



Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Mahager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



feature of the week

PULLING power of radio was demonstrated fortnight ago by KOWH Omaha with a treasure hunt that drew 10,000 prize-seekers—and, not incidentally, an unexpected arrest for General Manager Todd Storz.

The station asked participants to write in for stickers in advance of the contest and to fasten them to the back of their cars. KOWH offered prizes of \$50, \$100 and \$250 for lucky finders.

The contest got underway Oct. 21 at 2 p.m. and continued for three hours, with the treasures hidden at various spots in Omaha. Clues were aired from a KOWH mobile unit and a loud speaker also was set up in each treasure hunt area. The contest was divided into three parts.

The turnout was so great that, despite employment of extra policemen, cars were caught in a huge traffic jam in downtown Omaha. Extra police were dispatched to break up the jam at the Douglas St. bridge bordering the Nebraska and Iowa sides and at other intersections.

In attempting to clear up the snarl, one officer directed Mr. Storz to leave the caravan. When the KOWH general manager declined to "cooperate," he was hustled off to police headquarters.

Mr. Storz was released on a \$10



TWO winners of KOWH Treasure Hunt—Mr. and Mrs. Jack Sanchez (c)—give listeners their reactions while Gaylord Avery (l), program director, and Announcer Jim O'Neill look on.

bond and asked to reappear. He forfeited the bond, however, and presumably charged it up to experience—and promotion.

Sums of money were planted in the Playland Park in Council Bluffs (on the roller coaster beams), in a tree at Omaha's Riverview Park and beneath some sod at the KOWH transmitter at 60th and Redman in the city.

Despite his arrest, Mr. Storz was not bitter. "I think that the fact that well over 10,000 turned out for this event speaks well for the pulling power of radio general," he declared.



strictly business



M. ANTHONY MATTES

ASK Tony Mattes what his hobby is and he answers without hesitation: "Advertising."

As advertising manager for

Standard Oil Co. of California he is in an enviable position to pursue his hobby and make a living at it, too.

Under his direction is one of the largest advertising accounts in the West. The exact amount of the company's advertising budget is confidential. But in addition to being one of the largest, it also is one of the most varied, being split many ways to support campaigns in numerous media and regions.

One of the largest items of the budget, about 22%, goes to radio. It supports more than 125 hours per week on a string of stations covering the oil company's market area from the Mexican border to Nome, embracing seven western states, Alaska and Hawaii. Next year, when the company enters television on a permanent basis (Standard tested the new medium in 1947 by sponsoring Los Angeles baseball games) an additional

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and maybe we could continue the parallel with "from this day forward." Once they're wooed and won as a W L A V client, they live with us happily ever after.

The truest testimony to the power of radio and W L A V is the following partial list of long-time clients:

11 YEARS	9 YEARS
Boston Store	Economy Shoes
Mich. Gas Co.	Fox Brewing Co.
Holsum Bread	Sears Roebuck
	Texas Company
10 YEARS	8 YEARS
Bennett Fuel	Central
Burkholder	Reformed Church
Chevrolet	Children's
Fox Jewelers	Bible Hour
Herrud Packing	General Mills
Wurzburg	Goebel Brewing
	Hickok Oil Co.

"from this day forward . . ."

once on W L A V,
always on W L A V,

WLAV
Grand Rapids, Mich.
AM-FM
ABC for
Michigan's Second Market