm			kstp tv 10:30pm	king tv 8:00pm				waam 10:30pm	
10		Dangerous Assignment , NBC Film (A)	11.9	6.5	10.9	6.8	10.2							
				wor tv 9:00pm	knbt 10:30pm	wbz tv 11:00pm	wbbk 9:00pm							

Show type symbols: (A) adventure; (C) comedy; (D) drama; (K) kid show; (M) mystery; (W) Western. Films listed are syndicated, half hour length, broadcast in four or more markets. The average rating is an unweighted average of individual market ratings listed above.

Blank space indicates film not broadcast in this market as of 4-10 January 1954. Work shows are fairly stable from one month to another in the market in which this is true to a much lesser extent with syndicated shows. This should be bo

sm shows
ally made for tv

names the whole nation knows....

3-STATION MARKETS					2-STATION MARKETS			
Dayton	Detroit	Milw'kee	Phila.	S. Fran.	Birm.	Charlotte	New O.	
7.0	16.0			18.8	25.8	62.0	35.3	
10-tv 30pm	wjtk-tv 10:30pm			kron-tv 10:00pm	wabt 9:30pm	wbtv 8:00pm	wdsu-tv 10:00pm	
	14.3			19.8		61.0		
	wjtk-tv 10:30pm			kron-tv 8:00pm		wbtv 8:30pm		
	23.5	35.8	19.0	26.8	26.7	36.5	20.8	
	wxyz-tv 7:00pm	wtmj-tv 5:00pm	wcau-tv 7:00pm	kron-tv 7:00pm	wbnc-tv 5:00pm	wbtv 11:00am	wdsu-tv 5:00pm	
	7.0	24.3	15.2	16.8		62.0		
10-tv 10pm	wtmj-tv 10:30pm	wcau-tv 7:00pm	kron-tv 10:30pm			wbtv 8:30pm		
	1.5	16.8	42.5	10.6	8.8	19.5	61.0	
v-d 30pm	wjtk-tv 9:00pm	wtmj-tv 9:30pm	wcau-tv 10:30pm	kgo-tv 10:30pm	wbre-tv 9:30pm	wbtv 0:00pm		
	0.8	14.0	38.4	13.2	16.8	27.8	35.0	33.5
w-d 0pm	wjtk-tv 6:00pm	wtmj-tv 5:00pm	wptz 6:30pm	kron-tv 4:00pm	wabt 6:00pm	wbtv 5:30pm	wdsu-tv 3:00pm	
	1.3	15.0	26.5	24.2	10.3	25.3	32.0	24.5
v-d 0pm	wxyz-tv 6:30pm	wtmj-tv 4:00pm	wcau-tv 7:00pm	kgo-tv 6:30pm	wabt 6:00pm	wbtv 5:00pm	wdsu-tv 5:00pm	
	2.0	22.8	28.5	12.4	11.5		43.8	
v-d 30pm	wxyz-tv 6:30pm	wtmj-tv 8:00pm	wcau-tv 7:00pm	kgo-tv 8:30pm			wdsu-tv 10:00pm	
	2.8	16.3	10.8	19.8	26.3		43.3	
v-d 0pm	wxyz-tv 7:00pm	wcau-tv 7:00pm	wptz 6:00pm	kpix 7:00pm			wdsu-tv 6:00pm	
	1.3	19.3	14.6	28.5	18.8		17.0	
v-d 0pm	wwj-tv 7:00pm	wcau-tv 6:30pm	kpix 9:00pm	wbre-tv 9:30pm			wdsu-tv 11:30am	
			12.8				48.3	
			kgo-tv 8:30pm				wdsu-tv 11:30pm	
				20.0			36.0	
				wbre-tv 6:00pm			wbtv 5:30pm	
	20.3	9.6		28.8				
	wtmj-tv 12:30pm	wcau-tv 8:00pm		wabt 6:00pm				
			13.0					
			kpix 7:00pm					
	9.8		7.0					
	wjtk-tv 6:30pm		kgo-tv 7:00pm					
	10.3		24.8					
	wwj-tv 7:00pm		kron-tv 8:00pm					
			14.4					
			wcau-tv 7:00pm					
	10.0	26.0	9.5					
	wwj-tv 11:00pm	wtmj-tv 11:00pm	kron-tv 10:30pm					
	1.3	18.3						
v-d 5pm	wwj-tv 6:00pm							

**VICKS
VA-TRO-NOL**
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Greensboro

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cigarettes
made in
Winston-Salem

CANNON
made in
Salisbury

Chesterfield
CIGARETTES
made in
Durham

DAN RIVER
FABRIC
made in
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Heritage
fine furniture
made in
High Point

....and why not? They're among America's best-known products — and only a few of the many manufactured in our bustling heart of the Prosperous Piedmont.

The 29 counties WFMY-TV serves are a-hum these days with a profitable balance of agriculture and industry — an interlocking pattern of trading areas pivoting around these well-known cities. Together, they generate a buying power that exceeds \$1,500,000,000 a year!

WFMY-TV completely covers this market made up of many markets — reaching and selling a potential audience of over 1,160,000 people.

You can join the many successful advertisers using this multi-market station (CBS—basic) by calling any Harrington, Righter and Parsons office.

wfmy-tv

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

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

1954 rating trends from one month to another in this chart. last month's chart. If blank, show was not rated at all in or was in other top 10.

OKLAHOMA CITY . . .

"A SINGLE STATION" IN A FOUR

"PULSE" PROVES IT!

*TV Audience Survey by Pulse, Inc.,
released in February, reports that*

WKY-TV HAS ALL THE TOP 15 TV PROGRAMS

in 29 Oklahoma Counties!

Pulse, Inc., after a 3-week, 29-county survey of Oklahoma TV preferences, has reported that . . . in addition to having ALL of the TOP 15 major once-a-week shows . . . WKY-TV originates the TOP 10 multi-weekly shows and has a WEEK 'ROUND 70% SHARE OF AUDIENCE . . . during those periods when other stations are on the air . . . plus, an exclusive audience during some 20 hours a week of bonus morning programming!



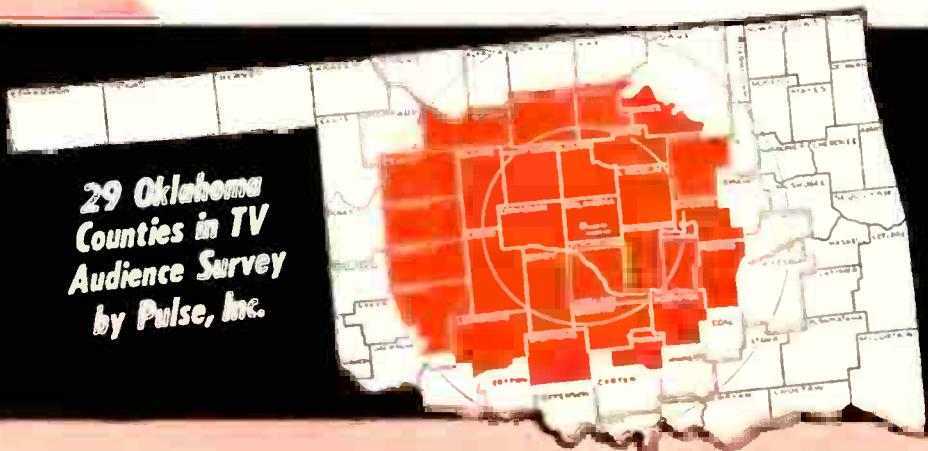
"PULSE, INC." 29-COUNTY AUDIENCE SURVEY

SHARE OF TV AUDIENCE

TIME PERIOD	WKY-TV	Station "B"	Station "C"	Station "D"	Misc. TV
MON. thru FRI. 7 am to noon	84%	11%*	L*		5%
MON. thru FRI. noon to 6 pm	64%	32%	L	L	4%
MON. thru FRI. 6 pm to midnite	69%	24%	1%*	1%*	5%
SATURDAY 8 45 am to noon	97%				3%
SATURDAY noon to 6 pm	63%	33%	1%*	L*	3%
SATURDAY 6 pm to midnite	74%	19%*	1%*	1%*	5%
SUNDAY 10 am to noon	97%				3%
SUNDAY noon to 6 pm	79%	11%*	4%*	L*	5%
SUNDAY 6 pm to midnite	70%	21%	3%*	1%*	5%

*Not on air entire period
L—Not on air

L—Less than 1/2 of a percent



**29 Oklahoma
Counties in TV
Audience Survey
by Pulse, Inc.**

- **In the television industry, ratings tell the story of TV viewer preference!**
- **In Oklahoma City, ratings tell the story of WKY-TV's leadership!**

MARKET" STATION CITY!

Check these survey figures carefully! They show that WKY-TV, Channel 4 . . . FIRST in Oklahoma Television . . . continues to hold the audience in spite of the opening of three other Oklahoma City TV stations in the past six months!

'HOOPER' PROVES IT!

Hooper's TV Audience Measurement, released in February, reports that

WKY-TV HAS 14 OF THE TOP 15 TV PROGRAMS

in the Oklahoma City Metropolitan Area!

Reporting from its January survey, C. E. Hooper, Inc. announces that . . . from sign-on to sign-off . . . WKY-TV has a larger average percentage of viewers than the other three Oklahoma City Stations combined! A week-round average of 63% of ALL Oklahoma City metropolitan area TV set-owners tune WKY-TV! WKY-TV has the TOP PROGRAM in this area, "DRAGNET" . . . and 14 of the TOP 15 PROGRAMS!



"HOOPERATING" AUDIENCE INDEX FOR JANUARY REVEALS:
Individual Evenings 6:00 P.M. to 12:00 Mid.

SHARE OF TV AUDIENCE

DAY	WKY-TV	STATION B	STATION C	STATION D
SUNDAY	64%	32%	4%	LT*
MONDAY	50%	42%	4%	2%
TUESDAY	58%	36%	4%	2%
WEDNESDAY	63%	31%	4%	2%
THURSDAY	61%	33%	4%	2%
FRIDAY	57%	40%	2%	2%
SATURDAY	69%	25%	4%	4%
AVERAGE for WEEK	60%	35%	4%	2%

* LT—less than 0.5%

WKY-TV

CHANNEL

4

OKLAHOMA CITY • Represented by THE KATZ AGENCY, INC.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN • WKY RADIO

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend over half a billion annually for food alone. (*Sales Management's 1953 Copyrighted Survey*)



McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

AGENCY AD LIBS



(Continued from page 11)

ence composition figures of every show-type except sports. Women are generally married. Those not, generally want to be. So situation shows about marrieds or about-to-be-marrieds are the most sure-fire.

Women, being numerically superior, must be catered to even further in these programs. That is why, kind sirs, most of the males we meet in tv's continued stories are addle-brained yet lovable, incompetent but adorable goofs. It's the way the ladies want us—and get us—as Desi Arnaz, Barry and Ozzie Nelson, Stu Erwin, Ray Milland, Peter Sands—to name just a few of the dozens on the market.

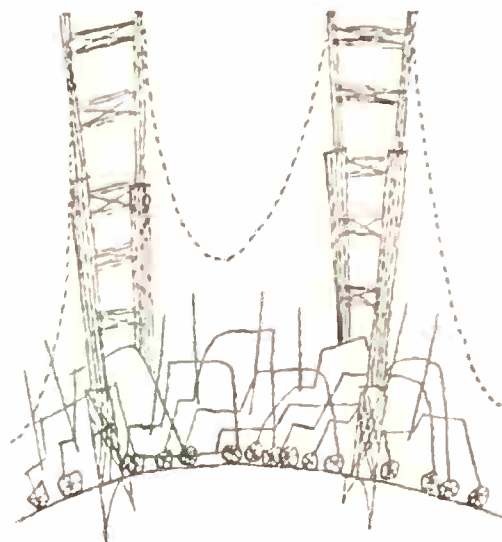
We must get the value of this strong and very personal self-identification in our commercial copy too if we intend to take full advantage of our show. Unfortunately, however, few programs have commercial formats that grow out of their program formats. Few use their main characters as sales representatives—in character.

This may be by design—or unfeasible by contract. Scads of publicity has been given of late to the un-wisdom of stars sullyng their art with salesmanship. The people who foster this ridiculous and unrealistic point of view are usually so unfamiliar with selling that their opinions are worthless.

In my book, any piece of talent who accepts money for appearing on a sponsored television program should be more than willing—eager!—to help shoulder the burden of making the show worth his employer's while. Such cooperation should be made available to the advertiser on the premise that selling is neither foreign to his talent nor beneath his or her dignity. The personality must, of course, reserve the right to air opinion on the degree and quality of selling he personally should be called upon to deliver.

But if said "star" feels he should remain aloof from the sales problem, Mr. Agent, then I'd suggest you reserve him for sustainers, the Broadway Theatre and motion pictures. Don't foist him off on those who work in the sponsored medium of television and cheat them out of this personalized, emotionalized relation which the medium offers the intelligent advertiser. ★ ★ ★

Bob Foreman and the editors of SPONSOR would be happy to receive and print comments. Address 40 East 49 St.



A SHRINKING BRIDGE!

Daily the San Francisco-Oakland Bay Bridge shrinks in its ability to handle the ever-growing crowd of commuters who must use it.

As the ten Bay Area counties grow, so does KYA, the independent station of influence. Carnation, Lipton's, Halo, Life and twenty other top national accounts use KYA—how about you?

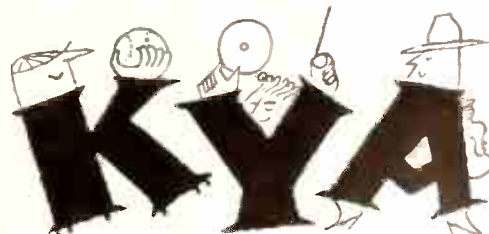


A Choice
Late Afternoon
Availability:

Car Tunes with
Bert Winn
4 to 6 p. m. Daily

This unique program, broadcast from the Bridge Traffic Control Center, provides vital hiway information, music and news to commuters—helped to cut the Bridge accident rate 25% in the last year.

Spot your message right at the nerve center of traffic, and watch the response!



the Personality
Station 260
K.C.

George W. Clark, Inc., New York Chicago
Adam Young, Inc., Los Angeles

4 ways you can use this valuable SPONSOR feature

In every issue of SPONSOR you will find the handy, up-to-date listing of new tv station grants which appears below. Here's how this compilation can help you.

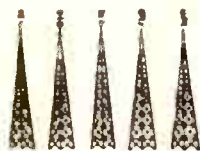
1. You can plan campaigns far in advance by check-

ing on-air target dates given in chart.

2. Names of permittee, manager and rep for each new c.p. and station make it easy to get additional data.

3. List of all stations newly on air with commercial programming during two weeks preceding issue is handy reference list to update timebuyers.

4. Box score at bottom of page is succinct summary of tv's status. Includes total number of U.S. stations.



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)	PERMITEE & MANAGER	RADIO REPT
					VISUAL	AURAL				
CARTHAGE, N. Y.	WWNY-TV ¹	7	3 March	Summer '54	191	102	0	NFA	The Brockway Co. John B. Johnson, pres. Catherine C. Johnson, v.p. Louis Saiff Jr., mgr.	Weed
EL DORADO, ARK.		10	24 Feb.		3	1	0	NFA	South Arkansas Tv Co. ² Dr. Joe Rushton, pres. W. C. Biewster Jr., v.p. William M. Bloley, sec.-treas.-gen. mgr.	Pearson
GREAT BEND, KAN.		2	3 March		100	50	0	NFA	Central Kansas Tv Co. E. C. Wedell, pres. C. L. Roberts, v.p. Roy Zimmer, sec. D. C. Williams, treas.	
HOUSTON, TEX.		13	23 Feb.		316	158	3	303 vhf	Houston Tv Co. Lloyd J. Gregory, pres. E. H. Dyer, v.p. Gail Whitcomb, sec.-treas.	
RAPID CITY, S. D.		7	24 Feb.		11	6	0	NFA	The Hills Bestg. Co. ³ N. L. Bentson, pres. E. R. Ruben, v.p. J. L. Floyd, sec.-treas.	
SELMA, ALA.		8	24 Feb.		3	1	1 ⁴	23 vhf	Deep South Bestg. Co. ⁵ Mrs. J. F. Richardson, pres. W. E. Bennis Jr., v.p. W. J. Brennan, sec.-treas.-mgr.	Radio Reps
WASHINGTON, D. C.	WOOK-TV	50	24 Feb.		23	14	4	595 vhf	United Bestg. Co. Richard Eaton, pres. Margaret G. Eaton, sec.-treas.	UBC

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)	PERMITEE & MANAGER	REP
				VISUAL	AURAL					
FORT MYERS, FLA.	WINK-TV	11	18 March	11	6	ABC	1	NFA	Fort Myers Bestg. Co. (United Garage & Serv. Inc. Corp., sole owner) Daniel Sherby, pres. Edward J. McBride, v.p.	Weed Tv
MANCHESTER, N. H.	WMUR-TV	9	28 March	112	67	ABC	1	NFA	Radio Voice of New Hampshire, Inc. Francis P. Murphy, pres.-treas.	Weed Tv
SAN JUAN, P. R.	WAPA-TV	4	15 March	56	34	Du M, NBC	2	NFA	James J. Powers, v.p. Ponce de Leon Bestg. Co. Jose Ramon Quinones, pres.	Caribbean Networks
SAN FRANCISCO, CAL.	KSAN-TV	32	6 April	81	46		3	829 vhf	Chester F. Owens, George A. Mayoral and Gaur Mestre, stockholders Charles F. Bell, gen. mgr.	McGillivray
SCHENECTADY, N. Y.	WTRI ⁶	35	28 Feb.	262	38	CBS	3	53 uhf	S. H. Patterson, licensee and sole owner Van Curler Bestg. Corp. Col. Harry C. Wilder, pres. Richard B. Wheeler, gen. mgr. Paul Jaconson, treas.-acc't. mgr.	Headley-Reed

BOX SCORE

Total U.S. stations on air, incl. Honolulu and Alaska (12 March '54)

371

No. of markets covered

228

No. of post-freeze c.p.'s granted (excluding 28 educational grants; 12 March '54)

522

No. of grantees on air

261

No. tv homes in U.S. (1 Jan. '54)

27,500,000[§]

Percent of all U.S. homes with tv sets (1 Jan. '54)

60%[§]

*Both new c.p.'s and stations going on the air listed here are those which occurred between 28 Feb. and 12 March or on which information could be obtained in that period. Stations are considered to be on the air when commercial operation starts. **Power of c.p.'s is that recorded in FCC applications and amendments of individual grantees. †Information on the number of sets in markets where not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. ‡Data from NBC Research and Planning. §Percentages on homes with sets and homes in tv coverage areas are considered approximate. ¶In most cases, the representative of a radio station which is granted a c.p. also represents the new

tv operation. Since at presstime it is generally too early to confirm tv representations of most grantees, SPONSOR lists the reps of the radio stations in this column (when a radio station has been given the tv grant). NFA: No figures available at presstime on sets in market. ¹The Brockway Co., permittee of WWNY-TV, Watertown, N. Y. surrenders that c.p. to uhf ch. 48 in exchange for this vhf ch. 7 permit. ²Permittee is licensee of KMVA, Magnolia, Ark. ³Permittee is owned by same principals as WMN-TV, St. Paul, and KELO-TV, St. Louis, Mo. ⁴Station is located in Montgomery, Ala. ⁵Permittee is licensee of WRBM, Montgomery, Ala. ⁶Station was erroneously listed as going on the air 15 Feb.; listing is now correct.

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 373,426* television homes in the WHB Kansas City market!

*Jan. 31 report, Kansas City Elec. Assn.



1922 - 1954

Don Davis, President
John T. Schilling, General Manager

Here's a good strip story. . . Now that the headline has gotten you into this paragraph, we have to confess that we're talking about key strips from Butter-Nut Coffee cans. During Butter-Nut's 1953 Christmas Club campaign, the coffee people used WHB-TV's popular weatherman, Shelby Storck, to request key strip mailings from viewers. WHB-TV promotion and merchandising brought in a total of 106,470 key strips—more than three times the amount received from the previous year's campaign on another Kansas City TV station . . . at that time the only television outlet in the market. Talent and format were unchanged for the '52 and '53 campaigns.

WHB-TV

CHANNEL 9 BASIC CBS-TV
SHARING TIME WITH KMBC-TV Kansas City

WHB

710 KC, 10,000 WATTS
MUTUAL NETWORK

TV
BLAIR
INC

Represented Nationally by

KANSAS CITY'S
OLDEST
CALL LETTERS

Represented nationally by
JOHN BLAIR & CO.

The Basic Benefits

Select these Stations for SPOT RADIO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	51,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
.			
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
.			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	ABC	5,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

SPOT RADIO

"Choice of Budgets— Large or Small!"

by RUSSEL WOODWARD
Executive Vice President



If your advertising budget is large enough to buy *all* media, National Spot Radio is of course an important cog in the complete gear of your advertising activities.

Regardless of your appropriation, spot radio can be your *best* medium, because it gives you complete *choice of budgets*, to fit your marketing needs with skin-tight fidelity.

To sharpen the point, consider what else you could use efficiently in the markets listed at the left for example. What medium *except* Spot Radio could permit you to cover any or all those markets with precisely the penetration you need to offset any competitor — to capitalize in an advantageous situation in your distribution or salesmanpower picture — to cover up some weakness in those processes?

To skilled sales and advertising executives, Spot Radio's *choice of Budgets* offers unique opportunities for real strategy. That's why it grows and grows and grows. . . .

- 1 CHOICE OF MARKETS
- 2 CHOICE OF STATIONS
- 3 CHOICE OF TIME
- 4 CHOICE OF PROGRAMS
- 5 CHOICE OF AUDIENCES
- 6 CHOICE OF BUDGETS
- 7 CHOICE OF MERCHANDISING



FREE & PETERS

INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

53

WKJF-TV
PITTSBURGH

Your Best Buy to Sell The Rich Pittsburgh Market

Every day more and more advertisers are learning it's good business to sell America's eighth largest trading area through WKJF-TV—Pittsburgh's pioneer UHF television station. That's because WKJF-TV offers its ever-growing audience outstanding network shows plus strong local programming.

In case you're looking for a way to get more than your share of the 2¼ billion dollar Pittsburgh market, you'll find it pays to use WKJF-TV. Want proof? Contact our national representatives, Weed Television, or write us today.

WKJF-TV
Channel 53
PITTSBURGH

Nat. Rep. WEED TELEVISION

**OUTSTANDING
NBC PROGRAMS**


agency profile

Alvin Kabaker

V.P. in charge of Radio & Tv
Dancer-Fitzgerald-Sample, New York

From torts to tv may seem like a long jump to most men but Alvin Kabaker took it like a hurdler. Twenty years ago he was a corporation lawyer; a year later agency copywriter; today he's Dancer-Fitzgerald-Sample's v.p. in charge of radio and tv.

"Law training comes in handy at the oddest times," he told SPONSOR, punctuating his sentence with a piercing look.

"Take the time when I was agency representative at the SAG program negotiations in Hollywood last year," he continued. "We were dealing with program contracts for actors, and SAG wanted to establish repeat payments. Result of the negotiations: The first three runs of a tv film program are covered by the original payment with re-use payments not due until the fourth run."

No minor achievement this since it represents a big saving to sponsors who run their films several times.

At the time he was active in SAG program negotiations, Kabaker was heading up D-F-S' Hollywood office. Within his last three years in California, his office supervised the shooting of and produced some 400 tv films. This list included such series as *Beulah*, *Inspector Mark Saber* (both agency-produced) and the *Stu Erwin Show* and *The Lone Ranger* (agency-supervised).

"Despite the trend towards network-packaged shows," says Kabaker, "this agency packaged close to 50% of its tv and better than 50% of its radio shows last year because of our active creative staff."

During 1953 D-F-S was No. One among agencies in radio billings with \$18 million for the year. The agency's tv billings were at the rate of \$10 million out of a 1953 total of \$43 million. (For 1953 billings of 20 top radio-tv agencies see SPONSOR 28 December 1953.)

Currently Kabaker is busy studying the cost of color tv. His findings to date are that the average color film costs up to 35% more than black and white.

"But," adds he with a lawyer's objectivity, "the evidence is such that the added impact will make the increased investment worthwhile when color film becomes standardized."

Most impatient for color in Kabaker's family at the moment is his 12-year-old son. He feels *The Lone Ranger* would be a natural for color treatment.

★ ★ ★

The Sound and the Jury



On WNAX 570, the sound of a beautiful voice—or an effective commercial—reaches a potential jury of at least 202,000 families. One reason: favorable frequency. At 570 kc om 5000 watts projects a half millivolt 240 miles. (At 1030 kc 132,000 watts would be needed; at 1330, 778,000 watts.) Transmission from one of the world's tallest AM towers (927') over land noted for soil conductivity (also fertility: our 5-state coverage area yields annual farm income of \$6 billion), guarantees a favorable reception for your sales message.

Verdict (Diary Study 5): 10 to 1 in favor of WNAX-570, over the second station in the area; top rating in 486½ (97.3%) of the 500 quarter-hour segments surveyed.



WNAX—570

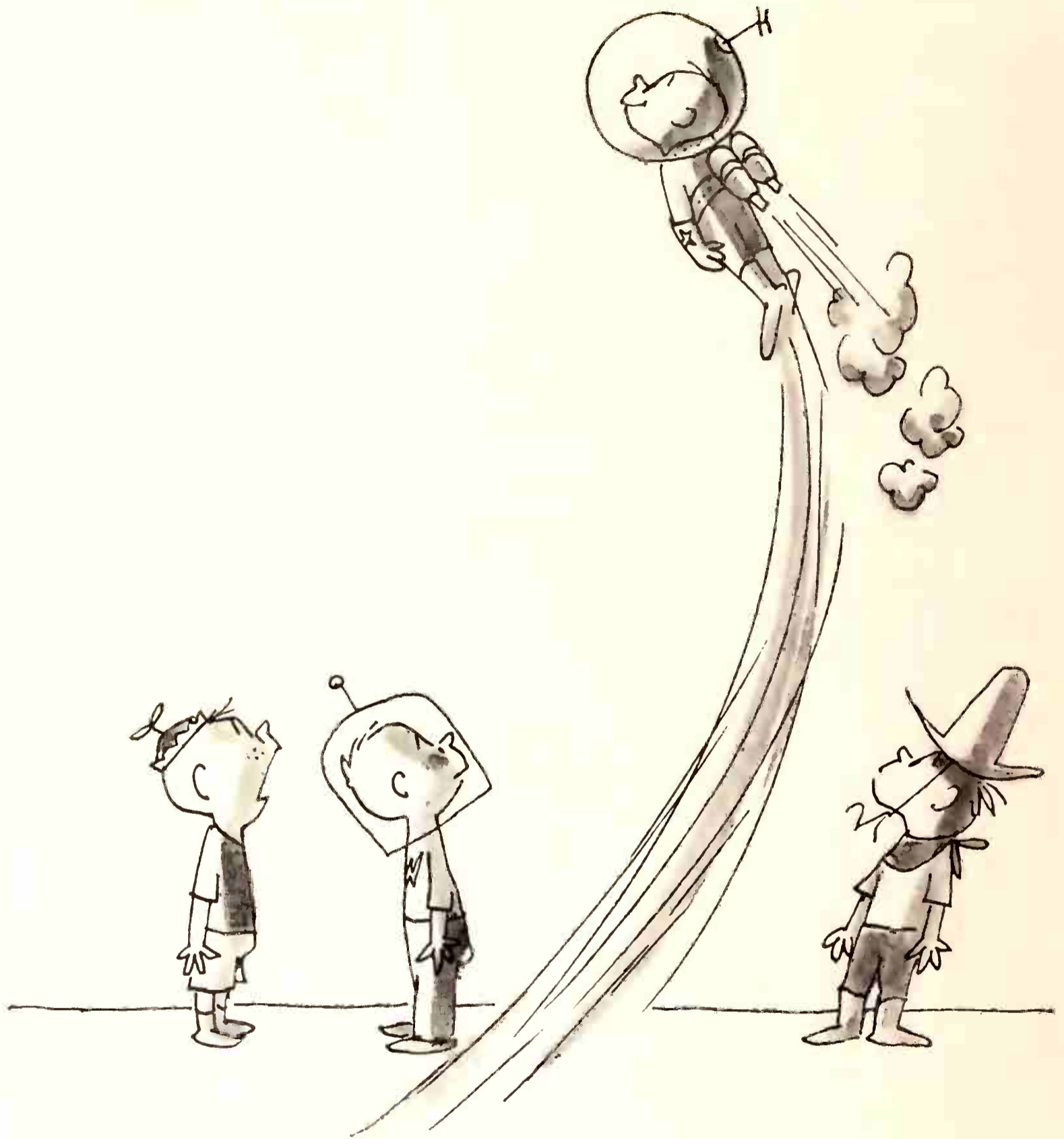
Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KFTV—Channel 9, Sioux City, the tv station reaching 31 farm-rich counties in Iowa, Nebr. and S. Dak. with 556,500 population, \$653 million in '52 retail sales.

Some people are born leaders



...like WCAU, Philadelphia

TELEVISION—For the telecast of President Eisenhower's "State of the Union" message which was carried by all three Philadelphia stations, WCAU-Television's average rating was 36% greater than that of the other two stations combined.

RADIO—For the broadcast of President Eisenhower's "State of the Union" message which was carried simultaneously by the four network stations, WCAU-Radio's average rating was 40% greater than that of the next two stations combined.

Sources upon request

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

SPONSOR

"I'm happy in my Serape"



Richard O'Connell, Nat'l. Adv. Dir. 40 East 49th St., N. Y. E. A. Cortez, President SAN ANTONIO, TEXAS



you belong on KUDL - the BIG independent station in KANSAS CITY

KUDL KANSAS CITY KOKO - WARRENsburg KOKO - CLINTON

KUDL - KANSAS CITY KOKO - WARRENsburg KOKO - CLINTON

Advertisement for KEY LINE Radio Group, listing stations like KSJO San Jose, KBOX Modesto, KGST Fresno, KHUB Watsonville, and KUDL Kansas City.

Main table with columns for days of the week (SUNDAY to SATURDAY) and radio networks (ABC, CBS, MBS, NBC). Each cell contains program titles, times, and network identifiers.

21 YEARS of Intimate Glimpses

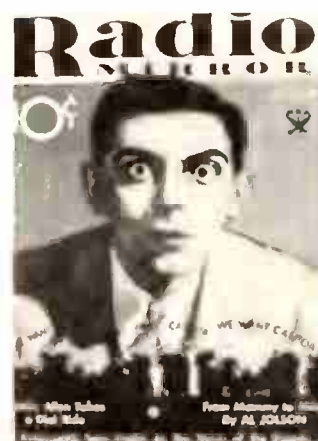
RADIO-TV MIRROR, the only national magazine to cover both radio and tv for the listening audiences, is proud to announce its Seventh Annual awards. These solid-gold-medal awards are presented to the favorite stars and shows of 1953-54 as selected in RADIO-TV MIRROR's annual nationwide poll of readers. Award winners are featured in the May issue, on sale April 7.



RADIO-TV MIRROR takes this opportunity to thank networks, agencies, sponsors, stars, and others who have assisted us. Your cooperation has made RADIO-TV MIRROR...

... *America's Oldest and Largest-Selling Radio and TV Magazine**

*Over 875,000 Sale, February Issue
(publisher's estimate)



1933



1943

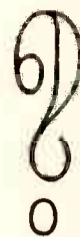


1954

SPONSOR Asks...

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

What kind of promotion should you use to get the most out of baseball sponsorship



THE PICKED PANEL ANSWERS



Mr. Paulson

The 1954 season home games of the Atlanta Crackers will be televised over WSB-TV. This will be the second consecutive year of sponsorship by approximately 90 Ford dealers within

the WSB-TV area.

To stimulate interest in the games a plan has been worked out whereby the various Shrine organizations and the participating Ford dealers offer 50,000 "booster books" at \$5 each, containing four tickets to any of the games at Ponce de Leon Ball Park, Atlanta, home of the Crackers. This advance sale serves a dual purpose. It not only will provide a certain advance guarantee, but also it will encourage the public to "buy" a share in the television project—stimulating interest in baseball generally. During the 1953 season it was found that 75% of the purchasers made use of their "booster" tickets, while the remaining purchasers were willing to make this investment in order to enjoy the televised series. (Unless a minimum number of books is sold, guaranteeing a certain paid attendance at each game, Ford won't televise the game.)

The advance promotion on the "booster books" is released over WSB-TV announcing the availability of the books at all Ford dealers and Shrine organizations. Thus, a great value in goodwill is already being engendered for Ford dealers through their part in providing baseball in the living rooms of hundreds of thousands of Georgia homes up to 150 miles away.

The Ford Dealer advertising committee had the desire to bring "Ford" before the ball park audience as well as the television audience. In the negotiations arrangements were made for the ball park management to promote "Ford Night" once a week during the home games at Ponce de Leon Park. For this purpose two million gate tickets will be provided for the 1954 season and will be used each night for drawings on "Ford Night." The holder of the winning stub receives a new 1954 Ford each Wednesday night. The park management finds that this free Ford promotion has been very successful in past years to insure good attendance.

Audience ratings placed the Ford—Cracker baseball games in Number One position during the 1953 season.

RUSS PAULSON
Manager, Atlanta Office
J. Walter Thompson Co.
Atlanta, Ga.



Mr. Afaganis

Before we discuss baseball sponsorship I think it would be wise to mention a few facts about baseball itself, here in Edmonton, and the position of our station, CFRN, in relation to the

sporting audience.

1. The year 1953 brought Edmonton Eskimo Baseball team into the Western International Baseball League for the first time. Pro-ball was back in Edmonton for the first time in 15 years. In the past few years baseball had been rated as a minor sport, so far as attendance was concerned.

2. The job of building baseball once again was going to be tough, and everyone concerned with the sport knew this.

3. CFRN is known as the sports station for Northern Alberta, and of course was counted upon to give it full support.

Now we get into the meat of the story:

Edmonton Motors, a well established General Motors dealer here in Northern Alberta, realized the tremendous value they would receive in this sponsorship, not only in the increase in sales of their particular product, but also the goodwill that could be established locally, and rurally.

Promotion immediately swung into action. A theme song was established along the line of "Take Me Out to the Ball Game"—to link Edmonton Motors with baseball. This theme song along with recorded promos, was played approximately 400 times during baseball season, supported by newspaper advertising.

Aside from local newspaper advertisements, 29 rural newspapers were also included in the campaign. Attractive signs were placed in the sponsor's showroom giving broadcast information and of course including the picture of CFRN's sportscaster.

One thousand baseball rule books were printed. The cover plugged the sponsor and the station. The CFRN sportscaster and baseball officials made personal appearances before local groups including the huge "knot-hole" gang—children under 14 years of age—promoting baseball and creating interest. Ball players were interviewed on the air, with the personal touch in mind to create a friendly atmosphere between ball player and spectator.

Every possible means of promoting

baseball to the public through radio was used, including spot plugs on personality shows over CFRN.

Wednesday and Saturday became baseball nights over CFRN. People recognized that Edmonton Motors was bringing this sport into their homes.

One more factor which contributed to success—our sportscaster. We believe Al Shaver is one of Canada's outstanding sportscasters and should be included in this success story. It's axiomatic that a good sportscaster is very important in promoting baseball or any other sport.

And now, here's the end result, or, the success story:

Edmonton Motors found that although they could not pin-point the actual increase in sales, their customers and potential customers appreciated their part in baseball, and the company received hundreds of good comments and notes of appreciation because of the sponsorship. The amount of goodwill created, according to their management, was tremendous and is bound to have an effect on the future business of Edmonton Motors.

Edmonton outdrew every other Western International League city for the entire season. Baseball became so popular that city officials inaugurated steps to build a new, main grandstand for the baseball park.

Both sponsor and station feel the year was a tremendous success and this year will be looking forward to even greater achievements.

ERNE AFAGANIS
CFRN
Edmonton, Alberta



Mr. Smith

The Hollywood Stars, two-time Pacific Coast League baseball champions, were sponsored over radio last season for the first time by the Seven-Up Bottling Co. of Los Angeles, Inc., whose fran-

chise covers the two lush counties of Orange and Los Angeles.

Long recognized and emphasized in the national magazine advertising of the parent company out of St. Louis that sports and Seven-Up had a natural affinity, it was logical that we
(Please turn to page 129)

preferred

K-C-E-N-T-V

Recognized as the important new metropolitan market of Central Texas, this complete Billion Dollar potential is reached only by using the facilities of KCEN-TV.

FOR FULL
COVERAGE
OF THE
TEMPLE-WACO
MARKET!

THESE ARE SOME OF THE ADVERTISERS USING KCEN-TV

- | | | |
|------------------------------|-----------------------------|---------------------------|
| Lucky Strike Cigarettes | Tani and Prom Home | Mrs. Baird's Bread |
| Buick Automobiles | Permanents | Brackles Special Dressing |
| Ajox Cleanser | Gulf Products | Fritas and Cheetos |
| Palmolive Soap | Jahson's Wax Products | Grand Prize Beer |
| Halo Shampoo | Chesterfield Cigarettes | Humble Oil & Refining Co. |
| Colgate Dental Cream | Tide, Lilt, Cheer and Camoy | Ireland's Chili |
| Palmolive Shave Cream | RCA Products | Lone Star Beer |
| Palmolive After Shave Lotion | Wesson Oil and Snowdrift | Magnolia Petroleum Co. |
| Fob | Bowes Seal Fast | Maryland Club Coffee |
| Crosley Appliances | Supreme Bakers | Potricio Reid Cosmetics |
| DeSoto Cars | Budweiser Beer | Pearl Beer |
| Ford Cars and Trucks | Bulavo Watches | Mrs. Tucker's Shortening |
| G. E. Appliances | Dentyne Gum | Western Holly Stoves |
| Minute Rice | Folstoff Beer | Halsum Bread |
| Jello | Kool Cigarettes | Jax Beer |
| Gillette Razors | Oldsmobile Automobiles | Coca-Cola |
| Gillette Blue Blades | Schlitz Beer | Southern Select Beer |
| Gillette Shave Cream | American Beauty Flour | |

KCEN-TV is the only VHF station in this area. Antenna height is 833 feet... maximum power 100,000 watts.

K-C-E-N-

TV

VHF CHANNEL 6

TEMPLE, TEXAS
P. O. BOX 188

NBC INTERCONNECTED

Owned and operated by the Bell Publishing Company; represented by George P. Holingbery, national representative; Clyde Melville Co., Texas representative.

SLICER

SPONSOR: Kitchen Magic

AGENCY: Direct

CAPSULE CASE HISTORY: Last August WTVI went on the air, the first uhf station in a market which had been served by uhf tv since 1947. A few weeks ago WTVI ran one 10-minute program for Kitchen Magic at 10:00 p.m., Sunday, 17 January. The sponsor offered a slicer gadget on the program (WTVI's one-time 10-minute rate is \$140) and two telephone answering services were kept busy taking 302 phone orders, received from every zone in the St. Louis area. Monday's mail produced another 126 orders, for a total of 428 units sold.

WTVI, Belleville-St. Louis PROGRAM: 10-minute demonstration



TV
results

FRUIT JUICE

SPONSOR: Duffy-Mott Co.

AGENCY: Young & Rubicam

CAPSULE CASE HISTORY: To test the sales effectiveness of Jamie, The Pulse, Inc. asked 1,000 television homes in metropolitan New York during January if they had watched five different programs, one of which was Jamie. Results showed there was a 41.4% higher incidence of purchasing Mott's Apple Juice among viewers of Jamie than among non-viewers. There was 13% higher purchasing incidence of Sunsweet Prune Juice among viewers of Jamie than among non-viewers. Talent cost of Jamie is \$14,420 net; time cost (28 ABC TV stations) is \$15,000 gross.

ABC TV, New York

PROGRAM: Jamie

DEPARTMENT STORE

SPONSOR: Belk-Simpson Co.

AGENCY: Direct

CAPSULE CASE HISTORY: Shortly before last Christmas WCVL received a letter from the manager of South Carolina's largest department store. It read, in part: ". . . The thought occurred to me that you people at WCVL might like to know how pleased we are with Santa's Workshop, our program which you are currently televising Monday and Friday nights. The response has far exceeded all expectations, with thousands of letters coming to us from scores of towns and cities in both the Carolinas and Georgia. It has paid off in sales, too, as we have checked results in every way possible. . . ." Cost of 10 programs was \$1,500.

WCVL, Greenville, S. C.

PROGRAM: Santa's Workshop

GLASS CUTTER

SPONSOR: Grant Tool Co.

AGENCY: Direct

CAPSULE CASE HISTORY: Grant Tool Co., a large mail order house, bought one 10-minute telecast on KTVU at 11:00 p.m. following the station's late show at Capitol Theatre. KTVU—a uhf outlet—had been on the air only three weeks at the time. Don Kamin, on behalf of the tool company, wired KTVU, "Your mail and phone count was terrific . . . please send me avails for this weekend." The station sold 117 of the combination glass cutter-knife sharpeners at \$1.98 each (plus C.O.D. postage) at a total time cost of \$43.75.

KTVU, Stockton, Cal. PROGRAM: 10-minute demonstration-pitch

REAL ESTATE

SPONSOR: Tolson & Assoc.

AGENCY: Direct

CAPSULE CASE HISTORY: Tolson & Associates, Realtors has found that 2:30 a.m. is a good time to sell houses. On Friday, 20 November 1953 the company bought one \$75 announcement which resulted in more than \$100,000 worth of sales within two days. There were 11 houses sold as a direct result of the announcement—and they ranged in price from \$9,000 to \$12,000. The program on which the announcement appeared features motion pictures. It's telecast from 1:10 to 2:45 a.m.

KTTV, Los Angeles

PROGRAM: Jackson's Late Theatre

DANCE CHART

SPONSOR: Tip Top Bread

AGENCY: J. Walter Thompson

CAPSULE CASE HISTORY: "Uncle Joe" Bova demonstrated a new dance step to his juvenile viewers last month. Then he told his audience that if they wanted a diagrammed chart showing how to execute the step they should send in a self-addressed and stamped envelope. To simplify the directions, which must have sounded pretty complicated to his small-fry friends—many of pre-school age—Bova explained "that's like sending a letter to yourself." Result? More than 1,000 requests within two days of Bova's single announcement. Cost of the show is \$510 per half hour (gross) for time.

WNBK, Cleveland

PROGRAM: Tip Top Comics

SOFT DRINK

SPONSOR: Dr. Pepper Bottling Co.

AGENCY: McDonald & Haggard

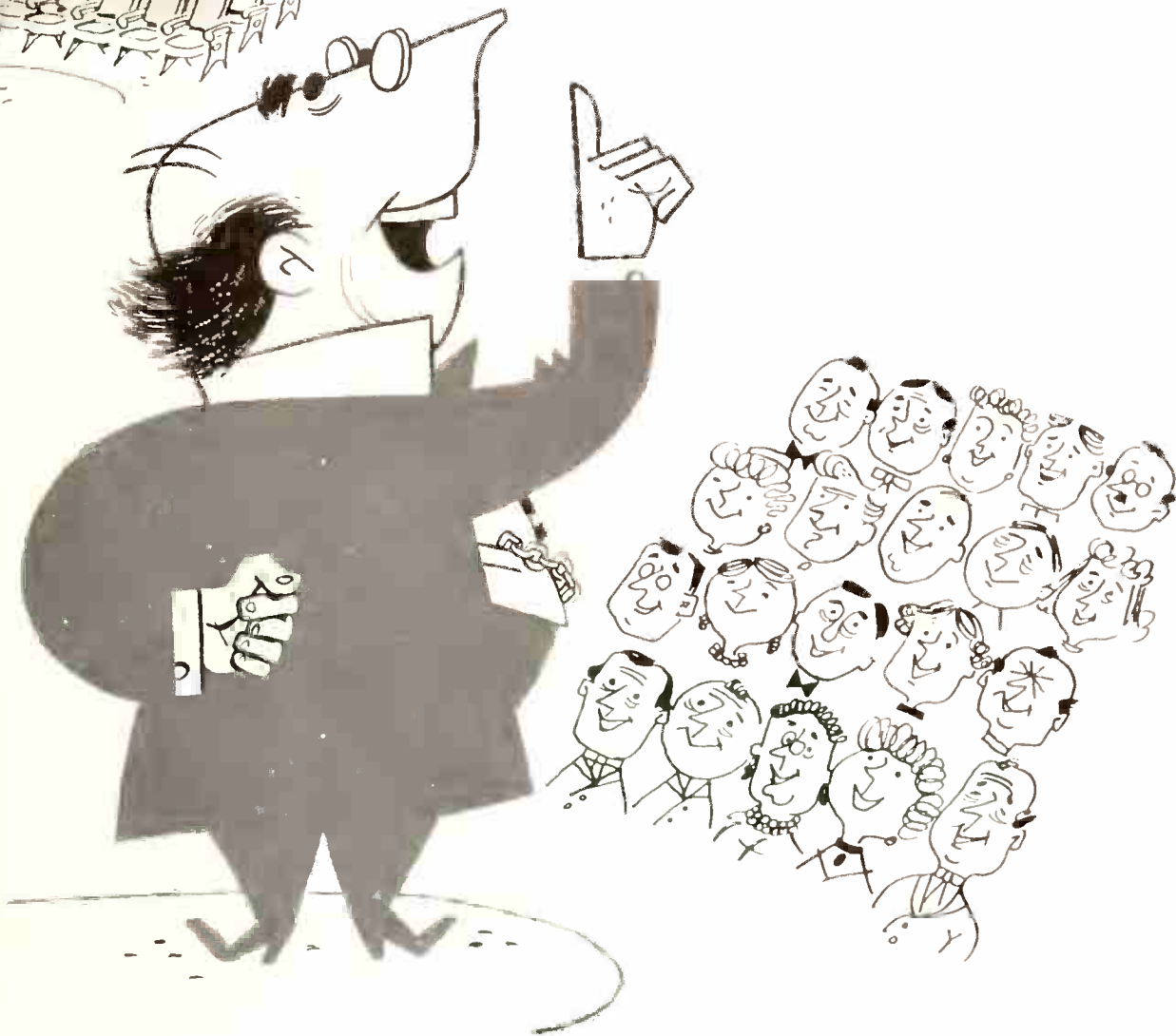
CAPSULE CASE HISTORY: In May 1953 officials at Nashville's Dr. Pepper bottling plant signed with WSM-TV for a special campaign to promote a six-bottle carton. After six months on the air, area sales of the six-bottle carton were twice what they were the previous year. The Dr. Pepper Nashville manager said, "In addition to the terrific sales increase, we feel Ruffin Reddy and WSM-TV have given Dr. Pepper added prestige. We've tested our audience with proof-of-purchase mail several times, and I'm continually amazed at the tremendous selling power of WSM-TV." Each participation costs \$62.62.

WSM-TV, Nashville

PROGRAM: Western Corral



*Got something
to say?*



... tell it where they're waiting for you!

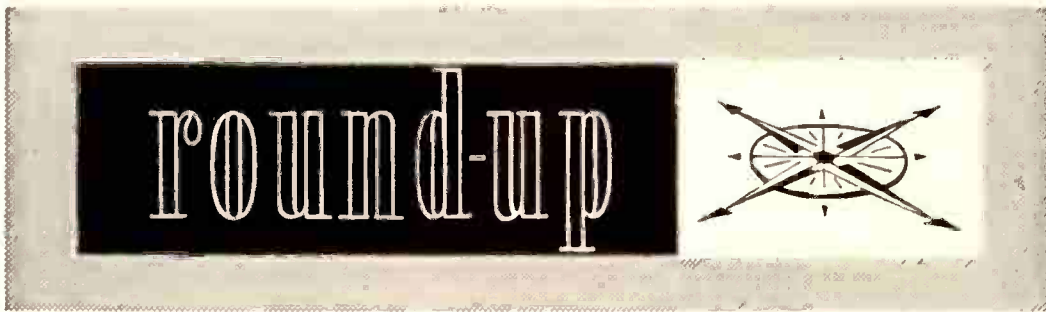
The secret lies in tested, established local participation programs commanding loyal audiences. In Rochester, you'll find the *most* and the *best* of these programs on the station that has a 4-year head start in TV in this market—WHAM-TV.

"HOME COOKING"

for instance: with Trudy McNall, 9:30 to 10 AM daily, Monday thru Friday. The *only* cooking show in Rochester TV, and one of the best anywhere! Try it and see. Participation, live or film, \$60.00.



WHAM-TV ROCHESTER, N. Y.'s FIRST STATION



Honolulu market facts outlined in KULA booklet

Hawaii, says KULA, is a \$1.5 billion market with 500,000 potential customers, and Honolulu (KULA's base of operations) ranks among the top third of the United States' 200 leading city markets "in all important categories."

KULA claims that of the 20 largest U. S. cities, Honolulu ranks first in effective buying income—\$7,198 per family, or 30% higher than the American average. The high income figure is based on all of Hawaii's eight racial groups, according to KULA. The station asserts that Honolulu's population is larger than Providence, R. I., or Salt Lake City; that its retail sales are larger than Jersey City or New Haven; that its general merchandise sales are larger than Charlotte, N. C., or Peoria,

Ill.; that its drug sales are larger than Sacramento or Akron, and that its food sales are larger than Fort Worth or Bridgeport.

These and a variety of other market facts are outlined in an attractive 28-page book being distributed to sponsors and agencies by the Honolulu station. The booklet, which includes photographs of the market, claims KULA reaches the "500,000 people in wealthy Hawaii" through its block programming "to Hawaii's tastes," because of its 10 kw signal on 690 kc and and through its merchandising. ★ ★ ★

Uhf stations in vhf areas start heavy promotions

Heavy uhf promotion is being conducted by two East Coast uhf stations which have gone on the air within the past few months in areas covered by vhf outlets. One of the uhf stations is doing its best to lure national business while the other—though not reticent to accept national accounts—is concentrating on local business.

On the air about three months, WTOV-TV, Norfolk, Va., now is giving advertisers the benefit of a "Baker's Dozen" merchandising plan.

The station offers exclusive out-shelf merchandising in all Colonial Stores, which WTOV-TV says is the largest food store chain in the South; window displays in all Peoples Service Drug Stores, said to be the South's largest drug chain; mailings of jumbo post cards to all retailers in the station's area; movie trailers in six theatres, four shows daily, seven days a week.

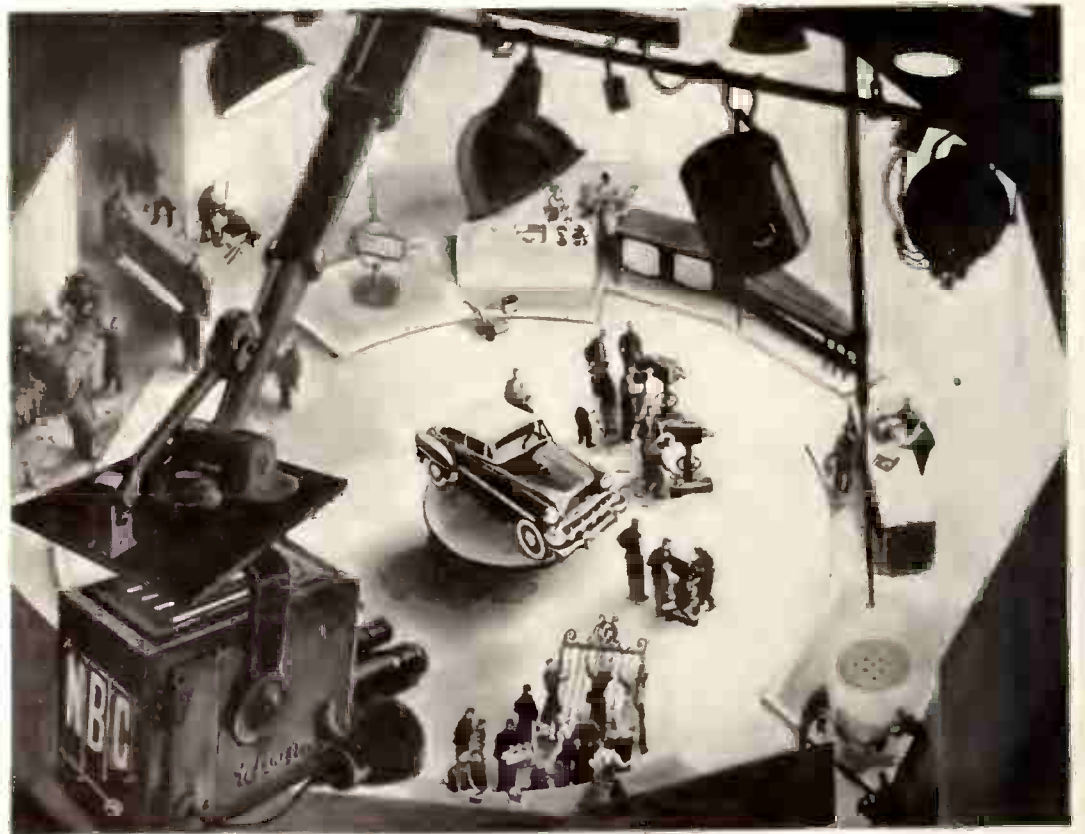
The other new uhfer, WRTV, Asbury

KAAA sells newspaper space to mark station's birthday

The publisher of the *Red Wing* (Minn.) *Republican-Eagle* was rather surprised one day last month when his chief local competitor—KAAA—sold 1,600 inches of advertising in the paper. It netted the newspaper nearly \$1,000.

Reason for KAAA's space-selling efforts on behalf of the newspaper was the radio station's fifth anniversary. H. D. "Hal" Cory, promotion manager for the station, decided that to properly chronicle the anniversary, the city's newspaper should have a special 12-page KAAA Anniversary section. Cory—who was advertising manager of a newspaper before joining KAAA—sold the space, laid out the advertising, wrote the copy and dummied the paper. He also picked up about \$1,000 worth of advertising for KAAA, plus some long-term contracts signed as a result of the promotion.

Said Cory: "We're quite proud of the promotion because of the unusual sales pitch used in bringing it to a successful conclusion. It is gratifying to be able to walk hand-in-hand with one's competitor, especially when it happens to be a newspaper. . . ." ★ ★ ★



Home for "Home": new \$200,000 studio

This is a bird's eye view of NBC TV's new \$200,000 studio for "Home," the network women's service program that had its debut earlier this month. NBC says the set is "the most completely workable permanent set in television." Concentric turntables in the center hold a large automobile. Clockwise around the set are an earth pit for gardening (at left of camera); a "tumbler" which revolves and inverts heavy objects for views of all surfaces; the "cookery" for food features; the "editor's area" for interviews, with monitors for remote pickups and a "flashcast" strip for headlines and other visuals; a workbench for how-to-do-it segments; a "spiral pick-up" which has compressed air outlets to billow filmy materials upwards and a pickup arm from the ceiling to turn and drape fabrics; a set which will reproduce all weather elements "live"; an area for room setups; an area for fashion shows; an area for commercials. In the foreground is a remote-controlled camera mounted on a telescopic arm suspended from the ceiling that can zoom from an over-all view to a close-up. By SPONSOR's presstime, 9 sponsors had signed for participations on "Home." It's aired from 11 a.m. to noon.

Park, N. J., has "no illusion of joining a network or competing for big national advertisers," says Harold C. Burke, vice president in charge of operations. Like WTOV-TV, WRTV faces stiff vhf competition. It's been on the air about a month and a half, and so far its major promotional effort has been to sell itself to vhf set owners.

The station pays dealers 25c for every householder they personally call on in an effort to sell a vhf converter. The dealer gets the quarter regardless of whether a converter actually is sold.

To get extra local enthusiasm stirred up, WRTV is presenting programs about more than 50 local organizations with a total membership of 137,000 people. As another attention-getter the station recently turned its operation for an entire day over to local high school students. ★ ★ ★

Briefly . . .

Billing itself as "the only radio station with studios in Harlem." WLIB, New York, recently claimed another distinction: It is now the only commercial radio station with a transmitter inside the New York City limits. The new transmitter, opposite 86th St. on East River, the station says now offers sponsors "effective metropolitan coverage equal to any major network or independent station in New York." Pulse says more Negroes listen to WLIB than any other station, says outlet.

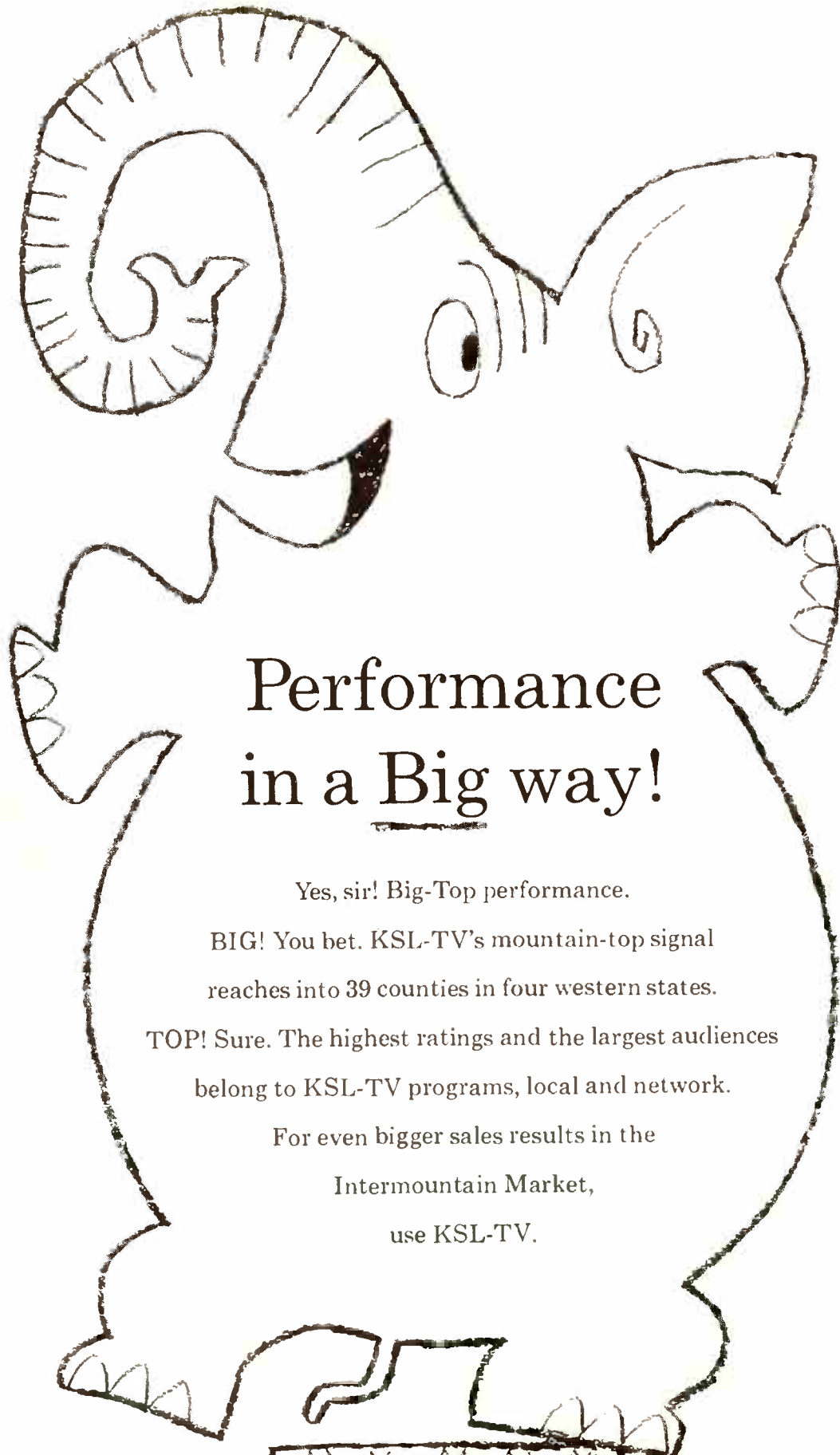
* * *

Movielab Film Laboratories, New York, is holding quarterly departmental meetings at which the staff members discuss ways of working together more efficiently. Saul Jeffee, president of Movielab, told SPONSOR that his company thought the motion picture companies wanted their work in a hurry. But he says that tv stations and networks are even worse. "We're faced with a constant deadline," he said, "and by having regular meetings different departments can get together and figure out ways of working together more smoothly and faster."

* * *

KGO, San Francisco, is the latest radio station to equip its salesmen with a pocket-sized portable radio. KGO said the little radios bear the slogan, "Wherever I go, I tune KGO." The salesmen use the radios in auditioning programs for clients and agencies.

(Please turn to page 131)



Performance in a Big way!

Yes, sir! Big-Top performance.

BIG! You bet. KSL-TV's mountain-top signal reaches into 39 counties in four western states.

TOP! Sure. The highest ratings and the largest audiences belong to KSL-TV programs, local and network.

For even bigger sales results in the

Intermountain Market,

use KSL-TV.

Affiliated with
CBS, ABC and
Dumont networks

KSL-TV

Salt Lake City

Represented by
CBS Television
Spot Sales

serving thirty-nine counties in four western states



some spots are better

If you're trying to make a mark for yourself . . . let good pictures pull the big audiences.

The Television stations represented by NBC Spot Sales have lined up star-studded late night films that are attracting wide-awake adult fans. The prices are right, too! Spots in one of the nation's richest retail markets come as low as \$36 each.

And late night movie spots sell! Local advertisers who depend on advertising for survival prove it night after night. For instance:

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



man others

Appliance dealer sold 55 television sets with only one spot announce-
in late night movies.

Chain of super markets just renewed sponsorship for the fourth straight
... last month achieved an average ARB of 26.7.

Two-week contest on one station's midnight movies drew 58,011 entries.

..., too, can win critical acclaim for your own advertising sales
messages. Just ask your NBC Spot TV salesman to help you
... me a schedule of late night movie spots.

NBC SPOT SALES

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

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

representing

TELEVISION STATIONS:



WAVE-TV Louisville
WRGB Schenectady-
Albany-Troy
KONA Honolulu, Hawaii
WNBT New York
WNBQ Chicago
KNBH Los Angeles
KSD-TV St. Louis
WNBW Washington
WNBK Cleveland
KPTV Portland, Ore.

representing

RADIO STATIONS:



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

SMALL-TOWN AMERICA

(Continued from page 42)

goodly percentage of retail sales deriving out of towns with small concentration of population.

Again using the U.S. Census of Business as a source, SPONSOR found that better than 55% of retail grocery sales derived from towns with populations under 50,000. Close to 60% of

tire auto accessories sales are attributable to such communities. Some 45% of national proprietary and drug store sales derive from towns with populations under 50,000.

To show how retail sales of any one product break down by city size groups, here are figures indicating over-all national retail gasoline sales in 1948 broken down by size of city:

City population	No. of gas stations	Retail sales (in thousands)
Over 500,000	16,887	\$817,581
250,000-500,000	7,714	342,544
100,000-250,000	11,049	475,608
50,000-100,000	10,006	427,726
TOTAL	45,656	\$2,063,459
25,000-50,000	11,621	\$499,615
10,000-25,000	17,465	720,371
5,000-10,000	13,233	523,272
2,500-5,000	11,558	423,049
Under 2,500	88,720	2,253,535
TOTAL	142,597	\$4,419,842
Total for the U.S.	188,253	\$6,483,301

It is apparent, then, that Smalltown, U.S.A., is a retail market of such size that no manufacturer of a nationally distributed product can afford to ignore it in his advertising allocations. But how can the advertiser reach Smalltown, U.S.A.?

The most efficient means of reaching the smaller community is to be found in radio, on a spot or a network basis. The advantages of including smaller communities in a spot schedule are the same, of course, as those which pertain to any spot buy. And two networks serve the smaller community. Keystone makes a specialty of it. Mutual Broadcasting System covers the smaller community as part of its activities as one of the four major national networks.

Keystone Network, with 700 affiliated radio stations, is most powerful in towns with populations under 10,000. Mutual Broadcasting System, with 565 affiliated radio stations, is strongest in towns with populations ranging from 10,000 to 100,000. (For complete breakdown of size of cities covered by these networks, see charts page 43.)

Keystone is a transcription network. It provides sustaining and commercial programming on tape for its 700 affiliates. The character of these KBS affiliates is truly local, with all programming and appeal keyed directly to the particular Smalltown, U.S.A., market in which the stations are located. Close to 400 KBS stations are 250-watters whose coverage area coincides exactly with the average town of 25,000 or fewer people in which these stations are located. The bulk of KBS stations, or 76% of them, are in one-station markets, that is, towns which can be reached only through KBS.

Mutual Broadcasting System is the "grass-roots" radio network, with an aggregate audience of 60 million people in 45 of the 48 states. Many of these MBS stations are in the large metropolitan centers, and, in fact, an advertiser may choose to cover the major markets via a limited MBS network, bypassing its penetration into Smalltown, U.S.A.



2 Booming Voices that SELL

KLBS

**5000 WATTS
ON 610
IN HOUSTON**

*The Cadillac
Capital of the
World*

**TEXAS LARGEST
FULL TIME
INDEPENDENT
STATION**

Howard W. Davis, Pres.
Glenn Douglas, Gen'l, Mgr.

KMAC

**5000 WATTS
ON 630
IN SAN ANTONIO**

*America's Fastest
Growing Major
City*

**MORE TEXAS ADVERTISERS
USE KMAC THAN ANY
OTHER SAN ANTONIO
STATION**

Howard W. Davis, Owner

Ask the Walker Representation Co., Inc.

However, for national advertisers who're seeking broad coverage, several facts about the 565 MBS affiliates assume importance. Of the 565 MBS markets, 267 throughout the U.S. are in non-tv areas. In other words, MBS has access to about 12 million radio-only homes in markets not yet covered by tv. An MBS study of the network's penetration revealed that MBS attracts two out of every five radio listeners throughout non-tv U.S. Further, three out of every five radio listeners in Smalltown, U.S.A., in markets where MBS has the only network affiliate, listen to the MBS station. (For distribution of MBS stations, see chart on page 43.)

The advent of tv has made small-town radio coverage more important than ever before. When advertisers relied on network radio for the bulk of their advertising penetration, they considered spill-over coverage from powerhouse stations sufficient to reach into the smaller markets. Today, with both air media carrying a sponsor's message throughout the country, advertisers have become more aware of the need to penetrate into grass-roots markets, as well as the need for so doing by means and advertising psychology that is radically different from their pitch in major markets.

The 3,000 counties in the U.S. with small communities within them actually contain individual entities that are not only different from the metropolitan market, but that differ from each other. Listening habits in Smalltown, U.S.A., are as different from those in the metropolitan center as are the living patterns. And in these smaller communities the population relies on radio for its entertainment to a far greater extent than in those larger cultural centers where a greater selection of distractions is available. By the same token, Smalltown, U.S.A., has displayed a far greater station and program loyalty than can a big-city audience.

With these differences in local tastes in mind, Keystone Network relies mostly upon its affiliated stations for programing that will appeal to the small-town audience. As a taped network, it provides musical programing to its stations upon request, out of the two e.t. libraries that the network has acquired. The other type of programing the network furnishes its affiliates is taped programing provided by various sponsors.

The independent programing of KBS affiliates is keyed to local tastes with strong emphasis upon local news, weather, sports and entertainment coverage. Slightly under 50% of the KBS affiliates program independently during those hours when they do not broadcast KBS tapes. Through KBS, advertisers can buy local programing agencies or participations economically by taking advantage of bulk buying.

Mutual Broadcasting System provides advertisers with mass-appeal pro-

graming with good merchandising possibilities. Through the MBS Multi-Message plan a Blue Book of advertisers have taken advantage of the economic combination of good penetration into Smalltown, U.S.A. plus programing that can be tied in effectively with point-of-sale displays.

Jacques Kreiser Mfg. Co. (N. W. Ayer), is one advertiser who is using MBS for the dual purpose of coverage and merchandisability. This watch-band manufacturer used MBS' Multi-Message plan for the first time

IT TAKES 213,953 Tractors TO CULTIVATE THE WESTERN MARKET

KOA goes to the city, too, but right now let's concern ourselves with those 213,953 tractors and their owners.

They cultivate some 263,098,634 acres of Western Market farms in 302 counties of 12 states. Farms where the average income exceeds the national average by 74.3%!

KOA, too, cultivates this area with programs of entertainment and farm service, tailor-made for the Western Market. Plant your sales message on KOA-Radio — "The single-station network" — and harvest a bumper crop of sales!

Call Petry

KOA
DENVER

50,000 WATTS

For food advertisers: **KOA FOOD LEAGUE** delivers America's most food conditioned audience



CUT OUT FOR YOU!

SELL to the market in which 73% of OKLAHOMA'S retail sales are made...

with a station whose coverage is concentrated 98% therein!

Yes, WKY is powered and programmed exclusively for Oklahoma.

WKY

RADIO

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman
Oklahoma City Times
Former-Stockman • WKY-TV
Represented by THE KATZ AGENCY

throughout summer 1953, for the purpose of keeping the brand name in the consumer's mind at a time when vacation plans take priority over luxury purchases, and to establish a franchise against competition in those markets previously untouched by national watchband advertising. During 1953, some 14% of the firm's budget went into MBS sponsorship.

A 100% air media advertiser, Kreiser Co. is going back to MBS on 29 March for a 13-week run. At this time the firm is participating both on NBC TV's *Kate Smith Show* and *Today*. A 400-station lineup on MBS will carry the watchband commercials into Smalltown, U.S.A. simultaneously.

At a cost of \$1,500 a minute, Kreiser bought into the MBS Multi-Message Plan: one minute in *The Falcon*, MBS, Mondays, 8:00-8:30 p.m., another minute in *Mickey Spillane*, MBS, Tuesdays, 8:00-8:30 p.m. These two programs, the sponsor feels, reach the type of mixed adult and older teenage audiences that are potential watchband customers. In sales meetings with jewelers throughout the country, Kreiser stressed both the low cost of this buy and the programs' merchandising possibilities.

Carter Products Co. (Ted Bates), is another sponsor who uses MBS for its extensive coverage, both in metropolitan areas and principally in Smalltown, U.S.A. A cold-season MBS advertiser in 1953, Carter Products Co. rotates commercials for four products (Arrid, Rise, Nair, Carter's pills) on MBS. Carter's MBS buy: *Nick Carter*, Sundays, 6:30-6:55 p.m. and later in the year, *Squadron*, Sundays, 6:00-6:30 p.m. During the 13 weeks of cold season when Carter was on MBS, the firm cleared 510 stations, which penetrated at an economic cost into the small towns which the remainder of the firm's advertising did not touch.

The appeal of these two programs was sufficiently broad to deliver to Carter Products Co. a large audience of potential buyers for all its products: people over 35 for the Carter Pills, young girls for Nair depilatory, men for Rise shaving cream and a general audience for Arrid.

Miller Brewing Co. (Mathison and Associates), recently bought a series of news programs on MBS because the firm feels "that particular net's station-cities closely match the Miller High Life distribution pattern." The brewery found, "An affiliated local sta-

tion is better adapted to the task of cooperative merchandising with the Miller distributor than is an even more powerful station covering a number of Miller markets."

The brewery's choice of programming is divided between male and female appeal because the firm has found rapidly increasing sales of beer for home consumption. *Miller High Life News High Lights*, featuring Robert F. Hurleigh on MBS Mondays, Wednesdays and Fridays 9:25-9:30 p.m., is keyed to men; Hazel Markel, MBS Tuesdays and Thursdays 12:20-12:30 p.m., reaches the women.

Among Keystone advertisers who consider this radio network a regular part of their advertising plans are such old-time KBS sponsors as Carnation Milk, Anahist, Pepto-Bismol, Van Camp Food. Some 50 advertisers in the food, drug, automotive fields have been using KBS for several years at a low cost to insure that sizable percentage of their retail sales which stems from that group of consumers which no national firm can afford to overlook in this competitive year: the citizen of Smalltown, U.S.A. ★ ★ ★

WCBS LETTERS

(Continued from page 49)

hold tasks to do, comforts me when I'm sick or sleepless, helps me to be well-informed, though domesticated. Best of it, it never says 'I don't know' when I want to find out the time, the weather or who won the fight!"

Another housewife emphasizes radio's constant presence. If you rang her doorbell, asked her why she liked radio, she'd say:

"Radio is the only on-the-go entertainment in the world today — and most of us are on the go most of the time today. We housewives mark Antony's words to his friends and countrymen about a loan of their ears, because that's about all we have to lend from dawn to dusk. And what can beat the wide range of drama to be shared without being chaired? The immediacy of news almost as it happens! Music? I can cook to a concert. Information and education? I can clean while in class. All those in favor?—The 'ears' have it!"

Ring another doorbell, and the people might stress radio's importance to the family as a unit:

"We like radio in our little family

you can
SEE
the
difference!

In 1928 there were four television sets in the Schenectady area that were able to receive this first dramatic program, "The Queen's Messenger," from the General Electric Company's experimental television station. Today 356,000 receivers in the 14,000 square miles that WRGB covers, tune regularly to the full-time programming of WRGB. The vast area of Northeastern New York and Western New England now sees the difference made by 26 years experience in television. Take a closer look with your NBC Spot Sales Representative. See the difference WRGB can make for you.



First General Electric television drama in the mechanical scanning days of 1928.



The regularly scheduled "Suson Koye Cooking Show" in the WRGB studios of 1954.

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

WRGB

Represented Nationally by NBC Spot Sales
New York • Cleveland • Chicago • Detroit
Hollywood • San Francisco

THE CAPITAL DISTRICT'S ONLY FULL-TIME TELEVISION STATION

because the sound of radio identifies some of the happiest and warmest moments in our home life. The radio is on at night when we are relaxing after a long day—it awakens us and entertains us pleasantly in the morning—we turn it on during the baby's night feeding—the children listen to it at meal or play time.

"Radio is a *friendly sound*—a *family sound* in our household. That's why we love it, and why we'll never be without it!"

You can't draw a graph about the

phrase "radio is a *friendly sound*—a *family sound* in our household." But you get the idea of radio's importance in family life. Here's another example:

"I like radio because it is an understanding guest who comes into my home, entertains me, instructs and enlightens me. It's an easy, relaxing guest who doesn't make me sit in the living room and give him my full attention, but lets me go on with whatever I want to do."

Listeners who wrote letters stood a chance of winning a table model radio

for the best letter each day (78 radios were awarded over the 13-week period of the contest). At the end of the contest the two best letters were selected, with first prize—a new Mercury car—going to a Noroton, Conn. housewife (SPONSOR, 8 March, page 130). A New Jersey policeman won second prize, a week's vacation for two in Puerto Rico.

Most of the 78 winning letters and many of the others seemed to reach the same conclusion as last year's Politz study for Henry I. Christal stations (SPONSOR, 14 December 1953 and 10 August 1953). The letters and the Politz study both indicate:

- People with tv sets still listen to radio.
- People listen to the radio while doing something else.
- People say they need the radio for information (news, weather, time) as well as entertainment.
- People say radio is a necessity.

Notice how each of the following contest letters emphasizes at least one of the four findings made by Politz: "A musician and singer, a teller of tales

A breezy dispenser of newsy details, I 'list' without looking—no time lost from chores

And real eyes might scorn what my 'mind's eye' adores

Anywhere, anytime, easy to tote—My perfect companion, my gloom antidote."

* * *

"A family of four, including three-month-old baby, and a six-room house require a schedule. Keeping the radio on is a perfect way to keep scheduled. Up at 6 with Sterling . . . by Bob Haymes time, beds are made, dishes done and diapers are spinning. Bill Leonard and I bathe baby. Joan Edwards and I feed her. Godfrey time is Mother's 'tea' time (baby's nap time). *Make Up Your Mind* for fish oil and orange juice . . . Rosemary finds us dressed for outdoors.

"Noontime. I turn the radio off reluctantly, grateful chores made so pleasant."

* * *

"Because — Because I'm always hurrying, being teacher, housekeeper, mother and gardener—because I want the news and haven't reading time—because I must know the correct time and my clocks never synchronize—because I must know the weather for

HERE KANSAS BEGINS



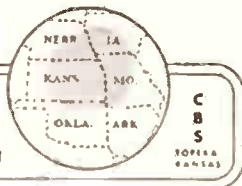
Westward from a pioneer stone fence post stretches 400 miles of America's richest wheat lands, dotted by farms and small towns.

This is WIBW-land . . . 100% agricultural . . . big scale in its operations, its needs, its buying . . . with farm income of over \$1.5 billion.

Many advertisers are "discovering" this huge, unexploited market. At the same time, they're also "discovering" that the quickest, lowest cost way to sell their product is to use the medium that is the first choice of these farm families themselves—WIBW.

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



WHEN THE PRESIDENT DIED . . .

Dallas heard it before Washington

Within a minute of the wire that told of President Harding's death, Dallas heard the news. A WFAA newscast was on the air—and WFAA was first in the nation to announce the president's passing.

It's a long way back to Harding's death in 1923. The cumbersome TRF set and the parlor it graced have disappeared. But radio has since become part to most every phase of human existence, with the news broadcast an important means of immediate, mass dissemination of the news.

WFAA earns its welcome into listeners' homes. In times of emergency or distress Southwesterners turn first to their "neighbor of the air" for help. In December a lost boy was found within the hour by a man who heard the youngster's description on WFAA's 7:00 AM news. A week later the wreckage of a missing plane was located when a farmer who heard the crash associated it with a WFAA report. And just before Christmas WFAA arranged for a mother's appeal to reach across the seas to her son—one of the 22 Korean Veterans who chose Communism.

There are six veteran newsmen who report, re-write and edit the 26½ hours of news broadcast on WFAA every week. The people of the Southwest depend on WFAA for the *complete* story of newsworthy events of local or world-wide significance.

One of a series: WFAA's established leadership in the Southwest



Mr. and Mrs. Warren G. Harding, photographed shortly after his nomination for the Presidency.

W F A A
820 • 570
50,000 WATTS 5000 WATTS
D A L L A S
N B C • A B C • T Q N

ALEX KEESE, Station Manager
EDWARD PETRY & CO., National Representative

Radio Services of The Dallas Morning News

**SEÑOR
BUSINESSMAN...**



**TALK IS CHEAP
(but RESULTS are beeg!)**

when you advertise your product over KIFN . . . Arizona's only full-time Spanish-language station!

Si, señor . . . it costs surprisingly little to tell your sales story to Arizona's 85,000 Spanish-speaking people! But the results . . . ah, amigo, the results will warm your heart like tequila!



Ask coffee-man Señor Folger, who sold 708 pounds of coffee to Phoenixians from just 27 spots on KIFN! Ask Moe's Food Fair, which sold 2500 pounds of pinto beans (along with other advertised items) in one weekend! Or ask the very pleased boss-man of Quality Furniture who received 220 letters from prospective customers, from a single musical quiz program on KIFN!

Ah, yes, amigo the KIFN audience listens and buys! \$20,000,000 was spent by Spanish-speaking Arizonans for goods and services last year! If YOU want to sell this rich market, you're wise to speak its language! (We translate your message into Spanish for free broadcast it over KIFN for a minimum charge. (Compare and see!)



ASK THESE YANQUIS ABOUT KIFN!

NATIONAL TIME SALES
17 E 42nd St
New York,
New York

HARLANG OAKES AND ASSOCIATES
672 Lafayette
Park Place
Los Angeles, Calif.

KIFN

**860 Kilocycles • 1000 Watts
REACHING PHOENIX AND
ALL OF CENTRAL ARIZONA**

driving over a treacherous hill because I'm interested in politics and can't keep up with them outside—because, I love the theatre and can't afford it—because, I'm interested in new merchandise and can't shop around because, I like music and can't make it because, friendly radio voices are company when I'm alone—and because television hurts my eyes—I love radio.”

* * *

“My reasoning is simple. In '28 we were married, we selected radio along with our modest home furnishings. Ever since, radio has been a natural part of our lives. I recall how *vitally important* it was to us then.

“As the babies came, it never dawned on us to hire ‘sitters.’ We had everything, happy home life and always fine radio entertainment.

“Today, things are different. Financially comfortable, we own six radios. Our children grew up, went to college and studied with radios playing.

“I believe and hubby agrees, that radio has helped us remain a happy, united family.”

HUDSON DEALER

(Continued from page 45)

Moran's personality probably had more to do with the success of his television efforts than any other single factor. Jim says the secret of his appeal lies in the fact that he's “always himself.”

He points out, “I've never taken a diction or dramatic lesson in my life. And I never will.” It's the “Common Joe” touch that gets him across to viewers. His occasional grammatical lapses and mispronunciations give his audience a sense of personal identification, add to the believability of his messages.

The key to his success on tv lies in his ability to relax before the camera and speak to viewers with sincerity and conviction, exactly as he would if he were in the showroom.

Jim says, “It seems to us that the ideal climate for selling merchandise would be to be able to bring every possible customer into our place of business where we could demonstrate our product and tell our sales story. Since this is impossible, we use tv to bring our sales room to our prospects. That is why we try to do such a good job

of lighting our cars and displaying our wares—and why we avoid the use of high pressure and gimmicks and hysterical-type sell.

“We don't use high-pressure salesmanship because we would never talk or act like that with folks who walked in our front door.”

Jim's casual manner carries over into his stint as m.c. on *Courtesy Hour* and *Barn Dance*, and he dons Western garb to get into the mood of the show on the latter.

Moran thinks he's found the perfect solution for reaching the greatest amount of adults through his program lineup because “there's enough variety so that there's something for everyone.” The three types of programs—movies, variety acts and farm jamborees—have widely varied appeal.

The commercial copy itself on all three shows stresses exclusive features of Hudson models as well as such factors as price, trade-in allowances, dependability. All are written in an easy-going, low-key style that is much the same as ordinary conversation:

“I know many of you folks are curious to know just how much your car is worth on the market and in trade. Well—there isn't a better time than right now to find out because we are very glad to go on record telling you *exactly* how much the car you now own is worth—on our 1954 Hudson. To begin with, the most popular cars, the cars more people buy are the three so-called lowest-priced cars. Now the reason for this is very simple. It just seemed to be the only new car you could afford—so you bought it. It may not have had all the luxury you wanted. It may not have had quite the performance you hoped for and it may not have had all the room and comfort you wanted. But did you know that you can move up into a far more luxurious automobile—a far more handsome automobile—a far more exciting automobile—for *less money*? It's true and right now—I'd like to have you compare the car you own with our 1954 Hudson. . . .”

Moran cross-plugs the shows during the commercial to stimulate viewer interest in an attempt to increase the number of advertising impressions per person. If the same person hears *Courtesy Motor* commercials on two different shows each week, he's more likely to remember sales arguments, becomes a better sales potential.



Q

Which Kansas City radio station reaches the largest number of daytime listening homes in rural and small city Mid-America – seven days a week – the year around?

A

KCMO, Kansas City's only 50,000 watt station. The 1953 composite Conlan "Study of Listening Habits" in Mid-America rates KCMO over *all other* Kansas City stations. In fact, KCMO serves a larger Mid-America audience than *any other* station heard in the area.* Simple sales arithmetic shows that KCMO is your best buy in the rich, expanding Mid-America market.

**There's good reason, too. For information on how KCMO's bright, fresh programming commands the loyalty of Mid-America's largest audience, contact KCMO or the Katz agency.*

KCMO
radio

50,000 Watts at 810 Kc.
125 E. 31st St., Kansas City, Mo., or THE KATZ AGENCY

"It's a Meredith Station"

Occasionally Moran uses giveaways to test the pull of his various programs and determine their comparative popularity. One such offer involved one announcement that free yo-yo's would be given to children who visited the showroom over the weekend with their parents. Over 5,000 yo-yo's were disposed of during the following weekend and Moran had to purchase 3,000 additional toys to meet the demand.

Alertness to trends and willingness to experiment characterize Moran's business ventures as well as his television efforts.

Jim began his business career after high school as a gasoline pump attendant. Within a few years he had a station of his own and two years later he owned three stations. After a stint in the armed forces during World War II Jim opened his own Ford agen-

cy in suburban Chicago Heights. Shortly afterward he bought the Hudson agency which at the time consisted only of one small building. Now his business takes up a full block and he has 400 employees.

Moran's television appearances are not confined to selling Hudsons. He's become a civic personality through such activities as telethons for the Cerebral-Palsy foundation, various cancer research organizations and the City of Hope. He has become so well-known a personality, in fact, that he was recently asked to run for mayor.

Moran was one of the forerunners in the growing trend for the use of air by auto manufacturers and dealers, and he was one of the first of the "personality" auto salesmen. All his chief competitors in the Chicago area now have regular air schedules.

Auto manufacturers as a group have become more and more air-conscious in recent years as the supply of cars has caught up with—and is now overtaking—demand. During the first eight months of 1953 auto manufacturers more than doubled their gross network time billings for the same period of 1952. In 1953, the figure is \$11,884,278; for 1952, \$5,772,834. (See "Automobiles on the air," SPONSOR, 16 November 1953, page 43.)

WEEK AT AGENCY

(Continued from page 39)

looked over at the battery of clocks behind Garroway's tv desk.

"Let's go grab some breakfast," he said.

It was 10 minutes after eight. The sun was up, people on their way to work were staring through the huge glass windows at Garroway; the Telop One Club was in full swing.

I was hungry. I realized.

* * *

Two-Sixty Madison Avenue is one of the new crop of "junior skyscrapers" in Manhattan. It stands like a glass-and-stainless-steel wedding cake at the corner of 38th Street and Madison Avenue in what used to be the quiet residential section of Murray Hill back in the *Life With Father* era.

The fourth and fifth floors, and part of the third, are occupied by Cunningham & Walsh, an ad agency that is a lineal descendant of the Newell-Em-


Topeka's top station



*You're on the right team
with WREN....choice for
BUDWEISER'S CARDINAL GAMES*

Once again, WREN's tops for spring and summertime listening, with a full schedule of St. Louis Cardinal games, in a red-hot Cardinal territory. Cash in on this big audience. Write for good availabilities around the Cardinal games.

REPRESENTED BY WEED & COMPANY



5000 WATTS TOPEKA, KANSAS

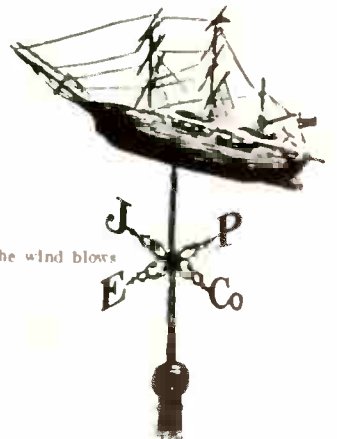


"MY IDEAL REP"

SAYS **CHUCK WILDS** OF
N. W. AYER,

"doesn't hesitate to use the
teletype or telephone when a
quick decision is needed
from a station."

JEPCO believes in fast
action. In the fast-moving tv and
radio fields the alert rep
must render service
on a moment's notice.
This is the Pearson policy.

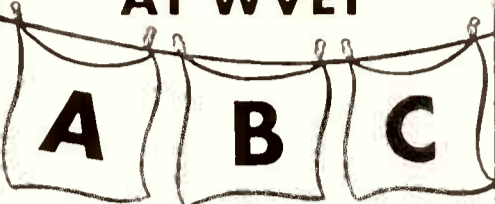


JOHN E. PEARSON COMPANY

radio and television station representatives

NEW ARRIVAL!

...BIG CHANGE AT WVET



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.



IN ROCHESTER, N. Y.

Represented Nationally by
THE BOLLING COMPANY



4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

**Jewish Market
of Metropolitan New York**

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"
HENRY GREENFIELD
Managing Director

WEVD 117-119 West 46th St.
New York 19

mett agency founded in 1919. The agency employs 320 people, of which 37 have been with Newell-Emmett and C&W for over 20 years. Fred Walsh, the president, and Jack Cunningham, executive vice president and operational head, have been with the firm since the start.

C&W is not a "big" agency in the sense that Thompson, McCann-Erickson, Y&R, BBDO and a few others are "big." It does not have a string of branch offices (although it has a "service office" in Hollywood) around the world. It does not have a sharply defined hierarchy and extensive departmentalization.

But it is far from small. This year, Cunningham & Walsh will handle about \$43 million worth of advertising from 33 clients, of which about 40% will go into radio and television, both network and spot. A dozen clients of the agency are active in air advertising. They range from the Bank of Manhattan, which spends about 20% of a \$550,000 budget in local (New York) radio-tv spot campaigns, to giant Liggett & Myers, the agency's biggest account, which spends about half of a SPONSOR-estimated \$13,000,000 in a long string of net and spot operations.

Fortified with ham, eggs, coffee and toast, I arrived promptly at 9:00 a.m. on Monday March first. The lobby was empty except for eight red-headed elevator operators who looked like airline hostesses in their cream-colored uniforms. This was the building's "gimmick," I learned; there were eight more red heads on the other shift. The starter, a Technicolor magnificence in his white cap and jacket with red trim, blue trousers and blue tie, nodded pleasantly. He had brown hair.

At the fourth-floor reception room, a simple lounge in wood paneling and pastel greens, I was announced to Howard Johnson, the agency's public relations director who had been designated to show me around.

"People always think I'm the guy who runs the roadside restaurants," he told me as we started down a long corridor to the southeast corner of the building.

Agencymen were arriving in their offices, settling down, drinking coffee, reading papers and memos. I caught quick glimpses of offices as I went past. Buff and terra-cotta. Cool greens. Beige rugs. Mahogany desks. Modern but not modernistic. Comfort but not luxury. Huge picture windows. Air

conditioning that hadn't taken the weekend chill out of the place.

"This will be your office," said Johnson, stopping finally before an empty office on the 38th Street side. "One of the girls from my department works here. Joanne Keene. She's away for a week." I stared at a pile of toddler-sized dresses on top of a filing cabinet and at some swatches of material on the desk.

"Joanne handles special promotions with women's magazines. She's our sewing expert." Johnson explained. He produced a big pile of newspaper clippings, biographies and back issues of trade publications.

"Now that you're a junior executive here," he smiled, "you'll want to get yourself oriented a bit on the history of the agency. I've scheduled an appointment for you this morning with Jack Cunningham and one this afternoon with John Sheehan, our radio-tv director. Read through this stuff and give me a call when you're ready."

An hour later I felt ready, and dialed Johnson on 245.

He said, "We've got a little time, so I'll give you the Forty Cent Tour."

"We moved in here in July 1952," Johnson called over his shoulder as we took off at a fast trot. "Our part of the building was designed specially for us. You're on the fourth floor. Along this part of the Madison side are media executives, including Newman McEvoy, our v.p. and media director."

He waved to McEvoy, a tall, angular man with close-cropped gray hair who looked over the top of his glasses and waved back at Johnson. Several junior executive types, in dark flannels and tweeds, were busily discussing something with McEvoy. "Media group meeting," said Johnson.

"On the north side of the floor is the Liggett & Myers department—account men, art and copy, L&M publicity, radio-tv, production—and Fred Walsh's office. He's our president and top man, with E. H. Ellis, on the L&M account," he said as we hurried along.

We passed executive offices, bullpens of secretaries and media buyers, a huge art department busily creating

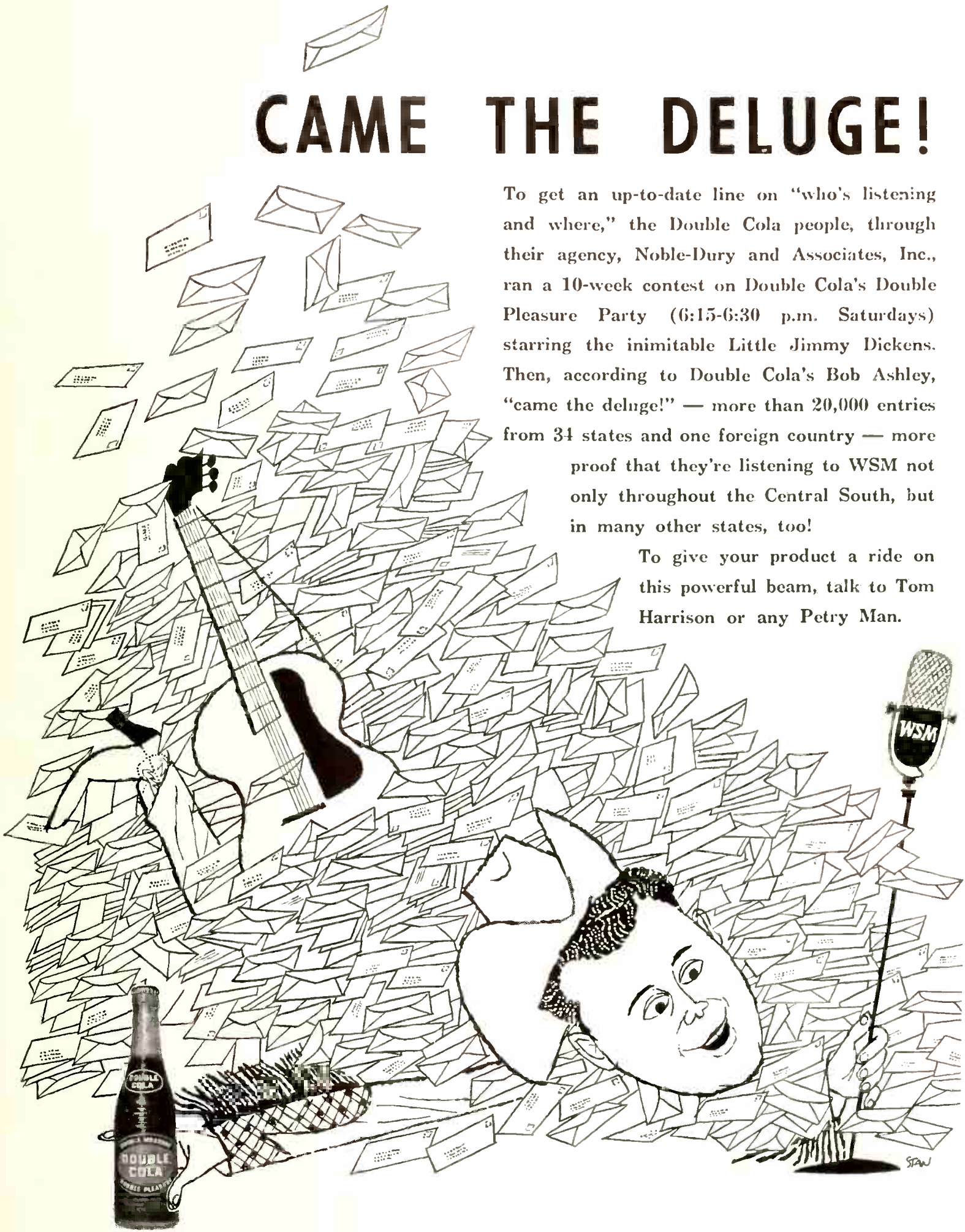


MORNING AND AFTERNOON
JOHNNY SHAW
SPINS THE GOSPEL RECORDS
FOR THE MID-STATE
NEGRO AUDIENCE
VIA
WSOK
NASHVILLE, TENN.

CAME THE DELUGE!

To get an up-to-date line on "who's listening and where," the Double Cola people, through their agency, Noble-Dury and Associates, Inc., ran a 10-week contest on Double Cola's Double Pleasure Party (6:15-6:30 p.m. Saturdays) starring the inimitable Little Jimmy Dickens. Then, according to Double Cola's Bob Ashley, "came the deluge!" — more than 20,000 entries from 34 states and one foreign country — more proof that they're listening to WSM not only throughout the Central South, but in many other states, too!

To give your product a ride on this powerful beam, talk to Tom Harrison or any Petry Man.



WSM

Nashville • Clear Channel • 50,000 Watts

Chesterfield ads, an eat-in lunchroom (for C&W-ites who are in a hurry), mail room, mimeo, checking and billing departments, communications.

Johnson paused, and cleared his throat discreetly.

"We're very informal here," he said, "but you might as well learn which men's room to use." He pointed down a hall. "That one."

We were now about a block from the office assigned to me.

"There's another and fancier one on the Madison side," he added, "but it's for high brass. We have a special super executive john on the fifth floor, complete with shower, lounge and bar, but that's reserved for clients."

We went through a door into the entrance hall. An elevator stopped. We stepped in. "Five" said Johnson to the red head in charge.

C&W's fifth floor is like the fourth. More executive offices along the Madison side, the research department (in process of moving to the third floor), the radio-tv department (other than L&M), audition room, copy-art conference room, more art and production offices, personnel, the famous C&W oval conference room (walnut walls with a huge oval Korina table big enough to seat 25 people), and, of course, the client lounge and shower.

Outside the conference room, a secretary stopped us.

"Mister Cunningham will see you now," she said.

* * *

John P. Cunningham at 57 is the operational head of C&W. A relaxed New England Yankee who likes to wear casual tweeds in the office, he was sitting behind a huge mahogany desk that looked big enough to use as a badminton court.

"Come in," he shouted through the

open door of his office.

I suddenly realized that all the doors of all the executive offices I had seen had been open.

Cunningham put down a pink coffee cup that could have doubled as a small bird bath, crushed out an L&M filter-tip cigarette and waved us to a big foam-rubber sofa near his desk. Except for the desk, the room could have been the living room of a wealthy bachelor's apartment.

"So, you're going to work here for a week, eh?" he chuckled. His accent was Bostonian. His face was still brown with what looked like a Florida tan.

"Let me tell you a few things about how this agency operates," he said, lighting an L&M and offering me one. "This is not a one-man shop. I'm not 'the boss' and neither is Fred Walsh. This agency is run by a management group of 12 directors, eight of whom are creative guys. Writers, artists, radio and tv guys. These eight men probably spend 90% of their day producing advertising for Cunningham & Walsh clients, in addition to guiding the agency.

"We have a democratic type of management. It makes us very flexible, and gives us plenty of room to grow, even though we're a pretty good-sized agency right now. We estimate that we're now tenth among agencies in radio-tv billings and seventeenth in total billings. I also think we're balanced nicely media-wise. About 40% of our total billings are in radio-tv. If we were 50% or 60%, like some of the big soap agencies, I'd think we were getting a little top-heavy.

"On the other hand," said Cunningham as he looked reflectively at the big pink coffee cup, "I want you to know that we think radio and tv are

very important media. In fact, I feel that television will ultimately become the country's top advertising medium, closely supported by radio.

"We're entering an era now where air media are being developed so that clients can buy on an insertion basis, with program content control being in the hands of networks and stations. When you buy air media in the near future, you'll be buying audiences. Rates will be geared to audience sizes. Small clients as well as big clients will be able to use all kinds of air advertising."

He paused and looked at me directly from under thick black eyebrows. "There's something else about the agency you ought to know. Someday our junior executives will run this agency. Meanwhile we want them to be loyal to the *agency* not just loyal to a bunch of old men.

"Our junior executives and operating executives help determine agency policy to quite a degree. For example, we may be considering an account. Now, our usual bench-mark for taking an account is \$200,000 in billings. Suppose this account is only \$100,000. Should we take it? Can we help such a client develop his sales to the point where his advertising appropriation will be a half million?"

"I'd never make such a decision all by myself. I'd walk down the aisle and call as many executives out of their offices as I can and we'd have a shirt-sleeve huddle. We seek the opinions of younger men and we let them spark ideas. In other words, if you have a hot idea while you're here, pass it along. Do you see what I mean?"

I told him I did. Mr. Cunningham squinted out at the bright morning sunlight on Madison Avenue, five floor below. "Fine," he said. "This afternoon we'll put you to work."

* * *

I had been assigned to John Sheehan, a big, hearty Irishman who once ran the OWI's wartime radio efforts and who now heads up the radio-tv operations of C&W on all general accounts, except L&M. It was mid-afternoon. I was sitting in Sheehan's office, which is on the Madison side of the fifth floor.

"We've all got to be alert to all of the radio-tv possibilities of all of our agency accounts," he said. "Sometimes you'll find it's a matter of educating the client. But it isn't a formal

STOP MOTION TV SLIDES & BALOPS FULL ANIMATION

TV FILMS of all KINDS

FILMACK STUDIOS

1328 So. Wabash Ave.
Chicago 5, Illinois

LET US CREATE A
STORYBOARD FOR YOU!

Telephone:
HA. 7-3395

drive. Liggett & Myers is one of the most active accounts in radio and television. But we've managed to develop a good basis of participation by many other clients in air media.

"Our general radio-tv department may sound small at first, considering this is a forty-million-dollar agency. But Liggett & Myers is handled by a special group run by Win Case and Norm Gort and radio-tv buying is handled by the media department. Our job is to create and supervise.

"In this department there's Dave Lewis, who's pretty much my right-hand guy; Tom De Huff, who works mostly on tv; Joe McDonough, who works mostly on radio, and me. And you. Actually, we can expand at a moment's notice when we have to. Many of our copy and creative and account people have extensive backgrounds in radio and television. In fact, when we're all putting our heads together on an air campaign for a new account I'll have as many as 15 people in my office.

"We try," he said, echoing something Jack Cunningham had said a few hours earlier, "to be informal, to get ideas from a creative group."

He looked up as a tall slim man with horn-rimmed glasses, a neat mustache, and a well-tailored gray suit entered through the open door.

"I've got those Cliquot Club film spots, John," said the man with the mustache. "Are you free to have a look?"

Sheehan introduced us. The visitor was Dave Lewis, formerly radio-tv director of the Caples agency.

"We've just acquired the Cliquot account," said Sheehan. "These are some tv commercials done for them by their former agency. We want to look them over to see where we're going in the future. We can run them off in the audition room."

We started out of the room. As we walked along, Sheehan turned to me. "There's one thing Jack Cunningham always tells us. You should know it too."

"What's that?" I asked.

"When you're in the Cunningham & Walsh offices, it's as if you're on the client's payroll. You're an 'agency-man' in the client's office."

We went into the audition room, a brown-and-gray room with cork walls that looked as though it might be the executive preview theatre of M-G-M. In one corner sat a 24-inch

Reaching MORE PEOPLE



★ KOIN-TV is Oregon's most powerful station

KOIN-TV's strong 56,000 watt signal (soon to be 100,000 ERP) plus a towering antenna height of 1,114 feet above average terrain is resulting in effective coverage of far more area in the rich Oregon and Southern Washington market than any other Portland station. Set sales are skyrocketing!

★ KOIN-TV is Portland's only VHF station

KOIN-TV's sharp VHF signal is the only television reaching many shadow areas. Reception and picture quality are excellent.

★ More people mean more sales

KOIN-TV's tremendous coverage—its great lineup of CBS and selected ABC shows, as well as solid local programming has built a loyal, responsive audience. Write, wire, or phone for availabilities and complete market data. KOIN-TV is your best buy in this rich Oregon market.

KOIN-TV

CHANNEL 6 • PORTLAND, OREGON

Avery-Knodel, Inc.—National Representatives



tv set; in the center of the wall, below a pull-down movie screen, was a big radio-phonograph that would delight the heart of any hi-fi fan. Since I am an electronic hobbyist, I was drawn to it like an iron filing to a magnet.

I looked at it reverently. Sheehan caught my eye. "It cost over 2,000 bucks," he said.

Others trooped into the room. Bud Baker, the account executive. Joe McDonough, a writer-producer. Joe went into the projection room and we

settled ourselves in chairs as the house lights dimmed.

On the screen, a minute commercial unfolded. It was a gimmicky spot which featured a young boy dressed up like an Eskimo. In the background, a quartet extolled the virtues of Cliquot Club beverages to the tune of *Jingle Bells*. This was followed by a 30-second commercial that was a cut-down version of the minute film. The lights went up, and the discussion started briskly.

"We might do something with that jingle," said Bud Baker, a small man in a pin-stripe suit.

"We might. But I'm always a little leery of public domain tunes," said Sheehan.

"Isn't there a certain incongruity in that spot?" said Dave Lewis. "I mean, where the Eskimo boy says Cliquot is a 'good mixer.' Should a kid like that be talking about making highballs?"

Bud Baker jotted something on a piece of paper.

Joe McDonough appeared from the projection room. "Since the Eskimo is their trademark gimmick, maybe it would look better with animation instead of a live actor." The group discussed this briefly, and it was decided that some animation ideas might be worked out.

Dave Lewis produced a red Vinylite transcription. "This is the lead-in they used with the *Cliquot Club Eskimos*, back years ago. I think it's kind of bouncy. Might be a jingle in it." He went over to the hi-fi player, put the transcription on the turntable and played with the controls. "Listen to this."

The record spun. Out of the speaker came a bouncy tune that sounded like soundtrack music for an early Mickey Mouse or a favorite dance tune of the late George Washington Hill. It was punctuated by jingling sleigh bells, cracking whips and the intermittent bark of a sled dog.

"I think a new arrangement could be made of that," said Lewis. "We could work up a jingle to fit it."

"What kind of a jingle?" asked Sheehan.

Lewis obliged, playing the record again. Lewis' jingle was strictly ad-lib. He used the dog's bark as a device to emphasize "Cliquot Club."

"Shall I sing it again?" Lewis asked.

Sheehan looked at his watch. C&W knocks off at five. It was about 10 after five.

Sheehan chuckled. "O.K. Dave. You're on your own time. Sing it in Eskimo."

Bud Baker grinned. "I've got a better idea. Dave," he said. "Show 'em all how versatile you are. Sing it in Dog."

* * *

A good research department is to an ad agency what the Intelligence section is to a military task force. Targets are scouted, measured, defined; clues,

"Still Openings" IN THE BLUE RIBBON LIST



Join this parade of successful advertisers! Prestige accounts build better results. **KTVH** business offices in Wichita and Hutchinson; studios in Hutchinson; Howard O. Peterson, General Manager.

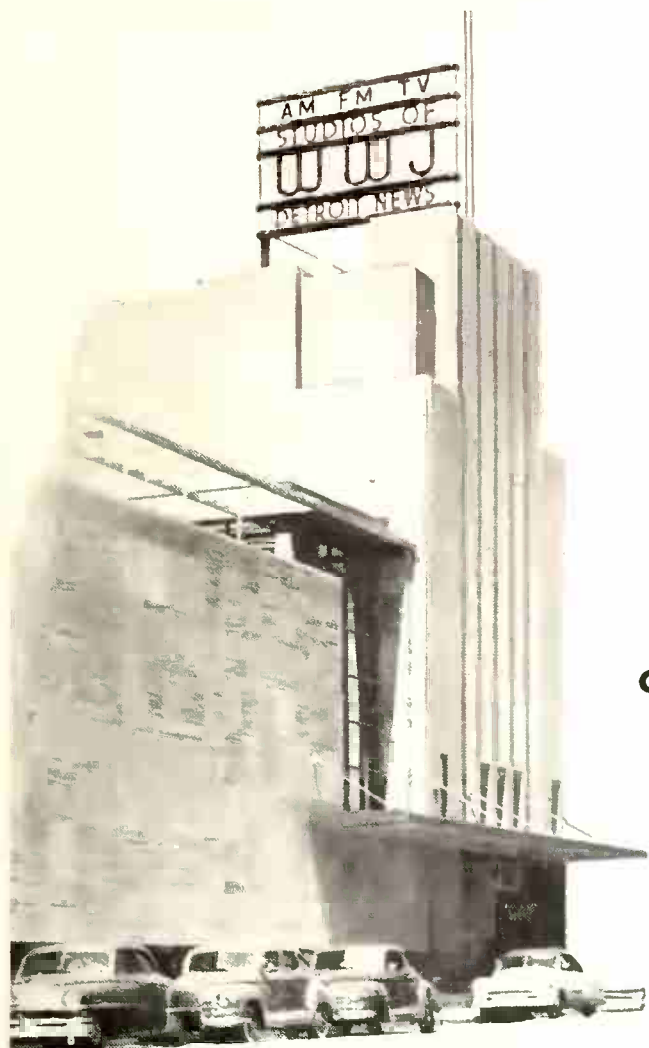
CHANNEL
12



VHF
240,000
WATTS

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC.

COVERS CENTRAL KANSAS



companions in progress

WWJ-TV and **NBC**

WWJ-TV celebrates its 7th Anniversary this month.

Beginning in 1947, and for almost two years, WWJ-TV was Michigan's *only* television station, the pioneer in building programming concepts and the desire for set ownership.

Affiliation with NBC-Television in January 1949 gave to Michigan viewers their first network programs. Ever since, audiences have welcomed WWJ-TV's local programs and the outstanding products of NBC showmanship, side by side.

WWJ-TV is proud to be part of television's expansion and development in the great Michigan market, and is equally proud of an abiding association with television's greatest leader and pioneer . . . **NBC**

At the start of its eighth year, WWJ-TV, Michigan's First Television Station, salutes the National Broadcasting Company . . . a stellar companion in progress.

In Detroit . . .

*You Sell More
on channel*

4

WWJ-TV

NBC Television Network
DETROIT

Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

data, surveys are sifted and fed to planners. Cunningham & Walsh's 27-man research department, headed by Gerald W. Tasker, is no exception.

It was to the research department that I went on the morning of Tuesday, the second of March. I explained to Tasker why I was at C&W for a week—something I was getting good at, since I'd been doing it with everyone I met—and sat back while he told me how his department worked.

"We check on all kinds of things for the agency and for clients," said

Tasker. He is a research veteran who conducted the first coast-to-coast coincidental radio check for L&M in the days before there were rating services. "We might have to make a survey for reaction to a new product. We just did one like that for Colgate on whether Super Suds' new detergent should be blue or white. We compile rating histories of shows and time slots, pre-test commercials and study the kind of impact on consumers that different media have.

"A lot of our research work, natu-

rally, is in connection with radio and tv. We use Pulse local radio ratings, Hooper's radio-tv ratings and American Research Bureau's tv ratings. We also use Nielsen Coverage Service, Rorabaugh, Executives' Radio Service, Media Records and Schwerin. In addition, we maintain a large library of radio-tv data provided by networks, stations and the trade press.

"Seven years ago we set up Videotown in New Brunswick, N. J. As you know, it's a probability sample of New Brunswick, which in turn is roughly a cross-section of the U. S. With this as our barometer, we carefully watch for important trends in radio listening in tv homes, in acceptance of tv program types, color tv and living habits in tv homes.

"We've learned a great many interesting things from Videotown. For example, we've learned that there is considerable radio listening, particularly on a multiple-set basis, in tv homes. We've also learned that daily routine of housewives has changed as a result of tv. Nowadays, they do more work in the mornings, less in the afternoons, more in the early evenings and less at night than they did seven years ago. This gives us an important clue as to when we are likely to reach them best either by radio or by television."


He paused, and pulled out a big chart. On it were bar charts which showed the ownership of various durable-goods categories. Tasker pointed to the chart and said:

"This is something new. We've learned so much from Videotown, our own research baby, that we've set up a somewhat similar 'town' out in the Midwest. This one is a study of durable consumer goods—rugs, china, silverware, radios, tv sets, autos and other items. Now that we've got the Universal Pictures account, we're thinking of setting up still another 'town' to study movie attendance over a long period of time.

"When we turn up an interesting trend or valuable piece of research, we usually circulate a report around the office. Our department sits in on big meetings with clients and often works very closely with the radio-tv department. For instance, we helped them work out a three-way sponsorship arrangement for Chesterfield, Narragansett Brewing and a major oil company by which each of the three sponsors gets almost as much impact,

ONE . . .

and only ONE
television station
effectively covers
**CHARLESTON,
West Virginia!**




WKNA-TV

Charleston's OWN
Television Station

No matter how you try, you can't cover West Virginia's first market with any television but Charleston's OWN station! Only WKNA-TV has the "power" to do it . . . with strong signal, three network tie-ins and choice local programming "slanted" to and for the Charleston market. Get the facts today on how easy it is for you to share in over \$620,000,000 a year this market has to spend.

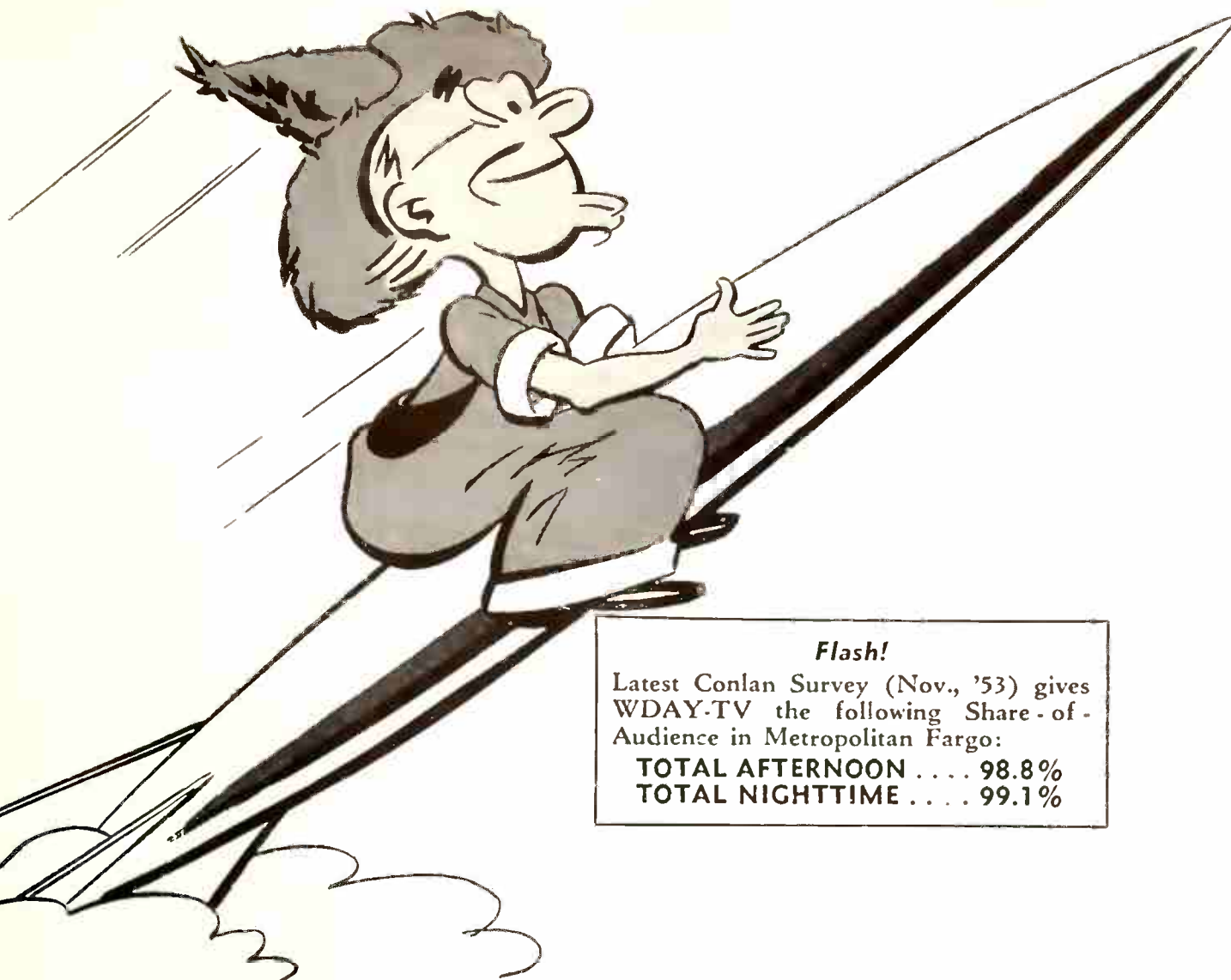
**Based on actual survey made by a leading radio engineering firm. (name sent on request)*

Programming from the ABC • DUMONT and CBS TELEVISION NETWORKS



WKNA-TV
the personality station

Joe L. Smith, Jr. Incorporated
Represented nationally by
WEED TELEVISION



Flash!

Latest Conlan Survey (Nov., '53) gives
WDAY-TV the following Share-of-
Audience in Metropolitan Fargo:

TOTAL AFTERNOON 98.8%
TOTAL NIGHTTIME 99.1%

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

at a lower price, as he would if he was in a two-way sponsorship. We divide the game up into sets of three innings and rotate the client positions.

"This year we're going to check again to see how well this has worked out. We'll be checking soon in our Videotown research for 1954. And, there are always client surveys, product surveys, pre-testing of commercials and depth interviews with consumers. So we stay pretty busy."

This sounded a little like a polite hint. And Tasker is a vice president of the agency. And the research department was due to move in the next day or so to quarters on the third floor. So I thanked him and went back to my office.

* * *

I got my second work assignment Tuesday afternoon.

The job: to prepare a storyboard for a 20-second tv "Christmas Club" commercial for The Bank of Manhattan Co.

The assignment was handed out at one of those informal "meetings" which I was beginning to realize were pretty much the standard way of imparting knowledge or orders at C&W. In a matter of minutes, the radio-tv department was assembled in Sheehan's office. Sheehan took charge.

"Ordinarily," he told me, "a group meeting like this will kick ideas back and forth. No one guy will really 'produce' an entire commercial. But, since you're new here, you're going to do a solo flight on this one."

He handed me a big black storyboard pad, and a number of small space ads used by The Bank of Manhattan Co. in New York dailies.

"This account uses a special grease pencil technique in their space ads, which we took over last fall. It's a

sort of deceptive simplicity, since the art is done by some of our top guys. I want you to work up a tv commercial for Bank of Manhattan's Christmas Club promotions, which will start in December. You'll follow the same basic approach as in the newspaper ads, since the grease pencil art has now become identified with the bank. Keep in mind that you're talking to both men and women. Don't be too slick or too cute."

He tapped on the storyboard pad. "Don't forget that you've only got 20 seconds of visual and 18 seconds of audio. So keep it simple."

Back in my office, I read my way through the two-dozen small space ads and the sample storyboard Sheehan had given me, and started to put some ideas down on paper. It's hard to be Christmasy in March.

At the same time, I tried to keep track of my thought processes for purposes of the article for SPONSOR. I felt a lot like a doctor who was taking out his own appendix.

* * *

Next morning, after some plain and fancy doodling, I had my storyboard worked out for the Christmas Club commercial. This was the gist of it:

The first panel showed a bare tree. The next two panels showed a slate on which animated figures multiplied out "\$2 times 50 weeks equal \$100." Then I switched to a sketch of the same tree now covered with dollar bills, and followed this with sketches of the bank, of a man entering the bank, and winding up with the bank's plaque.

The audio took off from "Wish money grew on trees?" and went on to spell out how Bank of Manhattan's Christmas Club could help two bucks grow to a hundred in a year's time,

with no fees and charges.

In the afternoon, I managed to get hold of Sheehan and Bank of Manhattan's creative account executive, Jack Williams, and show them the storyboard.

They gave it to me nice and straight. "I like the slate idea," said Sheehan, "but you jump into it too quick. There isn't enough relationship between the money-on-trees question and the slate gimmick. Your answer doesn't satisfy the curiosity I've built up. You've got to get across the idea sooner that the man from Manhattan can help you build up a Christmas fund. Then, after you've sold the idea, you can pay it off with the money-laden tree."

Williams, a big chubby man with a grey streak in his wavy brown hair, added some comments.

"The whole trick to these tv commercials is whimsy. This account is a 'fun' account, but the humor can't be slapstick. It has to be believable. Something that *might* happen. Look." He pointed to the storyboard, where I had carried the idea of a star on top of the tree over to a star on top of the bank. "This isn't really believable. There wouldn't be a star on top of the bank like that.

"But," he added thoughtfully, "the Christmas tree idea has a lot of possibilities."

Later that day, my storyboard went into the creative hopper at a huddle of the radio-tv staff. My week at C&W was up before I could find out what finally happened to my brainchild. However, I like to think this December I may accidentally snap on my tv set and see a suddenly-familiar Christmas tree laden with grease-penciled dollar bills saved up at the Bank of Manhattan Co.

* * *

My last two days at Cunningham & Walsh were pretty hectic.

I sat in on bull sessions in the radio-tv department. I drank coffee (free!) at C&W's eat-in lunchroom. I wandered through the art department and watched everything from ads for inexpensive, fast-turnover Chesterfield and Super Suds to luxury cruises on American Export Lines being produced. I lunched with John Sheehan in the swank pseudo-Mediterranean atmosphere of the nearby Tuscany. I wrote a set of three radio commercials for a morning newscast that Northwest Orient Airlines sponsors up in Anchor-

KRBC-TV Abilene
introduces your
product to 246,226
persons who
want to buy

Represented nationally by
JOHN E. PEARSON TV Inc.

KRBC-TV
Channel 9
ABILENE
TEXAS

age, Alaska. I sat in on a "quickie" media-buying session of the Liggett & Myers group and listened to them discuss the problems of evaluating new tv station additions to the *Dragnet* lineup.

I suddenly realized it was Friday afternoon when I noticed an employee's time sheet, for the week beginning 8 March, sitting in the "In" box on my desk.

I just sat and smoked an L&M from the pack I had swiped in Jack Cunningham's office and looked at that time sheet. I had been running around the agency so much, I decided, somebody in the payroll department probably figured I really worked there.

* * *

As I rode down from the fourth floor to the lobby, I felt a slap on the back. I turned. It was Tom De Huff, the agencyman I had met at 5:30 on Monday morning.

"Let's go grab a 'Commuter's Special' at the Turkey," he said.

I agreed. We got off and went through the big stainless steel door in the lobby into the New England decor of the White Turkey restaurant at 260 Madison.

We edged our way through the crowd at the bar, and perched on two big green barstools. A bartender with a slightly harassed expression came over.

De Huff turned to me. "What'll it be?"

It had been a long week. I was in no mood to be original. "Rye and ginger ale," I told the bartender.

"The same," said De Huff.

In a moment or two, the bartender was back. He poured rye from jiggers into the highball glasses. Then he reached for two splits of ginger ale. Canada Dry ginger ale.

"What's this?" said De Huff, eyeing the splits.

The bartender looked a little startled. "We got their advertising agency upstairs. J. M. Mathes. So, we stock Canada Dry."

De Huff looked past the two bottles, then at the bartender.

"Got any Cliquot Club?"

"Nope," said the bartender, "we don't get much call for it."

"You will," said Tom De Huff.

• *Do you like the personal touch? Would you like more stories from inside radio-tv firms? SPONSOR invites your comments. Write 40 E. 49th St.*

ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST

TELEVISION STATION



CBS TV and
DuMont TV Networks
CHANNEL 17
LITTLE ROCK, ARK.



LITTLE ROCK
TELECASTERS, INC.

Kenyon Brown, Pres.

SPOT CARRIERS

(Continued from page 41)

rier buys with spot or other types of network campaigns but it's my opinion that the better spot carriers will beat any kind of radio buy when it comes to the cost of reaching a radio home."

Admen point out, however, that this type of spot-carrier plan should not be bought only on the basis of cost. One account man told SPONSOR:

"I would never advise a spot carrier buy if the client is going to depend solely on it. I see spot carriers as a supplementary buy. They should not be expected to carry the major part of the advertising load or spearhead the basic pitch. Once you've put your name or sales message across, the spot carrier is terrific as reminder advertising because it gives you plenty of coverage at low cost."

The reason agencies hold up a finger of warning is that this type of spot-carrier coverage tends to be thin. To carry on the comparison cited above, the advertiser who buys one participation in three shows won't reach each home as many times as the buyer of

a full show. The latter reaches fewer homes, other things being equal, but he reaches them more times, so that his penetration is more effective.

The Schwerin Research Corp., with years of experience in testing the effectiveness of commercials, summed it up this way for SPONSOR. Said Horace Schwerin:

"The first consideration for any advertiser is to define the story he wants to tell and then determine how much time he needs to tell it. For a number of reasons the time required varies widely for different products. Some products need the two or three commercials of a show to say what has to be said with maximum efficiency; others are most efficiently told in as little as 20 seconds.

"Some products with two or more uses gain more from devoting two commercials on a single program to these uses rather than promoting them separately at different points in time. That has been true in tests we have run for drug products, where the big gain from having their own program has been in achieving higher remembrance of other attributes about the product rather than of what the product can be used for.

"Studies we have done for several clients who make a variety of products have shown that all the products can benefit from being associated together in one program, particularly if they can be tied together under one overall theme related to the sponsor's name. Some of the appliance makers are good examples of this.

"On the other hand, of course, some 'families' are essentially not harmonious enough to benefit from this approach; food companies that also make dog food would be an evident example of this."

The pro's and con's of spot carriers often revolve about the question of how important it is for the commercial to be integrated into the program. Says Schwerin:

"Much consideration has been given to the possibilities of 'integration,' use of the star and so on, to the neglect of what is perhaps more fundamental because more inclusive—the ability of the program to establish the proper environment. This is needed more by some products than by others, depending on the nature of their claims, the kind of salesman they can use to best advantage and similar considerations.

"The 'flavor, taste' concept, for instance, can benefit greatly from being on a show that sets up the right environment. Products with no well-defined mood and with sales points that are not demonstrated are less apt to gain much from having their own program, at least on television, where unimaginative reiteration has little effect on the viewer."

A good number of agency men feel that while an advertiser who shares a network program with other products loses a certain amount of program identification there is enough identification left to be merchandised if the advertiser really wants to take the trouble. Sponsors of Godfrey, Garry Moore, Sid Caesar and Imogene Coca use these stars in point-of-sale pieces and print advertising. And where there is no big name connected with a spot-carrier buy the advertiser finds he can still take advantage of his buy by pointing out to dealers how active he is on the air. For this purpose a program name is thought more effective than a list of markets would be in a spot buy.

Most advertisers have gotten over the feeling that sharing a program with other clients takes all the value out of it. That feeling was a hang-over from the old radio days when it was unheard of to cosponsor a show and when single sponsorship fitted the economics of network radio.

During the 30's, however, the advertiser could not jump into network advertising on a moment's notice, which is what spot carriers permit on both radio and tv and which is one of the big reasons advertisers use them.

"The spot carrier is ideal for a client who has to be fast on his feet," said an agency man. "This is especially true of auto advertisers these days. The spot carrier is perfect for announcing new auto models. The auto advertiser wants to come in for a short time and he wants to spread the word around to as many people as possible that his new car will arrive or has arrived. Copy before the car arrives doesn't have to be detailed and technical or penetrate deeply. The point is just to get coverage."

Buying a network spot-carrier announcement is a simpler operation than buying the same number of stations on a spot basis, admen point out. Said one:

"No agency buys a spot carrier just



70%

Yes 70% of SONG ADS business is successfully carried on through the mails.

You too can have us as your "Hollywood Branch" creating radio and tv musical commercial packages—Your clients can have the advantage of top musical and film talent well within their radio or tv budget.

Why not write today about our \$75.00 audition record. It works for others and it can for you.



Ad-ver-tis-ing set ta mu-sic for ra-di-o and T-V!



because it takes less time and involves less paper work. But you can't overlook the fact that these plans let you see what you're getting."

Said another: "Those spot carriers are handy to have around. They're nice for a guy who doesn't have much money and it's nice to know you can jump into the networks in a hurry if you have to. Of course, one of the reasons they're readily available is that they're seldom sold out. If they ever get sold out and the advertiser has to wait a long time for an availability there would be no reason to use them for short-term ad blasts. National spot would be better."

While the comparison of spot carriers and national spot inevitably comes up in discussions with admen a number of those queried by SPONSOR regarded such comparisons as a waste of time. The consensus was, briefly, this:

Network and spot are different media, used for different purposes. If you want flexibility in your markets, time periods and message, then there is no argument. The answer, obviously, is spot. If you want high cumulative audience figures, if your message doesn't vary by markets, if you're satisfied with a limited amount of program identification, then you can use a spot carrier.

One attitude that occasionally pops up is that the radio networks are just using spot carriers to get rid of unsalable time, the implication being that if it is unsalable, there is something wrong with it. This argument is aimed particularly at nighttime radio spot carriers.

The fact remains, however, that some of the top air clients are now in nighttime radio spot carriers. Examples: P&G is in both Mutual's Multi-Message Plan and the CBS Power Plan; R. J. Reynolds has been a participant in the Mutual plan for almost two years.

The spot carrier seems not only destined to stay but has been expanding rapidly in both radio and tv. This month saw two new carriers on daytime tv alone, *Home* on NBC and the *Morning Show* on CBS. NBC Radio's new radio participation blueprint envisages nearly 24 hours a week of programming offering announcements for sale. In addition to the current "Three Plan" plus *Weekend*, *Road Show* and *Big Preview*, NBC is preparing, for 4



In Memphis and the Mid-South the ladies are



"Shopping at Home"

with

OLIVIA BROWNE

Yes, 9:30 A.M. Monday through Friday finds WMCT's feminine listeners tuned in for the latest household hints and shoppers' specials, done up "a la Browne." It's a breezy package, featuring Cathy Bauby with her expert guidance on fashions, exercise and charm. For participating spots, loaded with "sell," see your nearest Branham office.



NOW 100,000 WATTS

Memphis' first TV Station

WMC WMCF WMCT
National Representatives
The Branham Company

NBC-TV-BASIC

Also affiliated with ABC
and DUMONT

Owned and Operated by
The Commercial Appeal

April debut and with the approval of its Radio Affiliates Committee, four new programs. The network has the go-ahead from the committee to make these four shows as long as three hours each. At least one of these will be at night.

In proposing the new spot carriers NBC Radio suggested the establishment of all participation programs as a class of NBC Radio network programs, with specific compensation formulas for stations and special rules about co-op sales. The new rules provide that "in any segment where at least one network participation has been sold, the stations may sell any cued announcement on run of schedule, i.e., subject to immediate removal to another un-sold availability. . ."

ABC Radio, which has been trying to find some kind of spot-carrier idea to replace the Pyramid Plan, recently came up with a "half sponsorship" idea. For the first time the network will sell its 15-minute shows in halves. Included in this is *Ever Since Eve* in the morning and ABC's four 15-minute shows in the 8:00-9:00 p.m. slot. ABC's new d.j., Martin Block, is being offered in chunks during the afternoon. ★ ★ ★

**COVERS PENNSYLVANIA'S
3rd LARGEST MARKET**

SCRANTON • WILKES-BARRE

**CHANNEL
WARM 16 TV**

SCRANTON, PA.
ABC TELEVISION NETWORK
Antenna: 1244 Ft. Above Average Terrain
333 Madison Ave., Scranton, Pa.
Hotel Sterling, Wilkes-Barre, Pa.

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

BLOCK'S MEDIA TESTS

(Continued from page 50)

1. *The objective is determined.* What is going to be tested—media, copy or both—has to be established. This is an important first step, for it's easy to wind up testing copy when it's media you want to test, or vice versa, Abrams says.

2. *Test markets are chosen carefully.* At least two and preferably three cities are used. Reason: So many things can go wrong in one. Quite often Block Drug has had to eliminate the results from one of the cities because of an unexpected occurrence that invalidated all the returns. In choosing markets Abrams follows certain principles such as getting cities that have a diversified industry and using isolated markets where there's no overlap. For example: Block Drug never uses Paterson, N. J., for anything it does there would be affected by New York advertising. Instead it will take a city like Dayton or Columbus, which are self-contained and medium-sized. It also avoids cities that are too far away, such as on the West Coast. It doesn't use New England (except for Hartford, Conn., "which is a very good test city") because of the conservative nature of the people, who are slow to change. By the same token, the South is a poor testing ground for Block Drug, for it feels price is such a factor there that the product must be priced low to have a chance of success.

3. *The media facilities of the city itself are checked.* Today, for example, it is important for Block Drug to have tv stations in test markets. And if it's a tv test, it tries to avoid single-station markets. The reason is it wants to be able to extend the test results to the rest of the country, and the important single-station markets are shrinking rapidly. As for other media, the city should have comparably good newspaper and radio facilities.

4. *The cooperation of dealers and wholesalers is obtained in advance.* A market had to be dropped in one test some time ago when the wholesaler refused to cooperate after it began.

5. *Distribution is checked carefully against advertising coverage.* There is no point in testing unless you have the merchandise in the stores. Abrams

feels. For example, tv's coverage frequently exceeds an advertiser's distribution. The result is that would-be buyers get annoyed. Abrams recalls that Senator Leblanc had a different theory for Hadacol—he advertised to get distribution—but Abrams doesn't particularly agree with it.

6. *Sales are tabulated through a store audit.* Block Drug wants to know sales before, during and after the test. It uses M. A. Wallach Research of New York to check stock and invoices and determine the movement of goods. Abrams cautions that the audit must be run long enough to determine the "before" and "after" effect. Otherwise you have no base against which to measure results.

In summary, Abrams' advice is: "Use markets typical of the U. S. so that anything you do can be extended nationally. Otherwise you won't be able to repeat your local success on a larger scale. But in assessing the results of one inter-media test, don't project them blanket-like to all parts of the country. You'll find results differ not only from one market to another, from one medium to another, but also from one product to another. That's one reason you have to keep testing."

He warns, "When your test results are in, don't accept the statistics blindly. Use good common sense and question anything that looks out of line. For example, in a recent test one city looked surprisingly poor in comparison with two other cities in the same grouping. Reason? One of the stores had run out of merchandise in a certain size and this temporary out-of-stock situation distorted the entire result. When this store was removed from the auditing panel, the city lined up with its two companion test markets."

Another important consideration, Abrams adds, is to see that experts—not beginners—interpret figures. "One firm, I recall, spent thousands of dollars in a test operation, then turned the facts and figures over to a trainee for interpretation, with the general instruction, 'Write us a report on this!'"

Finally, Abrams says, "Don't forget the cost factor. Often the results of tests are so outstanding that the cost of attaining them is overlooked. Work out the advertising-to-sales ratio carefully!" ★ ★ ★

49TH & MADISON

(Continued from page 35)

discussion point with my public relations committee. They usually think of tv as everything in a three-station television town.

JOHN D. FRENCH
Director Public Relations Dept.
The United Appeals of Franklin
County
Columbus

• SPONSOR has published many articles on the subject of radio's vitality in tv markets. These are available at a small charge.

REPRINT PERMISSION

The Advertest Bureau suggested that I secure permission from SPONSOR to reprint several charts which appeared in your publication.

The charts are from an article entitled, "Tv feature films: 1953" from the June 15, 1953 issue on pages 41 and 42.

I would like to reprint these charts giving credit to SPONSOR in my forthcoming book, *Tv Film Buying Essentials*.

Congratulations on the fine job done in the January 25, 1954 issue of SPONSOR on the "1954 report on tv film." It may interest you to know that I am teaching a course in tv film buying, believed to be the first in the country.

ELDER F. PREISS
Director of Tv
American Telecasting Corp.
Hollywood

• SPONSOR allows reprinting of material provided permission is requested in writing and credit is given.

TV SET COUNT

We found the story, "Big tv problem: counting the sets" [22 February 1954, page 27], an interesting one, a story that even disturbed us a little. For many years we have done our utmost to inform interested persons of the "true facts" about Shenandoah Life Stations, Inc. However, at times this is difficult to do when it is necessary to depend on surveys and projections that differ.

Here are two differing set counts for the WSLS-TV area (Roanoke, Va.), for the same time period to illustrate what we mean:

The RETMA set count figures for December 31, 1953, are, Grade "A," 73,314; Grade "B", 39,453; Bonus 0.1 MV/M, 120.609—for a total of 233.

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.





of the
San Francisco Bay Area's
3,000,000 people are
Foreign Language Speaking!

They multiply, add, subtract and divide; THEY THINK! THEY BUY! in their own language! Sell them with KLOK, the station that reaches them all. KLOK's specialized programming guarantees your message attention-getting IMPACT!



KLOK
5000 WATTS — 1170 KC

San Jose Studios
P. O. Box 967
San Jose, Calif.

San Francisco Studios
Hotel Lankershim
San Francisco, Calif.

Represented by John E. Pearson Co.

**Within 15 Miles
of this tower**

*lives the greatest
concentration of
buying power served
by any single station
anywhere!*

**Ask
Hal Holman Co.
for the proof**

WBEL
OFFICES AND STUDIOS
Rockford, Ill. - Beloit, Wis.

• JANESVILLE
• BELOIT
ILL. 5000 WATTS AT 1380
"BASIC
INDEPENDENT"
• ROCKFORD

374 sets. The CBS-Nielsen Study figures for November 1, 1953 are as follows: Grade "A", 78,270; Grade "B", 48,340; Bonus 0.1 MV/M, 125,210—for a total of 251,820 sets. That's a discrepancy of 18,446 sets between the two surveys.

FRED L. CORSTAPHNEY
Director Prom. & Merch.
W'SLS-TV, Roanoke

FOREMAN FAN

Your magazine always affords me great pleasure and a great deal of information about other facets of the broadcasting industry that I wouldn't otherwise have access to.

One feature I particularly enjoy is Bob Foreman's "Agency Ad Libs." Right more times than wrong, in my opinion, his column is uniquely punchy, provocative and pleasurable reading.

BUDD WILDS
Program-Sales
CBS Radio, New York

RADIO SET SALES

Thanks for the article. "Radio set sales lead tv by 69% in big tv markets" [25 January 1954, page 30].

What's the cost of 200 reprints of this page—we think it's terrific and congratulate SPONSOR on passing this information down the line.

GEORGE W. PATTON
General Manager
WBML, Macon

• Cost of 200 reprints of the article mentioned above is \$10. Other quantity prices on request.

FAITH JUSTIFIED

Television station operators can readily justify their faith in the medium in the light of an article in the February 21 edition of *The New York Times Magazine Section*. It reads in part, "Important as television is right now . . . it will be even more important in the adult world of today's children." It is suggested to parents that they make television a family activity and discuss programs to help the child become a discriminating viewer. This is more than tacit testimony to the present and future potency of our medium.

JAY HOFFER
Promotion Manager
WJAR-TV, Providence

RADIO/TV DIRECTORY

We would certainly appreciate it if you would be kind enough to send us 10 copies of your "Radio and Tv Directory." We can definitely put these additional copies to good use here at WMIN-TV.

FRANK M. DELVANEY
*Vice President & General
Manager*
WMIN-TV
St. Paul-Minneapolis

• Copies of SPONSOR's "Radio and Tv Directory" are available free of charge to subscribers.

RADIO STORIES

This is just to tell you that I think the two articles, in the December 14 issue, "How six big spot clients use radio" [page 30], and "Who listens . . . where . . . when . . . why" [page 36], are two splendid things.

I know you must feel SPONSOR is doing a nice job. We join here in agreeing with you.

ROGAN JONES
President, KVOS
Bellingham, Wash.

INDEPENDENT STATIONS

Somewhat late I am writing to thank you for the article, "How to get the most out of an independent station," [28 December 1953, page 44]. I feel that it will help the industry get a proper perspective on independent broadcasting.

The members of AIMS have been very happy about the story and are proud to be identified as bellwethers in the field.

ROLLO H. BERGESON
General Manager
KCBC, Des Moines

BANKS ON RADIO

Thank you for the article, "Why all 11 banks in Kingston use radio" [30 November 1953, page 32].

I am currently using it in a campaign to get all four independent financial institutions in Sacramento on the air and hope to have a sequel story for you soon.

JAY ELSON
Account Executive
KXOA, Sacramento

• A limited number of extra copies of the 30 November 1953 issue are available at 50¢ a copy.

SPONSOR ASKS

(Continued from page 97)

would look on baseball as a great opportunity for product promotion in our California area.

The champion Hollywood Stars under colorful manager, Bobby Bragan, furnished the perfect background for Seven-Up advertising over radio, in outdoor posting, on buses and street cars, and at point of sale in the stores.

Through Mogge-Privett, Inc., Los Angeles advertising agency, who have worked with us for many years, we arranged to broadcast all games of the Hollywood Stars at home and on the road, plus early season exhibition games. Sports casting as well as the commercials were done by veteran sports announcer, Mark Scott, over KFVB.

Twenty and 30-second spots were used also on five Los Angeles, Pasadena and Santa Monica radio stations, including singing commercials and live selling announcements throughout the season.

Outdoor advertising employing 100% showings on alternate months in all important cities and towns throughout Orange and Los Angeles Counties merchandised the programs. Nearly 300 poster locations during the baseball season were sniped each month with the message "Hollywood Stars—Baseball, 980 KFVB." It was not possible to create special outdoor posters in view of the national outdoor program of the parent company; hence, the need for these special baseball snipes.

A special Seven-Up painted bulletin on the left field fence at Gilmore Field offered \$100 to the Hollywood player hitting a round target which was a part of the bulletin. Early in the season, players of the Stars collected \$400 for these target-hitting home runs.

Shortly after the season got under way, the Seven-Up Co. started to sponsor Little League baseball teams. Tremendous interest was developed in the communities in which Seven-Up sponsored teams.

Pictures of a number of Hollywood Stars players were used by Seven-Up in publicity stories, showing players teaching youngsters the fundamentals of the game.

The climax of Little League activity was the telecasting over station KHJ-TV in August of Region 8 final championship games by Seven-Up. Wide in-

terest in the telecast and the unusually good attendance at the Little League Park in Santa Monica made many new friends for Seven-Up.

When the baseball season closed in the fall, the Seven-Up Co. stepped in with a radio sportscast by Mark Scott for 15 minutes, six days per week, which was also aired on KFVB, the Hollywood Stars broadcast outlet. This popular feature is still going strong at this writing.

Ample supplies of store display material are in continuous use with the Seven-Up route salesmen. Bottle Hangers, wall signs, cutouts and price cards are regularly used. To this material was also added, as a result of baseball activity, Seven-Up Hollywood Stars baseball schedules, stuffers for cases, case cards, bumper strips and window banners.

While 1953 was the first time the Seven-Up Bottling Co. of Los Angeles, Inc. sponsored baseball broadcasting, the sales results were so favorable that the company has already signed for both rights and radio time for the Hollywood Stars games in the 1954 season. Even though the tab for this year's deal is somewhat greater, Seven-Up management believes it can make a greater utilization of baseball in selling its product than in 1953.

In addition to sponsoring baseball, Seven-Up underwrites an increasing number of Little League baseball teams.

The Seven-Up Youth Foundation was set up to sponsor these non-commercial baseball activities for boys. The newspapers have been generous in their praise of this youth program. It is our belief that more baseball interest by the youth of America will mean far less juvenile delinquency in the future.

According to newspaper accounts, there were more than 4,400 youngsters at Gilmore Field for the first Seven-Up Baseball School in February. Under the direction of Babe Herman, former Big Leaguer and now a Yankee Scout, assisted by more than 15 Coast and Big League stars, rapt attention was given by the youngsters to instructions dealing with pitching, catching, infield and outfield positions.

It is Babe Herman's plan to conduct neighborhood baseball schools for the Seven-Up Youth Foundation to help interested youngsters in all parts of the Orange-Los Angeles Counties territory of Seven-Up.

KWJJ

"Oregon Country
Happy Hunting Ground
for Smart Advertiser."

Take it from KWJJ—Chief of the Northwest Independents—there's good hunting for advertisers who want buyers with "plenty wampum". Advertisers plenty smart who use KWJJ for spot announcements with "big sell" in "big" country.

National
Representative
BURN-SMITH CO., INC.

KWJJ

1011 S.W. 6th Ave.

PORTLAND 5,
OREGON



CHIEF OF
THE INDIES

*Independent
Radio Stations

REGIONAL RADIO WOW

First in all Periods!*

6-10 a.m.

WOW Pulse 8.3

B station 3.7

C station 2.4

10 a.m.-2 p.m.

WOW Pulse 8.7

B station 4.6

C station 2.3

2-6 p.m.

WOW Pulse 8.5

B station 3.6

C station 3.8

6-10 p.m.

WOW Pulse 10.4

B station 6.3

C station off air

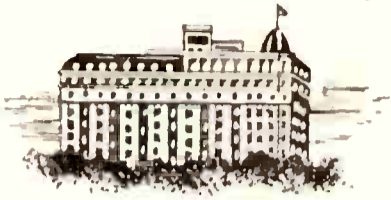
RADIO

*Mon. thru Fri.
Nov. — Dec. 1953 Pulse of
Regional Radio WOW Area

WOW

OMAHA 590 • NBC
A Meredith Station
JOHN BLAIR & CO., Rep.

living in a
CAPITAL way



Capitalize on the finest location in Washington by making the Raleigh your headquarters for business and pleasure. Entertain your associates — Pall Mall Restaurant, Raleigh Cocktail Lounge, Old English Tavern. Be near to Government Buildings, downtown stores.

Special Courtesies to
HONEYMOONERS!

OTHER MASSAGLIA HOTELS:
SENATOR, Sacramento, Calif.
MIRAMAR, Santa Monica, Calif.
EL RANCHO, Gallup, N. M.

HOTEL RALEIGH
WASHINGTON 4, D. C.

On Famous Pennsylvania
Ave. at 12th Street N. W.

BMI

MILESTONES

BMI introduces a new series of 1954 program continuities entitled "Milestones" . . . complete half-hour shows—ready for immediate use—smooth, well written continuity for a variety of uses.

"Milestones" is serviced to all BMI-licensed stations once each month, four to six weeks in advance of program date.

"Milestones" for March:
"Broad Stripes and Bright Stars"
"The Fall of the Alamo"
"Johnny Appleseed"
"St. Patrick's Day"

"Milestones" for April:
"April Fool"
"On A Sunday Afternoon"
"Jefferson—Apostle of Democracy"
Thomas Jefferson
"Easter's For All of Us"
Easter Sunday

"Milestones" is available for commercial sponsorship—see your local station for details

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

We know that baseball broadcasting helps Seven-Up sales, and our youth program aids in building good future citizens.

Cooperation from the radio station in the way of extra poster messages, announcements and newspaper ads, aided materially in the success of our program last year and augurs well for this year's activities.

JIM SMITH
General Manager
Seven-Up Bottling Co.
of Los Angeles



Mr. Hauser

There are many ways that sponsors use merchandising, point-of-purchase and other promotion plans to integrate baseball into their over-all advertising campaign. Many advertisers are find-

ing, however, that no matter how imaginative or brilliant the tie-ins with baseball sponsorship might be, the most important single thing is the baseball broadcast itself.

1954 marks the fifth consecutive year that the Mutual Broadcasting System is broadcasting daily play-by-play descriptions of major league baseball games. The *Game of the Day* programs, conceived by MBS sports director Paul Jonas, were first aired in 1950. Offered on a cooperative basis to local advertisers, the *Game* became a most successful selling medium for both local and national advertisers. Proof of its success lies in the fact that 75% of *Game* sponsors have been coming back for five years.

The *Game* is offered in non-major league areas. Broadcasts are carried from thirteen major league parks. In the event a scheduled game is rained out, Mutual has stand-by crews in various cities ready to broadcast at a moment's notice.

With 425 stations set to carry this year's *Game* programs, MBS expects to attract more than 4,000 sponsors. And as was the case in 1952 and 1953, Falstaff Brewing Corporation of St. Louis, Mo., will sponsor one-half of the *Game of the Day* on alternate days.

Last year (1953) approximately 3,000 sponsored periods were used on

the *Game* schedule. High among users of these baseball programs are automobile dealers, gas and oil companies and automobile service stations.

These *Game of the Day* broadcasts have become increasingly popular. Last season this MBS feature reached more homes, more often than in any previous year since its inauguration. The average daily rating (Sun.-Sat.) in 1953 was 10.2 as against 7.7 in '52, a 32% increase. The total weekly rating (Sun.-Sat.) in 1953 was 71.4 as against 56.9 in '52, a 32% increase. Gross homes reached per week in 1953 totaled 7,669,000 as compared to 5,398,000 reached in 1952. And these audience totals do not include the important out-of-home audience.

An interesting statistic offered by a MBS southern affiliate revealed that "farmers' wives have become baseball conscious." No doubt due to Mutual's *Game of the Day* programs.

In addition to games, Mutual also offers five-minute *Warm-Up* segments before game time and five-minute *Scoreboard* sessions following the broadcasts. Among national advertisers using these periods have been R. J. Reynolds, Vitalis, General Mills and Gillette. R. J. Reynolds is sponsoring, for the fifth consecutive year in 1954, the *Camel Scoreboard* segment seven days each week following the *Game* broadcasts.

BERT J. HAUSER
Vice President, Co-op Programs
Mutual Broadcasting System
New York



Mr. Hoffberger

Last year, our company's sponsorship of the Washington Nationals on radio and television was just the point of embarkation from which we launched an all-out promotional program to sup-

port our dealers. During the course of the baseball season we conducted two major consumer contests aimed at strengthening our position in the District area and enlarging the perimeter of our distribution territory. To help the front line advertising salvos which radio and television were firing we coordinated this effort with a combina-

tion of dealer merchandising aids, sales promotion exploitation and solid sales effort.

This year we've become a little more ambitious. Not only have we renewed sponsorship of the Washington Nationals on radio and television but we will be privileged to sponsor the broadcasts and telecasts of the Baltimore Orioles, our new home town major league team.

Going back to last year, this is what we did:

Our first consumer promotion was a "Favorite Player" election contest open to everybody of legal age in the Washington-National area. We offered 54 fan prizes, four of which were U.S. Savings Bonds. To add a dash of color to the affair, we agreed to double the denomination of the Savings Bonds if the winners were in the ballpark the night of the contest—or arrived at the ballpark within half an hour after their names were announced on radio and television. This twist had a wholesome effect on game attendance as well as increased listenership.

An important part of the promotion was bringing in the retailers at the point of action. We provided them with entry ballots, ballot boxes, and supplementary point of purchase material. To add to the momentum, a series of newspaper ads was placed to complement the radio and television spots used on the baseball programs to promote the contest. Fleet center fielder Jim Busby was elected the fans' favorite and received a brand new Packard car. The more than 1,000,000 ballots cast in this election gave us an indication of its success.

Later in the season we ran another contest. This time we gave the fans a chance to exercise their ingenuity. They were asked to write on the free entry blanks they got from their National Bohemian dealers, "Boh's a Hit with me because . . ." (National Bohemian is also promoted as Boh). The first prize winner received two choice tickets for every World Series game plus living and transportation allowances for herself and her husband. When the results were tallied, there were more than 40,000 people who entered this contest.

At National, our interest in baseball does not die with the autumn leaves. We try to maintain fan enthusiasm all year 'round. On Thanksgiving Day a full page ad was placed in two Wash-

ington dailies which depicted our Mr. Boh trademark pulling on a turkey wishbone hoping for a bang up season for the Nats, while his sons were tugging away on the other side of the bone dreaming of season tickets for the coming year.

Currently, to lend impetus to the Baltimore Oriole season ticket drive we are utilizing our radio and television program properties to encourage the fans to support their new team by getting their season tickets early.

This year we're planning a number of exciting and different promotions in the Baltimore-Washington radio and television areas. Our formula for coordinated action among the forces of selling influence, however, will remain the same. Here's hoping we can tell you a success story next year?

JEROLD C. HOFFBERGER
President
National Brewing Co.
Baltimore

ROUND-UP

(Continued from page 101)

More life insurance companies are using spot television. The tv division of Edward Petry & Co. reports that 16 insurance companies were on spot tv during the third quarter of 1953—twice as many as during the first quarter of 1952.

* * *

Last year's increase in radio homes was nearly double the 1952 radio homes increase according to A. C. Nielsen Co. On 1 January 1954 there were 46,646,000 radio homes—98.1% saturation. Television saturation on the same date was estimated at 61.6%.

* * *

The Washington State Association of Broadcasters says that its two-day copy clinic held in Seattle recently was "the first outright copy clinic to be sponsored by broadcasters in the continental United States."

* * *

KJBS, San Francisco, warns that program ratings for the city of San Francisco cannot be projected to a station's entire service area. It's sending advertisers a report of radio listening for the whole "San Francisco area" to prove its point.

"KOWL is the most
POWER PACKED
station of its kind*
in America!"



*Serving the Negro, Mexican and Mexican-American markets of Greater Los Angeles and Southern California—more than 1,000,000 buyers!



Representatives
George W. Clark, Inc.
Chicago, New York
Daren F. McGavren,
San Francisco
Dora Clayton, Atlanta

4128 Wilshire Blvd., Los Angeles 17, Calif.
TE. 0-5152

TISKET-A-TASKET
A green and yellow basket—
I wrote a letter to my friend
and on my way I lost it—
I lost it—

The great Kansas City primary trade area served by The KMBC-KFRM Team is just one huge green and yellow basket. A MARKET basket—filled to overflowing with the green and yellow of things growing and ripening to be exchanged for "long green" currency and for "gold" coins.

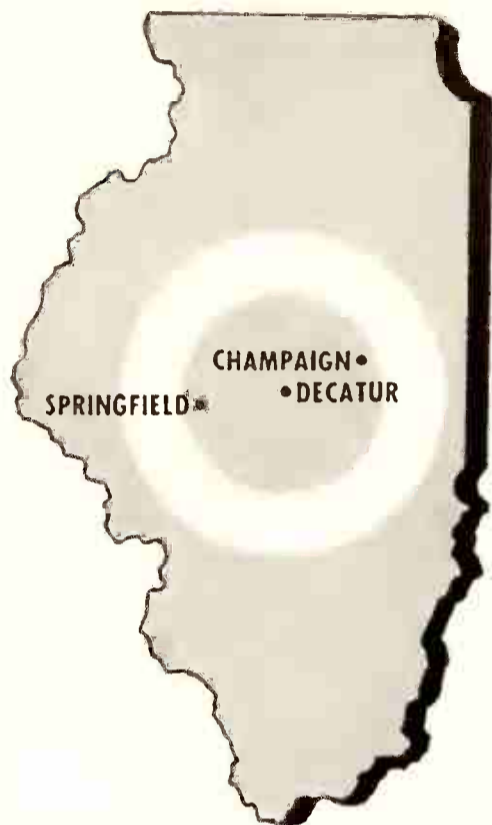
You can enjoy the harvest in the Heart of America—the year around! Write a letter, wire or phone to your friend KMBC-KFRM, Kansas City, or your friendly Free & Peters colonel. The letter won't get lost. It'll pay a BIG profit because the folks in the Kansas City primary area are buying the things they hear about on the radio station they listen to most . . .

the **KMBC** Team
KFRM

CBS RADIO FOR THE HEART OF AMERICA



**SOLID COVERAGE
IN THE HEART OF**



**PROSPEROUS
CENTRAL ILLINOIS**



**DELIVERS ONE OF THE
FASTEST GROWING
MARKETS IN AMERICA**

SELL IN...

**THE MARKET THAT
MARKETING FIGURES
CAN'T KEEP UP WITH!**



National Representative: George W. Clark, Inc.

Newsmakers in advertising



Richard D. Buckley will be president and general manager of WNEW, New York, following FCC approval of the transfer of the station from Cherry & Webb to new corporation. Buckley, Horace L. Lohnes (Washington attorney) and Harry R. Playford (Florida banker) and two associates paid \$2.1 million cash for the 50 kw independent station. Buckley, until last November president of John Blair & Co., says no changes in the station's policy are planned. He has been in the broadcasting industry for 25 years.



Norman Jay, formerly vice president, is the newly elected president of Hazel Bishop, Inc., cosmetics firm. Simultaneously with his election, Jay released last year's sales figures. For the fiscal period ending 31 October, sales were \$10 million and they're now about 50% greater. This year's ad budget is \$5.5 million—most of it for television and newspapers. With a net profit last year (after taxes) of \$601,111, the company is spending almost 10 times its 1953 net on advertising this year.



Paul Adanti, vice president of Meredith Publishing Co.'s WHEN, Syracuse, made news when his tv station bought a radio station—reversing the usual order of a radio station adding tv. WHEN, one of nation's pioneer tv stations, bought WAGE, Syracuse, for \$200,000. Adanti says that up to now Meredith's purchases have included am-tv stations, but this purchase of a radio station shows that the company hasn't picked up its radio stations as a "by-product" and is enthusiastic about radio.



Sam M. Ballard, vice president of Geyer Advertising, Inc., has been elected to the agency's board of directors. He also was appointed supervising executive on the Nash Motors account and will head the agency group on the account in the New York and Detroit offices. Ballard's first job 25 years ago was with Geyer's Dayton, Ohio, office. Since then he has been with Delco, Hudson Motor Cars (which, interestingly, recently merged with Nash), Compton Advertising and, until last August, a director of Gardner Advertising's New York office.

Let's face it!

HAVE YOU A DISASTER PLAN FOR YOUR PLANT?

BOMBS... OR FIRE... OR FLOOD... OR TORNADO
... you can handle them if you act now.

Let's face it... the threat of war and the atomic bomb has become a real part of our life—and will be with us for years. Fires, tornadoes and other disasters, too, can strike without warning.

Whatever the emergency is, everybody's going to want help at the same time. It may be hours before outside help reaches you. The best chance of survival for you and your workers—and the fastest way to get back into production—is to know what to do and be ready to do it. Disaster may happen TOMORROW. Take these simple precautions TODAY:

Call your local Civil Defense Director. He'll help you set up a plan for your offices and plant—a plan that's safer, because it's integrated with community Civil Defense action.

Check contents and locations of first-aid kits. Be sure they're adequate and up to date. Here, again, your

CD Director can help. He'll advise you on supplies needed for injuries due to blast, radiation, etc.

Encourage personnel to attend Red Cross First-Aid Training Courses. They may save your life.

Encourage your staff and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads and official CD films or literature that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good community relations—and no greater way of helping America.

Act now . . . check off these four simple points . . . before it's too late.





Don't trim your sales

All economists predict that 1954 is going to be the second-best business year since the war—only a mite down from last year.

Yet some advertisers are frankly worried and thinking in terms of cutting expenses, including their advertising budgets.

Many of our readers will remember SPONSOR's "Let's sell optimism" campaign of 1949—when business seemed to be doing its best to think itself into a recession while all the economic facts pointed to a boom.

SPONSOR's then advertising director traveled about the country selling stations on the idea of "promoting optimism." SPONSOR editorials and articles waged a complementary campaign in print. Frankly, the reaction amazed even us. (The editorial on the subject in the 1 August 1949 issue concluded: "To rephrase a current popular song—'Baby, it's good in here'.")

Much the same situation prevails today. The Korean war is over. Un-

employment is mounting a bit. But liquid assets are at record levels. The country is virtually at its peak. Only fear in some people's mind is clouding the horizon.

It's up to the air media to move again into action. As a result of our 8 February 1954 editorial, "Let's sell optimism," WAVE (AM and TV), Louisville, has begun a commercial-announcement campaign in radio and tv to discuss the economic health of the nation. Kentucky and Louisville. The editorial had talked of F. C. Sowell, general manager of WLAC, Nashville, who had written to the NARTB and BAB regarding the same theme.

With the associations and the stations behind the idea, the campaign to convince the country that good times are ahead should succeed. (For SPONSOR article on subject, see "Storm clouds ahead? Don't trim your sales," page 46 of this issue.)

* * *

The man from SPONSOR

When SPONSOR assigned one of its veteran writers the job of working for a week as a Cunningham & Walsh junior executive, we thought of it as a combination observation tour and vacation. But Cunningham & Walsh, which for several years has been sending its own key men out to get the feel of retail selling, took us at our word. They sweated Charles Sinclair, SPONSOR senior editor, through five hectic days of overseeing tv commercial production; writing radio and tv commercials; sitting in on staff meetings.

Charles' week, in fact started at 4:30 in the morning Monday 1 March.

As Charles tells the story (starting this issue page 37) that was a cold

morning to be getting out of bed with the chickens and going down to the RCA Exhibition Hall for rehearsals of *Today*. But that was his first assignment from C&W.

Charles' week at C&W was actually inspired by the campaign which the agency has been running under the headline "The man from Cunningham & Walsh." (Usually the "man from" is shown behind a store counter selling goods.) We asked C&W if they wouldn't help give us—and our readers—a better insight into the functioning of an agency radio-tv department through the eyes of an alert reporter.

The story Charles Sinclair came back with is not only one that will transmit the "feel" of an agency radio-tv department; it's also one of the most interesting pieces to appear in the history of SPONSOR. Charles tells the story as if he were sitting across the table from you and he's quite a conversationalist. From anecdotal beginning to anecdotal end, this is a piece you'll have fun reading. Along the way Charles manages to assemble an array of facts, thinking at the agency and a look at how they do things over there at C&W which ought to make "use" value reading for admen everywhere.

SPONSOR plans to continue sending members of its staff out to work for a week—at agencies, in the advertising departments of sponsor firms, at film companies and elsewhere throughout the radio-tv beat. It's part of our constant effort to keep intimately in touch with our business. We hope that we help to serve your interests better in the process—and any suggestions you have for our "The man from SPONSOR" series will be studied appreciatively.

Applause

Kingan is King

All 52 radio stations in Indiana (am and fm) were joined in a statewide broadcast sponsored by Kingan meat products during the final day of the Indiana High School Basketball Tournament (20 March).

Kingan wasn't sponsoring the games. But right from the Tournament floor, with 16,000 rabid basketball fans listening and watching the broadcast,

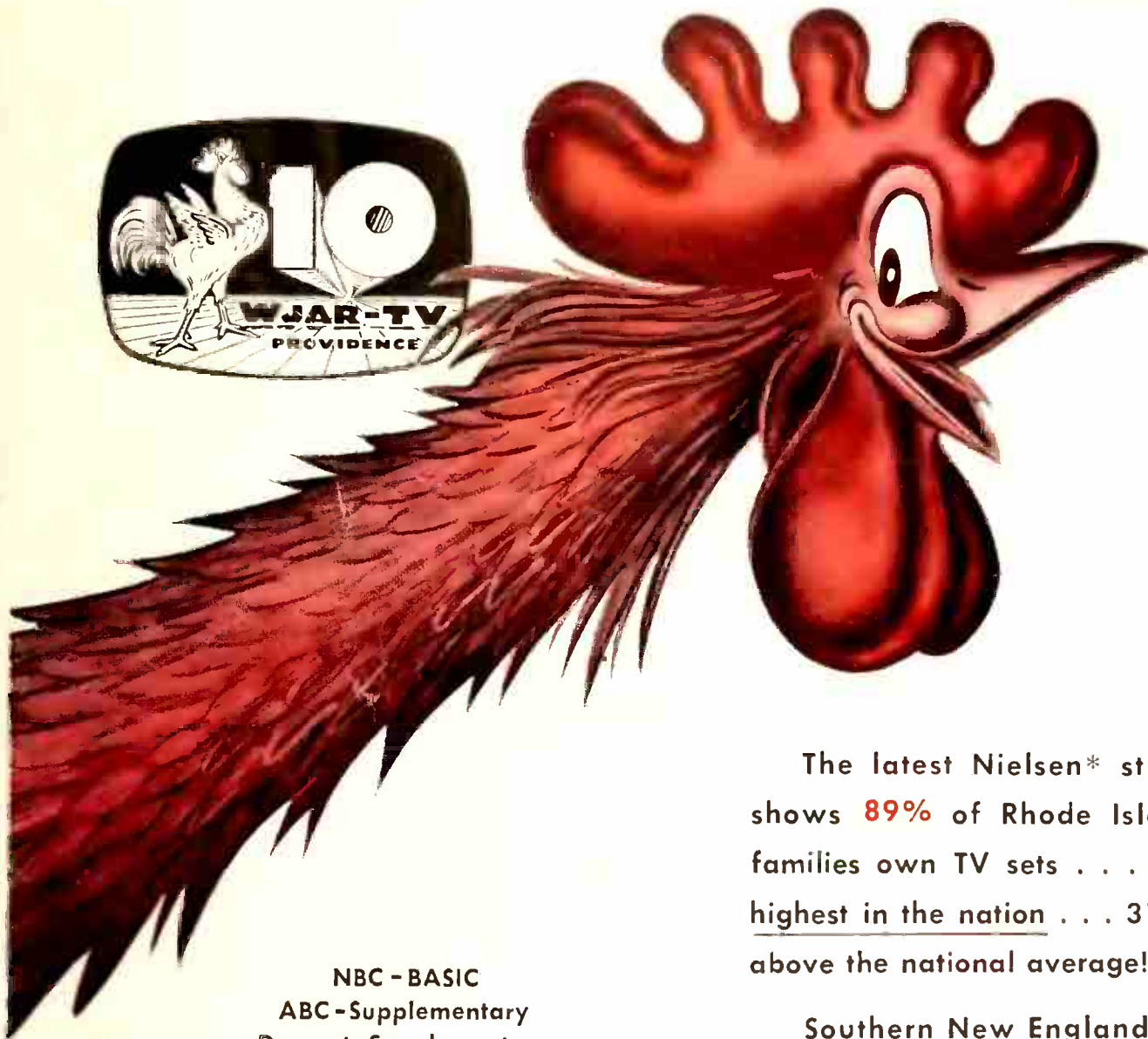
they honored the 50th Anniversary of the Indiana High School Athletic Association. A documentary plus the offerings of two glee clubs constituted the program.

The "Sell Indiana Radio" Committee of the Indiana Broadcasters Association says that this is the first time that every radio station in a single state had been purchased by a sponsor at peak listening time.

As we get it, the sale was developed by the alert IBA. The sponsor was excited and delighted, and with reason. We don't know what he expended on this saturation broadcast, but its immediate and long-range advantages are worth many times the cost.

Other sponsors, and other groups of broadcasters can benefit by the Kingan example. State associations: please note this event.

NOW **No. 1** IN THE NATION!



NBC - BASIC
ABC - Supplementary
Dumont - Supplementary

WJAR-TV CHANNEL 10

PROVIDENCE, RHODE ISLAND

National Sales Representatives — WEED TELEVISION

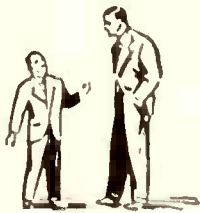
The latest Nielsen* study shows **89%** of Rhode Island families own TV sets . . . The highest in the nation . . . **31%** above the national average!

Southern New Englanders don't buy TV sets** simply because they're for sale . . . they must like our live-local programs . . . 17 per day Monday through Friday! Proof of our performance!

** (1,098,189 sets in our area)

*Report courtesy of CBS TV Research Dept.

**My, how
you've grown!**



FISH STORY

... a true one!



Left, WWDC's Art Brown; Right, Sam Del Vecchio.

Sam Del Vecchio, owner of Frank Del Vecchio & Son sporting goods store, had a problem. How could he get the good fishermen of Washington all the way over to his store in the Southeast section. He solved it the way so many others have found quick and profitable—he bought time on WWDC. Now he says:

"Art Brown and WWDC are my two best salesmen. Fishermen from all over town drop by here and stock up the very morning they're going fishing. My store is showing a healthy increase every year."

WWDC can help your business grow in the rich Washington market. Let your John Blair man give you the whole story.



In Washington, D. C. it's

WWDC

Represented nationally by John Blair & Co.