

P 12-14
MR WM S HEDGES
N C-ROOM 504
30 ROCKEFELLER PLAZA
NEW YORK 20 N.Y.

RECEIVED

SEP 7 1955

Magazine radio and TV advertisers use

SPONSOR

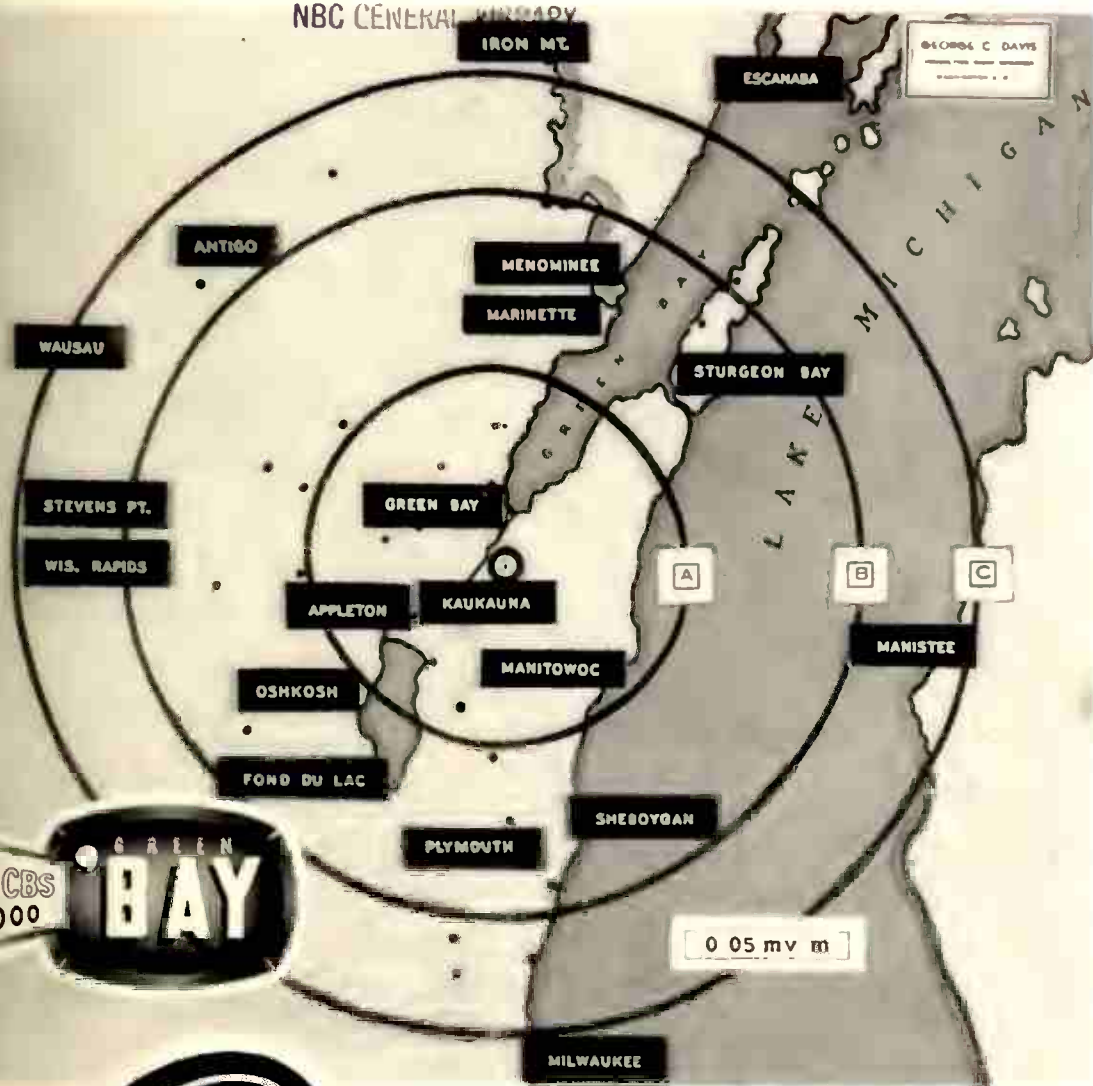
5 SEPTEMBER 1955

50¢ per copy • \$8 per year

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SEP 19 1955

NBC GENERAL WIREBAY



2 CBS
100,000
BAY

ch. 2 WISCONSIN

in the Land of... *Milk and Honey*

WHERE THE B&M TEST SHOWED A 98% INCREASE IN SALES!

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

MONITOR: DOES IT HURT RADIO?

page 39

Is the iron curtain on spot \$ figures lifting?

page 42

Spot commercials on tv abuse Sandra but sell it

page 44

What 26-week tv test showed B&M, agency

page 46

LIST OF LATEST NET TV PRICES

page 49

How to get "tear sheets" in spot radio

page 52

How radio-tv helped Viem add 41 stores in seven years

page 54



100,000 WATTS
AT
1049 FEET

CHANNEL 6
One of the five preferred
channels in the lower end
of the VHF band.

Over 494,000 sets. Coverage
in 70 counties in Virginia and
North Carolina including a 100 m/v
or better certified measured
signal in Norfolk, Virginia.

INTER-
CONNECTED
WITH ABC
AND CBS

The South's

first TV Station

is **RICHMOND'S** only TV Station!

In Virginia, don't be satisfied with less than WTVR's ALL-AROUND, POWER-
PACKED SERVICE from **RICHMOND**, "the Capital City". Buy with
the confidence and assurance that your campaign on WTVR, "the wide area sta-
tion" will be handled by A PIONEERING TELECASTER with SKILL,
KNOWLEDGE AND ABILITY. WTVR's proven record offers experience long and
varied which spells SELL AND RESULTS. Is This SUCCESS FORMULA
working for you? Call Blair TV, Inc., New York. MUrray Hill 2-5641.

WMBG AM WCOD FM WTVR TV

First Station of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO

WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC



REPORT TO SPONSORS 5 SEPTEMBER 1955

Big tv tabs on top fall shows

Price tags for production and talent on biggest tv shows this season are dwarfing big tickets on last year's shows. Hour-long programs, like "Chevvy Show" on NBC TV and "20th Century-Fox Theater" on CBS TV cost over \$100,000 mark. NBC TV spectaculars are now nearing \$275,000 mark. Time costs are additional. Low-cost shows, however, still make rating grade. "\$64,000 Question" on CBS TV belies big figure, costs sponsor only \$25,000 weekly. (For costs of all sponsored network television shows see page 49.)

-SR-

New sales plan from Katz reps

In next few days, Katz Agency rep firm will start sales ball rolling on new "group purchase" plan in spot radio. Flexible sales plan is designed to wrap up many types of choice spot availabilities in national-level package, and to compete with major radio networks. Major group of stations, owned by leading broadcast firm, also plans multi-market spot "package" for near future.

-SR-

Jew PM package has "tv appeal"

Upcoming change in Philip Morris' package design, which may go into effect this month, is due largely to television. Old brown package with coat of arms had cluttered detail, lacked visual punch comparable to PM's tv-styled Marlboro package. New design, of red, gold, and white, will be telegenic in both black-and-white and color.

-SR-

NBC affils weigh more "Monitor"

NBC Radio will roll out its reddest, plushest carpets when station brass of NBC affiliates gather in New York later this week. NBC is seeking to extend weekend "Monitor" to 10:00 a.m.-to-5:00 p.m. format during week, tailored for distaff listeners. Since affiliates rack up something like half of all national spot revenue in this period, elongated "Monitor" will meet opposition, hence kid gloves treatment. NBC may offer more local slots in show as bait. (For article on "Monitor's" economic implications for future of radio see page 39.)

-SR-

Baseball moguls sk tv "blackout"

Baseball management is still blaming tv, not itself, for slumps at boxoffice. Yankee general manager George Weiss has proposed to Giants and Dodgers that they "black out" night tv baseball games next season. Combined loss of admissions, says Weiss, for 3 clubs this year has been 600,000 attendees. Weiss' plans ignore fact, however, that multi-market survey by p.r. firm of Stephen Fitzgerald & Co. for Commissioner Ford Frick says prime cause of audience loss is bad location of ball parks, poor service, parking—not tv.

-SR-

\$ facts on spot tv due

Dollar spending in spot tv, long a subject of agency guesswork, may be out in full view shortly, if present negotiations of TvB and N. C. "Duke" Rorabaugh go through. Final details of such a project are being hammered out (see story this issue page 42).

REPORT TO SPONSORS for 5 September 1955

BAR firm steps up airchecks Monitoring firm of Broadcast Advertisers Reports is pushing a stepped-up sleuthing service to top agencies. BAR now monitors radio and tv in 14 key markets, expects to up list to 30 by end of 1956. Firm recently began monitoring network shows as well. Using tape recorder method, firm provides such hard-to-get information as what brands of multi-product advertisers are sold on network shows.

-SR-

TvB revenue hits \$500,000 NBC TV is latest network to join TvB, whose membership now consists of CBS, NBC, 152 stations, 8 reps. Revenue in TvB's first year will probably top \$500,000.

-SR-

CBS TV's faith in situation comedy "Situation comedy is not dead. Only bad situation comedies are dead," stated CBS TV programing v.p. Hubbell Robinson in recent network closed-circuit program previewing 2 new comedy shows, "You'll Never Get Rich" with Phil Silvers and "Joe and Mabel." Said Robinson of the 2 shows: there are no jokes, they are not typical American families or set in typical towns, they are not "wholesome to the point of revulsion."

-SR-

Local clients buy more tv film Sales of syndicated film shows to local sponsors are on big upbeat, says MCA-TV. Two-thirds of 100 markets in which new film show, "Dr. Hudson's Secret Journal," is being aired were bought by local admen. In almost all cases, sales were made directly to client or agency, not to station. MCA-TV has boosted 3 sales directors—Tom McManus, Ray Wild and Hank Long—to v.p. level to concentrate on local level sales efforts. They report to sales v.p. Wynn Nathan.

-SR-

Tv goldmine: an NBC or CBS link FCC study of tv station income in 1954 shows that era when big tv outlets pushed network around in matters of clearance, contracts is ending. Affiliation with tv webs of CBS or NBC is now worth \$30,000 monthly or more to station.

-SR-

Lucky pitch best liked Lucky Strike commercials are best remembered and best liked among all tv advertisers, Advertest study during June 1955 found. Lucky Strike was also leader in similar study last year. (Study is based on sample of 745 tv homes in New York metropolitan area.) Advertest also found both men and women prefer male tv announcers.

-SR-

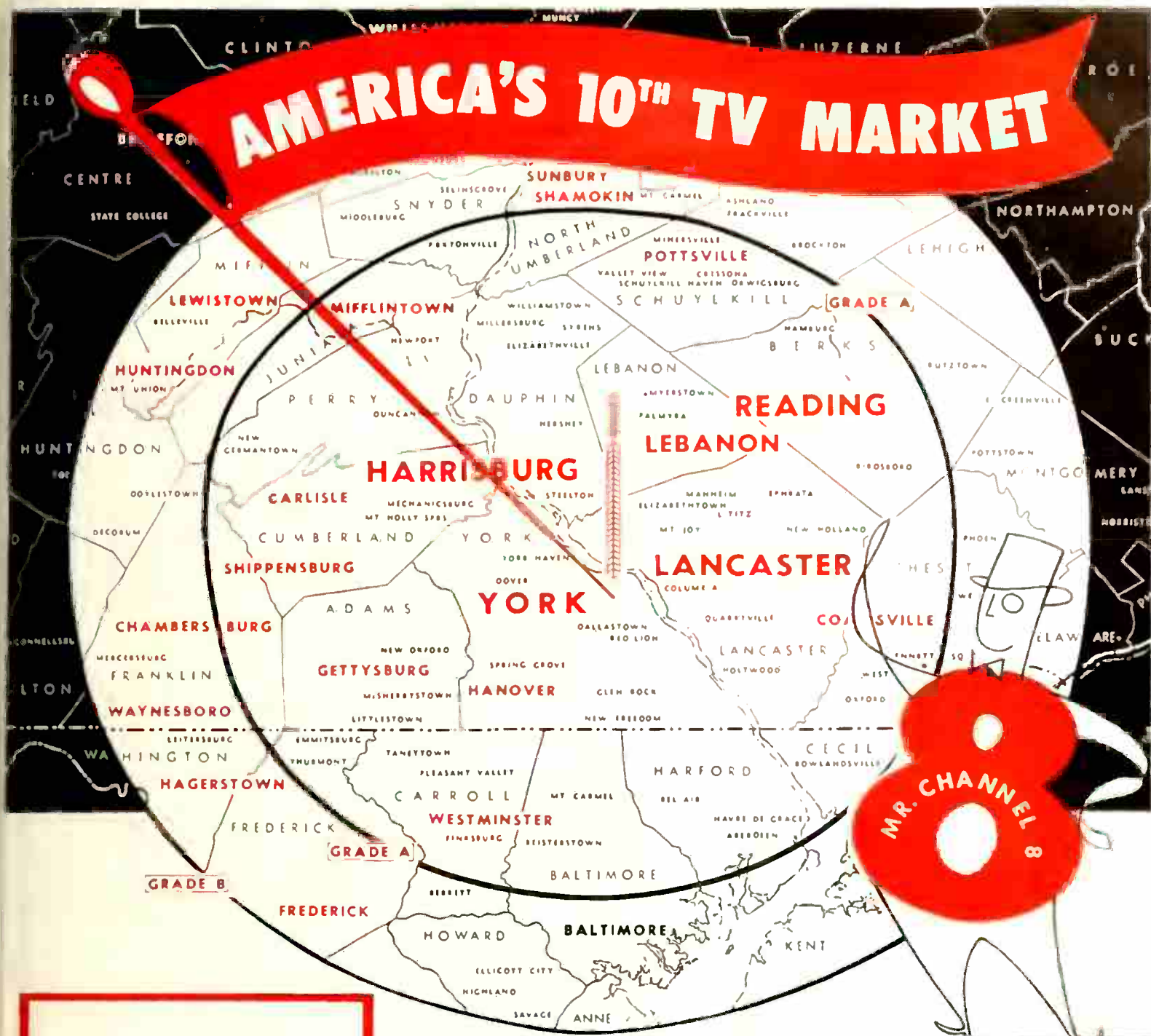
More v channels on horizon Creation by FCC of more vhf channels is distinct possibility, Washington observers believe. Present allocations system requires separation of channels on fixed mileage basis to prevent interference. FCC plan now taking shape would drop new v's among existing channel allocations. Directional antennas, power limitations would keep new v's from interfering with existing channels. (Principle similar to that long used with radio station.)

-SR-

Kefauver blast arousing parents? Sponsors of action-type kid shows can expect increase in letters protesting violence in wake of Kefauver report condemning "saturated exposure" of children to crime and violence on tv. Kefauver report called for FCC supervision of programing but at same time pointed out no link between crime and crime shows has been proved. Trouble is, said report, nobody's proved tv can't promote crime.

(Sponsor Reports continues page 133)

AMERICA'S 10TH TV MARKET



316,000 Watts

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York
Los Angeles

Chicago
San Francisco

TV Area	TV Sets
1 New York	4,730,000
2 Chicago	2,255,000
3 Los Angeles	2,107,168
4 Philadelphia	2,094,852
5 Detroit	1,553,200
6 Boston	1,308,362
7 Cleveland	1,195,000
8 Pittsburgh	1,134,110
9 San Francisco	1,080,580
10 LANCASTER	912,950
11 St. Louis	785,162
12 Milwaukee	774,803
13 Washington, D. C.	741,000
14 Cincinnati	724,140
15 Indianapolis	663,000

Channel 8 Mighty Market Place

Harrisburg Lebanon Hanover Gettysburg Chambersburg Waynesboro Frederick Westminster Carlisle Sunbury Martinsburg
York Reading Pottsville Hazleton Shamokin Mount Carmel Bloomsburg Lewisburg Lewistown Lock Haven Hagerstown

ARTICLES

Does Monitor sales strategy help or hurt radio?

Where does network flexibility end and affiliate business infringement begin? Broadcasters, network executives and agency men give their views on this question centering around NBC's "Monitor"

39

Is the iron curtain on spot tv \$ figures lifting?

Spot dollar figures may soon be made available to the industry, at least as far as tv is concerned. This first step toward the removal of secrecy concerning these vital statistics may be sponsored by TvB through data from Rorabaugh

42

Stunt commercials sell Sandran on tiny tv budget

Rugged "Torture Tests" on tv demonstrate floor covering getting abuse it would never receive in actual use. Heavy merchandising of "Tonight" participations have raised sales 108%, with tv outlay 70% of relatively small ad budget

44

What the B&M test means to B&M

What did Burnham & Morrill, its broker and new ad agency learn from the recent 26-week tv test? How will it affect their future advertising plans?

46

Network tv costs: \$25,000 is peanuts

Prices for the average show are rising but, despite this, there is a trend toward more big shows than ever. Listing of network tv shows with prices is given

49

How to get "tear sheets" in radio

Kansas City agency, R. J. Potts-Calkins & Holden, monitors its clients' spot radio campaigns via tape. Admen go directly to markets used, play tapes for station managers and discuss any shortcomings in delivery, time or adjacencies

52

Vim: nearly a 300% growth in seven years

Metropolitan New York appliance chain grew from 15 stores in 1948 to 56 in 1955, allocates 35% of ad budget to the air media through Frederick Clinton

54

SPONSOR INDEX: JANUARY-JUNE 1955

57

COMING

Negro Radio Section: 1955

SPONSOR's annual look at the size and scope of the Negro Radio field outlines programing trends and points way to most efficient method of using Negro radio

19 Sept.

Why spot business is booming

Spot radio and tv revenues are still climbing. SPONSOR analyzes major accounts and their thinking, airs views of broadcasters and agency men

19 Sept.

DEPARTMENTS

TIMEBUYERS

AGENCY AD LIBS

40 E. 49TH

NEW & RENEW

MR. SPONSOR, Arthur E. Gold in

SPONSOR BACKSTAGE

TOP 20 TV FILM SHOWS

TV RESULTS

ROUND-UP

SPONSOR ASKS

P. S.

AGENCY PROFILE, Lloyd White

RADIO COMPARAGRAPH

NEW TV STATIONS

NEWSMAKERS

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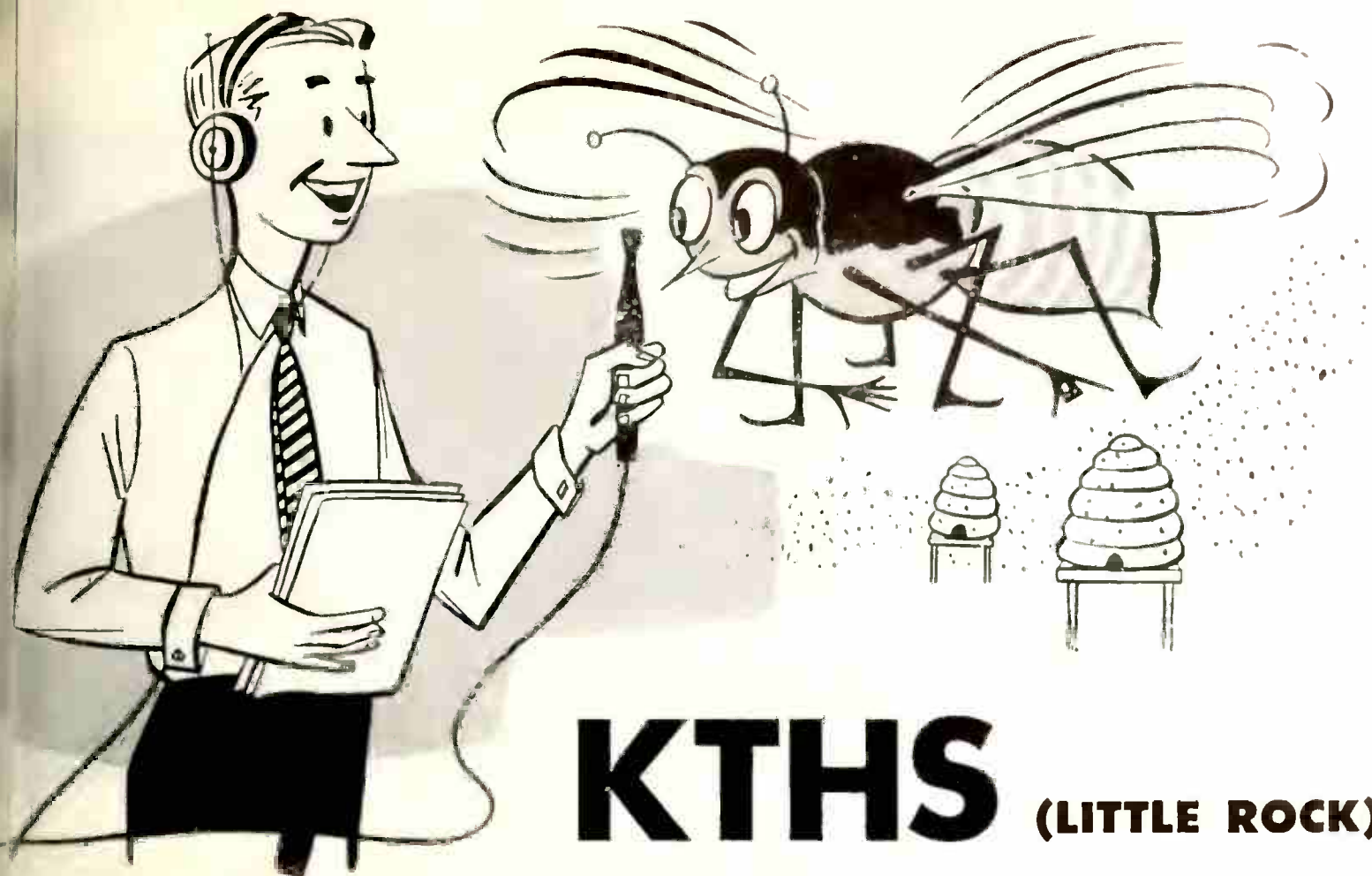
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KTHS (LITTLE ROCK)

BUZZES INTO Bee Branch, too!

KTHS—Basic CBS in Little Rock—is the only 50,000-watt station in Arkansas. It is heard and *believed* by hundreds of thousands of people throughout the State.

Bee Branch (Ark.) for example, is part of our hive. True, it only has 141 souls, but there are hundreds and hundreds of other such communities—some larger, some smaller—which combine to give KTHS interference-free daytime coverage of over 3-1/3 MILLION people!

Your Branham man has all the BIG facts on KTHS. Ask him!



The Station KTHS daytime primary (0.5MV M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

*The NBC Radio affiliate in Seattle, Washington . . .
 20th largest metropolitan area in the country
 . . . is a 50,000 Watt clear channel station with a
 frequency of 1,000 Kilocycles. It covers 617,570
 families in Washington and Northern Oregon plus
 a large bonus audience in Canada.*

KOMO

SEATTLE



is nationally represented
SPOT SALES

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

*Chicago • Detroit • Cleveland • Washington, D. C.
 San Francisco • Los Angeles • Charlotte*
 Atlanta* • Dallas* • Bomar Lowrance Associates*

*Representing RADIO STATIONS
 WRCA New York JWTAM O
 WMAQ Chicago KOMO S
 KNBC San Francisco WAVE L
 KSD St. Louis KGU H
 WRC Washington, D. C.
 and the NBC WESTERN RADIO NETWORK*

*The 100,000 Watt NBC Television affiliate in
Seattle, Washington, Channel 4, covers a
market area of 1,816,441 people with an effective
buying income of over three billion dollars.
A bonus market in Canada and Oregon totals
an additional 583,367 people.*

KOMO-TV

SEATTLE



is nationally represented by
SPOT SALES

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

*Chicago • Detroit • Cleveland • Washington, D. C.
San Francisco • Los Angeles • Charlotte*
Atlanta* • Dallas* • Bomar Lowrance Associates*

Representing TELEVISION STATIONS

WRCA-TV New York
WNBQ Chicago
KRCA Los Angeles
KSD-TV St. Louis
WRC-TV Washington, D. C.
WNBK Cleveland

KOMO-TV Seattle
KPTV Portland, Ore.
WAVE-TV Louisville
WRGB Schenectady-
Albany-Troy
KONA-TV Honolulu



They bring
the MOUNTAIN
to **MAHOMET**

Some broadcasters cry in their martinis for the good old days when thousands flocked to see radio.

Others get off their swivel chairs and take radio to the people.

Over one million visitors see as well as hear Stu Wilson, veteran disc jockey and special events director of KBIG Catalina, broadcast from the September Los Angeles County Fair, world's largest, at Pomona. Daily they shake his hand, hear his music and verbal vignettes, then walk away with KBIG pictures and literature.

Focus of KBIG promotion is its Volkswagen mobile broadcasting studio. Every day of the year a KBIG disc jockey broadcasts from the Volks, somewhere in the eight-county territory served by The Catalina Station.

Southern California millions have met such KBIG personalities as Wilson, Carl Bailey, Larry Berrill . . . at county fairs of San Diego, Riverside, Orange; Hemet Farmers Fair, Holtville Carrot Festival, San Bernardino Orange Show, Los Angeles Sportsmen's Show, Hobby Show, Do-It-Yourself Show . . . on populous beaches . . . Long Beach, Corona del Mar, Santa Monica . . . in window and parking lots of a market, restaurant, furniture store.

They say radio has become a personal companion in kitchen, bedroom and car. KBIG mikemen go further: they're taking themselves to the people, making the station-listener relationship a personal thing.



KBIG
 The Catalina Station
 10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
 6540 Sunset Blvd., Hollywood 28, California
 Telephone: HOLLYWOOD 3-3205

Not. Rep. Robert Meeker & Assoc. Inc.

Timebuyers at work



Howard Flynn, Wulter McCreery Advertising, Beverly Hills, was impressed recently with results of a query to KTTV, Los Angeles, viewers asking if they wanted a fourth run of "Victory at Sea." This query, made at the sponsor's suggestion on the last night of the third run brought in 9,003 calls and 763 letters within 24 hours. "We immediately scheduled the fourth run," says he. Howard feels that the most effective way to evaluate a time period is to check on sales results of programs one buys. "I do think that sales results align themselves with ratings. That's one reason why I like to buy radio sports events of national importance, such as the Memorial Day Race in Indianapolis on KBIG," which I bought for an industrial account.



Mary "Mickey" McMichael, BBDO, New York, complains, "August is no longer early enough to start buying for September and October starts. It seems as if everyone is now asking for avails in July. Some stations hold firm to the 30-day confirmation period while others will give more time, but subject to a firm contract. Part of the solution is in priority lists and acting immediately when a prime spot is offered. Some of the stress of getting 8:00-10:00 p.m. adjacencies in one-station vhf markets will be eliminated with the FCC grants for a second vhf in the area." Nor does Mickey underestimate the value of working closely and well with both station reps and management. "It's important to be among the first to learn of an availability, so that your client gets first choice."



Beth Norman, Richard N. Meltzer Advertising, Los Angeles, worked both as talent and in production in radio and tv back in her San Francisco days. She adds that this background comes in handy at the oddest times. "When you're buying time, ratings are very useful of course," Beth admits "But your own background should help you evaluate the selling power of a particular time slot. The most important factor, however, can be selective selling. For instance, the women who are interested enough to watch or listen to home sewing lessons might not add up to a high rating but are very apt to be good prospects for sewing machines, zippers, or yard goods." Beth says if program and time slots sell her product, she doesn't care about ratings.

MUSIC *that's* **MUSIC!**

SMOOTH — BRIGHT — MODERN and

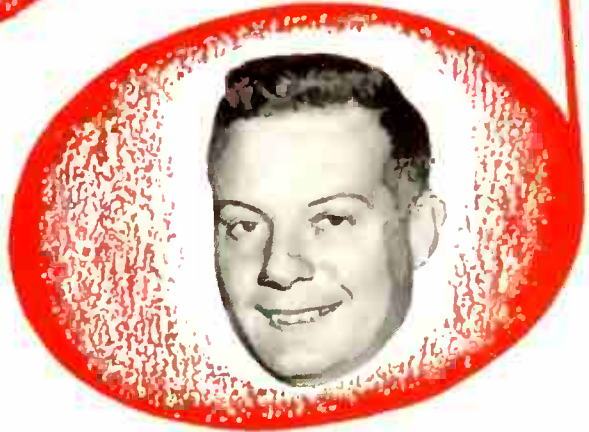
E-A-S-Y LISTENIN'



Gus Saunders' Show
2:00 to 3:00 P.M.
Monday thru Friday



Rise 'n Shine
with **BILL HAHN**
6:00 to 9:00 A.M.
Monday thru Saturday



Easy Listenin
with **FRED LANG**
3:00 to 5:00 P.M.
Monday thru Friday

Another **LOW-COST BUY**

FOR A 5-DAY SATURATION OF THE BOSTON AREA

Customers who BUY your products are fed up with rock 'n roll noise. In droves they're tuning to 680 for MUSIC easy on their ears. They get news and weather, too. This is where your messages will reach them. For here they find MUSIC That's MUSIC and they stay all day for smooth, E-A-S-Y LISTENIN'.

Ask your H-R Man or WNAC Representative for availabilities

WNAC

50,000 WATTS
680 KC

KEY STATION OF

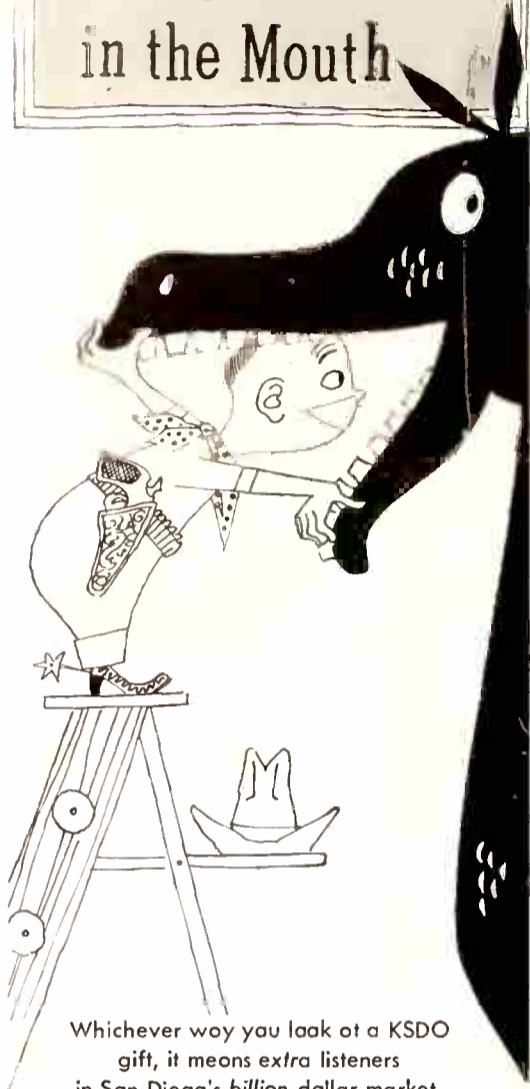
THE YANKEE NETWORK

DIVISION OF GENERAL TELERADIO, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Reprinted from WNAC's September 1955 Trade Campaign

How to Look
a Gift Horse
in the Mouth



Whichever way you look at a KSDO gift, it means extra listeners in San Diego's billion dollar market.

KSDO delivers more home listeners than any other station in San Diego . . . HOOPER.

More out-of-home listeners.

These extra listeners—on no increased cost—is our gift to you.

May we show you how a good look at this gift will pay-off for you?



Representatives
John E. Pearson Co. — New York
Chicago — Dallas — Minneapolis
Daren McGavren — San Francisco
Walt Lake — Los Angeles

AGENCY
AD LIBS



by Bob Foreman

TV eats writers like the Greek monster Minotaur

As I've heard it told, there once was a monster named the Minotaur who devoured Cretan maidens and boy youths in 52-week cycles. It wasn't until recently, however, that a more voracious Caliban came along and took the title away. I refer, of course, to Television, which consumes more boys and girls daily than Princeton plus Wellesley disgorge in a year.

But I shall not dwell on this phase of the medium's insatiability; instead, I would like to shed a tear or two over the way tv uses up material. Story matter, that is.

The Ivory Tower Boys are constantly hacking away at television for its sameness and I guess they are right. There is a certain similarity of situation and plotting as one twists the dial across the various channels.

I can't say, not being statistically inclined, just how many situation-comedies have dwelled on the problem of inviting the boss to dinner or how many of the current crop of anthologies have unfolded Westerns in which the Bad Man has turned respectable and doesn't want anyone to know of his past, especially his curly headed daughter, only to discover he has to shoot it out with a notorious fast-draw artist, thereby divulging his own skills in the matter.

By the same token, when the daily newspapers devote a column or so to an item on how some intrepid denizens of an Iron Curtain Country stole a locomotive and scrambled, you can bet your bottom ruble there will be at least six live shows that will work up the same plot in the next few weeks. The film shows will come along with it later, of course, changing the locomotive to a sailboat.

But let's not be too unkind. All of Show Business since the beginning of time did not use up as much material as television has in the few years it has been operative. Furthermore, each season can only increase the difficulties of making or keeping fresh a dramatic series.

Here is the reason for the trend to situation drama which provides continuity of characters, locale and relationship. This type of program can lean less heavily upon plot structure and can rely to a far greater degree on familiarity, on the running gag, and on the strengths of established characterizations—and thus the audience tends to overlook the plot-cliché or even the lack of plot.

When Lucy and Ethel are involved in a situation you've
(Please turn to page 74)

KSD

KSD-TV

top spots

FOR SPOT ADVERTISERS

Re *Color* TV:

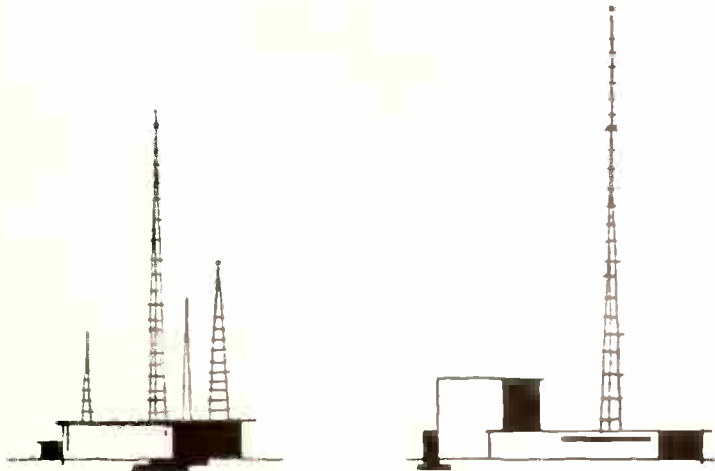
Having attained a 93% penetration for black-and-white TV in Metropolitan St. Louis, KSD-TV is now expediting the development of COLOR TV in the nation's 9th largest market.

Therefore, until further notice, KSD-TV is making its slide and film COLOR facilities available to Spot Advertisers *without additional charge.*

**NBC AND NBC-TV
NETWORKS**

National Advertising Representative:
NBC SPOT SALES

**THE ST. LOUIS POST-DISPATCH
BROADCASTING STATIONS**



Time Buyers!

HERE'S WHY YOU SHOULD BUY

WBRE-TV Ch. 28

Wilkes-Barre, Pa.

America's First Million Watt Station!

AN **NBC** BASIC BUY!

National Representative - The Headley-Reed Co.



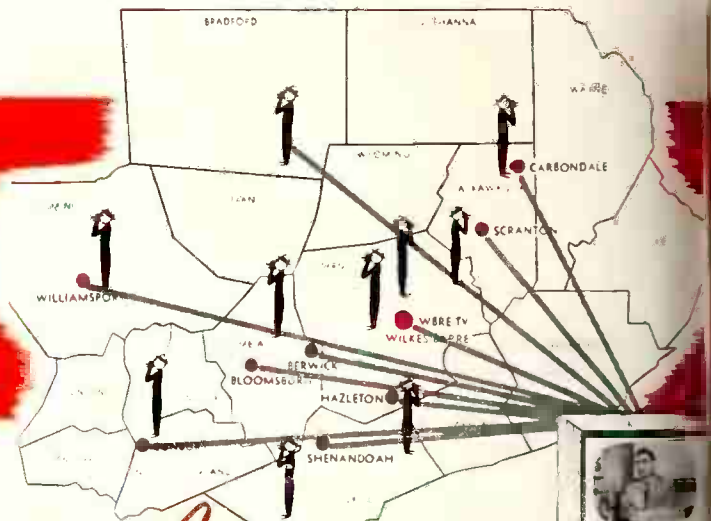
WBRE-TV NOW AMERICA'S MOST POWERFUL STATION WITH

One Million Watts

POWER . . . PUNCH . . . PERFORMANCE . . . PERFECT PICTURE . . . PROGRAMMING . . . PERSONNEL . . . PERSONALITIES . . . PULLING POWER . . . PEOPLE !! And now . . . a MILLION WATTS of power to make even our previous achievements seem picayune.

WBRE-TV has to its record some outstanding "Firsts" but none greater than being the FIRST MILLION WATT TV STATION IN THE NATION. WBRE-TV applied for and received the first million watt tv station grant from the F.C.C. It is a source of satisfaction that we have been able to receive this grant in less than two months.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.
AN **NBC** BASIC BUY!



News Coverage SO FAST

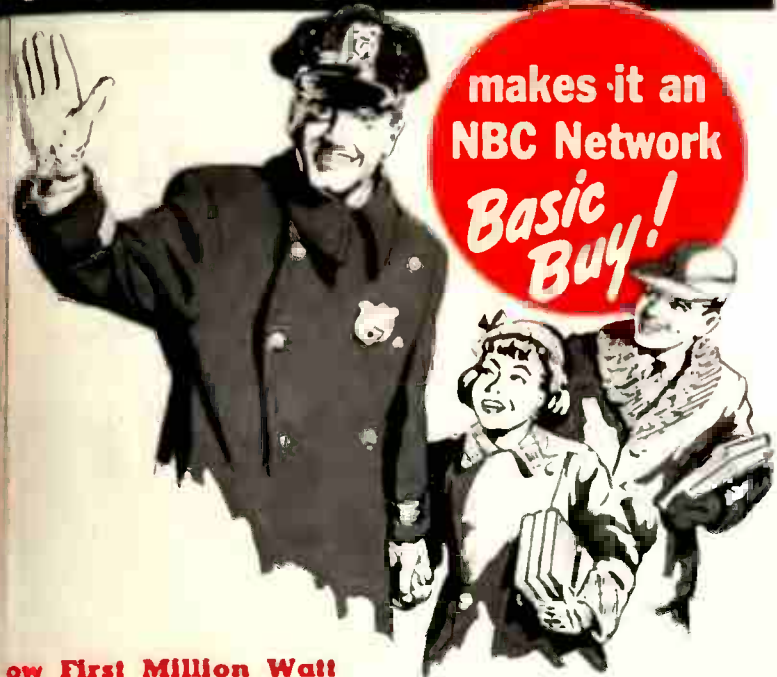
WBRE-TV Serves a 17 County Area in a Matter of Minutes!

WBRE-TV's Regional News Coverage is produced by a 10 man news staff, with cameramen strategically located at vantage points over the vast area served by WBRE-TV. News is received, developed and aired the same day it happens . . . often while the news is still being made. For News WBRE-TV is the only medium to cover the above 17

Counties.
Nov. 1, 1954 Wilkes-Barre-Scranton Telepulse-Evening News Rating were as follows:
WBRE-TV 17.4
Station B 5.8
Station C
Station D 2.4
Set Count as of March 1, 1955 245,000

WBRE-TV Ch. 28 Wilkes-Barre, Pa.
AN **NBC** BASIC BUY!

WBRE-TV's Powerful Influence



Now First Million Watt Station in the Nation!

Serving 2,000,000 Population!

Verified Set Count 225,000!

and consider that now you can cover the entire Northeastern area of Pennsylvania with the Nation's most Powerful Station... WBRE-TV!!!

With a full schedule of NBC shows... outstanding local shows... news and sports coverage of local, regional and national interest. WBRE-TV is the 'basic station buy' in this thickly populated industrial-agricultural market.



WBRE - TV Ch. 28 Wilkes-Barre, Pa.
AN NBC BASIC BUY! National Representative: The Headley-Reed Co.

Here is Proof...

65+99=40
17 of 67=12



... of **WBRE-TV's**

SUPERIOR SALES POTENTIAL

Based on 1953 Retail Sales Figures Reported by... *Sales Management*

Of the Nation's 100 Metropolitan County areas, Wilkes-Barre, Luzerne County ranked 65th... Scranton, Lackawanna County 99th... yet the combined retail sales of these two major Pennsylvania markets covered by WBRE-TV, exceeded those of the Nation's 40th retail sales market, San Bernardino, California.

In addition to this impressive fact, WBRE-TV with

a million watts covers 17 of the 67 counties in Pennsylvania, having a combined retail sales equivalent to the Nation's 12th market, Baltimore, Md.

WBRE-TV is the 'POWERHOUSE' of Northeastern Pennsylvania... serving over *225,000 sets with the most powerful programming... local, regional and national!



WBRE - TV Ch. 28 Wilkes-Barre, Pa.
AN NBC BASIC BUY! National Representative: The Headley-Reed Co.



WBRE-TV Always Head of the Class

GREATEST COVERAGE!

GREATEST AUDIENCE!

GREATEST ADVERTISING BUY!

The nation's first Million Watt Station serves a 70-mile radius, comprising 17-counties (plus) in N. E. Pennsylvania with a population of over 2,000,000.

ARB and PULSE surveys show that WBRE-TV has an average weekly share of audience of over 40% and leads by 23% to 400% over the other stations!

One station... WBRE-TV... delivers the viewers in the key marketing areas of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport.

Verified Set Count of 250,000 as of April 1955

Your Headley-Reed representative has these and many more facts to prove the consistent class leader... WBRE-TV... he will be glad to show them



WBRE - TV Ch. 28 Wilkes-Barre, Pa.
AN NBC BASIC BUY! National Representative: The Headley-Reed Co.

COVERAGE LEADERSHIP

VERIFIED by ARB* and PULSE*

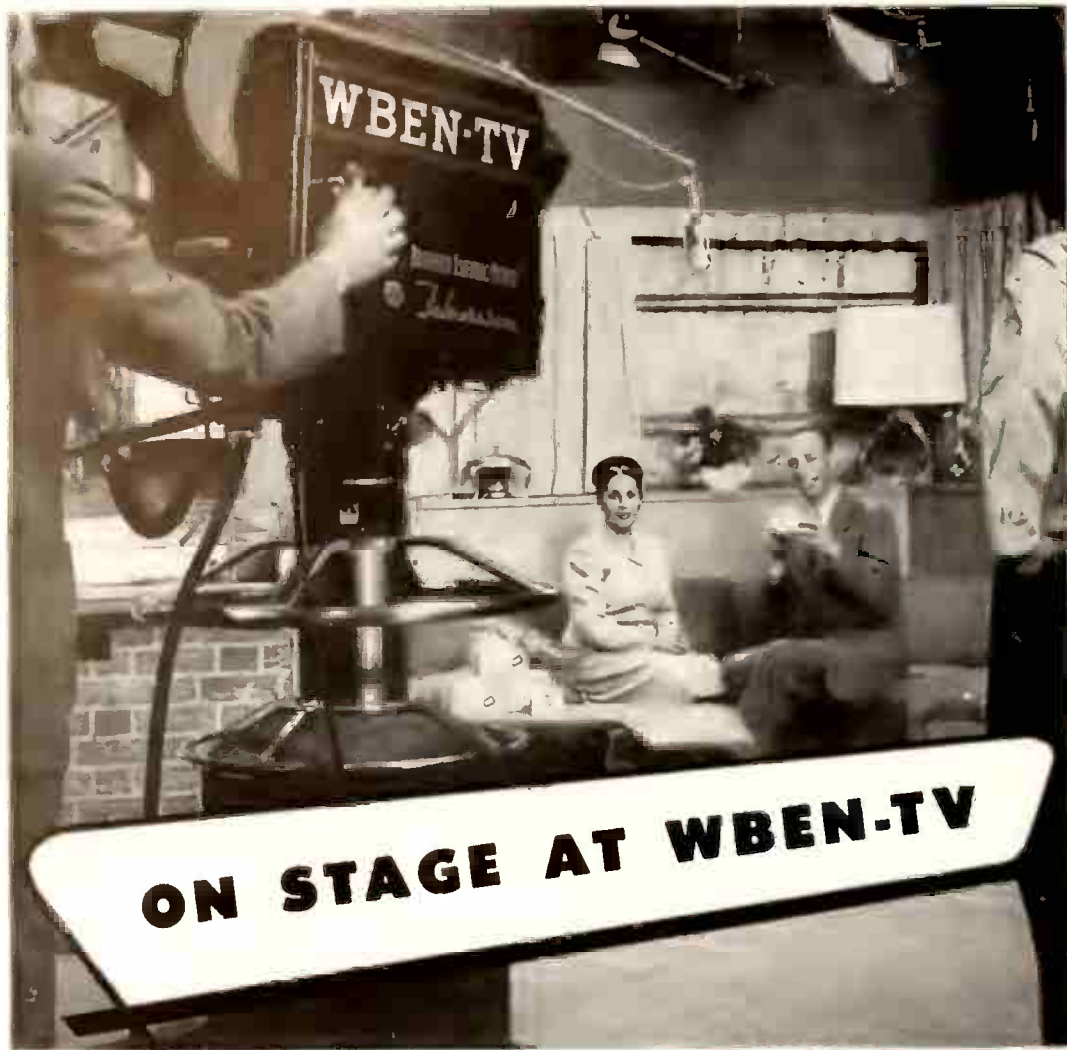
*WBRE-TV... the nation's first MILLION WATT STATION delivers to the advertiser the majority of viewers in the key marketing area of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport with an average weekly share of audience of better than 40% and leads all other stations competing in this vast manufacturing and agricultural market by 23% to 400%.

*WBRE-TV not only leads in audience ratings in the Wilkes-Barre-Scranton area, but also delivers more than 40,000 more sets than the second station in the market.

*These two thoroughly competent survey organizations show that WBRE-TV unquestionably is the leading TV station in Northeastern Pennsylvania... which comprises more than 17 Counties and a population of over 2,000,000.

VERIFIED SET COUNT OF 259,500 as of June 1, 1955.

WBRE - TV Ch. 28 Wilkes-Barre, Pa.
AN NBC BASIC BUY! National Representative: The Headley-Reed Co.



On stage at WBEN-TV . . . and a crew of experts goes to work! Experts because WBEN-TV's well-knit team of directors, announcers and technicians have been with this pioneer station since its beginning in 1948. These TV veterans have had seven long years of experience in the production of television commercials.

WBEN-TV scheduling assures enough rehearsal time for every commercial. Two fully equipped studios permit staging effects that are polished to perfection.

Standards like this cost no more, — that's why more and more time buyers buy WBEN-TV more and more often. Let quality production tell YOUR story in a quality way.

in Buffalo-TV dollars count for more on channel 4

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And — WBEN-TV delivers this market as does no other television station.

CBS NETWORK
WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representative

Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco

49th and MADISON

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

B&M TV TEST

SPONSOR certainly deserves lots of credit for the Green Bay test of tv's sales effectiveness for B&M beans.

As one who has long believed that media research should be concentrated on measurement of results, I can only hope that your pioneering effort will stimulate others to make such tests.

H. M. BEVILLE

Director.

Research & Planning
NBC

• We plan to do more studies along similar lines. Any candidates please apply to SPONSOR. For a follow-up article on the B&M series see page 46 this issue.

I would be very much obliged if you would send me two or three copies of the Procter and Gamble story which you have now made up into a booklet.

ROBERT A. WULFHORST
Media & Space Buyer
Dancer-Fitzgerald-Sampson
New York

We are subscribers to SPONSOR but missed the Procter & Gamble article. Would you please send us a copy?

J. C. FITZPATRICK

President

Fitzpatrick Bros.

(Detergents, cleaners, soaps)
Chicago

P&G SERIES

I wish to compliment SPONSOR for the thorough and splendid job done on the P&G story. Not only does this series of articles obviously show a great deal of exacting research and investigation, but the report comes off as a formula—an example in a sense that those of us in advertising media can refer to.

I had all members of the tv and radio department here read the series. . . .

DAVID E. DURSTON
Director Radio and TV
Lynn Baker Advertising
New York

• Reprints of the four-part Procter & Gamble series which appeared in the 16 May, 30 May, 13 June and 27 June 1955 issues of SPONSOR are now available at 40¢ a copy. Address requests to Sponsor Services Inc., 40 E. 49th St., New York 17, N. Y.

(Please turn to page 17)



MAXIMUM POWER . . . MAXIMUM TOWER
HEIGHT . . . IN THE RICH MARKET OF

RICHMOND

PETERSBURG AND CENTRAL VIRGINIA

WXEX-TV covers all the rich heart of Central Virginia. Its tower is 1049 ft. above sea level—the maximum height allowed. It's 943 ft. above average terrain—more than 100 ft. higher than any station serving the Richmond market. And WXEX-TV has maximum power—316 KW.

So you just can't cover more land area or more TV families with any other station! You can get the whole exciting story of this new basic NBC-TV station for Richmond, Petersburg and Central Virginia from your Forjoe man.



WXEX-TV

Basic NBC-TV Network – Channel 8

Tom Tinsley, President

Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

"Kilowatts*" are fine ...



*We ought to know ... we were the first with the most ... 316,00 watts.

But in Louisville ...

WHAS-TV Programming pays off!



"THE HERBIE KOCH SHOW"
10:00—10:30 P. M.
Sunday
(Market's only live Sunday musical, with the nation's largest studio organ.)

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Horrington,
Righter & Porsans,
New York, Chicago, San Francisco
Associated with *The Courier-Journal*
& *The Louisville Times*



Your Sales Message Deserves
The Impact of Programming of Character

BASIC CBS-TV NETWORK



Happy Wilson

Star of

Yawn Patrol

4:45 to 6:30 a.m. Monday-Saturday

**Stars Sell on
Alabama's
greatest RADIO station**

WAPI
Birmingham

Happy has become Birmingham's No. 1 Hillbilly personality during his twenty years of entertaining on WAPI. He builds extra popularity by traveling all over Alabama making personal appearances.

On his early morning record show "Yawn Patrol" Happy has a wide following among farmers and the large early rising industrial population of Birmingham.

You can **SELL**

Your Products
to Alabama folks

If you **TELL**

them on programs
they enjoy hearing

Represented by

John Blair & Co.

Southeastern Representative:

Harry Cummings

40 E. 49TH

(Continued from page 14)

ALL-MEDIA

The Institute for Motivational Research furnished us with some material pertaining to various aspects of motivation research, including "Why admen buy what they do" of your All-Media Study. We would be very glad indeed to have all the other articles of the study.

We are closely connected with the Nürnberg School of Economics and Social Sciences. We look for the latest material available both in Germany and abroad, especially in your country.

DR. GUTH
*Institut Für Absatz-Und
Verbrauchsforschung,
Nürnberg, Germany*

• SPONSOR's "encyclomedia," the "All-Media Evaluation Study" is available at \$1 a single copy.

BUYERS' GUIDE

What do you do to sell the products of an association when the brands of its members are issued under differing labels and with descriptions of the product which vary considerably? We faced that kind of situation recently in preparing a campaign for the Association of Japanese Crabmeat Packers in five major U. S. markets.

An important part of our solution was to use homemaking shows on tv with strong merchandising follow-through. We think you'll be interested to learn that we used SPONSOR's Buyers' Guide to Station Programing in drawing up our list of tv stations with strong homemaking programing. It was a big help in launching what now looks like a quite successful promotion.

ANDREW N. VLADIMIR
*Radio-Tv Plans Director
Gotham-Vladimir Adv. Inc.
New York*

• Many readers have reported they find the Buyers' Guide an invaluable source in preparing radio and tv campaigns. SPONSOR's curiosity about the Japanese crab meat problem is plqued and we're checking reader Vladimir for the details. Looks like there's a story there.

TIMEBUYING TIPS

Not infrequently I find interesting articles in SPONSOR, but occasionally there comes one which in my opinion is especially so. I'm referring particularly to "Tips on timebuying from six veterans" in a recent issue. Whoever did it deserves a pat on the back, and so do you for running it.

SAM VITT
*Timebuyer
Blow-Beirn-Toigo
New York*

it's a
cold fact



WLOL
IS THE HOTTEST
STATION IN
THE NORTHWEST!

No matter how you figure it—

it's a cold fact that WLOL always gives you more listeners for your ad dollar. WLOL is the top-rated independent station—leading all other independents and three of the four networks in the Twin Cities, according to PULSE. Out-of-home WLOL leads every station. It's MUSIC, NEWS and SPORTS that makes WLOL your best buy!

THE TOPPER IN
INDEPENDENT RADIO

WLOL

MINNEAPOLIS - ST. PAUL

5,000 WATTS- 133 ON YOUR DIAL

LARRY BENTSON, *President*
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*

The advertiser wh



alked

No trade secret is more jealously guarded by advertisers than the specific effectiveness of their television commercials.

The other day we succeeded in coaxing one of them into talking about a particular 90-second announcement which was broadcast one night at 8:26 on the CBS Television Network.

Immediately following the broadcast 29,972 people in the audience sat down and wrote to an address in New York City. The postmarks disclosed that each request had been mailed prior to 11 p.m. the same night.

The fuse which touched off this explosion of letter-writing was an announcement offering free samples of Nescafé to anyone who wrote and asked for them. The offer was made by The Nestlé Company on its CBS Television program on the evening of September 19, 1953.

Over a period of eighteen months 15 similar announcements, each taking no more than a minute-and-a-half, yielded a total of 2,163,775 requests from the audience.

More than any words, these statistics speak volumes about the extraordinary impact of television—its power to activate swiftly and simultaneously vast numbers of people—and the economic consequences of this power.

Although conspicuous for its dimensions, the Nestlé story is typical of what happens when an excellent product, effectively presented, receives the exposure of the largest single advertising medium in the world.

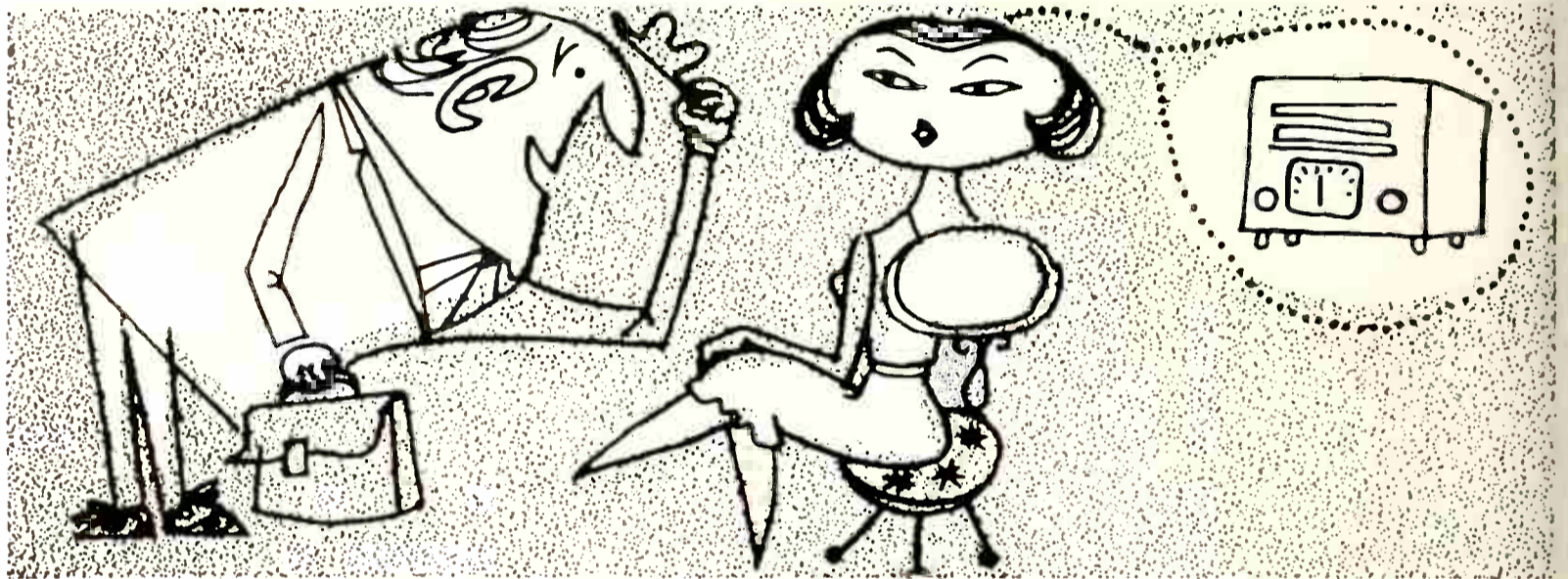
CBS TELEVISION



Calling... or Recalling

HOOPER STYLE

PULSE STYLE



it's unanimous

FIRST PLACE Hooper.* first place Pulse.** That's WHB with nearly as many daytime listeners as all other K.C. stations combined, according to Hooper (45.1%). Mid-Continent programming, ideas and excitement are responsible. The product you're responsible for: Want more folks calling for it and recalling it? Call the man from Blair or WHB General Manager George W. Armstrong.

*Average share of audience 7 a.m.-6 p.m., Mon-Fri., June-July, 1955

**Average share of audience 6 a.m.-6 p.m., Mon-Sat., March-April, 1955

The most listened-to station in Kansas City is

WHB

10,000 WATTS, 710 K.C.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

1. New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Petroleum Inst., Pittsburgh	Fuller & Smith & Ross, Clev	NBC	1976; 4:30-5:30 pm, Oct 9, one time only
Pittsburgh	Henri, Hurst & McDonald, Chi	NBC	To, alt with Goodyear Tv Playhouse, Sun 9:10 pm 16 Oct
Y&R Co, Chi	Y&R, NY	ABC B3	Mickey Mouse Club; M-F 5-6 pm, 3 Oct. 52 wks
NY	DCSGS, NY	NBC	The People's Choice; Th 8:30-9 pm; 6 Oct
Myers, NY	Kudner, NY	ABC B3	Mickey Mouse Club, M-F 5-6 pm; 3 Oct. 52 wks
Flint	BBDO, NY	CBS 146	The Honeymooners; Sat 8:30-9 pm; 1 Oct. 52 wks
Shell Soup, Camden, NJ	Leo Burnett, Chi	NBC	Star Stage; alt F 9:30-10 pm; 9 Sept. 52 wks
Shell Soup, Camden, NJ	J. Walter Thompson, NY	ABC B3	Mickey Mouse Club; M-F 5-6 pm; 3 Oct. 52 wks
Brough-Pond's, NY	Knox Reeves Adv. Mnnpls	NBC	Star Stage; alt F 9:30-10 pm; 16 Sept. 52 wks
al Mills, Mnnpls	BBDO, NY	ABC B3	Mickey Mouse Club; M-F 5-6 pm; 3 Oct. 52 wks
al Mills, Mnnpls	Tatham-Laird, Chi	CBS 72	Garry Moore; F 10-10:15 am; 2 Sept; 52 wks
al Mills, Mnnpls	D-F-S, SF	CBS 64	Tales of the Texas Rangers; Sat 11:30-12 noon, 3 Sept; 52 wks
al Mills, Mnnpls	Campbell-Ewald, Detr	ABC	The Life & Legend of Wyatt Earp alt 2 B 30-9 pm; 6 Sept
al Motors, Chevrolet Div, Detr	Y&R, NY	NBC	The Chevy Show; T 8-9 pm; 4 Oct; 17 wks
Johnson & Johnson, New Brunswick	Y&R, NY	NBC 63	Tennessee Ernie Ford Show; T 12-12:15 pm, 9 Aug; 7 wks
Johnson & Johnson, New Brunswick	Y&R, NY	NBC	Ted Mack Matinee; T 3:15-3:30 pm; 9 Aug; 7 wks
Johnson & Johnson, New Brunswick	Y&R, NY	NBC 4B	The World of Mr. Sweeney; T 4:30-4:45 pm; 9 Aug; 7 wks
Masland Sons, Carlisle, Pa.	Anderson & Cairns, NY	CBS 67	Garry Moore; W 10-10:15 am; 24 Aug; 12 wks
Labs, Elkhart, Ind	Geoffrey Wade, Chi	CBS 74	Bob Crosby; T 3:45-4 pm; 27 Sept; 52 wks
Pen, Janesville, Wis.	Tatham-Laird, Chi	ABC	The Life & Legend of Wyatt Earp; alt T 8:30-9 pm; 6 Sept
G & Gamble, Cin, for Ivory, Co & Duz	Compton, NY	NBC 126	Jane Wyman's Fireside Theatre; T 9-9:30 pm; 6 Sept; 52 wks
Oats, Chi, for Aunt Jemima	J. Walter Thompson, Chi	ABC	The Adventures of Ozzie & Harriet; every 4th F 8-8:30 pm; 30 Sept
Purina, St. Louis	Gardner Adv. St. Louis	ABC	Grand Ole Opry; every 4th Sat 7-8 pm
Metals Co., Richmond, Va.	Buchanan, NY; Clinton E. Frank, Chi	NBC 65	Frontier; Sun 7:30-8 pm; 25 Sept. 52 wks
Inc., Stamford, Conn.	Fitzgerald Adv. New Orleans	CBS	Robert Montgomery Presents the Schick Tv Theatre; alt M 9:30-10:30 pm; 12 Sept; 52 wks
Brands, NY	Ted Bates, NY	NBC 63	Tennessee Ernie Ford Show; M-F 12-12:15 pm seg; 15 Aug; 52 wks; 27 Sept T, F
Brands, NY	Ted Bates, NY	NBC 73	Howdy Doody; alt M 5:30-6 pm; Sept; 52 wks
Rolls, Hoboken	Leo Burnett, Chi	NBC full net	Pinky Lee Show; Sat 10-10:30 am; 17 Sept
Co, Chi	KGE, NY	CBS 76	Garry Moore; alt Th 10:15-10:30 am; 1 Sept; 52 wks
Oil & Snowdrift Sales, Orleans	B-B-T, NY	NBC 97	Valiant Lady, M-F 12 noon-12:15 pm; 6 Sept; 52 wks
Pharmaceutical, NY		CBS 93	Name that Tune; T 7:30-8 pm; 27 Sept; 52 wks



Shaftro H. Dene (3)



John D. Burke (3)



Otto Prochazka (3)



Austin A. Thomas (3)



Julian Field (3)



William E. Brownell (3)

2. Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Num Ltd, NY	J. Walter Thompson, NY	CBS	Omnibus; Sun 5-6:30 pm; 9 Oct
& Williamson Tobacco, Louisville	Ted Bates, NY	CBS 53	Robert Q. Lewis; alt F 2-2:15 pm; 30 Sept; 52 wks
Myers, NY	Y&R, NY	CBS 9B	Four Star Playhouse; alt Th 9:30-10 pm; 22 Sept; 52 wks
Myers, NY	Y&R, NY	CBS 53	Arthur Godfrey Time; M W 10:45-11 am; 24 Oct; 52 wks
Shell Soup, Camden, NJ	BBDO, NY	CBS 71	Lassie; Sun 7-7:30 pm; 11 Sept; 52 wks
orted Rice, Houston	Leo Burnett, Chi	CBS 76	Garry Moore; alt F 10:45-11 am; 16 Sept; 52 wks
al Dynamics Corp, NY	Morey, Humm & Johnson, NY	NBC 25	Youth Wants to Know; Sun 2:30-3 pm; 14 Aug; 13 wks
g. Battle Creek, Mich	Leo Burnett, Chi	CBS 70	Houseparty; T Th 2:30-2:45 pm; 30 Aug; 52 wks
Bros, NY	F, C & B, NY	CBS 44	Uncle Johnny Coons; Sat 1:30-2 pm; 3 Sept; 52 wks
illard, NY	Y&R, NY	CBS 116	Appointment with Adventure; Sun 10-10:30 pm; 25 Sept; 52 wks
Sewing Machine, NY	Y&R, NY	CBS 110	Four Star Playhouse; alt Th 9:30-10 pm; 29 Sept; 52 wks
hia Elec, NY	J. Walter Thompson, NY	CBS 91	Beat the Clock; Sat 7:30-8 pm; 24 Sept; 52 wks
Co, Chi	Weiss & Geller, Chi	CBS 75	Bob Crosby; Th 3:30-3:45 pm; 1 Sept; 52 wks

3. Advertising Agency Personnel Changes

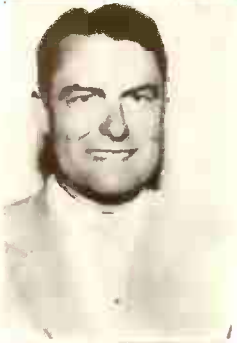
NAME	FORMER AFFILIATION	NEW AFFILIATION
Howard Armstrong	Leo Burnett, Chi, vp in charge of art	Same, also member of bd
Edward M. Baker	Ansul Chemical, Marinette, Wis., director of publ rels	Brady Co, Appleton, Wis, vp in chg publ rels
DeBanks	Ruthrauff & Ryan, NY, vp	Same, member of bd
Lance Barnard	Life, NY, drug mdsg mgr	Carl S. Brown, NY, dir of mdsg
Robert C. Black	Kendall Foods, LA, adv mgr & divisional sales mgr	Erwin, Wasey & Co. LA, sr acct exec
Joe F. Black	Benton & Bowles, NY, acct supvr	Same, also vp
Eric Bovraem, Jr	McCann-Erickson, NY, vp	Same, also director of r-tv planning

In next issue: New and Renewed on Radio Networks; Broadcast Industry Executives; New Firms, New Offices, Changes of Address, Agency Appointments

Now and renew



Vernon Bowen (3)



Henry Cragg (4)



Myron P. Kirk (3)



James F. Black (3)



Stephen Gardner (3)



Clarence Hatch, Jr. (3)

3. Advertising Agency Personnel Changes (cont'd)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Vernon Bowen	Geyer Adv, NY, acct exec	Same, also vp
Thomas G. Brennan	Radio-tv producer, NY	Foote, Cone & Belding, Chi, r-tv svpr
Julie Brown	Compton, NY, in chg media research	Same, assoc media director
William E. Brownell	Campbell-Ewald, Detr, copy chief	Erwin, Wasey, NY, vp & copy chief
John D. Burke	Erwin, Wasey, NY, vp & copy chief	Lennen & Newell, NY, vp & copy chief
Leo Burnett	Leo Burnett, Chi, pres	Same, chmn of the bd
Rufus Carlson	KVI, Seattle, special events director	Frederick E. Baker, Seattle, asst copy director
F. Strother Cary, Jr.	Leo Burnett, Chi, admin vp	Same, also member of bd
Clinton R. Clark	Dodge Div, Chrysler, Detr, coop. adv mgr	KGE, Detr, media director
Amadee J. Cole	Geyer Adv, NY, creative director	Kudner, NY, copy chief
Shafto H. Dene	Kudner, NY, vp & copy chief	Same, also sr vp
George DePue, Jr.	Bryan Houston, NY, acct exec	Biow-Beirn-Toigo, NY, acct exec
Alfred W. De Jonge	Harold M. Mitchell, NY, media director & acct exec	Same, also vp
Ray Deitrich	tv producer, Santa Barbara	The Kemble Co, Santa Barbara, in chg r-tv d
Julian Field	Ted Bates, NY	Lennen & Newell, NY, vp
Stephen Gardner	Hazel Bishop, NY, natl sales mgr	Biow-Beirn-Toigo, NY, asst to pres
Philip E. Genthner	Scheideler, Beck & Werner, NY, vp & acct exec	Geyer Adv, NY, acct exec
Charles Hanson	YGR, Detr	McCann-Erickson, Detr, sales prom acct exec
Clarence Hatch, Jr.	D. P. Brother, Detr, exec vp	Kudner, NY, sr vp
Richard N. Heath	Leo Burnett, Chi, exec vp	Same, pres.
Ray Hermann	Foote, Cone & Belding, Chi	D-F-S, NY, acct exec
Ernest A. Holmes	Joseph Katz, Balt	Carl S. Brown, NY, director of research & mk
Myron P. Kirk	Kudner, NY, vp & r-tv director	Same, also sr vp
Warren Krey	D-F-S, NY, traffic mgr	Same, coordinator of creative activity
Frank P. Lapick	F & S & R, Clev, Westinghouse apparatus div, opers mgr	Same, also vp
William Lines	Pasadena Star-News, natl adv mgr	Erwin, Wasey, LA, sales prom staff
Eric G. Mantle	BBDO, Pittsburgh, acct exec	Same, also vp
Paul Martin	Geyer Adv, NY, tv art dir	KGE, NY, tv art director
Jacquelin M. Molinaro	Foote, Cone & Belding, LA, space & timebuyer	Anderson-McConnell, Hillywd, media director
Robert P. Mountain	YGR, NY, vp	Same, also director of r-tv dept
Russ Paulson	J. Walter Thompson, Atlanta, acct exec	Same, SF
Otto Prochazka	Benton & Bowles, NY, creative svpr	Same, also vp
Arthur W. Ramsdell	Weiss & Geller, Chi, in chg of mdsg dept	MacDonald-Cook, Chi, vp & acct exec
Bob Roberts	Crosley Bcstg, Cin, prod mgr	Biow-Beirn-Toigo, NY, tv commercial dept
Maurice Sculfort	Compton, NY, hd space buyer	Same, assoc media director
Edward C. Simons	Ruthrauff & Ryan, NY, vp	Lennen & Newell, NY, vp
Ronald P. Smillie	Majestic Mfg, Huntington, Ind, sales exec	Krupnick & Assoc, St. Louis, acct exec
Charles Standard	NBC, NY, natl sales dept	Biow-Beirn-Toigo, NY, acct exec
Gordon Stephens	Gibbons O'Neill, Clev	McCann-Erickson, Clev, acct exec
Harold T. Tasker	Fuller & Smith & Ross, Clev, acct exec	Same, also vp
Austin A. Thomas	B & B, NY, art dept bus mgr; svpr prod & traffic	Same, also vp
Jack Wormser	ABC, Hillywd, net dir	Erwin, Wasey, LA, director-expediter, r-tv de
William T. Young	Leo Burnett, Chi, vp in charge of creative planning	Same, also member of bd

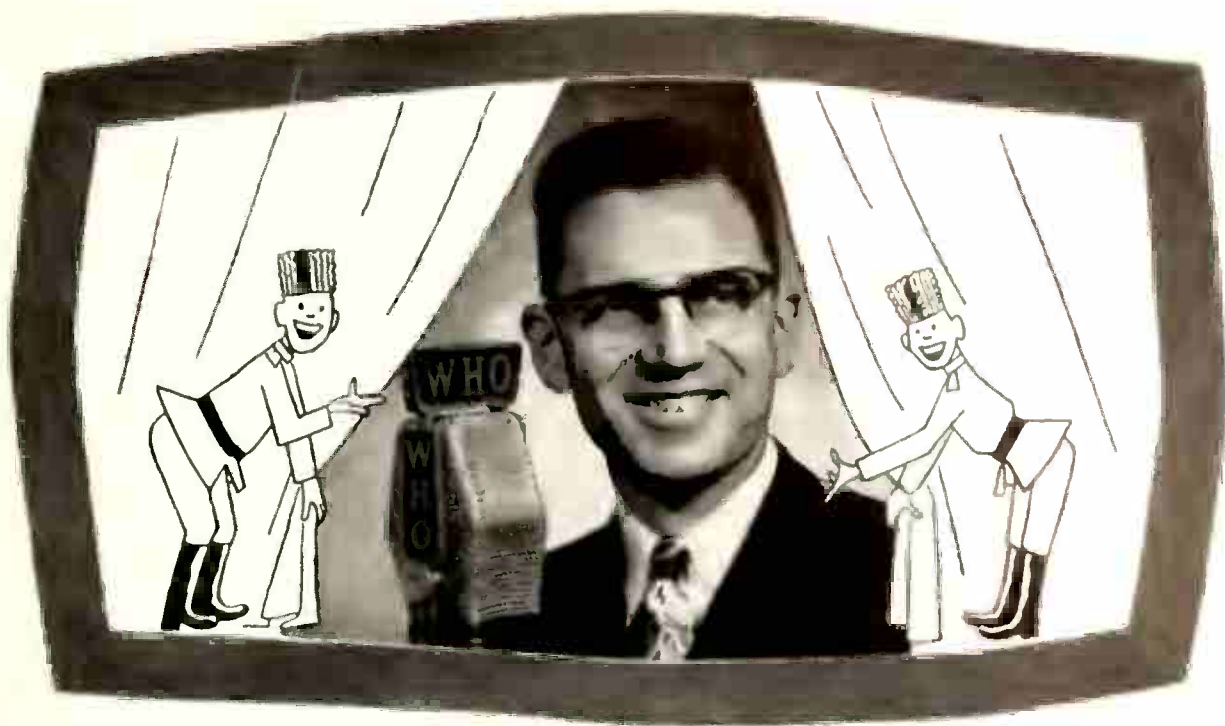
4. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
George Abrams	Block Drug, vp	Revlon, NY, vp & adv dir
H. L. Barnet	Pepsi-Cola, NY, exec vp	Same, pres.
C. W. Cook	Maxwell House Div General Foods, asst gen mgr	Same, also vp
Henry Cragg	Minute Maid-Snow Crop, in charge Fla mfg	Same, admin vp
S. Prall Culviner	Edison Elec, NY, publ rels	Sylvania Elec, NY, publ rels project mgr
Irvin Dunston	KGE, NY, research dept	Serutan & Pharmaceuticals, NY, director, mk
A. N. Steele	Pepsi-Cola, NY, president	Same, chmn of bd

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

General Teleradio has acquired controlling interest in WEAT (TV), W Palm Beach
 KCRA (TV), Sacramento, Calif has appointed Edward Petry natl reps; goes on air in Sept.
 KCOP, Hillywd, will increase its power to 170,000 w on 12 Sept.
 KCRG-TV, Cedar Rapids, Iowa, is now operating with 316,000 watts of power from newly constructed 1,085 ft tower
 KDAL-TV, Duluth, Minn has added 262½ ft to its tower and antenna. It is now 816½ ft above the ground and 2,049 ft above sea level
 KFMB-TV, and KFSD-TV, San Diego, increased to 316 kc on 20 July
 KFOX, Long Beach, Calif, has appointed William G. Rambeau natl reps
 KFVD, LA, changed call letters to KPOP on August 1
 KJBS, SF, has appointed Adam J Young natl reps, effective 10 August
 KOMO (TV), Seattle, has appointed NBC Spot Sales natl reps
 KTVQ, Okla City has appointed oseph Hershey McGillvra natl reps
 WAGA-TV, Atlanta, Ga, transmitting with new 1,100 ft tower, 1,070 ft above average terrain
 WBNY, Buffalo, appointed Burke-Stuart natl reps
 WDEV, Waterbury, Vt, has appointed Everett-McKinney natl reps
 WDSU-TV, New Orleans, is now broadcasting with complete color facilities

WGBE, Atlanta, Ga has been bought by Bartell Bcsters
 Bartell operates WOKY, Milw; WMTV, Madison; WAPL Appleton. Sale is subject to FCC approval
 WCTH-TV, Hartford, Conn bought by CBS 8 July, subject to FCC approval
 WHLI, Hempstead, NY, has appointed Gill-Perna natl reps
 WHOT, South Bend, Notre Dame's commercial station, has changed call letters to WNDU
 WINS, NY, has appointed Burke-Stuart natl reps
 WIRL, Peoria, has appointed H-R Repts natl reps
 WJOB, Hammond, Ind, has appointed William G. Rambeau natl reps
 WJOY, Burlington, has appointed Everett-McKinney natl reps
 WJRT, Flint, Mich, has appointed Harrington, Righter & Parsons natl sls rep
 WKBH, La Crosse, Wis, has appointed H-R Repts, natl reps
 WKBT, La Crosse, Wis, has appointed H-R Tv natl reps
 WMGM, NY, has appointed George P. Hollingbery natl reps
 WNAO-TV, Raleigh-Durham, N.C. has moved into new and larger quarters at 2128 Western Blvd
 WNOW (TV), York, Pa, has appointed Robert S. Keller natl spot, net sls and sls prom rep.
 WPAC, Patchogue, NY, has appointed Robert S. Keller sls prom and natl spot rep
 WTSP, St. Petersburg, Fla, has appointed Forjoe natl reps
 WTVD, Durham, NC, has appointed Edward Petry natl sls rep, effective 1 Sept
 WWJ, WWJ-TV, Detr, have appointed Free & Peters natl reps



**WHO's Farm Director,
HERB PLAMBECK
gets behind the
IRON CURTAIN!**

YOU'VE been hearing about the twelve American farm experts who are now touring Russia, while twelve Russian farmers study American agriculture in Iowa.

We of WHO are tremendously proud that our own Herb Plambeck was chosen as the *only* radio farm news man to accompany the American delegation to Russia. He's taking pictures and making on-the-spot recordings. You will be able to hear these on WHO. His material will be available to NBC, ABC, CBS, MBS, Clear Channel Broadcasting Service and the U. S. Department of Agriculture.

You can imagine the pressure that must have been used by every sort of medium, for representation on this trip. *Why was Herb selected?* Because, in addition to being the favorite farm commentator in America's most productive farm area, he was recom-

mended by the U. S. Department of Agriculture and by the nation's three largest farm organizations — The American Farm Bureau Federation, the National Grange and the National Farmers' Union (also by the National Association of Radio and TV Farm Directors, and other groups).

Herb's Russian tour is a tremendous "plus" for WHO listeners *and advertisers*. It's the sort of "plus" you always expect—AND GET—from Iowa's most important station.



Affiliate



FREE & PETERS, INC., National Representatives

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

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

the
big
listen



is
to
kbis

bakersfield
california

970

The only popular music and news independent station in Bakersfield and Kern county, dominating California's Southern San Joaquin Valley 24 hours a day!

representatives:

SAN FRANCISCO DAREN MCGAVREN

NEW YORK

CHICAGO

ST. LOUIS

LOS ANGELES

ADAM YOUNG JR.



Mr. Sponsor

Arthur E. Goldman

Director of Advertising
Gunther Brewing Co., Baltimore, Md.

"There's a lot besides advertising that I learned from George Washington Hill," Gunther Brewing Co.'s Art Goldman recalls.

"For one thing, though I was in my twenties when I worked for him, I became a very light sleeper. Mr. Hill would think nothing of calling me at 2:00 a.m. to make sure I'd see him at 9:00."

Goldman feels that directing advertising for Baltimore's Gunther Brewing now is far less nerve-racking a task than his three-year stint with American Tobacco.

"Mr. Hill had us gathered in the conference room one time to listen to a playback of the Sophie Tucker radio show which we had on for Roi Tan Cigars. When the transcript was finished, Mr. Hill asked each of us how often Roi Tan had been mentioned, and after each had guessed wrong, he shouted out triumphantly, 'Thirty-three times!' and this, to him, was great advertising."

Of course Goldman doesn't ignore frequency impact today in his advertising strategy for Gunther Brewing. Some 53% of this firm's \$2 million budget (through Bryan Houston) is in television. The firm's pattern is year-round sponsorship of such syndicated film shows as *Badge 714* (NBC Film Division) and *Waterfront* (MCA-TV) in Baltimore, their major market. Added to this are strips of sports and news coverage over WMAR-TV and WBAL-TV.

"Selling beer is a 52-week operation," says Goldman. "Selling it in the winter is as important as selling it in summer. It takes more than a message during the peak season to keep a beer in top competitive position."

To reach special groups, like Negro audiences, and to insure maximum advertising impressions, Gunther also sponsors a nightly sports show and newscast on WBAL. "And during the summer, we're running 400 radio announcements a week in Baltimore alone."

Gunther also uses heavy air advertising in Washington, D.C., Richmond, Norfolk, Lynchburg, Harrisburg, Altoona, Roanoke, York and Lancaster.

"Mr. Hill was the master of hard sell," adds Goldman. "and I'm of that school myself. Our commercials make a strong, direct pitch, tied in with the show whenever possible for easy transition."

A fast, decisive talker, Goldman doesn't even relax when at the beach, has been known to sit down on the terrace and carry on business during his vacation via long-distance telephone. ★ ★ ★

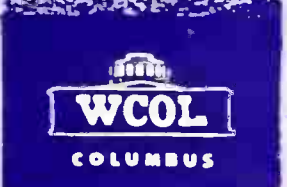


ATN

AIR TRAILS NETWORK

promotes sales in a

6 BILLION \$\$
MARKET *with...*



LOUISVILLE • DAYTON • COLUMBUS • SPRINGFIELD • ASHLAND-HUNTINGTON

MAKE MONEY *with*
AIR SALESMEN!

PERSONALITIES WHO **\$ELL!**

IN LOUISVILLE • DAYTON • COLUMBUS • SPRINGFIELD • ASHLAND-HUNTINGTON



**STATIONS DON'T
HAVE AIR TALENT—
WE DO HAVE**

AIR SALESMEN!



DISCOUNTS? *Sure!!*

5% OFF

*when buying
any 2 of the
ATN stations...*

10% OFF

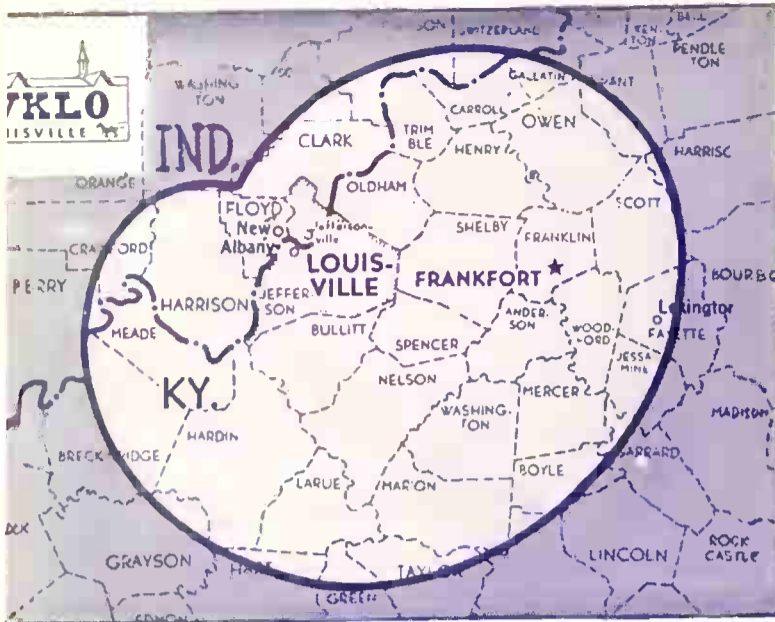
*when buying
3 or more of the
ATN stations...*



To deliver your message better

BUY

All Air Trails Network stations



WING
DAYTON



WCOL
COLUMBUS



MAP KEY: Daytime coverage: large unshaded area. Nighttime coverage: smaller outlined area

1955 facts

Combined ATN coverage area

The consolidated coverage of the Air Trails Network—WKLO, WING, WCOL, WIZE, WCML—represents nearly \$6 billion in buying power, \$4 billion in retail sales and 1,132,000 radio homes. Each station's market contains thriving, diversified industries, with retail sales per family substantially above national average, and agricultural areas where the dollar yield per acre is among the highest in the country.

MARKETS



POPULATION

CITY METROPOLITAN MARKET

RADIO FAMILIES

CITY METROPOLITAN MARKET

NET EFFECTIVE BUYING INCOME

CITY METROPOLITAN MARKET

RETAIL SALES

CITY METROPOLITAN MARKET

FOOD SALES

CITY METROPOLITAN MARKET

GENERAL MERCHANDISE

CITY METROPOLITAN MARKET

HOME FURNISHINGS

CITY METROPOLITAN MARKET

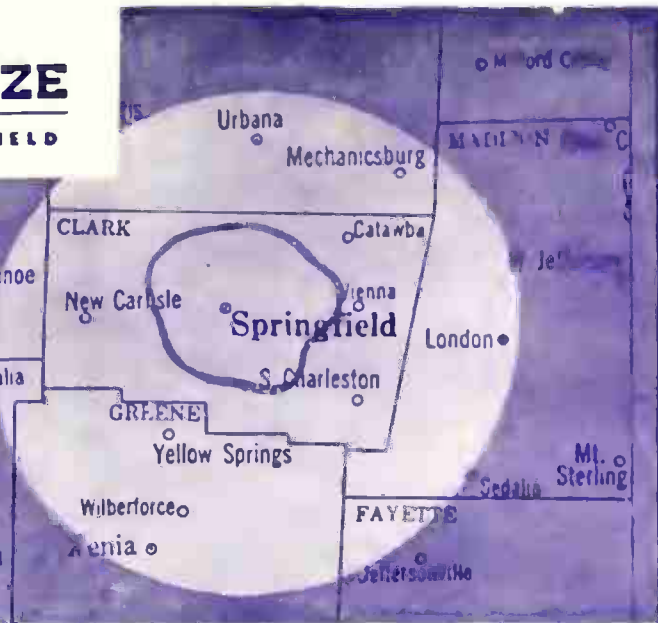
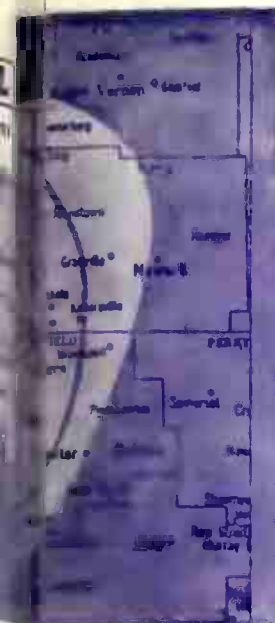
AUTOMOTIVE SALES

CITY METROPOLITAN MARKET

DRUG SALES

CITY METROPOLITAN MARKET

SOURCES: Radio families: SRI



MAP KEY: Daytime coverage large unshaded area. Nighttime coverage smaller outlined area

Individual markets and ATN combined market



270,600
511,100
996,100

408,900
551,300
917,900

83,000
120,200
263,900

140,800
255,000
339,600

3,822,900

137,100
138,770
307,840

169,740
171,980
280,980

26,910
36,950
79,290

51,720
71,640
92,310

1,131,990

\$565,655,000
\$999,947,000
\$1,726,778,000

\$809,635,000
\$1,094,718,000
\$1,580,086,000

\$151,692,000
\$208,325,000
\$428,900,000

\$321,640,000
\$332,941,000
\$400,860,000

\$5,930,875,000

\$449,141,000
\$596,922,000
\$1,084,670,000

\$597,408,000
\$663,309,000
\$1,137,691,000

\$112,005,000
\$126,115,000
\$276,463,000

\$187,670,000
\$217,624,000
\$253,299,000

\$3,916,832,000

\$101,245,000
\$145,446,000
\$263,384,000

\$126,993,000
\$146,360,000
\$229,967,000

\$26,497,000
\$29,938,000
\$61,573,000

\$41,542,000
\$53,642,000
\$64,646,000

\$891,726,000

\$74,163,000
\$79,024,000
\$111,684,000

\$96,475,000
\$97,940,000
\$119,482,000

\$11,914,000
\$12,058,000
\$20,369,000

\$22,884,000
\$25,666,000
\$28,779,000

\$405,125,000

\$22,457,000
\$28,058,000
\$50,905,000

\$32,615,000
\$34,187,000
\$48,083,000

\$6,559,000
\$6,779,000
\$13,164,000

\$11,463,000
\$12,532,000
\$14,241,000

\$184,170,000

\$81,427,000
\$107,267,000
\$209,030,000

\$118,012,000
\$122,657,000
\$177,595,000

\$20,881,000
\$22,905,000
\$52,599,000

\$40,799,000
\$45,082,000
\$52,863,000

\$728,417,000

\$16,768,000
\$21,383,000
\$34,097,000

\$18,882,000
\$21,118,000
\$28,127,000

\$3,487,000
\$3,665,000
\$11,363,000

\$5,514,000
\$6,345,000
\$7,207,000

\$118,930,000

AIR SALESMEN \$ELL!!

THESE TOP AIR SALESMEN

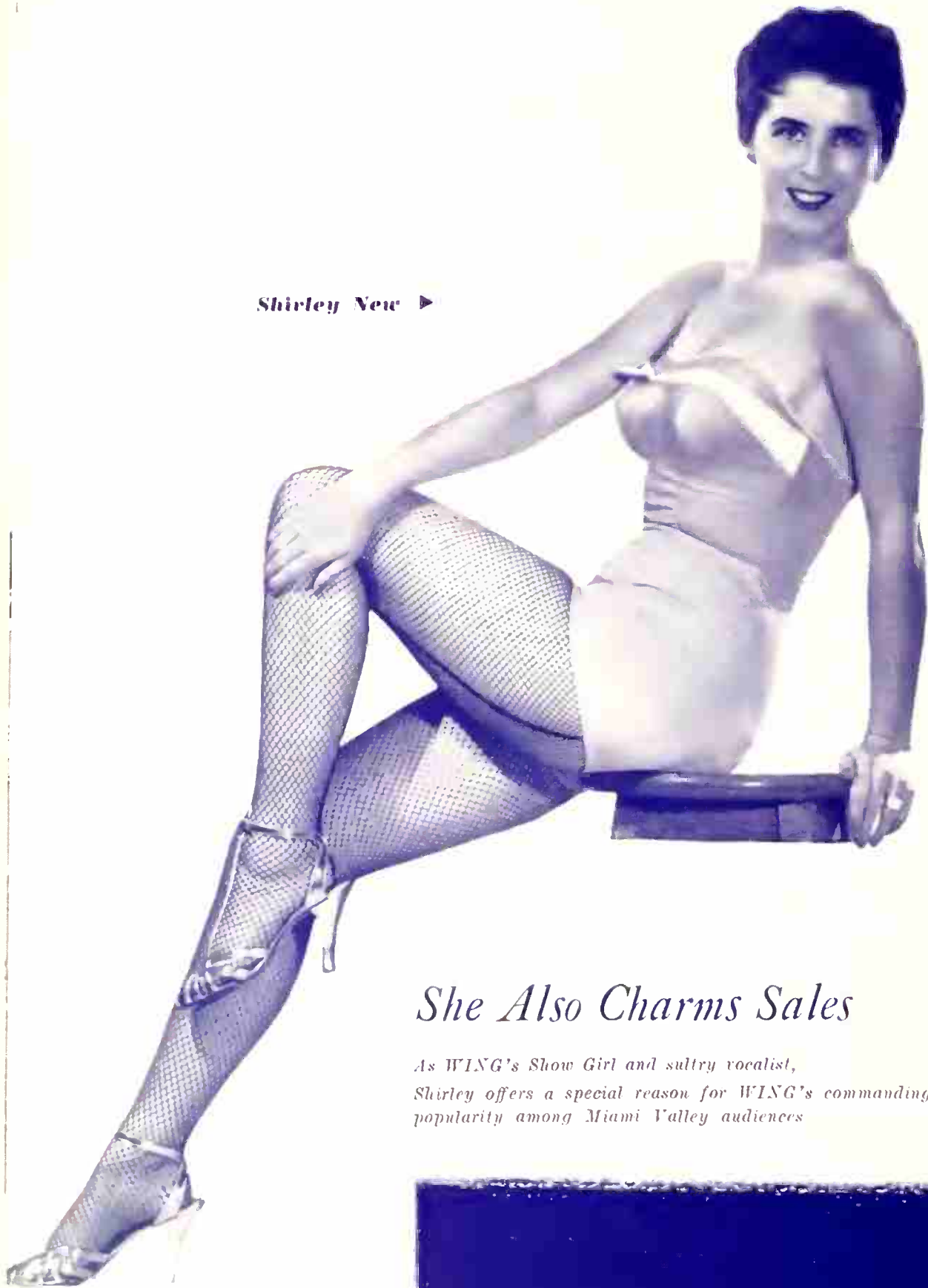
*promote
sales on...*



over



Shirley New ▶



She Also Charms Sales

*As WING's Show Girl and sultry vocalist,
Shirley offers a special reason for WING's commanding
popularity among Miami Valley audiences*



Jimmy Osborn

A big hit-maker in folk singer records; his warm, homespun style hypos sales



Beecher Frank

Louisville's top d.j. and sales stimulator; came to WKLO in 1951



Jimmy Logsdon

Tiptop ad libber with commercials between his folk music disk spinning



Paul Conley

Top-rated d.j. from Lexington and WLW —land with great sales success record



Tommy Douciv

His country music a sensation in the record field; big audience builder



Bud Baldwin

Dayton's dean of d.j.'s and sales wiz whose quips are constantly quoted



Gene Barry

Combines unique style of d.j. comment and salesmanship; here 11 yrs.



Bill Keht

Miami Valley's leading sportscaster whose influence amazes advertisers



Jack Zeigin

16 years of newscasting has made him No. 1 favorite in his local field



Les Bodine

A hillbilly d.j. who fractures sales records as well as audience

PERSONALITIES WHO SELL *for you!*



Miles Foland

Hotshot at creating store traffic; been entertaining radio audiences 18 years



Walter Furniss

News commentator 27 yrs; has had the same clients for up to 15 years



Bob Liville

Clicks as big in producing sales as he does with humorous disc comment



Alice Bahman

She's created singular sales record in 12 yrs. of women programs



John McEunaney

Famed for his comedy characters on sales powerhouse, "Rise with WIZE"



Clay Lager

Produces maximum sales among his big hillbilly - western music clientele



Buddy Gumm

Most sold d.j. in Tri-State area presides over unique 4-hr. morning show



Bill Campbell

Area's favorite all-around mike talent; clicks solidly with all age groups



Bev Bartou

Packs refreshing d.j. style; exceptionally effective with low-key sales delivery



directed by
Charles Sawyer

*Former
U.S. Secretary
of Commerce
and Ambassador
to Belgium*

**John Pattison
(Pat) Williams**

*Executive vice
president of the
Air Trails Net-
work—WKLO,
WING, WCOL,
WIZE and WCM.
Former president
of the Ohio
Association of
Broadcasters; 15
years with Air
Trails*



Alexander Buchan,
*administrative assistant of the
Air Trails Network. Former
manager of WEOL, Elyria, O.
WCCC, Hartford; 22 years in*

It's **EASY** to do business with us . . .

WKLO

WING

WCOL

WIZE

WCM



D. C. Summerford
WKLO general manager; in radio management and engineering for 23 years; started here in 1948 as technical director



Jack Wymer
Station manager; now in 25th year with WING; his daily "Man on the Street" for Coca Cola now in its 20th consecutive year



William H. Spencer
WCOL manager; in radio sales management 19 years; previously spent two years with other Air Trails stations



Mrs. V. Bennett
WIZE manager; an account executive at WING four years, coming from WSAI's program supervisory staff



W. R. (Dick) M.
Station manager; years in radio; WCM on sale spot casting, program news and proof

for **EASY BUYING** write, wire or phone collect

Any **H-R Representatives** office **OR** any **John Blair & Co.** for **WING • WCOL • WIZE • WCM** for **WKLO**

OR Pat Williams, Alex Buchan or George Lenning

WING 121 N. MAIN STREET, DAYTON 2, OHIO HEMLOCK 3773

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline

RADIO

delivers more
for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and at the lowest cost per thousand! (SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and over 3¼ billion in spendable income. (1955 Consumer Markets)



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative



THE EXPEDITER

Calls himself "the shortest distance between two points"; known around the office as the Short Circuit. In constant touch with a man who can get you anything from a crate of eggs to a hot motorcycle. Favorite song: "In the Gloaming." Writes poetry, has a tendency to fall out of canoes.

In the Washington area, one station gets more results faster for its advertisers than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station.

WTOP RADIO

Represented by CBS Radio Spot Sales

SPONSOR BACKSTAGE



By Joe Csida

RCA's color tv drive repeats 45 rpm history

A couple of Backstages ago, in a piece on Pat Weaver, I mentioned in passing, the faith, courage and financial resources involved in RCA's introduction of the 45 rpm phonograph player and record. An elaboration upon this and a brief recapitulation of the problems faced and dealt with in successfully establishing the doughnut disk shed amazing light on the current color television situation.

To deal with ultimate effects first, it should be pointed out that the development of the 45 rpm record has had major effects on every person and organization in the phonograph player and record industry, exactly as the eventual widespread use of color will have on everyone in the television business. Today, some 10 years after RCA introduced the 45 rpm record, approximately 55% of all single record sales are accounted for by 45 rpm, and 45% by the 78 rpm platters.

In 1945, when the 45 rpm player and disk was put on the market there were obviously no 45 rpm phonographs in American homes. There were some 16 million 78 rpm phonographs in use. RCA met practically universal opposition from other phonograph manufacturers and, for all practical purposes, found it necessary to create a market for 45 rpm records by selling 45 rpm phonographs single-handed. Columbia had introduced the 33 1/3 rpm record, and most manufacturers of both players and records who were inclined to get involved in the new speeds rate race at all were going into 33 1/3 production.

RCA put on the market a line of phonographs embodying in one fashion or another the 45 rpm speed, along with 78. and, in some sets, even the 33 1/3 speed. But its big gun in the drive was a 45 rpm player attachment, not a phonograph of itself, but a device which could be piped into any radio or tv set via use of a simple jack. This it marketed for \$12.95 retail, and occasionally, with a sample batch of good 45 rpm records tossed into the bargain. As I recall it, RCA was losing about \$1.00 on every such attachment it sold. But it was effectively developing the 45 rpm market.

The analogous nature of the current color tv situation, I think, is glaringly obvious, with, however, some truly staggering exceptions. In the past several weeks, RCA has announced that this is the year it will establish color, by substantial mass production of sets at reduced prices. In the

(Please turn to page 86)

does a



MILLION

make a market?

"Positively, yes", say more than 150 highly-successful national, regional and local advertisers who have used WBTW during the past year.

WBTW, with 316,000 watts on Channel 8, provides quality network and local shows for 1,106,700 potential customers in the 26 Eastern Carolina counties making up its basic service area. Those million potential customers have a billion dollars in effective buying income . . . and fully half of them receive no other Grade "B" television signal.

Check WBTW by your own standards for a productive television budget allocation. Let CBS Television Spot Sales show you how it qualifies in facilities, audience and results.





NEW PROOF...

one radio station dominates the Great Lakes area

You'll start to find out about WJR's amazing sales power the minute you put your nose in the revolutionary new report on radio listenership made by Alfred Politz Research, Inc.

Here's a really new method of audience study — qualitative as well as quantitative. It proves that radio stations, like printed media, have circulations—regular, faithful listeners.

Based on an extremely large sample (1,873 interviews) checked around the clock, Politz found that in the Great Lakes market WJR is the constant companion of more people than any other radio station.

In fact, in an average day, 41.4% of all adults specify that WJR is *their* radio station.

That's even more meaningful when you realize that in the parts of four states surveyed by Politz there are 196 other radio stations fighting for listeners.

Politz asked what kind of programs listeners preferred, and what station they chose for their favorite program.

Read this: for comedy, 52% prefer WJR; 47%

prefer WJR for drama; for the news, 42% choose WJR; for music (and some other stations are nothing but) 24% choose WJR; 38% prefer the sports news via WJR; and 37% of farm listeners prefer WJR market reports.

Politz didn't stop there. His researchers found that people regard one station as best for "reliability and completeness," for "handling of advertising," "types of programs," for "helpfulness," and in "public spirit." Again, WJR.

That isn't all. The real payoff in station preference and trust came in answer to a question asking what people would do in case of a war rumor. More than 50% said they'd turn on the radio. And 25% of the total said they'd turn on WJR.

Even *that* isn't all. The whole report is *must* reading for anyone concerned with advertising and selling.

For your free copy either write directly to WJR, Detroit 2, Michigan, or your local Henry I. Christal man.

The Great Voice of the Great Lakes

WJR Detroit

50,000 Watts CBS Radio Network

Don't wait! Ask today for your free copy. This offer is limited to those who have something to sell in Detroit and the Great Lakes area.



NOW

TOPS IN TELEPULSE ON



Anyway you look at it — things are changing in the Galveston-Houston market. According to the July, 1955 Telepulse for the Houston-Galveston Metropolitan Area, the number one show was "\$64,000 Question" and had a rating of 32.6. In the July 1955 Telepulse for the Houston Metropolitan Area, the show, "\$64,000 Question", was Number One with a rating of 30.7.

NOW MORE THAN EVER — THE BEST BUY IN TEXAS

KGUL-TV GULF TELEVISION COMPANY GALVESTON

Represented Nationally by



CBS Television Spot Sales

THE DILEMMA:

Yes, radio is powerful. But how profitable will it continue to be on the national front if sales strategies like *Monitor* become the norm? Network radio revenue is already discounted by stations that formerly relied heavily on it. Many managers now feel that national spot radio revenue, which in many cases is over 50% of the total, is threatened. (See text.)



picture from world broadcasting system Inc

Does the Monitor sales strategy help or hurt radio?

Controversy over flexible sales plans reaching peak

Not since the palmiest radio days, when Madison Avenue buzzed with rumors of what *Stop the Music* was doing to the ratings of its competition, has there been a network radio show that's caused as much talk as NBC Radio's *Monitor*.

The weekend-long show is far more than just a program brainstorm from NBC's nimble chief, Pat Weaver. It is, in one vehicle, the concept of network radio "flexibility" carried to the ultimate. And its sales strategy—by which advertisers scatter their network shots in lengths ranging from a minute down to six seconds for hours on end—is being eyed as a pace-setter by more than one of the other networks.

Is this brand of "flexibility" a help-

ful or harmful trend for radio?

You'll get many answers, often conflicting, these days. But on the answer to that question may well hang the entire future of radio—both network and spot. Eventually, an answer will have to be found.

As many station executives see it, network flexibility is a noose around their neck. The head of a group of powerhouse outlets affiliated with a major radio web told SPONSOR:

"If the present trend toward 'spot carrier' programs is carried out on a full-time basis, we'll be slowly squeezed out of business. We built the reputations and audiences of our stations with local, spot-sponsored programs as well as with network shows. But, if

the network continues to sell announcement time on our stations at a price that is way below what a spot advertiser pays, we'll have to cut our own programming and staff to stay alive. This means, in turn, a loss of program quality, audience, and still more spot revenue."

Added the general manager of a major outlet in a large Texas city:

"We're glad when the network creates advertising excitement with its new programming. And, we've given up any ideas long ago that we're going to get rich from network radio revenue. But when the network moves into direct competition with us, we may have to drop it and go 'independent' to survive. If enough stations did this, the

MONITOR HELPS

Flexible pattern has won new clients, audiences for network against tv rivals

"FLEXIBLE sales strategy is the only course by which network radio can survive today," say network executives, pointing to influx of new business brought in by flexible network selling on all major webs. Admen like low cost-per-1,000, high cumulative audience ratings of the flexible sales plans, feel that MONITOR has spearheaded "a revival of client interest in network radio." Although few stations make much money from network compensation derived from flexible sales plans, many have picked up additional spot revenue for slots in and around network shows. "We're sold out on our local slots in MONITOR," reported stations in Milwaukee, New Orleans, several midwest markets. "MONITOR has been a shot in the arm to weekend radio," said manager of an outlet in a large Texas city.

Flexible sales plans, network executives say, "are not aimed exclusively at landing big spot radio accounts as network radio clients, are helping radio."

networks will find that they have themselves destroyed network radio as a major advertising medium."

Said a vice-president of a leading radio station rep firm:

"Radio networks are in an all-out competition between themselves and with us to see who can offer the lowest prices to advertisers—all advertisers. This will mean eventually that reps and stations can no longer compete for national spot radio campaigns without cutting back drastically on client services, merchandising campaigns and local program quality."

The whole question of network radio flexibility, and its effects on radio advertising, is due to be aired in two important sessions within the next few days.

On Friday, 9 September, at New York's Waldorf-Astoria, a record attendance is expected at the annual gathering of NBC Radio affiliates. The highest-ranking NBC brass, including Weaver and Bob Sarnoff, will be on hand. Since the meeting is a family business session, NBC Radio is being understandably close-mouthed about what will be discussed.

But the trade is already talking about some new program plans NBC intends to unveil. At the top of this list is a proposal to extend *Monitor* from its present weekend length into a

program service that runs across the board in daytime slots as well. Time plotting: 10:00 a.m. to 5:00 p.m.

Nor is NBC Radio the only web with plans afoot to revise its network operations. Four days after the NBC conclave, a similar meeting of CBS Radio affiliates will take place at Detroit's Sheraton-Cadillac. Again high network brass, including Frank Stanton and CBS Radio President Art Hayes, will be on hand.

CBS Radio will be seeking the affiliates' stamp of approval on network sales plans that center on a "segmentation formula"—breaking up across-the-board shows into five-minute segments, each carrying a one-minute participation but priced at a five-minute rate.

New rate policies, hammered out over the course of many months, are due to be announced at the two meetings. NBC is expected to propose new packages of economy-priced participations and discount structures more favorable to agencies and advertisers. CBS Radio will be discussing a new "single rate" price schedule for the network, and a 20% cut in network compensation to affiliates.

The trend doesn't end there. The other two radio networks—ABC Radio and Mutual—have fall plans afoot to match the pricing, if not the sheer

"Flexibility" at work: Trend to flexible selling at network level has sharpened competition between major webs, and between networks and spot interests. Networks today sell participations or segments in programs, have relaxed rulings on contract lengths, size of network lists. Quartet of programs below typify trend of network sales tactics to have



length, of *Monitor* and other participation shows on the two largest webs.

On the eve of these gatherings of network affiliates, stations are presenting a relatively calm exterior, at least for publication. What is being discussed among them privately, however, is another story.

The station squeeze: NBC's *Monitor*, in its present version, has won a number of staunch supporters among station executives, for a good reason.

As the manager of a major southwestern NBC Radio affiliate put it:

"*Monitor*'s been a shot in the arm to the sale of weekend radio. It's caused talk, both nationally and locally. We are near to a sellout on the local time we have for sale in and around the program."

Executives at the management level of stations affiliated with other networks made similar comments about the way local sales next to network participation shows have perked up lately.

But stations are griping nevertheless. This is the situation in a nutshell:

- Station executives interviewed by SPONSOR, almost without exception, indicated that they were resigned to getting a small percentage—perhaps as little as 10%—of their operating reve-

me in the form of network payment.

- Radio stations rely today for the bulk of their revenue on spot radio dollars. Purely local business, in the case of major network affiliates, brings in some 10% of the revenue. The cream of the business is national spot revenue, which can bring 50% or more of a station's earnings.

- As much as 90% or more of the national spot business on the average network affiliate today falls somewhere between the hours of 6:00 a.m. and 6:00 p.m., Monday-through-Friday. National spot at other hours does exist, but agency buying patterns today are generally in the category just mentioned.

- Most of the newest network "flexibility plans"—including the extension of *Monitor*—fall within the daytime bracket. Thus, many stations feel that the newest participation plans are aimed primarily at grabbing a chunk of the station's choicest daytime spot revenue.

- Many major radio affiliates say they can't fight this because they feel they're caught in a tv squeeze. It works like this: A station, let's say, is affiliated with one of the big network radio chains and is losing money. But the station also has a money-making affiliation with the television twin

(Please turn to page 121)

MONITOR HURTS

Bargain-priced networks mean stations lose spot dollars, must cut quality

"Network flexibility, spear-headed by MONITOR, is slowly strangling network radio," say opponents of new brand of sales strategy. "We're losing money on these deals," said head of big station group. "We get less network revenue, which means a cut in the quality of local programming. This in turn means lowered national spot revenue. Eventually, we may have to drop our network affiliation and go independent." Other station men and reps see flexible network selling "as a means to siphon off the cream of national spot revenue by offering a network spread at a price less than the spot prices for only 30 or 40 markets." Many stations keep quiet and don't buck network strategy. Veteran broadcasters say it's "because they are afraid of losing valuable television affiliations." Biggest squeeze will start, station men say, "if MONITOR moves in on choicest daytime slots and daytime revenue."

"something for all classes of advertisers." At network level today, participations as short as six seconds can be had. Shown below, l. to r.: "Martin Block," strip on ABC Radio; CBS Radio's "Tennessee Ernie," a segmented strip; "Nick Carter," part of Mutual's Multi-Message plan (\$1,500 per minute); NBC's "Monitor," newest of flexible approaches.



Is the iron curtain on spot tv

\$ figures lifting?

Formula for reporting outlays by advertisers now being worked out

For the first time in the history of the spot air media, dollar figures on the spending of all clients may be made available to admen.

Official announcement of this development may come within a few weeks.

Spot television figures are involved in the expected announcement but on the spot radio front as well efforts will be pushed firmly this fall to crack the iron curtain on spot spending figures.

Here is the information most likely to be made public:

1. Dollar figures on all spot tv advertisers annually.
2. Dollar figures on spot tv product categories annually.
3. Dollar figures on the top spot tv advertisers quarterly as well as the

total number of advertisers during each quarter.

The above information, based upon data gathered by N. C. Rorabaugh, would be released through the Television Bureau of Advertising. Negotiations are now going on between the two and while no firm commitment has been made indications are that an agreement will be hammered out shortly.

The release of information has been decided upon in principle, SPONSOR learned. Bugs to be ironed out revolve about the matter of cost, method of compilation and use of information so that Rorabaugh's business of supplying special tabulations would not be affected. Certain special breakdowns would be given to TvB for use in pro-

moting spot tv. Release of this data would be allowed with certain restrictions depending on the nature of the breakdown involved.

This important development in the spot tv field comes on the heels of publication by SPONSOR of the first published estimates on spot tv and radio spending by many of the country's leading advertisers. These were disclosed in the 1955 Fall Facts Basics issue (11 July, see cut below).

Additionally, as SPONSOR reported in one of a series of articles on the problem of secrecy in spot spending ("Let's bring spot spending out in the open," 25 July 1955 issue), there are two efforts underway to increase dollar data available in spot radio—by (1) the Radio Advertising Bureau and

1955 MILESTONE: First published estimates of advertisers' spot tv and radio expenditures appeared in SPONSOR's 11 July 1955 (Fall Facts Basics) issue, may presage regular, more complete tabulations of outlays

Rank	Advertiser	Total to 4 media only	Newspapers and Supplements	General and Fair Magazines	Network Radio	Network Television	Spot Radio	Spot Television
1.	General Motors Corp.	\$72,036,827	\$17,391,415	\$20,560,218	\$ 3,700,932	\$10,304,212	\$3,000,000	\$3,000,000
2.	Procter & Gamble Co.	49,836,201	7,251,400	6,543,905	12,339,668	23,701,228	\$1,750,000	\$10,500,000
3.	Colgate-Palmolive Co.	31,607,968	10,990,682	3,713,779	4,813,770	14,089,737	\$1,750,000	\$3,000,000
4.	Ford Motor Co.	32,518,927	17,999,652	7,802,561	774,408	5,972,806	\$3,000,000	\$8,000,000
5.	General Foods Corp.	32,418,050	9,351,441	10,037,913	3,300,129	9,728,567	no estimate	\$3,200,000
6.	Chrysler Corp.	29,751,899	11,787,596	7,276,136	1,867,212	8,820,955	\$3,000,000	\$1,500,000
7.	General Electric Co.	21,262,506	3,792,542	9,558,916	949,500	6,961,548	\$200,000	\$220,000
8.	Lever Bros. Co.	21,050,751	6,803,797	2,561,151	4,471,376	7,214,427	\$750,000	\$1,250,000
9.	Gillette Co.	20,741,721	2,296,936	1,341,955	5,362,378	11,540,452	\$1,000,000	\$1,000,000
10.	R. J. Reynolds Tobacco Co.	19,500,175	3,100,391	2,799,911	1,770,940	11,828,928	\$375,000	\$750,000
11.	General Mills Inc.	18,098,358	3,186,138	3,557,233	3,724,388	7,630,599	\$500,000	\$500,000
12.	American Tobacco Co.	17,663,577	2,623,775	4,028,033	1,526,617	9,485,152	not eligible	not eligible
13.	Distillers Corp.-Seagrams Ltd.	16,116,836	9,815,375	6,601,461	2,291,452	6,131,819	no estimate	\$1,200,000
14.	Liggett & Myers Tobacco Co.	15,148,774	3,628,065	2,467,438	3,300,830	6,699,851	\$100,000	\$910,000
15.	P. Lorillard Co.	14,951,612	1,202,477	2,781,481	812,800	5,881,217	\$1,500,000	\$1,500,000
16.	National Dairy Products Corp.	14,008,123	3,338,891	2,972,715	3,474,699	5,531,537	\$100,000	\$1,500,000
17.	American Home Products Corp.	12,655,874	1,587,823	2,058,815	573,195	4,546,362	\$100,000	\$500,000
18.	Campbell Soup Co.	11,767,988	1,567,374	5,081,057	4,808,825	2,117,914	not eligible	not eligible
19.	National Distillers Products Corp.	11,527,200	6,718,375	2,117,914	3,048,726	2,900,885	no estimate	not eligible
20.	Sulfit & Co.	11,438,835	2,971,310	2,117,914	3,048,726	2,900,885	not eligible	not eligible
21.	Sebenley Industries Inc.	9,311,130	6,157,600	3,283,830	3,048,726	2,900,885	not eligible	not eligible
22.	Goodyear Tire & Rubber Co.	8,978,809	2,267,630	4,743,546	343,622	1,634,011	not eligible	not eligible
23.	Sterling Drug Inc.	8,919,299	2,822,348	1,851,212	3,518,756	721,983	no estimate	no estimate
24.	Quaker Oats Co.	8,799,180	2,136,409	2,726,988	1,570,099	2,365,181	\$1,500,000	\$1,000,000
25.	Kellogg Co.	8,716,510	1,059,220	1,514,461	1,910,402	1,261,627	\$200,000	no estimate
26.	Pillsbury Mills Inc.	8,443,782	907,095	1,516,827	2,049,177	1,010,683	under \$25,000	no estimate
27.	Bristol-Myers Co.	8,255,450	922,532	3,040,210	1,381,437	2,778,271	under \$25,000	under \$25,000
28.	Miles Labs.	8,109,116	319,010	921,639	6,172,592	695,875	\$350,000	no estimate
29.	Standard Brands Inc.	7,926,186	3,740,877	3,048,617	1,144,692	1,144,692	no estimate	\$1,000,000
30.	Westinghouse Electric Corp.	7,862,273	2,181,437	1,215,811	1,144,692	1,144,692	\$250,000	\$1,000,000
31.	Phillip	7,862,273	2,181,437	1,215,811	1,144,692	1,144,692	no estimate	\$1,000,000
32.								

by (2) Executives' Radio-Tv Service. The former will concentrate on getting stations to lift their veils on spot dollar spending and ERTS will go after the ad agencies in an effort to fill out the holes in its *Spot Radio Report*.

Unless these efforts are successful, the publication of spot tv dollar figures would leave spot radio as the only major medium without figures showing its size, importance and the list of those who use it. It is the firm belief of broadcasters and many admen that the silence surrounding spot radio spending rather than giving it glamor only serves to hide its value.

Dollar spending in all major media except spot has been published for years. Network tv, network radio, magazines and newspaper supplement spending is published by Publishers Information Bureau. Newspaper spending (including supplements) is published by Media Records through the American Newspaper Publisher's Association's Bureau of Advertising.

The commonly-published lists of leading advertisers are often misleading because lack of spot spending figures gives only part of the ad picture. The situation has been particularly bad in regard to spot radio. The thin amount of information available in this field has bedeviled agencies for



THIS WE FIGHT FOR

Official SPONSOR of
1955 editorial platform
25 July 1955 Issue

"We fight for regular publication of spot tv and radio expenditures of companies comparable to figures available for all other media"

years, forcing them to spend precious man-hours sending questionnaires to stations and leading to all sorts of cloak-and-dagger operations in an effort to find out who is spending how much, where and on what products.

From the beginning of spot tv's commercial history, however, there was less of this secrecy-laden atmosphere. N. C. "Duke" Rorabaugh (who in 1952 sold his monthly report on spot radio advertising to James M. Boerst's Executives' Radio-Tv Service after 12 years of operation) published his first *Rorabaugh Report on Spot Television Advertising* in June 1948. Getting in on tv's ground floor and with the help

of prominent tv broadcasters, Rorabaugh was successful in convincing video outlets that release of spot tv advertising data would help them as well as the industry.

Rorabaugh's first tv report, a thin 20 pages, covered 20 stations in 11 cities and listed 236 accounts, of which 144 were retail and 16 were network buyers. (Rorabaugh later dropped the network and retail accounts and concentrated on national and regional spot business solely.) His latest report, for the second quarter of 1955, is a thick 264 pages, covers 246 stations who reach an estimated 95% of tv homes and share about 90% of the total dollars spent in national and regional spot tv, it lists some 3,977 products.

It is this information that will be the basis of dollar figures which TvB would release. The report, however, does not contain dollar figures. It is the cost of converting *Rorabaugh Report* data into dollar figures and the question of what data can be released without hurting some basic sources of Rorabaugh income that are the core of negotiations currently underway between Rorabaugh and TvB. In other words, it's a matter of money. There is nothing else in the way of data to be gathered. It is solely a matter of con-

(Please turn to page 110)

1939 MILESTONE:

Historic first Rorabaugh report on radio was for New York City, had dollar figures. Now Rorabaugh and TvB are planning regular release of spot tv dollar figures based on Rorabaugh data

ADVERTISERS - SPOT	NYC SPOT	ADVERTISERS - SPOT	NYC SPOT
ACQUA LINA MFG. CO	\$ 645.00	AMERICAN LEAGUE FOR PEACE	230.00
Acqua Lina		AMERICAN SAFETY RAZOR CO.	1,050.00
AGASH REFINING CORP.	1,930.50	Gen Razors & Blades	
Italian Cook Saled Oil		AMERICAN TOBACCO CO.	4,400.00
AIR CONDITIONING TRAINING CORP.	4,535.62	Lucky Strike Cigarettes	22.50
Air Conditioning		ANDERSON, CARL	
ALL-NU PRODUCTS CORP.	100.00	Service Station	
All-Nu Floor Polish		ANSONIA DE LUXE SHOPS	1,391.00
AMALGAMATED MEAT & BUTCHER WORKERS	120.00	Shoe Stores	40.00
AMERICAN BEVERAGE CORP.	4,740.00	APOTHEKER, MENDEL	
Dr. Brown's Cel-Ray Tonic		Shipping Agency	
AMERICAN HOME-STERLING PRODUCTS	27,300.00	ARMSTRONG CORK CO.	3,120.00
Aeromist		Quaker Rugs	240.00
Asrowax		ARMSTRONG PUBLISHING CO.	210.00
Anacin (and Kolynos)	2,112.50	ARONSTEIN FURNITURE CORP.	30.00
Bisodol	2,112.50	ASTOR JEWELRY STORE	30.00
Cal-Aspirin (and Halsey's M-O)		ATKINS, T. J.	
Calif. Syrup of Figs	2,112.50	Florist	213.75
Cascarets		ATLANTIC & PACIFIC CO.	3,400.00
Danderins	1,300.00	AXTON-FISHER TOBACCO CO.	
Diamond Tints		20 Grand Cigarettes	877.50
Dr. Lyon's Toothpowder	3,412.50	AYYAD WATER WING CO.	210.00
Freezone (and Fly-Dad)		BABBITT, B. I.	
Glostora			

Sandran commercials make impact with tiny budget and giant stunts

**Floor covering manufacturer gets 108% sales
boost, doubles distribution from \$150,000 television
budget plus heavy merchandising to the trade**



COMMERCIAL BY THE HEFTY (325 POU)

How can you make a mouse-size tv budget look like an elephant?

"Put spectacular type demonstration commercials on network tv," says Charlie Skoog, Hicks & Greist v.p. and Sandran account executive. "and merchandise the hell out of 'em!"

Hicks & Greist did just that for Sandran Stainless Vinyl floor covering, in a field where such giant competitors as Armstrong Cork Co. and Congoleum-Nairn spend millions to show the public how floor covering can beautify kitchens. Results were immediate: 66% sales increase in June 1955 over June 1954 alone.

"With only \$150,000 a year to do the whole job of advertising Sandran, we decided we'd better call a different play," fullback-sized Skoog told SPONSOR. "The big difference we stress between Sandran and other floor coverings is the fact that it's stainless and easy to clean. And we felt that we could demonstrate these qualities graphically on tv."

And graphically they did demonstrate: Commercial Number One on Steve Allen's *Tonight*, NBC TV last May, showed a roll of Sandran lying across an off-Times Square street, with heavy New York City traffic slushing

over it in the evening rain. With a tv camera trained on the street, Steve Allen rushed out, fully equipped with raincoat, pail and mop, and proceeded to demonstrate how easily all the dirt from the traffic could be wiped off the Sandran floor covering.

This commercial was followed the next month by one showing an elephant trampling an unappetizing mixture of ingredients (eggs, grape juice, ink, mustard, catsup, tomatoes, lemon juice, grapes, bleach) on the Sandran floor covering under its three-ton-plus weight. A weighty demonstration of Sandran's stainlessness and the ease of

TORTURE TESTS BY ELEPHANT, NEW YORK TRAFFIC, STEAMROLLER GRIND DIRT INTO SANDRAN, SHOW EASE OF CLEANING FLOOR COVERING



SANDRAN

STAINLESS VINYL

FLOOR COVERING

never needs scrubbing

Nothing But Nothing
STAINS
SANDRAN



WOMEN ON "TONIGHT" DEMONSTRATES SANDRAN'S STAINLESSNESS. THEIR WEIGHT ALSO DRAMATIZES THE DURABILITY OF THE PRODUCT

cleaning it, along with its durability.

A second commercial in June showed Steve Allen operating a steamroller over a similar mixture of messy ingredients on Sandran, with Skitch Henderson heading the clean-up committee. Still another summer commercial showed the three hefty (325 pounds each) Borden sisters doing a song-and-dance routine on Sandran without inflicting irreparable damage upon the floor covering.

Sandran's results to date, after no more than *two* minute-commercials a month on *Tonight*, have been a spectacular sales increase of 108% during the first six months of 1955 over the previous year and the addition of 1,122 new dealers in the month of May alone—both results directly traceable to the tv advertising and the merchandising of this advertising to the trade.

How did Hicks & Greist hit upon the successful formula?

As in the case of any advertising campaign, the components were three-fourths planning and one-fourth chance. Back in 1951, when the agen-

cy took over the account, Sandran was spending essentially the same amount on advertising as it does this year. But the company wasn't doing well.

Agency and client executives agree that several factors contributed to the sad state of Sandura Co. affairs until a few months ago: (1) a problem product; (2) a pedestrian approach to advertising that forced Sandran to compete with the giants on their terms.

The product problem is one that arose in 1950, after the company had been in business for some 27 unspectacular years. It was during that year that Sandura's president, John Clement, decided to introduce the new Sandran, a specially treated plastic floor covering made of vinyl plastic fiber, with laminated felt on the back of it. The idea was fine; the product wasn't. Sandura introduced it three different times over five years, recalled and redeemed the merchandise each time. (The firm is still standing behind its original merchandise at the rate of some \$500,000 a year, though the bugs are now out of the product; it ex-

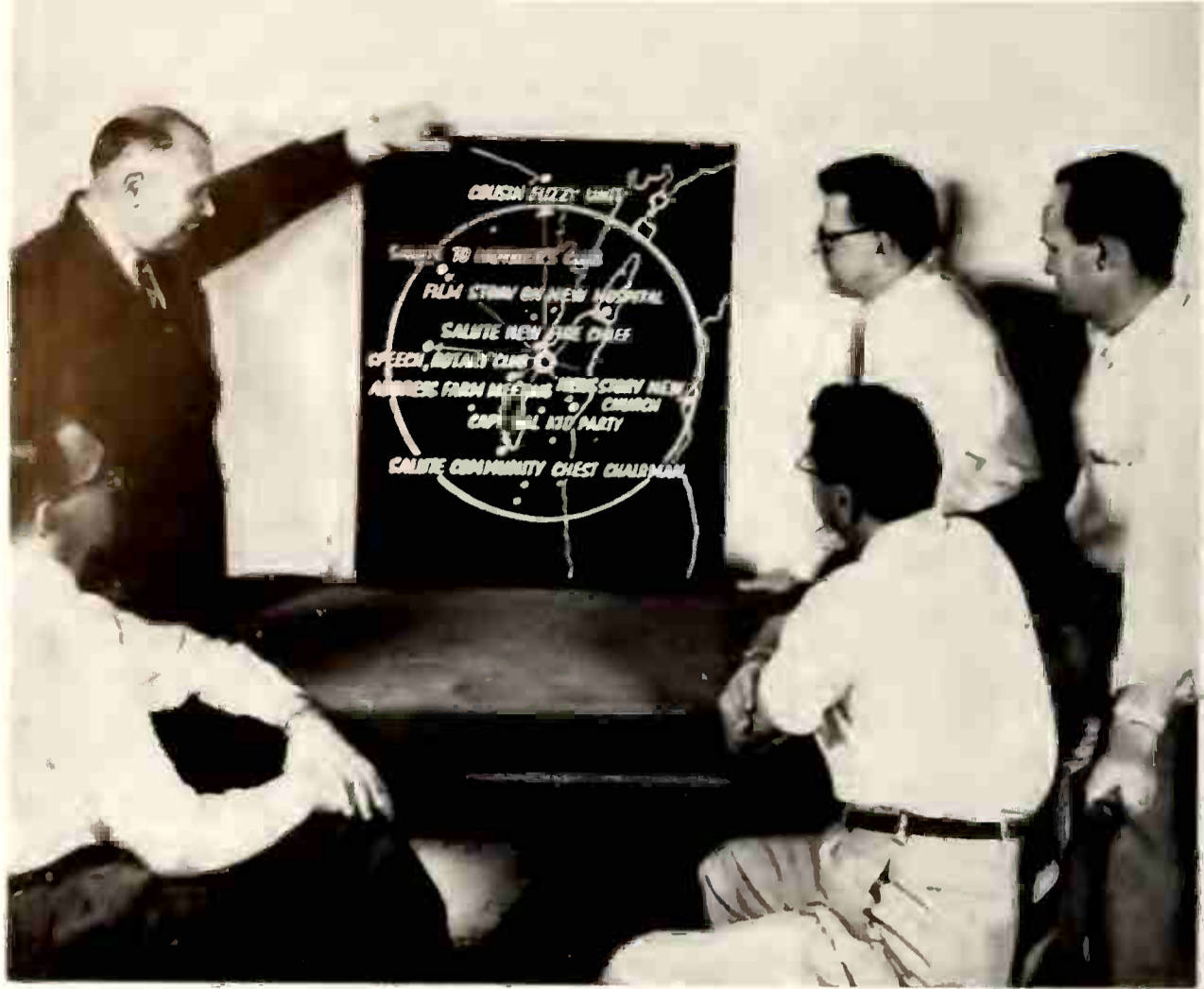
pects to be fully in the clear by the end of the year.)

In terms of its past advertising, Sandura was strong on newspapers and magazines from its birth, in Philadelphia in 1923, virtually until 1955. Then in January 1955 Hicks & Greist pushed the product into network tv for the first time, with minute participation on NBC TV's *Home*. Sales remained sluggish, although the show carried into the heavy floor-covering

(Please turn to page 120)

AGENCY, CLIENT AND STAR discuss ideas for future stunt commercials. L. to r. are T. Grunewald, tv director; Allen; Tom Harbert, NBC TV; J. Clement, Sandran proxy





B&M tv campaign was successful close to station and in Area B (50-100 miles from WBAY-TV, see chart below right). In picture WBAY-TV General

Manager Haydn Evans (standing left) holds monthly meeting to discuss ways in which programming builds WBAY-TV, Green Bay, as "area station"

How B&M views its tv test one month after the final results

In retrospect B&M still finds it incredible that 26 weeks of tv could revolutionize eating habits. Now it's studying what more tv would cost

One month after the finish of the Burnham & Morrill test tv campaign in the Green Bay, Wis., area, executives of the Portland, Me., company were still shaking their heads over the results. In retrospect the fact that 26 weeks of tv had boosted sales of their oven-baked bean and brown bread products by over 98% seemed even more unbelievable than when the final tabulations first came in. (See SPONSOR 8 August 1955, page 38).

What seemed to most stir up the wonder of the B&M executive, Yankees or adapted Yankees all, was that they

could successfully change deeply ingrained eating habits in the Green Bay area.

"Consider this analogy," said W. G. Northgraves, B&M advertising manager. "Suppose you came to the people on the Maine coast who are known for their bland eating habits, and who've never eaten anything hotter than a chowder, and you presented them with the ridiculous idea of forming a taste for chile con carne—Mexican style. That would be a gastronomic revolution. Yet we've been doing something quite similar in Green Bay.

"A high percentage of the people in this region are of Scandinavian stock. Molasses cookery is unknown to them. Baked beans as they know it is beans cooked in the can in a tomato sauce. Yet we were suddenly able to almost double our sales in 26 weeks of television after having had no such precipitous spurt during 15 previous years in the market. This despite the fact our molasses oven-baked bean is considerably more expensive than the tomato sauce bean."

SPONSOR sought out the views of the Burnham & Morrill firm one month

After completion of the \$12,500, 26-week tv test in order to provide readers with B&M's considered analysis of the test's significance. During the course of the test, SPONSOR brought its readers a blow-by-blow coverage of sales results every two weeks from start of the test on 24 January through its finish on 22 July. It is believed that this is the first time a media test has ever been reported openly in a trade paper while it took place and SPONSOR is now seeking the opportunity to report other campaigns on a similar basis (see box).

In addition to the views of B&M, SPONSOR has also gathered analytical comment from B&M's broker in the Green Bay area, Otto L. Kuehn Co. of Milwaukee; from WBAY-TV, Green Bay, the station which carried the test campaign, literally risking its reputation as an advertising medium in the process by allowing admen to see what it could do for a product with no facts withheld; and the John Dowd agency (Boston and New York) which took

over the B&M account effective 1 September from BBDO, Boston.

(Announcement of a new agency during the course of the tv test was in no way related to the test which had been undertaken at the client's request.)

Here in their own words are the analysis of (1) B&M's Northgraves; (2) WBAY-TV's Hayden Evans, the

WHOSE MEDIA TEST WILL BE REPORTED HERE NEXT?

SPONSOR is seeking the cooperation of other advertisers in openly reported media tests like B&M. If you'd like to cooperate, write to Miles David, Editorial Director, SPONSOR, 40 E. 49th St., New York 17, N. Y.

station's general manager (and a man who as creator of radio's first big quiz, *Pot 'o Gold*, is at least a Godfather to the present quiz upbeat); (3) Marvin Bower, advertising manager of the brokerage firm of Otto L. Kuehn Co. of Milwaukee.

1. The client: (W. G. Northgraves, B&M ad manager). "The real meaning to us of the Green Bay results is that we have experienced at first hand the power of television to not only sell but also educate consumers to what for them was a new product. We feel that the station involved, WBAY-TV, deserves a great deal of credit for its masterful development of commercials suited to the local scene from our copy themes.

"SPONSOR readers will recall seeing a picture of a model of a B&M oven which the station built in order to provide atmosphere for the commercials. We were amazed at how well the oven captured the idea of our own ovens which the station had never actually seen. We believe the atmosphere surrounding the commercial was a big factor in selling the product.

"Despite our satisfaction with the television results any future use of the medium will not necessarily follow the Green Bay pattern. Here we were (Article continues next page)

B&M SALES THROUGH END OF 26-WEEK TV TEST (1 Jan.-22 July 1954 vs. 1955)

Sales by dozens of B&M beans and brown bread at wholesale level†	18. oz.		27. oz.		brown bread	
	1954	vs. 1955	1954	vs. 1955	1954	vs. 1955
AREA A (50-mile radius of Green Bay)						
1. MANITOWAC, WIS.	290	520	230	430	0	114
2. OSHKOSH, WIS.	380	610	155	294	10	120
3. APPLETON, WIS.	800	2,126	805	1,112	250	1,000
4. GILLETT, WIS.	240	470	270	540	20	160
5. GREEN BAY, WIS.	1,940	3,830	1,640	2,700	60	1,170
6. MENOMINEE, MICH.	270	600	0	95	60	130
TOTALS A	3,920	8,156	3,100	5,171	400	2,694
AREA B (50-100 mile radius of Green Bay)						
7. FOND DU LAC, WIS.	160	320	115	205	0	30
8. STEVENS POINT, WIS.	490	796	335	585	10	180
9. WAUSAU, WIS.	480	640	110	177	20	70
10. NORWAY, MICH.	410	650	700	775	40	150
11. SHEBOYGAN, WIS.	405	810	338	590	80	170
12. WIS. RAPIDS, WIS.	170	220	65	128	0	30
TOTALS B	2,115	3,436	1,663	2,460	150	630
TOTALS A and B	6,035	11,592	4,763	7,631	550	3,324

Grand total 1 Jan.-22 July 1954: 11,348 dozen cans

Grand total 1 Jan.-22 July 1955: 22,547 dozen cans

†Television campaign began 24 January 1955

entering a small market with sales on a low level and spending heavily to see if tv could pass an acid test. In the future we will probably seek out markets with more potential provided we can buy tv economically enough."

2. The station: (Haydn Evans, general manager, WBAY-TV). "SPONSOR has commended us for courage in a tv test whose results were made completely open. But I'd like to point out I felt reasonably sure the results would be excellent because we had conducted a somewhat similar study in 1954 in conjunction with the University of Wisconsin ("The Area of Effectiveness of a Selected Vhf Television Station. SPONSOR 3 May 1954).

"Our 1954 study proved that we were delivering a successful sales impact for nearly 100 miles in all directions—and even farther to the North and West. So I felt sure we could do the same for B&M, especially since our set saturation had increased from less than 50 to more than 70% during the nearly 12-month interval.

"About a month after the study got under way, I worried about the high price of B&M beans. The distribution had been nearly perfect for years—and there was certainly no question of quality. But I suddenly realized that our basic job was not one of hand-switching, but one of selling our audience off a 10c item on to a 39c item.

"Perhaps the biggest thing I learned from this study was that *daytime television is often better than nighttime* for certain products. I can't prove this—but I would have tried to sell the client on a largely nighttime schedule if I felt it would have done the best job. Instead, while we started on a three day and three night announcements weekly basis, we soon sensed that our daytime announcements were carrying the heavier impact. We also sensed that spots within personality shows were better than one-minute station breaks.

"Frankly, I was very concerned near the close of the campaign, when our job was to prove that advertising could overcome the special price deal (50c

a case) which had been used the previous year. But we topped that hurdle very nicely, as you know. Right now, I'm very curious to see what will happen to B&M sales in this territory *without* any advertising. How long will the advertising effect last? Frankly, I'd prefer that B&M refrain from spending any additional advertising money over this station for the next six months. Perhaps certain advertising men have the answer—but I'm curious to see what happens to B&M sales month by month. In other words, we gave B&M sales a strong push for six months... now lets see how well their wagon will coast.

"I believe it's important to note that B&M's results were strong in the outer test area (Area B, 50-100 miles from Green Bay) as well as in the closer-by area (Area A within a 50-mile radius of Green Bay). This is in keeping with our efforts to build WBAY-TV as an area station.

"A true area station is made not born, it ought to be pointed out. The fact that a station signal covers a wide territory doesn't mean a thing. The effectiveness of a station's area coverage is in direct proportion to a station's ability to make the folks who live relatively far away forget about distance—and to feel that they are simply 'on the other side of the screen.'

"Here's what we do to build as an area station.

"We insist that an average of *two* regional film stories be used each day. Some days we use three—other days only one—but we maintain an average of better than two regional stories daily. To do this, our news department has two sound-on-film cameras plus the usual photo equipment. We think it is important to get the *voices* of our area, as well as the video part.

"Perhaps our most unique twist in developing our area concept is what we call our stationbreak Salutes. On at least one stationbreak per hour from 7:00 a.m. though midnight, we salute a different person somewhere in our area. Perhaps at 8:00 a.m. our announcer says: 'This is WBAY-TV, saluting Sheboygan and Mrs. George Schmidt who has just been elected President of the Sheboygan Garden Club.'

"In other words, instead of making each stationbreak a relatively drab and repetitious affair, we turn it into: (1) a promotional item; (2) a news item.

(Please turn to page 127)

B&M SALES FOR THE MONTH AFTER END OF TV TEST

(22 July-19 August 1954 vs. 1955)

Sales by dozens of B&M beans and brown bread at wholesale level

	18 oz.		27 oz.		brown bread	
	1954	vs. 1955	1954	vs. 1955	1954	vs. 1955
AREA A (50-mile radius of Green Bay)						
1. MANITOWOC, WIS.	20	50	10	75	20	0
2. OSHKOSH, WIS.	60	98	0	50	0	0
3. APPLETON, WIS.	240	300	10	359	70	120
4. GILLET, WIS.	50	50	75	75	0	0
5. GREEN BAY, WIS.	460	300	235	300	20	140
6. MENOMINEE, MICH.	70	50	0	0	0	30
TOTALS A	900	848	330	859	110	290
AREA B (50-100 mile radius of Green Bay)						
7. FOND DU LAC, WIS.	50	30	0	25	0	0
8. STEVENS POINT, WIS.	94	150	60	75	0	60
9. WAUSAU, WIS.	0	24	0	5	0	0
10. NORWAY, MICH.	0	0	0	0	0	0
11. SHEBOYGAN, WIS.	50	80	0	60	20	30
12. WIS. RAPIDS, WIS.	30	0	10	0	0	0
TOTALS B	224	284	70	165	20	90
TOTALS A and B	1,124	1,132	400	1,024	130	380

HIGHEST PRICED SHOW (ALL TYPES)

Color Spread (NBC TV)

\$265,000

HIGHEST PRICED WEEKLY SHOW

Caesar's Hour (NBC TV)

\$112,900

HIGHEST PRICED WEEKLY SHOW

Jolly Coons (CBS TV)

\$3,500

HIGHEST PRICE OF ONE-HOUR DRAMA

\$55,900

HIGHEST PRICE OF HALF-HOUR SITUATION COMEDY

\$26,000

HIGHEST PRICE OF HALF-HOUR DRAMA

\$32,380

HIGHEST PRICE OF WEEKLY HALF-HOUR QUIZ OR GIVEAWAY SHOW

\$19,150

AVERAGE WEEKLY PRICE OF DAYTIME SERIALS

\$11,400

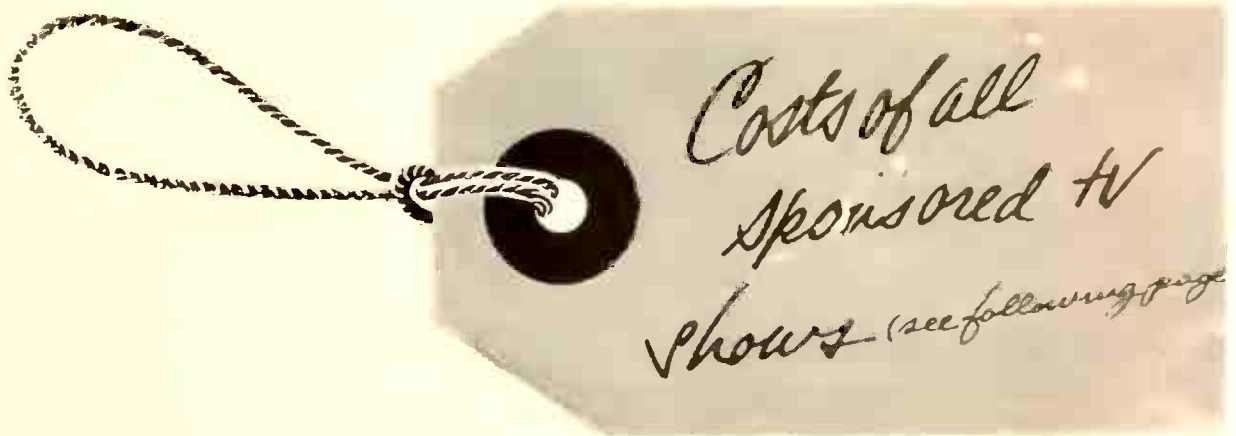
Net tv show costs: this fall 13 top \$100,000

Spectaculars at quarter-million level with regular program costs zooming. SPONSOR survey reveals

In the ancient days of television (two years ago) a tv show cost of \$10,000-\$50,000 was considered astronomical. This season at least 13 shows will crack the \$100,000 mark for talent and production.

As with last season, it's NBC that is putting the biggest program money behind its spectaculars. Top-budgeted show is its *Color Spread*, with six sponsors pitching in a gross production total of \$265,000. *Producer's Showcase* is getting a record \$260,000. *Max Liebman Presents* is budgeted at \$231,800. Bob Hope's appearances for Chevrolet will be paved by a \$235,300 program unit. NBC TV now boasts 10 shows in all whose budgets exceed \$100,000, among them those of Berle, Raye, Caesar, Como.

CBS TV has two new entries in the big-money class: its own "Special Project" 90-minute *Ford Star Jubilee*, budgeted at \$150,000, and *Twentieth Century-Fox Theater* at \$125,000. Chrysler's *Shower of Stars* on CBS TV has been upped to \$110,000.



ABC TV as well contributes to the high-cost sweepstakes with *Disneyland* at \$75,000 and *Warner Brothers Presents* at \$65,000.

But victory in the battle for audience can also go to the modest spender, as evidenced by *The \$64,000 Question*, easily the season's outstanding bargain at \$25,000.

SPONSOR's show-cost estimates on the following pages were prepared with the assistance of specialists among advertisers, agencies, and networks. Figures are gross package costs, cover talent and production for all shows about which information could be obtained by presstime, do not include time costs.

Costs of all sponsored tv shows

Estimated by



Chart lists only sponsored network television shows. All figures are gross, as paid by advertiser. They include talent, script, direction, production, but not commercials or time charges. In the case of shows on five times weekly, cost is total for week and is so designated.

Where show is designated as simulcast cost is for both radio and tv. Costs appear in SPONSOR's network tv Comparagraph every other issue.

ABC TV sponsored shows

PROGRAM	WEEKLY COST UNLESS NOTED	TYPE	LENGTH	SPONSOR	AGENCY
<i>Break the Bank</i>	\$23,000	Quiz	30 min. 1/wk	Dodge	Grant
<i>Chance of a Lifetime</i>	\$10,500	Talent	30 min. 1/wk	Emerson Drug; Lenthic	Lennen & Newell; Cushman Walsh
<i>John Daly, News</i>	\$19,500 5 1/4 hrs	News	15 min. 5/wk	Miles Labs; Tide Water Assoc. Oil	Wade; Buchanan
<i>Disneyland</i>	\$75,000	Miscell.	1 hr. 1/wk	Amer. Motors; Amer. Dairy; Derby Foods	Geyer; Campbell M; McCann-Erickson
<i>Dollar a Second</i>	\$23,000	Quiz	30 min. 1/wk	Mogen David Wine	Weiss & Geller
<i>Down You Go</i>	\$8,500	Quiz	30 min. 1/wk	Western Union	Albert Frank-Guenther
<i>DuPont Theatre</i>	\$35,000	Drama	30 min. 1/wk	DuPont	BBDO
<i>Faith for Today</i>	\$2,000	Religious	30 min. 1/wk	7th Day Adventists	Rockhill
<i>Grand Ole Opry</i>	\$12,000	Barn dance	1 hr. 1 wk in 4	Ralston-Purina	Gardner
<i>Lone Ranger</i>	\$24,000	Western	30 min. 1/wk	General Mills; Amer. Dairy	D-F-S; Campbell Mif
<i>M-G-M Parade</i>	\$14,000	Film shorts	30 min. 1/wk	Amer. Tobacco; Gen. Foods	SSCB; B&B, Y&R
<i>Ted Mack's Amateur Hour</i>	\$14,000	Talent	30 min. 1/wk	Serutan	Kletter
<i>Make Room for Daddy</i>	\$10,000	Situation comedy	30 min. 1/wk	Amer. Tobacco; Dodge	SSCB; Grant
<i>Masquerade Party</i>	\$20,000	Panel quiz	30 min. 1/wk	Knomark; Pharmaceuticals	Mogul; Kletter
<i>Medical Horizons</i>	\$10,000	Documentary	30 min. 1/wk	Ciba Pharm.	JWT
<i>Mickey Mouse Club</i>	\$2,800 per 1/4 hr	Children's	1 hr. 5 wk	Armour; Bristol-Myers; Campbell Soup; Carnation; Mars; Welch Grp Juice; Gen Mills	Henri, Hurst & McDen, D. Burnett; Erwin Wase KA Knox-Reeves
<i>Name's the Same</i>	\$16,200	Quiz	30 min. 12/wk	Ralston-Purina	Guild, Bascom, & Borll
<i>Ozzie & Harriet</i>	\$12,000	Situation comedy	30 min. 1 wk	Hotpoint; Quaker Oats	Maxon; JWT

ABC TV sponsored shows (continued)

PROGRAM	WEEKLY COST UNLESS NOTED	TYPE	LENGTH	SPONSOR	AGENCY
Penny to a Million	\$23,000	Quiz	30 min. 1 wk	Sheaffer Pen; Brown & Wmson	Beeds, Bates
Rin Tin Tin	\$24,000	Drama	30 min. 1 wk	Nat'l Biscuit	K&E
Bishop Sheen	\$20,000	Discussion	30 min. 1 wk	Admiral	Erwin, Wasey
Star Tonight	\$17,600	Drama	30 min. 1 wk	Brillo	JWT
Stop the Music	\$20,000	Musical quiz	30 min. 1 wk	Quality Jwirs; Neechi Sewing	Grey
Super Circus	\$15,800	Children's	1 hr. 1 wk	Kellogg; Chunky Chocolate	Burnett, Hilton & Riggle
Treasury Men in Action	\$26,500	Documentary drama	30 min. 1 wk	Chevrolet	Campbell Ewald
Tv Reader's Digest	\$24,000	Drama	30 min. 1 wk	Studebaker-Packard	Ruthrauff & Ryan
The Vice	\$25,000	Drama	30 min. 1 wk	Sterling Drug	D-F-S
Voice of Firestone	\$21,000 simul	Musical	30 min. 1 wk	Firestone Tire	Sweeney & James
Warner Brothers Presents	\$65,000	Drama	1 hr. 1 wk	Liggett & Myers; GE; Monsanto	Cun'gham & Walsh Mason; Y&R; NL&B; Gardner
Wednesday Night Fights	\$35,000	Boxing	About 45 min. 1 wk	Pabst Brewing; Mennen	Warwick & Legler, McCann- Erickson; K&E
Lawrence Welk Show	\$6,750	Music-variety	1 hr. 1 wk	Dodge	Grant
Wyatt Earp	\$26,500	Western adventure	30 min. 1 wk	Parker Pen; Gen Mills	Tatham-Laird; D-F-S
You Asked For It	\$9,400	Quiz	30 min. 1 wk	Gulld. Bascom & Bonfigli	Rosefield Packing

CBS TV sponsored shows

PROGRAM	WEEKLY COST UNLESS NOTED	TYPE	LENGTH	SPONSOR	AGENCY
Gene Autry	\$25,000	Western variety	30 min. 1 wk	Wm. Wrigley Jr.	Ruthrauff & Ryan
Beat the Clock	\$17,500	Audience partic.	30 min. 1 wk	Sylvania	JWT
Jack Benny	\$55,000	Comedy-variety	30 min. alt wks	Amer. Tobacco	BBDD
Big Payoff	\$3,000 per 1/2 hr	Aud. partic.	30 min. 5 wk	Colgate-Palmolive	Esty
Brighter Day	\$9,000 5 1/4 hrs	Serial drama	15 min. 5 wk	P&G	Y&R
Burus & Allen	\$32,500	Comedy	30 min. 1 wk	Carnation; Goodrich	Erwin, Wasey; BBDD
Captain Midnight	\$13,500	Children's adventure	30 min. 1 wk	Wander Co.	Tatham-Laird
Johnny Carson Show	\$28,000	Comedy-variety	30 min. 1 wk	Revlon; Gen. Foods	Norman, Craig & Kummel; Y&R
Climax	\$65,000	Drama	1 hr. 3 wks in 4	Chrysler	McCann-Erickson
Contest Carnival	\$7,000	Children's quiz	30 min. 1 wk	Quaker Dats	Wherry, Baker & Tilden
Uncle Johnny Coons	\$3,500	Children's	30 min. 1 wk	Lever Bros.	McCann-Erickson
Bob Crosby	\$3,700 per 1/4 hr	Variety	30 min. 5 wk	Gen. Mills; Toni; Simoniz; Scott Paper; SOS Gerber; Carnation Milk; Miles Labs	Knox-Reeves Weiss & Geller; SSCB JWT McCann-Erick- son D Arcy
Crusader	\$30,000	Adventure	30 min. 1 wk	R. J. Reynolds	Esty
Bob Cummings Show	\$26,000	Situation comedy	30 min. 1 wk	R. J. Reynolds	Esty
December Bride	\$28,000	Situation comedy	30 min. 1 wk	Gen. Foods	B&B
Douglas Edwards, News	\$8,500 per show	News	15 min. 5 wk	Amer. Home Prods. Amer. Tobac- co; Ronson Corp.	B.B.T.; SSCB Norman, Craig & Kummel
Ford Star Jubilee	\$150,000	Variety	90 min 1 wk in 4	Ford Dealers	JWT
Four-Star Playhouse	\$30,000	Drama	30 min 1 wk	Singer Sewing, Bristol-Myers	Y&R

(Listing continues on page 98)



1. RECORDING: Parked on highway in Colorado, Al Christy, manager of radio-tv accounts of Potts, Calkins & Holden agency (Kansas City) makes off-the-air recording of client's spot radio show using car radio and portable tape recorder. On recent "monitoring" trip, Christy traveled 4,000 miles through 11 states, made taped "tear sheets" at cost of some \$30 per area or city checked

How to get "tear sheets" in radio

Using off-the-air tapes, agency reviews, improves client spot campaigns

Executives of the Kansas City ad agency of R. J. Potts, Calkins & Holden (an associate firm of New York's Calkins & Holden) are a far cry from the usual pattern of radio and television "private eyes."

They aren't behind in their rent. They wear tweed toppers instead of belted trench coats. They don't talk in the flip, tough phrases of Mike Hammer or Philip Marlowe. Their

clients are *not* luscious blondes reclining invitingly on a chaise lounge in a sexy negligee.

Instead, they are hardworking admen, whose radio and television accounts include such diverse clients as: Colonial Hatchery, Cook Paint, Braniff Airways, Interstate Bakery, Pioneer Chemical, Mid-Continent Petroleum, K. C. Southern, Pen Jel and Gooch Feed.

But private eyes they are nevertheless for they have developed a form of "detective work" to solve an advertising problem common to many clients.

This scene might be typical:

We're in the office of the general manager of a midwestern radio station. He's sitting at his desk, smiling pleasantly, not quite sure what's going to happen next. Across the desk, Al Christy, one of the agency's radio-tv

executives, plugs in his tape recorder, flips a switch, and lets it roll.

The station manager's face is a mask of surprise.

"Did one of our announcers do that?" he asks.

"Yes," replies Christy with a grin. "He pronounced 'stillbestrol' three different ways in the same commercial."

Or the checkup may come in the form of a written report.

This one, selected from the agency's growing correspondence with radio outlets, is again typical:

"As a service to our client, D-X Sunray Oil Co., this agency has recently completed a 4,000-mile trip during which we made off-the-air tape checks of our client's broadcasts.

"Your station was air-checked on two occasions—June 14th, from Dixon, Ill., and June 15th, from Osceola, Iowa. The program was presented in conformity with our contract, and copy rotation was correct.

"While we do not presume to have the right to tell you what the editorial content of your newscast should be, we do feel that we are justified in relating that we believe there is an obvious lack of local and regional news in

How stations view agency's "private eye" tape tactics

At first, stations resented PC&H agency checkups on spot radio, later came to realize everyone benefited. Following is quote from letter from Bill Quarton of WMT, Cedar Rapids, to PC&H admen:

"This may sound strange coming from a radio station, but we actually welcome this sort of thing, for we, like you, are very anxious that the clients' wishes are being carried out. If they are not, we would be the first to want to know about it. There is nothing as comforting as a happy client."

ly easy to check, after the fact or by tuning in during the show. But spot broadcasting, with its far-flung campaigns and diversity of local-level personnel, is something else.

There are, of course, commercial monitoring firms operating in some markets that will prepare spot media "tear sheets" to order. These include firms like Radio Reports, Inc.; Marie C. Longstreet; and Broadcast Advertisers Reports. Spot announcements will be logged and transcribed, either in typed reports or on tapes with costs starting at around 50¢ apiece and running upward. Sometimes these

big cigarette and auto accounts—often set up monitoring teams to record competitive radio activity. Top agency executives, however, seldom get involved in the actual preparation of these "tear sheets." The nearest approach to this comes when agencies occasionally send out timebuyers on the road to make a tour of outlets and to get a close-up look at local radio.

But the PC&H agency decided, about a year ago, that what was needed was a personal checkup system—one that could work constructively for the station as well as the spot advertiser. PC&H's traveling executive "private

2. PLAYBACK: Next step for Christy in field checks is to play recording back to station manager, discuss handling of copy

3. REVIEW: Back at agency, Christy and PC&H admen replay tapes, study programs for improvement of commercials, formats



the two newscasts that were checked.

"We feel that if a reasonably large portion could be devoted to local, state and regional items, it would certainly enhance the value of this vehicle for our client. We would appreciate any comments you have re this."

What the PC&H admen have evolved is actually a variation of the standard print media practice of sending over a "tear sheet" of an ad, so that agency and client can see what it looked like.

Network radio, with its tapes of network performances, and network television, with its kinescopes, is relative-

firms are monitoring commercials to check performance. Other times they will be acting as agency lookouts to see what other competitive clients are using spot broadcasting.

A few agencies and clients make regular checkups on spot radio and tv. For the most part this consists of sending out quarterly questionnaires to a long list of stations to scout out the spot schedules of the competition (see article on problem of getting spot data page 42 this issue). But a few—including some P&G agencies, Colgate agencies, and the agencies handling

eyes" were the answer for the agency.

The "caper" starts: Here's how Gene Dennis, agency radio-tv director, describes the background of the PC&H agency's setup:

"Complaints occasionally show up in ad agency mail when client sales forces have been continuously prodded to listen every time possible to local radio programs being broadcast in support of their sales efforts.

"Checking out the complaints with the stations usually indicates that the
(Please turn to page 116)

How radio-tv helped Vim add 41 stores in seven years

**New York appliance chain puts 35% of \$1.75 million budget into
'round-the-clock air saturation for coverage, frequency**

Vim Stores have found the secret to fighting competition (discount houses) on their own grounds: saturation use of radio and local television announcement schedules.

For the past seven years about 35% of the New York City firm's \$1.75 million budget has gone into air media, 60% of that chunk in radio. The results have been steady and rewarding. In this seven-year period Vim has grown from 15 to 56 stores, with a rate of expansion fixed at half a dozen stores a year.

"We've always sold hard on price," says Leon Mesnick, Vim's ad manager,

who has headed up the appliance retail chain's advertising strategy for some seven years now.

"Our strategy boils down to this: Recognize that every adult in the metropolitan New York area is one of our potential customers, then launch as much of an advertising barrage as money will permit."

This is the theory that turned Vim from program sponsorship to a heavy minute-announcement campaign some 15 months ago.

"We found that we could get as many as five times more advertising impressions out of saturation cam-

paigns on the air as we could from program sponsorship," explains Mesnick. "And, in the retailing business, particularly the hard-hitting, competitive end of it we're in, it's frequency impact rather than sponsor identification with programing that seems to result in sales."

To make up for the promotional and identification value of program sponsorship, Vim uses a highly recognizable musical jingle as a lead-in to its radio commercials—a jingle which, incidentally, embodies the main, price-conscious copy-theme of the chain:

"Vim. Vim. Vim. Vim. Vim for

TODAY VIM BUYS PARTICIPATIONS IN RADIO-TV PERSONALITY SHOWS, LIKE WRCA'S "TEX AND JINX" (L.), WMCA'S "GALLAGHER & O'BRIEN" (CFR)



HOW VIM USES RADIO TO REACH SUBWAY TRADE

1. Saturation: Vim feels it gets most exposure via announcements, not shows

2. Time: For maximum coverage, buy minutes throughout morning, afternoon, night

3. Copy: Tell key sales point in musical jingle follow with direct-selling commercial

particular line of electrical appliances," say Vim executives, "we're top in line to find out about it. Beyond this we operate on the theory that volume makes up for the big mark-ups that used to be the rule in our business until the mid-Forties. Whatever break we get from manufacturers, we pass on to our customers in the form of low prices and special sales."

Vim hops on this price theme strongly in all of its advertising (through Frederick Clinton Advertising), from its 1,000-line newspaper ads in such mass-appeal print media as the *New York Daily News* to its seven daily radio announcements and its 30 tv announcements weekly.

Beyond its competitive pricing, Vim boasts an advantage over discount houses in support from manufacturers. First, and intangible, is the approval that any giant retailer might get from manufacturers of such durable goods as washing machines, refrigerators, radio and tv sets. Second, and tangible, is the financial support Vim gets in the way of cooperative advertising budgets, which manufacturers are loath to offer discount houses. In fact, a sponsor guesstimate pegs some 65% of Vim's annual \$1.75 million expenditure as co-op money.

In radio, Vim has spread this money throughout the day and evening. The firm's pattern is a constant search for



Vim President Sam Kasover, holding N.Y.C. honor certificate, built chain from 15 to 56 stores through saturation air use

broad coverage and spread of audience. Currently, Vim is on WRCA and WMCA, with a minor schedule on WLIB directed at Negro and Spanish audience groups.

Radio strategy: Typical of his time buying strategy for Vim, according to Harold Reiff, president of Frederick Clinton agency and account executive for Vim, is this current schedule on WRCA: "We use minute announcements in general, scheduled five times weekly within seven early-morning, afternoon, and nighttime programs. The types of programing we generally buy into are variety, interview shows, programs headed up by strong local personalities like Tex and Jinx, Jim Coy, Al Collins, Sid Smith."

On WMCA, Vim sponsors 18 10-minute segments a week, a package buy that gives them three minute-announcements per segment. Vim's current tv schedule, patterned after the stores' use of radio, consists of 30 announcements weekly—all on WABD.

"We have no set rule about our choice of station," says Mesnick. "We continuously see station reps and salesmen and keep listening for good buys. Mainly we're interested in broad coverage and in reaching both a family and a housewife audience."

Here's the type of message Vim broadcasts to its audience; immediately after the Vim discount jingle:

"Folks, here's a very unusual statement. If you walk into any of the 56 neighborhood Vim stores now during their amazing Anniversary Sale, you're assured of the greatest dollar savings in town on the top-name tv set or ap-
(Please turn to page 123)

value . . ." is the tried-and-true theme used most often, but its variation during bargain-happy summer months is a direct challenge to discount houses: "Vim, Vim, Vim, Vim, Vim for discounts."

As one of the country's major electrical appliance chains, Vim has been particularly vulnerable to the post-World War II trend of discount house selling. Part of Vim's answer to the problem derives from its purchasing strategy; as a 56-store chain, Vim claims to have early access to "good, low-cost buys."

"If there's a factory close-out on a

TO SPONSOR HALF-HOUR SHOWS LIKE WNBC'S "TALENT SEARCH" (R)



ON THE AIR **11th** SEPTEMBER

490,000 TV SETS IN THE FORT WORTH-DALLAS AREA

... will be carrying the **NEW BRAND IN TEXAS**
Channel 11 ... the new brand destined for
fame ... bringing a new view and quality
in TV entertainment ... with 210,000 watts
power ... 1074 foot tower.

See your H-R TV man or
Clarke Brown Company
NOW and get in on the
biggest roundup of
viewers in the Southwest.
They have the program
schedules and availabili-
ties and your times are
guaranteed in this two
billion dollar market.

Channel



KFJZ-TV



FORT WORTH, TEXAS

REPRESENTED NATIONALLY BY H-R TELEVISION, INC.
REGIONALLY BY CLARKE BROWN COMPANY

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NBC-Starch study on evening radio listening	24 Jan. p. 64
Tv copytown: Starch, station measure commercials' recall in Altoona	4 Apr. p. 32
Nielsen Station Index: can it measure today's radio audience?	18 Apr. p. 40
Blacklist probe: meaning to admen (Fund for the Republic study on hiring practices)	2 May p. 42
NBC TV's Ft. Wayne study: what happens when tv hits a market?	30 May p. 40

Retail

Radio built Washington, D. C. record stores	24 Jan. p. 50
WYDA, Boston, operates from store window	21 Mar. p. 36
Department stores need tv to stop market decline	4 Apr. p. 34
Why radio and department stores misunderstand each other	4 Apr. p. 36
Why Woolworth bought net radio	18 Apr. p. 34

Soaps and Cleansers

Michael J. Cullinane, Oakite, profile	10 Jan. p. 34
Esquire hits hard, but not often, on tv	24 Jan. p. 40
Allrich S. Harrison, A. S. Harrison Co., profile	7 Mar. p. 20
I. Why Procter and Gamble plunged into night-time television	16 May p. 31
II. How P&G and its seven agencies buy spot	30 May p. 38
III. What's behind P&G's daytime radio-tv cut-backs?	13 June p. 34
IV. How P&G gets the most out of its seven agencies	27 June p. 25

Talent

Forum: Does it hurt radio talent to go on tv?	21 Feb. p. 48
Tv stars should sell: Foreman	18 Apr. p. 27
Blacklist probe: meaning to admen (Fund for the Republic study)	2 May p. 42
Forum: How can prominent tv entertainers avoid "boom and bust" popularity?	27 June p. 54

Television

Tv is a woman's world: Foreman	10 Jan. p. 6
Audience identification; key to successful television drama: Foreman	7 Feb. p. 8
Forum: Can there be peaceful co-existence between subscription and commercial tv?	7 Feb. p. 88
The Plotkin memo: implications for admen	21 Feb. p. 29
Forum: Does it hurt radio talent to appear on tv?	21 Feb. p. 48
Forum: How do you visualize tv ten years hence?	21 Mar. p. 52
Forum: How to speed up production, marketing of color sets?	18 Apr. p. 58
Fee tv, admen say, won't gain wide acceptance	16 May p. 38
George Abrams, Block Drug: speech at SPONSOR'S Tv Pioneer Dinner	30 May p. 44
Tv's progress should make admen proud: Foreman	13 June p. 10
Fee tv fight will be a long one: Csida	27 June p. 22

Television Film

Commercials and Hollywood: Foreman	24 Jan. p. 8
Film: tv's "new business" department	7 Feb. p. 28
Film Section: 1955	7 Feb. p. 48
Scope: \$80 million industry	7 Feb. p. 48
Competition: razor sharp	7 Feb. p. 50
Selling: poker face needed	7 Feb. p. 50
New Films	7 Feb. p. 61
Attitude towards color: "watchful waiting"	7 Feb. p. 65
Nielson charts on re-runs	7 Feb. p. 55
ARB audience composition chart	7 Feb. p. 58
Dilemma: how to put soap opera on film	18 Apr. p. 38
Converting film feet to time: chart	2 May p. 47
Tv film shows available for syndication: listing	10 Jan. p. 56
SPONSOR-Telepulse ratings of top spot film shows: chart	7 Mar. p. 76
SPONSOR-Telepulse ratings of top spot film shows: chart	4 Apr. p. 44
SPONSOR-Telepulse ratings of top spot film shows: chart	13 June p. 50
SPONSOR-Telepulse ratings of top spot film shows: chart	24 Jan. p. 58
SPONSOR-Telepulse ratings of top spot film shows: chart	21 Feb. p. 52
SPONSOR-Telepulse ratings of top spot film shows: chart	21 Mar. p. 48
SPONSOR-Telepulse ratings of top spot film shows: chart	18 Apr. p. 48
SPONSOR-Telepulse ratings of top spot film shows: chart	2 May p. 48
SPONSOR-Telepulse ratings of top spot film shows: chart	30 May p. 54
SPONSOR-Telepulse ratings of top spot film shows: chart	27 June p. 64
Tv film at the NARTB Convention	16 May p. 50
McBoing-Boing "school" of animation too high-brow for tv: Foreman	30 May p. 10

Timebuying

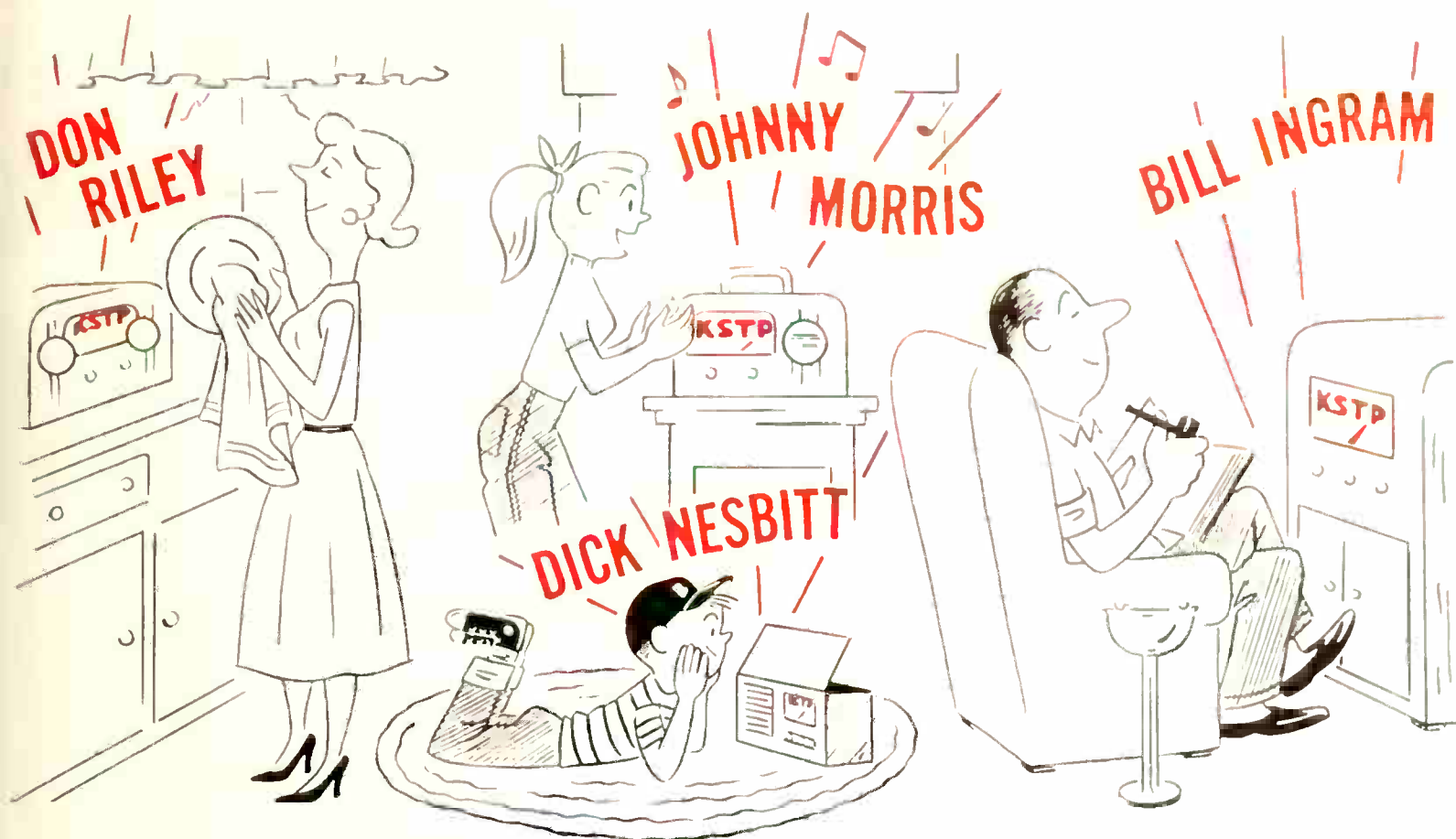
Top timebuyers give ways sponsors can make better use of air media and timebuyers' skills	18 Apr. p. 29
Satire: a timebuying machine; Tom Flanagan	2 May p. 46
Tips on timebuying from six veteran buyers	27 June p. 34

Travel and Transportation

North American Airlines uses heavy spot radio	2 May p. 34
Bekins Van & Storage Co. finds that radio and tv increases business	16 May p. 37

Transcriptions and Tape

Video tape: programing revolution coming	21 Mar. p. 42
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The Northwest's TOP PERSONALITIES sell for you on KSTP Radio!

Bill Ingram, Bee Baxter, George Grim, Johnny Morris—these are famous names in the great Northwest.

These and many other top KSTP stars are available to sell for you on KSTP Radio. Your message is presented by a favorite personality—a familiar voice that adds selling impact and believability to each announcement—and builds sales for you. Only KSTP offers you this hard-selling

combination: your choice of one of the Northwest's favorite performers to *sell* your story, plus a realistically priced package-rate plan to enable you to do an *effective* and *economical* selling job in this vital market of 850,000 radio homes and **FOUR BILLION DOLLARS** in spendable income.



KSTP *Radio*
50,000 WATTS

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

"PRICED and PROGRAMMED" to serve today's radio needs!

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

SPONSOR-TELEPULSE ratings of top

Chart covers half-hour syndicated film

Rank now	Past rank	Top 10 shows in 10 or more markets Period 5-11 July 1955 TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average rating	7-STATION MARKETS		5-STATION MARKETS			4-STATION MARKETS					3-5-10 MA	
				N.Y.	L.A.	Boston	Mnpls.	S. Fran	Atlanta	Chicago	Detroit	Seattle-Tacoma	Wash.		Balt.
1	1	I Led Three Lives. Ziv (M)	20.2	3.7 wabc-tv 10:00pm	13.4 kttv 8:30pm	24.4 wnac-tv 7:00pm	19.0 kstp-tv 8:30pm	16.0 kron-tv 10:30pm	14.0 wsb-tv 10:30pm	11.4 wgn-tv 9:30pm	18.4 wjbk-tv 9:30pm	15.5 kint-tv 9:00pm	18.7 wre-tv 10:30pm	15.0 wbal-tv 10:30pm	
2	2	Badge 714. NBC Film (D)	18.5		14.4 kttv 7:30pm	17.5 wnac-tv 6:30pm	14.5 kstp-tv 9:30pm	19.2 kplx 9:00pm		12.9 wgn-tv 8:00pm	19.4 wwj-tv 10:00pm	16.8 king-tv 9:30pm	12.4 wre-tv 7:00pm	11.2 wbal-tv 10:30pm	
3	3	Passport to Danger, ABC Film, Hal Roach (A)	18.4		6.2 keop 8:00pm		9.5 keyd-tv 7:30pm	13.0 kron-tv 10:30pm			13.7 wwj-tv 10:30pm	13.8 king-tv 8:30pm			
4	4	Mr. District Attorney, Ziv (M)	17.4	4.9 wabc-tv 9:30pm	13.0 knxt 10:00pm	25.0 wnac-tv 10:30pm	25.8 kstp-tv 9:30pm	17.9 kron-tv 10:30pm	13.9 wsb-tv 7:00pm	9.9 wbkb 9:30pm	13.5 wwj-tv 9:30pm	16.0 king-tv 9:00pm	7.5 wmal-tv 10:30pm	8.9 wbal-tv 10:30pm	
5	7	Man Behind the Badge, MCA-TV Film (M)	15.4	6.4 webs-tv 6:30pm	10.3 kttv 8:30pm						12.9 wjbk-tv 9:30pm		8.4 wmal-tv 10:00pm		
6	8	City Detective, MCA, Revue Prod. (M)	15.3	6.3 wpix 9:30pm	10.8 knxt 10:30pm	7.9 wbz-tv 11:15pm	20.5 kstp-tv 8:30pm	16.7 kron-tv 10:00pm	15.0 wsb-tv 9:30pm		5.9 cklw-tv 10:30pm	14.9 king-tv 8:30pm	5.9 wmal-tv 9:00pm		
6	5	Waterfront, MCA Roland Reed (A)	15.3	4.9 wabd 7:30pm	17.7 kttv 7:30pm		8.9 keyd-tv 7:00pm	20.2 kron-tv 8:30pm	15.9 waga-tv 9:30pm		15.4 wryz-tv 10:00pm	14.3 komo-tv 7:30pm	14.2 wtop-tv 10:30pm	12.3 wmar-tv 10:30pm	
8	6	Stories of the Century, Hollywood Tv (D)	14.5	4.4 webs-tv 5:00pm	13.6 kttv 9:00pm	11.3 wnac-tv 6:00pm	8.4 wten-tv 4:00pm	1.3 kovr 7:00pm		8.2 wbkb 9:00pm			9.9 wtop-tv 6:30pm		
9		Racket Squad. ABC Film, Showcase (D)	13.7	3.7 wabc-tv 10:30pm	9.7 kttv 8:00pm		16.0 kstp-tv 10:30pm	8.4 kgo-tv 9:30pm	19.9 wsb-tv 10:00pm	13.9 wgn-tv 8:30pm					
9	10	Eddie Cantor, Ziv (C)	13.7	4.2 wabc-tv 10:00pm	10.7 kttv 7:30pm	12.9 wbz-tv 10:30pm	7.2 wten-tv 8:30pm	14.2 kron-tv 7:00pm	9.7 wlv-a 8:30pm	13.7 wnbq 9:30pm	11.2 wjbk-tv 9:30pm	14.8 king-tv 8:30pm	5.9 wmal-tv 10:00pm	10.9 wbal-tv 10:30pm	
Rank now	Past rank	Top 10 shows in 4 to 9 markets			7-STATION MARKETS		5-STATION MARKETS			4-STATION MARKETS					3-5-10 MA
					N.Y.	L.A.	Boston	Mnpls.	S. Fran	Atlanta	Chicago	Detroit	Seattle-Tacoma	Wash.	
1	3	Life of Riley. NBC Film, Tom McKnight (C)	17.4		15.4 kttv 8:00pm		18.5 kstp-tv 9:00pm	13.2 kplx 7:00pm					22.3 king-tv 7:30pm		
2	1	Doug. Fairbanks Presents, ABC Films (D)	17.3	9.8 wrea-tv 10:30pm	11.9 krea 10:30pm		9.9 kstp-tv 9:00pm						12.7 kint-tv 9:30pm		
3	4	Amos 'n' Andy, CBS Film (C)	15.3	4.3 webs-tv 4:30pm	9.7 knxt 5:30pm			1.9 kovr 7:30pm				17.4 wwj-tv 10:00pm			
4		Favorite Story, Ziv (D)	14.4		4.2 khj-tv 8:00pm			12.0 kron-tv 6:30pm	23.9 waga-tv 9:30pm						
5	5	Guy Lombardo, MCA-TV Film, Guy Lombardo Films Inc. (Mu)	14.2	6.3 wrea-tv 7:00pm	4.4 kttv 9:00pm							3.7 cklw-tv 9:30pm			
6	2	Foreign Intrigue, Sheldon Reynolds (A)	13.9		10.1 krea 10:00pm	17.7 wbz-tv 10:30pm	11.9 wcco-tv 10:00pm	2.0 kovr 10:00pm		5.3 wbkb 10:30pm					
7	7	Mayor of the Town, MCA-TV Film, Gross Krasne (D)	13.8	4.4 wrea-tv 11:15pm			5.9 keyd-tv 7:30pm		6.5 wsb-tv 2:30pm	17.0 wnbq 10:00pm	12.4 wwj-tv 10:00pm				
8	6	Star and the Story, Official Films, Inc. (D)	12.8		7.9 kttv 10:00pm			14.2 kron-tv 7:00pm	12.4 wsb-tv 10:30pm		10.2 wwj-tv 9:30pm	13.7 king-tv 9:30pm			
9		Lone Wolf, UTP, Gross-Krasne (D)	12.6		3.2 kttv 8:30pm	16.9 wnac-tv 10:30pm	18.5 wcco-tv 8:30pm						8.7 wttg 9:00pm		
10	7	The Whistler, CBS Film, Joel Malone (M)	12.1	6.2 wpix 9:00pm	13.2 kttv 10:00pm	9.9 wbz-tv 11:00pm		18.4 kron-tv 10:30pm			11.4 wjbk-tv 10:30pm	15.7 king-tv 10:00pm		9.4 wmar-tv 11:00pm	

Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc) documentary; (K) kids; (M) mystery; (Mu) musical; (W) Western. Films listed are syndicated, half-hour length, telecast 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 5-11

July. While network shows are fairly stable from one month to another in the U.S. which they are shown, this is true to much lesser extent with syndicated shows. To be borne in mind when analyzing rating trends from one month to another in this chart is to last month's chart. If blank, show was not rated at all in last chart or was in of the

shows
made for tv

1-STATION MARKETS				2-STATION MARKETS			
Rank	Market	Station	Share	Rank	Market	Station	Share
28	Milw.	WTMJ-TV	20.0	27	Birm.	WABT-TV	21.3
	Phila.	WEAU-TV	9.3		Charlotte	WBTV-TV	21.0
	St. L.	KSD-TV	16.2		Dayton	WBTV-TV	21.0
					New. Or.	WDSU-TV	25.3
9			19.5				46.8
17			17.4				50.0
14			8.5				20.3
15			16.7				24.3
17.2							45.3
11.7							41.5
4							47.0
12.9							41.8
9.4							41.8
18.3							18.3
15.2							16.8

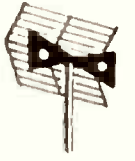
ARE YOU IN THIS PICTURE?

34

WSBT-TV

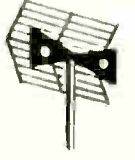
SOUTH BEND, IND.

BETTER TAKE A CLOSE LOOK AT THIS PICTURE. WE THINK YOU OUGHT TO BE IN IT AND HERE'S WHY . . .



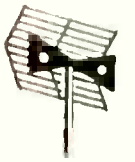
WSBT-TV DOMINATES THE SOUTH BEND MARKET

No other station, UHF or VHF, whose signal reaches the South Bend Market, even comes close to WSBT-TV in share-of-audience. South Bend is a fringe area for Chicago and Kalamazoo TV stations. To illustrate: After WSBT-TV began carrying the Ed Sullivan Show, this program's South Bend audience increased over 300%! Further proof: When WSBT-TV went on the air, set ownership in South Bend jumped from 29% to 80%! (Hooper, Nov., 1954).



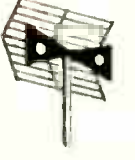
WSBT-TV VIEWERS COMPRISE ONE OF AMERICA'S RICHEST MARKETS

South Bend's Metropolitan Area is the Nation's 5th richest in family income. The South Bend-Mishawaka City Corporate Area is Indiana's 2nd largest in income and sales!



WSBT-TV GIVES YOU A BIG, PROSPEROUS 14-COUNTY COVERAGE AREA

Population of the station's coverage area is 814,600 or 248,900 homes. Effective Buying Income . . . \$1,342,802,000. An exceedingly important market!



WSBT-TV REACHES 181,953 UHF EQUIPPED SETS

95% of the TV homes in the area are UHF-equipped to receive WSBT-TV.

WSBT-TV

SOUTH BEND, IND.

CBS DuMont

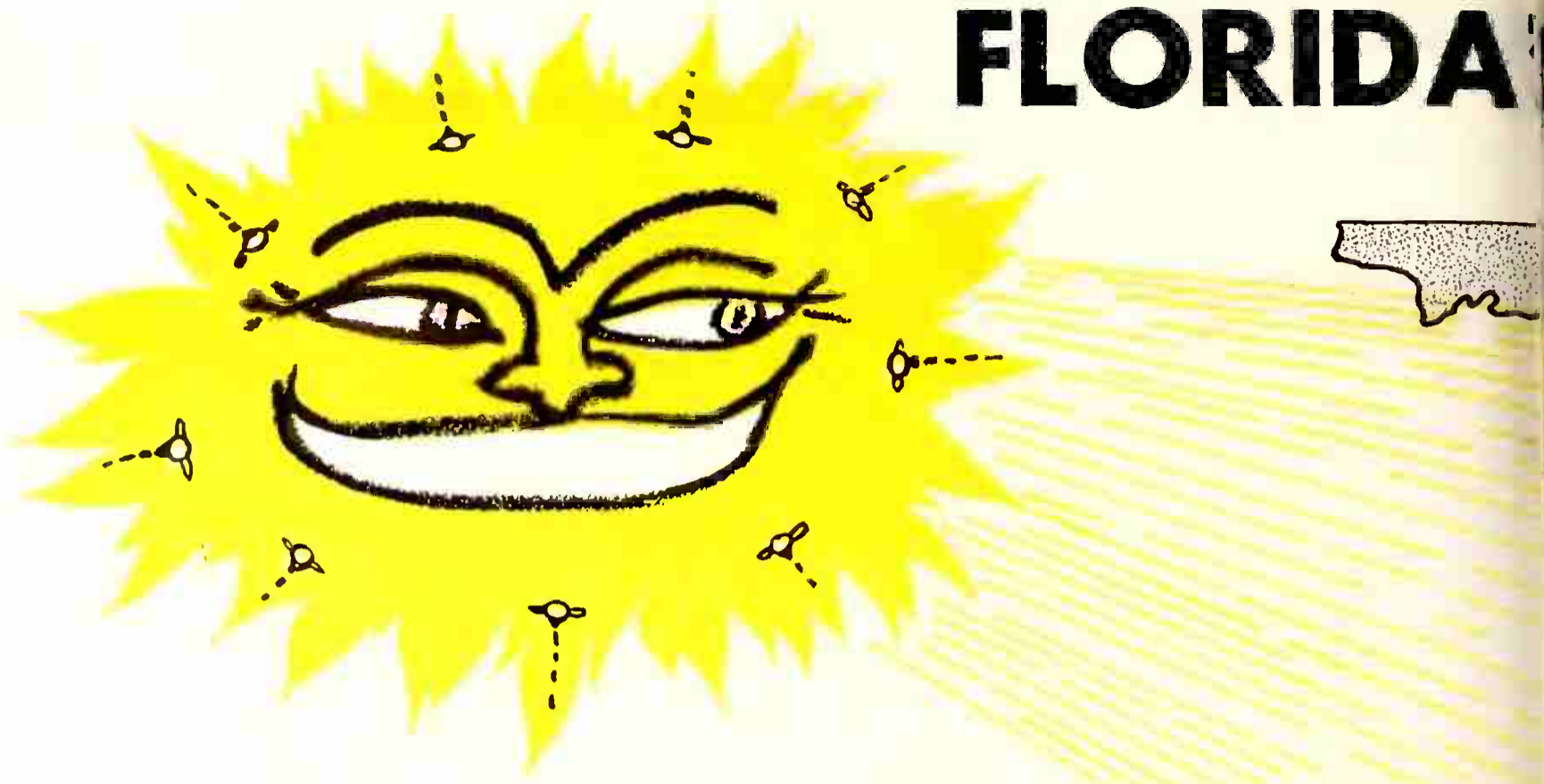
CHANNEL 34

A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

Classification as to number of stations in market is Pulse's own. Defines number by measuring which stations are actually received in the metropolitan area of a given market even though they may be outside metropolitan area of the market.

FLORIDA'S



Market Information

<i>Population</i>	1,384,000
<i>Radio Homes</i>	456,630
<i>Effective Buying Income</i>	\$1,869,606,000
<i>Retail Sales</i>	1,347,875,000
<i>Food Sales</i>	328,473,000
<i>General Merchandise</i>	133,811,000
<i>Furniture-Household</i>	75,230,000
<i>Automotive Sales</i>	255,985,000
<i>Drug Sales</i>	50,868,000
<i>Gross Cash Farm Income</i>	449,262,000

SOURCES: Radio Homes, SRDS' 1955 "Consumer Markets";
All other categories, Sales Management's 1955
"Survey of Buying Power."

W. GTO

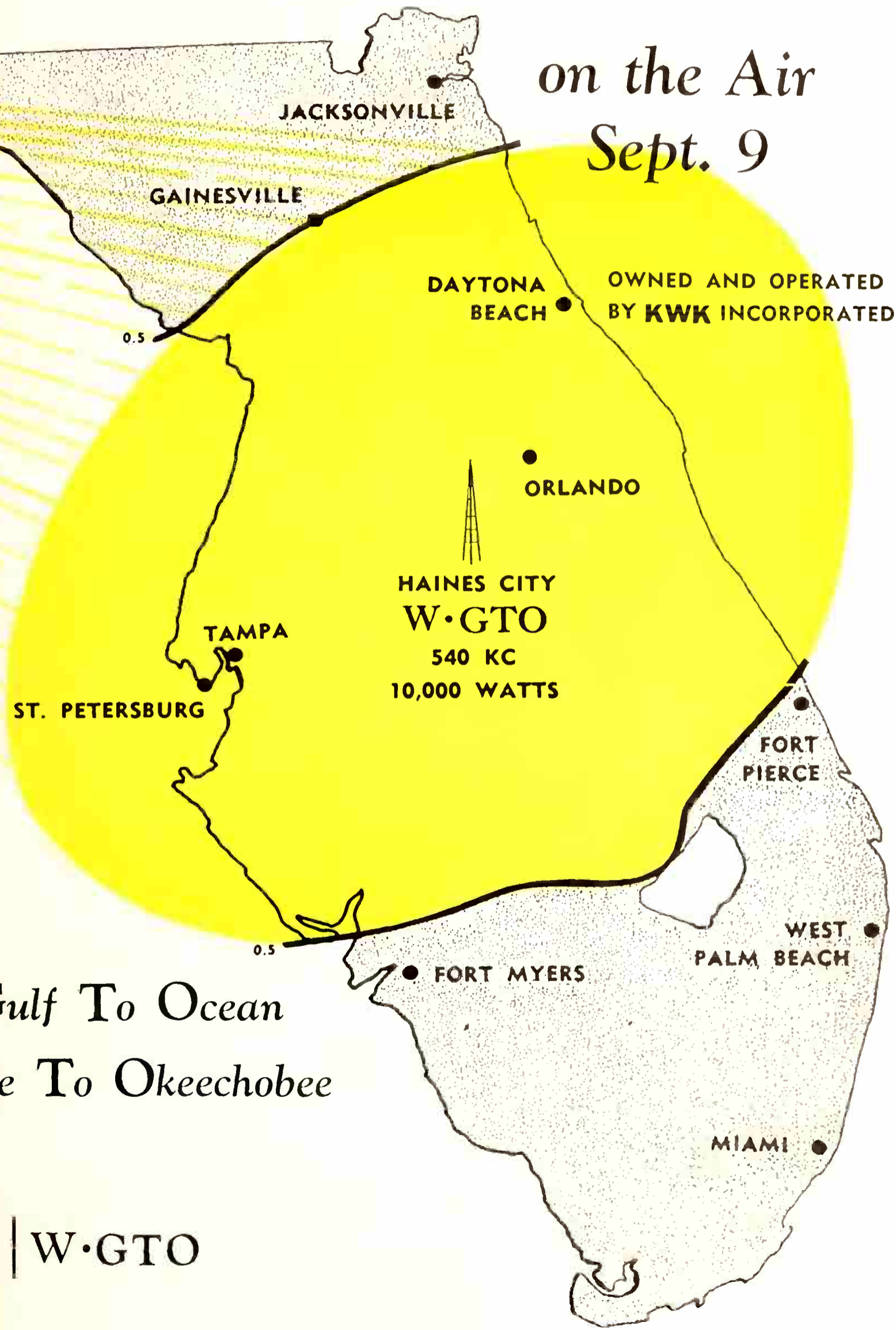
10,000 WATTS 540 KC

Sun-up to Sun-set

WEST RADIO STATION

*on the Air
Sept. 9*

OWNED AND OPERATED
BY **KWK INCORPORATED**



*from Gulf To Ocean
Gainesville To Okeechobee*

wire, write
phone 6-2621
Haines City, Florida

W·GTO

MEN'S CLOTHES

SPONSOR: Chet & Don's Style-Mart

AGENCY: Direct

CAPSULE CASE HISTORY: *Chet & Don's Style-Mart, a men's clothing store, dropped its newspaper advertising to give tv a six-week trial. It scheduled three live announcements per week over WMBV-TV. After one Friday I.D., over 90 people in the store mentioned seeing it, the following day. The store credited many suit sales to its announcements, plans another similar trial of tv in the fall. Cost of the six-week campaign: \$600.*

WMBV-TV, Green Bay, Wis.

PROGRAM: Announcements



AUTOMOBILES

SPONSOR: Harcastle Motor Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *The Harcastle Motor Co. bought the 12:15 p.m. news program one day a week for a trial period of four weeks. Owner-Manager Dock Harcastle, in extending the contract indefinitely, said: "After just our first and second broadcasts we received calls, letters and showroom visits from people all over middle Tennessee and southern Kentucky. After the second broadcast our sales people were answering telephone calls for more than 30 minutes." Each program costs \$85.*

WSM-TV, Nashville

PROGRAM: Midday News

HOME FURNISHINGS

SPONSOR: Lawrence Mayflower Furniture Warehouse

AGENCY: Direct

CAPSULE CASE HISTORY: *In January 1955, sponsor started two filmed announcements weekly in late movie show, increased to five per week within a month. Sales rose so much that in 60 days the firm bought a half-hour country music show, which in turn boosted its sales again. Finally the company bought an additional 15-minute news program, now attributes 90% of its business directly to tv. The sponsor's dollar volume increased approximately 30% in a competitive market area in which other dealers had suffered volume drops of 15% and more. Total cost of tv campaign to date: \$2,250.*

KHSL-TV, Chico, Calif.

PROGRAM: Ozark Jubilee;
KHSL-TV World News

AMUSEMENT PARK

SPONSOR: Santa's Village

AGENCY: Arthur A. M

CAPSULE CASE HISTORY: *Santa's Village, a children's wonderland 85 miles east of Los Angeles, used announcements on Major Domo's North Pole Review and a few announcements on a San Diego tv station. No newspaper advertising was used, and the park got not one newspaper publicity. In the first 30 days they had paid admissions. (Children 40¢, adults \$1.) Cost of tv campaign was \$2,500 and the sponsor quickly re*

KRCA, Los Angeles

PROGRAM: Major Domo's
Pole Review

LAUNDRY

SPONSOR: New England Laundry Co.

AGENCY: Harris

CAPSULE CASE HISTORY: *In less than four weeks New England Laundry Co.'s blanket cleaning department increased from a negligible number of jobs to over a week. All of this increase was directly attributable to sponsorship of Club 30 (Monday-Friday, 4:00 p.m.). The blanket cleaning commercials were only a small part of the advertising done on the program which is beamed to the clubwomen of the area.*

WKNB-TV, West Hartford, Conn.

PROGRAM: C

DRUG STORE

SPONSOR: Preston Drugs

AGENCY:

CAPSULE CASE HISTORY: *Sponsoring the half-hour TPA film program, Ellery Queen Show, Preston Drugs sold over 1,000 aluminum tumblers after promoting on the show. President Wayne Preston reports, "After previous promotion, regardless of product, has been a sell-out." In addition, the drug stores have traced other direct sales to the show, find "public acceptance evident with any other type of advertising." Cost of the show: \$125 per week.*

WJHP, Jacksonville

PROGRAM: Ellery Queen

FLOWER PLANTS

SPONSOR: Stringer Bros. Nurseries

AGENCY: I

CAPSULE CASE HISTORY: *In the first experience this firm had with tv, it used a live one-minute announcement on WHBQ-TV, Friday night. It was amazed when it sold all 500 of the advertised gardenia plants in the first hour of business Saturday morning. In the following week the complete stock of 1,000 plants was sold every Saturday following the Friday night commercial. Believing it had a 30-day supply, the nursery advertised its Eck Magic Mulch, and was sold out on Saturday, causing a hurried reorder. Cost of each 60-second announcement per week is \$100.*

WHBQ-TV, Memphis

PROGRAM: Announcements

... AIR BORNE!



On the air at last with the ONLY low channel, the ONLY MAXIMUM POWER station serving the Shreveport area. We're operating at 100,000 watts Video, 69,800 watts Audio from a tower 1143 feet above average terrain, 1153 feet above ground and 1403 feet above sea level.

... 1,351,700 population* ... 151,941 TV Sets† ... \$Billion Market*

*SM May, 1955

†RETMA

*The Best TV Buy
Between Atlanta
and Dallas*

E. NEWTON WRAY
President and General Manager

Represented by
Edward Petry & Company

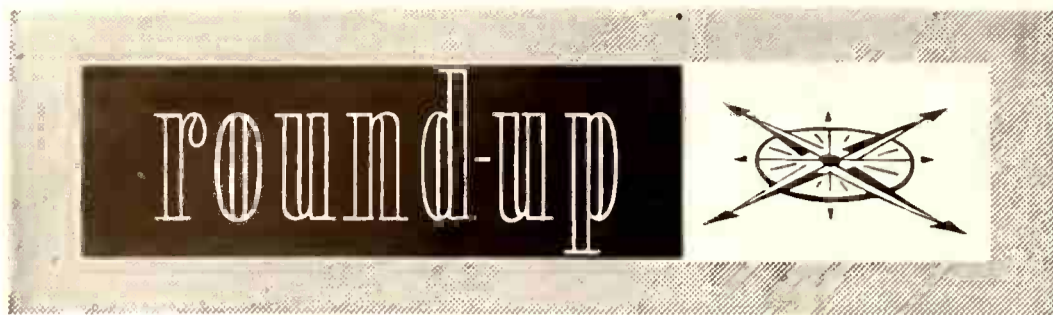


KTBS-TV

CHANNEL 3

SHREVEPORT, LA.





Rogers Tobacco to launch ad campaign using radio and tv

The handlers of over 200 different items for smoking, including 80% of the tobacco pouches sold in this country, Rogers Imports, Inc., is launching an intensive advertising campaign in October. The campaign will feature an experimental radio and tv campaign that the company describes as the biggest in its history.

Announcements will be used in the following markets: San Francisco, Minneapolis, Washington, D. C. and Norfolk, Va. The campaign may be broadened to include other markets depending on the reaction in these four markets. Also used in the promotion

California radio contest featuring European trip

A radio contest co-sponsored by KFWB, Hollywood, the Thrifty Drug Stores and Allen's Formula 25 began in mid-August. Theme of the contest is "Vote for Your Favorite Disk Jockey," and the grand prize for both the winner and the disk jockey chosen will be a two-week all-expense trip to Europe, with the wife or husband of the winner and the d.j.'s wife included.

In addition, there will be weekly prizes (seven in all) until the contest ends in October. Finally there will be another bonus prize of \$1,000 in cash. The name of the grand prize winner will be drawn at a huge picnic hosted by Allen's Formula 25 and KFWB.

The promotion is being aided by in-store advertising, large newspaper ads and other displays and will be climaxed by a two-hour show broadcast on KFWB featuring top recording artists from Lincoln Park playground. ★★★

Sunday tv saturation by Sealy begins 2 October

Monday is one of the biggest sales days in the week for furniture and department stores. So the Sealy Mattress Co., Northeast Division, Allston, Mass.

will be consumer magazines, trade magazines and point-of-sale merchandising. Object of the campaign will be a 50% increase in the distribution of Rogers' newly acquired Weber line, and the eventual goal of 25,000 retail outlets in the country.

The promotion was called the company's "most ambitious advertising-merchandising-promotion push to date in anticipation of the biggest year in our 51-year history," by President Leonard G. Rogers. The Dobbs Co. is Rogers' agency and Seymour Zelnick is Rogers' advertising manager. ★★★

is going to concentrate its selling on Sundays. A heavy tv promotion will be launched on 2 October called "Watch Sealy on Sunday." WNAC-TV, Boston, will carry the MCA-TV film *Waterfront*, which Sealy will sponsor on alternate weeks. In addition, Sealy will scatter announcements throughout the day before several top-rated shows on the station. This combination is expected to give Sealy a potential family-at-home audience of over three million prospects.

The "Watch Sealy on Sunday" campaign is believed to be an industry "first," according to the station. The project is being backed by a colorful brochure to the 2,000 Sealy dealers in the New England area who are being urged to prepare for a "boatload of sales" brought about by tv. "the world's best sales force in use today." Sealy's agency is Tarler & Skinner, Inc., Boston. ★★★

Briefly . . .

Spot Radio Guide. Free & Peters' tool for top executives (see SPONSOR, 16 May 1955, page 34) has been presented to over 4,000 advertising and agency men. The guide provides fast cost estimates for use when making spot radio plans, giving data on 161

markets whose radio outlets reach, according to Nielsen's NCS data, 97% of U. S. potential coverage.

Copies of the guide are still available on request from Free & Peters.

* * *

There's an old adage among actors warning about sharing the stage with a cute child or a dog. The experience that WAVE-TV, Louisville, had recently indicates that colts ought to be included in the warning as scene stealers.

On its *Farm* show (Saturday, noon to 1:00 p.m.) the station put on a show in cooperation with the American Saddle Horse Breeders Association. Colonel C. J. Cronan, Jr., secretary of the association, traced the history of horses, their development and breeding. Naturally, some horses were shown to illustrate the various types discussed. One colt accompanied



Camera-shy colt objects to making tv debut

his mother on the show and completely stole the scene. He reared up and indicated his mistrust of humans, cables and cameras. After a while, though, he quieted down and the show went on as planned.

* * *

When Omaha's KOIL turned independent, late in August, it revised its format, giving new emphasis to music, news and sports, as so many other regional radio stations have been doing. KOIL scheduled 10 minutes of news per hour, around the clock. Five-minute news programs, on the hour and the half hour, together with continuing accent on KOIL's "Big Five" disk jockeys, provide listeners with the latest in music and news.

* * *

Signing rep contracts with Katz is getting to be a habit with the Storer Broadcasting Co., which just recently reappointed Katz national reps for six radio and six tv outlets under a new long-term contract. The Katz Agency has been associated with Storer for over 16 consecutive years, starting

(Please turn to page 73)



**RISING
SALES
CURVE
AHEAD**

**FOR TV
SPONSORS**

**ZIV's
NEW
TRAFFIC
STOPPING
TV
SERIES**

*SMASHING
TO NEW
SALES
RECORD*



**HIGH-OCTANE
ADVENTURE
OF MEN OF
SKILL AND DARING**

**FILMED ON THE
HIGHWAYS!**
...at scenes of real road-
blocks, fires, disasters, in-
vestigations! ... in real
homes, farms, factories,
along the way! ... in real
State Patrol headquarters!

AUTHENTIC! TECHNICAL SUPERVISION
BY STATE HIGHWAY PATROL OFFICERS!

**EACH DRAMATIC
HALF-HOUR A
COMPLETE STORY**

- Newest TV camera techniques!
- Imaginative direction!
- Dramatic music!
- Authentic stories!

★ **BRODERICK CRAWFORD as DAN MATHEWS**
HIS CREED—devotion to duty.
HIS REWARD—unswerving
loyalty of his men.

THE PROGRAM THAT'S "FRONT PAGE" NEWS... EVERY DAY!

Highway Patrol

STARRING ACADEMY AWARD WINNER

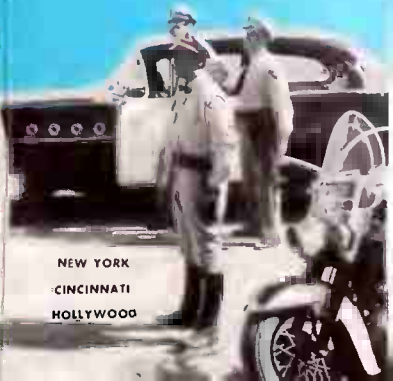
**BRODERICK
CRAWFORD**

AS HEAD OF THE HIGHWAY PATROL...

...BASED ON THE EXPERIENCES OF HIGHWAY PATROL OFFICERS IN ALL 48 STATES!

THE MOST IMPORTANT PROGRAM IN YOUR COMMUNITY AND FOR YOUR COMMUNITY! THE PERFECT COMBINATION... A BIG STAR, STIRRING ADVENTURE, TENSE DRAMA, AND FEATURING... A COLORFUL LAW ENFORCEMENT AGENCY IN *ACTION!*

WRITE, WIRE OR PHONE TODAY FOR YOUR AUDITION! NOW AVAILABLE IN SPANISH



NEW YORK
CINCINNATI
HOLLYWOOD

Already
bought
by . . .

BALLANTINE BEER

. . . in New York, Boston, Philadelphia, Miami,
Washington, D. C., New Haven, Buffalo, Schenectady,
Syracuse, Binghamton, Springfield, Mass., Providence,
Portland, Bangor, Harrisburg, Wilkes-Barre, St. Peters-
burg, Norfolk, Richmond, Va., Watertown, Orlando

WIEDEMANN BEER

. . . in Cincinnati, Dayton, Columbus, Indianapolis,

THE KROGER COMPANY

. . . in St. Louis, Mo., Roanoke, Va., Greensboro,
Winston-Salem, N. C., Huntington, Charleston, W. Va.,
Kansas City, Louisville.

PFEIFFER BREWING

. . . in Lansing, Bay City, Grand Rapids, Cadillac,
Rochester, Minn., Austin, Minn., Detroit, Minneapolis,
Toledo, Ft. Wayne, Traverse City, Fargo, N. D.

HURRY! YOUR MARKET
MAY STILL BE AVAILABLE!

CARNATION COMPANY

(Manning Mill Division)

. . . in Salt Lake City, Seattle, Tacoma, Portland,
Spokane, Yakima.

LION OIL COMPANY

. . . in Memphis, Pine Bluff, Jackson, Miss., Jackson,
Tenn., Nashville, Monroe, La., Little Rock, Ft. Smith,
and Texarkana, Texas.

SAFeway STORES, INC.

. . . in Tulsa, Oklahoma City

"HIGHWAY PATROL" OFFERS THE mightiest, the most complete PROMOTION PLANS ever put in the hands of TV Advertisers!

YOU GET THE UNIQUE NEW ZIV-PLANNED

EMPLOYEE ENTHUSIASM KIT

To get your employees talking up your TV show wherever they go, you get a carefully planned kit containing practical suggestions for letters to executives, bulletins to salesmen, postcards to employees' homes, payroll inserts, postage meter designs, etc. Your entire personnel is included in the plan.

YOU GET THE PRESTIGE-BUILDING ZIV-PLANNED

SAFETY KIT

You'll capitalize an community interest in highway safety and win big audiences for your TV show. The kit includes: "road conditions" ad, TV announcements, newspaper editorials on highway safety, "Safety" streamers, letters from Broderick Crawford to newspapers . . . plus National Safety Council tie-in literature.

YOU GET THE FULL-SCALE ZIV-PLANNED

ADVERTISING & PUBLICITY KIT

Packed with ideas to alert customers and prospects to your TV show . . . publicity stories and photos, large and small-space ad campaigns, point-of-purchase display materials, TV announcement series, mass distribution literature, personal "star-signed" letters, etc. . . .

IN ADDITION, you get vast opportunities to make new friends for yourself and your product through timely tie-ins with local and state safety campaigns, safety education programs and safe driving promotions. You'll find your auto club, PTA, highway patrol, chamber of commerce and other civic groups eager to co-operate with you.



LITHO IN U.S.A.



ROUND-UP

(Continued from page 66)

with representation of WSPD, Toledo, in 1939.

Stations covered by the latest renewal contract are: WAGA and WAGA-TV, Atlanta; WBRC and WBRC-TV, Birmingham; WJW and WXEL (TV), Cleveland; WJBK and WJBK-TV, Detroit; WGBS and WGBS-TV, Miami; WSPD and WSPD-TV, Toledo.

Present at the signing of the contracts were, left to right, Tom Harker, Storer v.p. and national sales director; Lee Wailes, executive v.p. of Storer; and Edward Codel, a director of Katz.



Storer reappoints Katz after 16 years as rep

* * *

Charleston's WUSN-TV never looked so good as when picking lovely Robin Williamson to be Miss WUSN-TV. Drinking a toast with the southern belle are, left to right, Harry Mulford, H-R Television, Inc., and Biow-Beirn-Toigo's Ken Kerns and Al Sessions.

Occasion was a cocktail party hosted by Drayton Hastie, president of WUSN-TV and H-R Television, Inc.



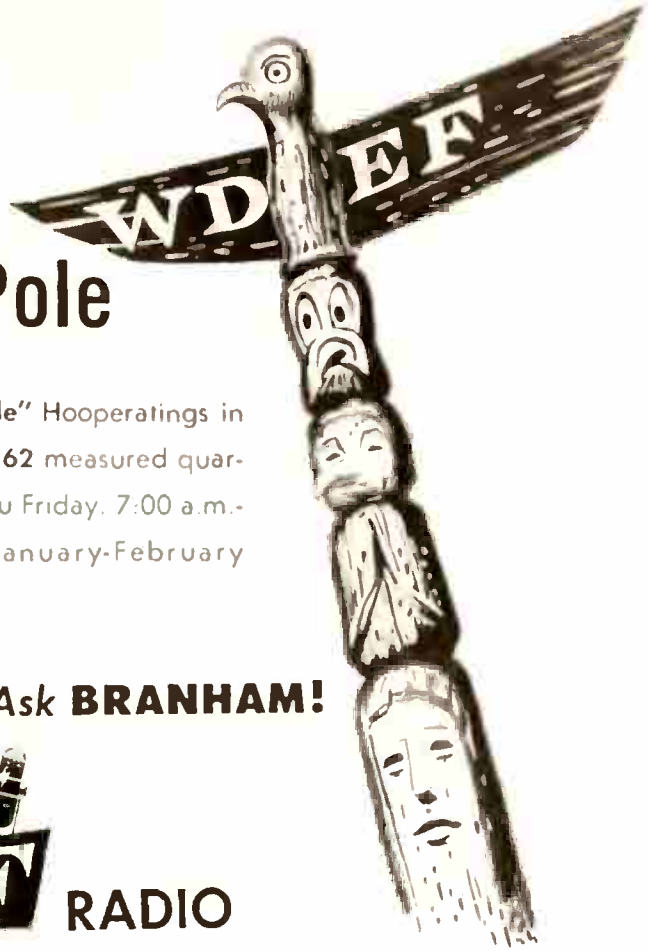
Admen, reps toast lovely Miss WUSN-TV

* * *

Swissair, the airline of Switzerland, will use radio as part of its over-all advertising for the first time this fall. Beginning in September, they will sponsor two 20-minute piano concerts weekly on WQXR and WWRL, N. Y.

(Please turn to page 106)

Top of the Totem Pole



"Top of the Totem Pole" Hooperatings in 41 out of the total of 62 measured quarter hours, Monday thru Friday, 7:00 a.m.-10:30 p.m. See the January-February 1955 Hooper Report.



Ask **BRANHAM!**

RADIO

NBC AFFILIATE in CHATTANOOGA, TENN.

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

ONE

OF THE

TOP FOUR

INDEPENDENTS IN SOUTHERN CALIFORNIA



The POPular station

1020 on the dial

5,000 watts serving **6,000,000** people

K-POP Los Angeles

Represented Nationally by Broadcast Time Sales • New York • Chicago • San Francisco

**YOU'LL SELL
MORE BREAD
with these
\$60,000*
Animated Cartoon
TV BREAD
COMMERCIALS**

*Original production cost. This has already been paid by one of the country's largest bakers. This is what it cost to produce these films from the start, but you can get them for a tiny fraction of the original cost.

Here's what you'll get:

FULLY ANIMATED FILMS—Animated cartoons are top salesmen on TV. You get full, not partial, animation.

SHOWS YOUR WRAPPER OVER AND OVER—Your wrapper appears in the animated cartoon sequences. It's also shown full screen size repeatedly.

YOUR BRAND NAME REPEATED OFTEN—Your brand name, slogan and the sales slant you are now using are made part of each commercial. Entire sound track is made to your order.

FAST-MOVING ACTION THAT PACKS A SELLING WALLOP!—This series was created by baking industry people to fill the need for top-flight television film commercials for bread. It's tested and proved—is now doing an outstanding job of increasing bread sales for bakers in one-fifth of the country.

EXCLUSIVE USE—No one else can use it in your market—ever! Extra prints guaranteed available up to three years.

POINT-OF-SALE TIE-IN—Attractive cartoon youngsters (named for your bread in the film) offer many possibilities for merchandising.

USE AS TV SPOTS AND IN PROGRAMS—Strong appeal to both children and adults makes these commercials appropriate for use at any time during the television day—as spots, in programs, or within participating shows.

TAILORED TO YOUR BRAND—You get strong identification of your brand name throughout, in both sight and sound. These films look as though they were specially made for you—top quality production puts your commercials up with those of America's biggest television advertisers.

LOW COST—Because original production costs have been paid, this series is practical for even LIMITED ADVERTISING BUDGETS.

AVAILABLE QUICKLY—Prints will be delivered ready for use within 35 days.

**DON'T
DELAY!**

This series is available to only one baker in a market.



TELEVISION DIVISION



202 Alexander Bldg., Colorado Springs, Colo.

Mail the coupon now for full details — no obligation

Television Division, **ALEXANDER FILM CO.**
202 Alexander Bldg., Colorado Springs, Colo.

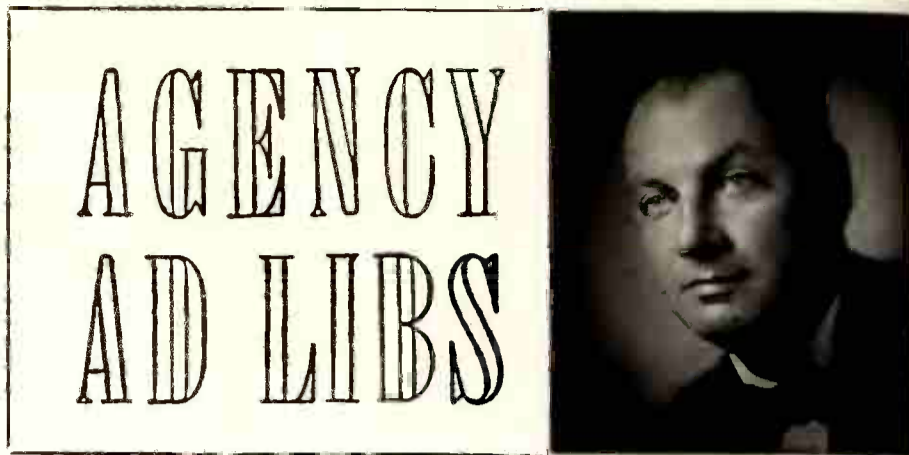
Send detailed description of Animated Cartoon TV Film Commercials for bread.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____



(Continued from page 10)

seen or heard before (maybe a dozen times) chances are you'll bear with them for these two performers have a special appeal which enables them to get away with a yarn that might cause anguish if performed by a Y.M.C.A. Little Theatre Group. Similarly, Jack Webb can hold your interest in a whodunit, the story for which, if reduced to bare essentials, would cause the most ungifted of pulp writers to blush.

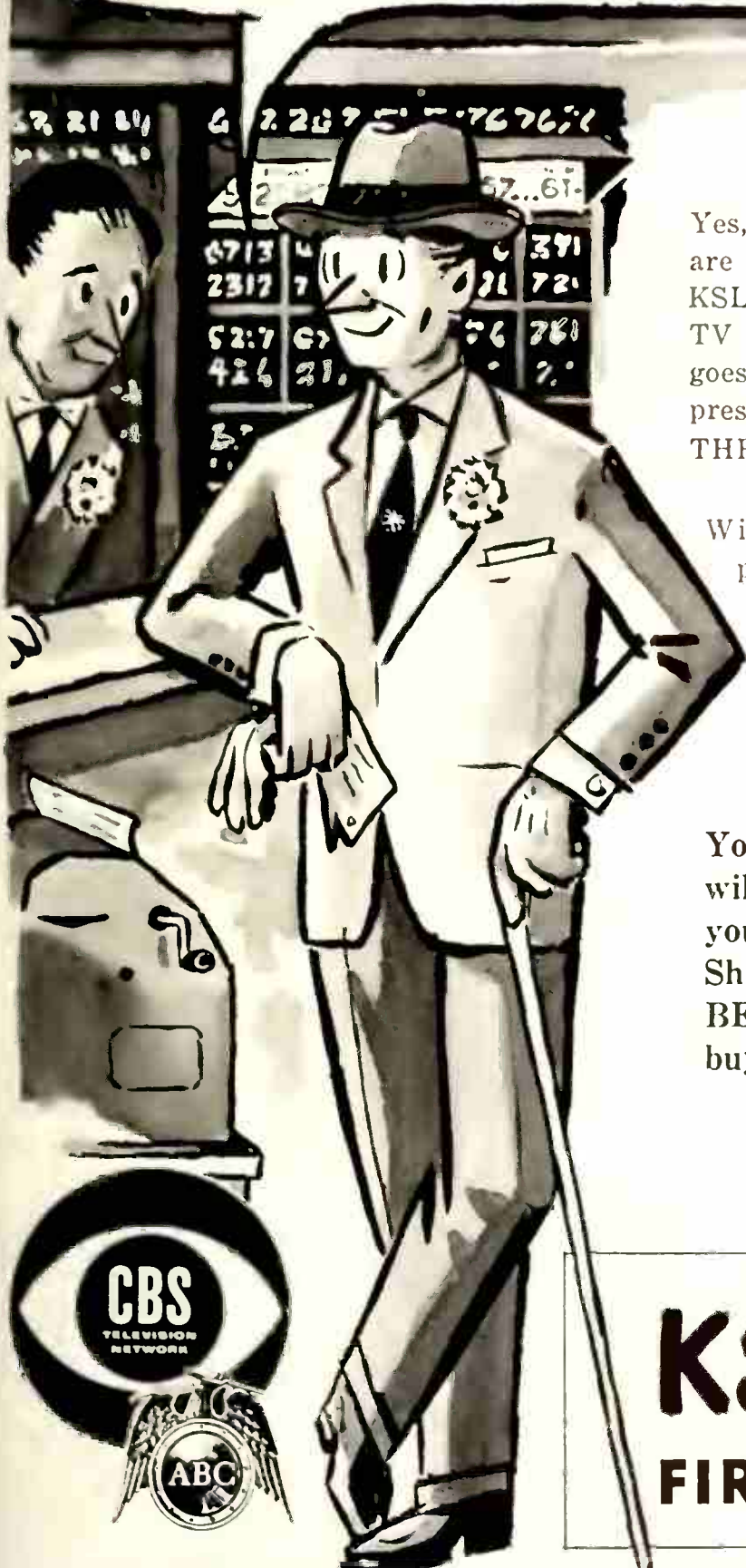
However, it's the anthology programs that really have to scramble for stories and these are the ones that hungrily use up plots by the thousands each season. Not only are there many such network shows both live and on film but there must be equally as many in syndication. As a consequence, large producers must have staffs of readers and editors to comb the magazines and libraries for material.

Books and newspapers too are scrutinized for plots and sub-plots and possible vignettes. No matter how extensive the research, the problem of producing 39 sparkling dramas, a half hour or one hour in length, is as tough an assignment as has been meted out. This is made even more difficult since the rights to these plots when discovered must be cleared at a price the producer can afford, then the story must be submitted to a budget breakdown to determine if it can actually be produced and, if a star or two is concerned, it must then gain his or her aesthetic approval—often the most difficult task of all.

I have not mentioned, of course, another prime source of story-matter—the original. Dramatists who have grown up in or turned to the medium are also helping to fill the void that is (unprogrammed) television. However, originators are far fewer than those who are adapters. Nevertheless, this group has already made a real contribution not only to the medium itself but to the legitimate theatre and big screen motion pictures. Some of the best plays seen and to be seen on Broadway as well as top-fare flickers are not only the work of tv writers but actual adaptations of produced television programs ("The Rainmaker," "Marty," etc.).

So—rather than criticize the men and women who write for tv as fashioners of the stereotyped and perpetrators of the unimaginative, I think it is more appropriate to admire what they have already been able to achieve in so few years and to hope that many others will join them, learning the craft of selecting and adapting as well as originating. Our modern Minotaur looks as if it is going to get hungrier. ★ ★ ★

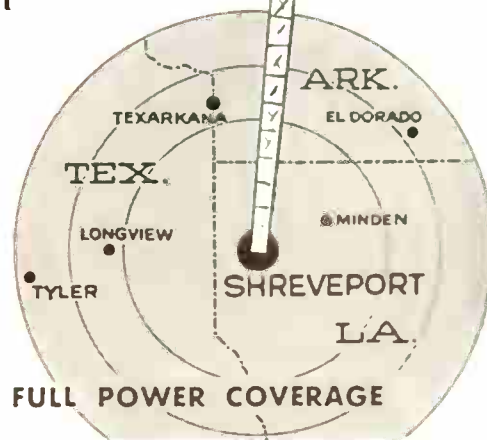
"1,000 KSLA PREFERRED"



Yes, smart advertising investors are taking stock of the fact that KSLA offers Shreveport's lowest TV cost per 1,000 because KSLA goes full-power this fall . . . but present low rates stay in effect THROUGH JUNE, 1956!

With maximum 316,000 watts power coming in early fall, affiliations with CBS and ABC, and 20 months tele-casting experience, KSLA's averages keep rising in the advertiser's favor.

Your Raymer man will gladly issue your shares in Shreveport's BEST television buy, KSLA.



KSLA CHANNEL 12

FIRST IN SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC.

NATIONAL REPRESENTATIVES



JIM DELINE, The Jim Deline Gang



DEACON DOUBLEDAY, Farm Director



FRED HILLEGAS, News Editor

CENTRAL NEW YORK'S

They are part of the largest local talent roster maintained by any radio station in Central New York. They are old hands in the business of serving the needs and tastes of this great area. They have become, over the years, the TRUSTED daily companions of a great share of the 428,000 radio families in WSYR's coverage. They are RELIED UPON for good entertainment, authoritative news, important public service. Naturally, the products which they advertise share in their public acceptance.



JENNIE-BELLE ARMSTRONG, Women's Director

NBC AFFILIATE

WSYR

5 KW

SYRACUSE

570 KC



ROD SWIFT, News Commentator



BILL O'DONNELL, Sports Editor



ELLIOTT GOVE, Timekeeper Show

BEST SALES FORCE!

The market which they serve is one of America's truly important markets.

Metropolitan Syracuse is ranked by Sales Management Magazine as the

nation's best test market. The great trade area served by WSYR

embraces a population of 1.5 million, with annual buying

power of \$2 billion. WSYR's superior population coverage,

plus WSYR's superior local program-

ming service, is clear beyond dispute.



CARL ZIMMERMAN, News Commentator



ED MURPHY, The Ed Murphy Shows



ROBERT NELSON, News Commentator



Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

SPONSOR Asks...

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

How would publication of spot radio and tv dollar figures be useful to advertisers and agencies



MIGHT INFLUENCE STRATEGY

By Frank B. Kemp
Assistant Media Director
Compton Advertising, N. Y.



Although each of us is constantly scrambling to get competitive expenditure figures, it is hard to estimate the value of the specific uses to which these estimates are put.

The general feeling is that we just don't want to close our eyes to what the competition is doing. In this connection, competitive figures might reveal the following:

1. Areas in which competition is placing extra weight (the next step is to find out "why?").
2. How much money a competitor is spending in relation to his estimated sales.
3. Whether competitors are diverting earnings from profitable brands to give extra support to relatively less profitable brands.

The first item *might* affect our "buying strategy"—that is, where and in what medium our money is spent. But it is very rare that competitive media selections influence our media selections. We just don't think it is good business to let our competitors dictate our advertising strategy. Our aim is to do something better than they do.

The second and third items might affect our "spending strategy"—that is, the amount of dollars we are willing to spend per unit of merchandise. Our spending strategy has not infrequently been influenced by competitive activity.

Competitive figures may also be used as a crutch by agencies and sales departments. When sales are down, a good slide-rule man can usually demonstrate that he is being out-advertised.

So the availability of competitive information is useful to advertisers and to their agents. It is probably even more useful to the media, since they can check on the business their competitors are getting.

There are central sources for most of this information. . . . But no satisfactory source for spot radio!

There are three sources from which competitive spot radio costs can be obtained:

1. Directly from the sponsor (or, with permission, through his agency).
2. Directly off the air via some kind of monitoring system.
3. Directly from the station.

Source number three is the only likely solution. Actually, the stations are probably spending more time now filling out questionnaires from dozens of agencies and advertisers than they would have to spend filling out a single questionnaire to be released from a central source and covering all products. The RAB should be able to handle this or should be able to enfranchise some private firm to do it.

P.S. It would also relieve the agencies of a lot of work that might be better spent in figuring out good ways to spend the advertiser's dollar.

SOLVE MARKETING PROBLEMS

By Charles J. Weigert
Media Director
Lynn Baker, N. Y.



No matter how well an advertiser's product is selling he must be concerned with the share of market his product controls and, above all, how and where his competitors are spending their adver-

tising dollars. It's a relatively simple matter to determine dollars spent for magazines, newspapers, supplements, network radio and television, outdoor, etc., but it's extremely difficult to determine spot radio and television expenditures with present sources of information now available to researchers in general.

National advertisers spend approximately 15% of their advertising dollars for radio and television spot announcements. On the surface one can say that if 85% of national advertising can be pinpointed, then a fairly accurate picture can be drawn of competitive advertising. This is not true when we consider that many advertisers are heavy users of spot announcements, and without accurate information on this medium the competitive picture of other media tends to lose its effectiveness.

Publication of dollar radio and television spot expenditures would make it possible to account for 100% of competitors' advertising expenditures. These figures would be especially useful in solving local marketing problems which may be caused by a competitor's intensive use of radio and television spots.

Currently when we are faced with local marketing problems we contact station representatives or station managers to determine the extent of competitive activity. In most cases we have found station representatives and station managers to be cooperative and only in a few rare instances has this information been refused.

With the publication of dollar radio and television spot expenditures thousands of man hours could be saved by advertisers and their agencies, not to mention hours saved by station representatives and station personnel.

WOULD SAVE TIME

By Harry Parnas

Media Director

Doyle Dane Bernbach, N.Y.



Media Records and PIB measure and record print and network broadcasting activities, and fill a great need in the advertising business. These services are so highly

regarded by many people in advertising that they are considered almost indispensable tools for the smooth and efficient handling of their individual operations. There are other services that also help to keep us reliably informed, such as the Rorabaugh Report for spot tv, and Brad-Vern and the Associated Business Publications Studies for trade papers.

What do these services do for us? They first of all give us extremely useful information about the advertising activities of our competitors—market by market and medium by medium. With this material available we are in a much better position to plan our campaigns more intelligently for our clients. From a buyer's viewpoint it gives us an opportunity to follow media trends closely and accurately.

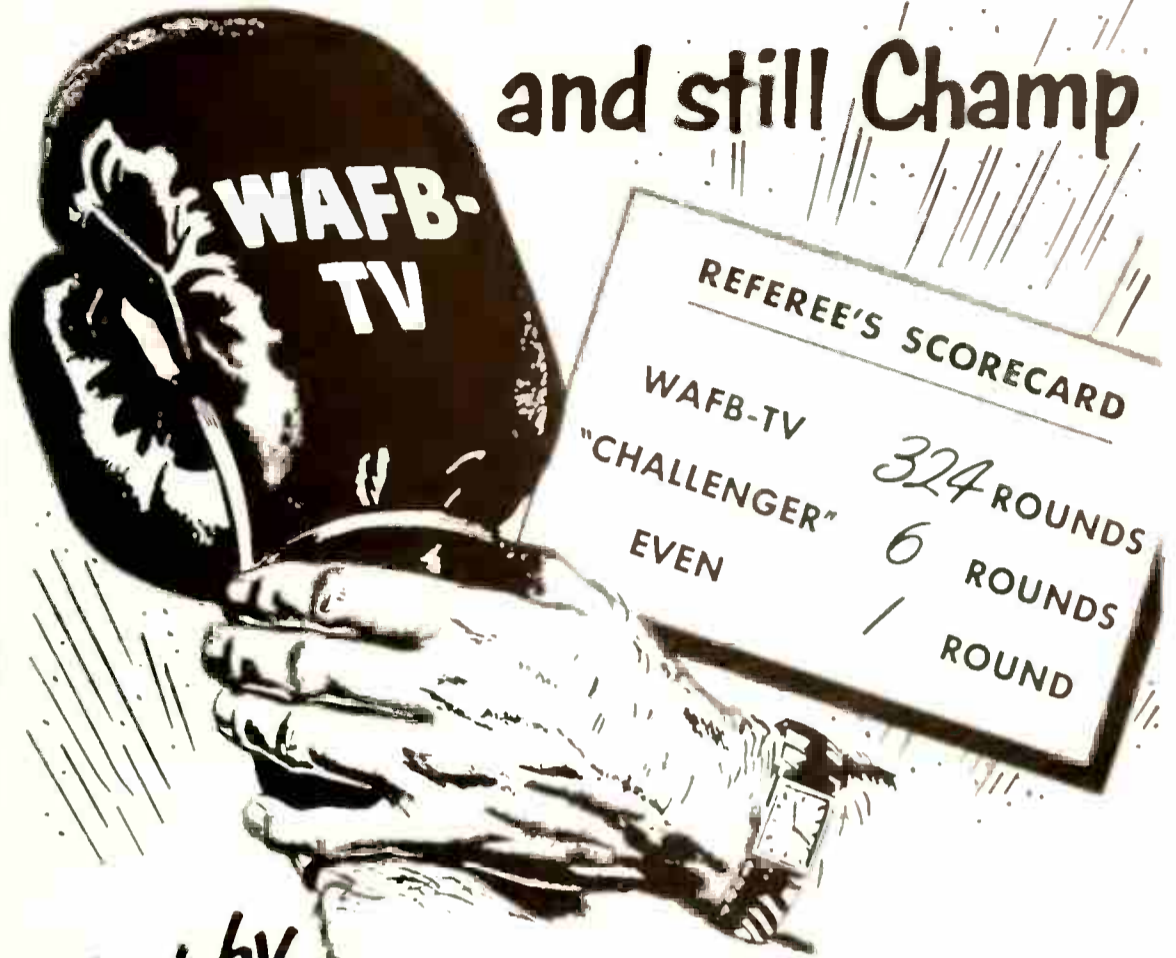
For spot radio, an important medium, expenditures (or schedules) are unavailable, and only the super-optimists hold out any hope that the situation will be changed. Just think of all the time and effort that would be saved at agencies, station representatives and stations if such information, by product and station, were available. No calls to the reps or regular mailings to stations would be necessary. And the figures would be fairly accurate, not half-baked and misleading.

There are two ways to get this information: either from cooperating agencies with the kind approval of their clients, or from the stations direct. The latter source appears to be the best one.

The establishment of a clearing house to compile and release this information would be a boon to spot radio, to agencies and to advertisers. It would give us another valuable tool to help us do a better advertising job. It would also give spot radio an opportunity to show the advertising world its true dimensions and should help it get a bigger chunk of the advertiser's dollar.

THE WINNER!

and still Champ



First by far in

BATON ROUGE

In a Telepulse Survey just completed (for May, 1955), WAFB-TV, two-year uncontested TV champion in Baton Rouge, rated first for 324 of the 331 quarter hours when both TV stations were on the air. Every one of the top 15 favorite weekly programs were on WAFB-TV. Eight of the 10 (all of the first six) favorite "daily" programs were on WAFB-TV.

	Monday to Friday			
	7 AM-12 AM	12 AM-6 PM	6 PM-12 PM	
WAFB-TV	78	61	59	
Station "B"	10a	29	33a	
Station "C"	12	10	8	
	Saturday		Sunday	
	12:15 PM-6 PM	6 PM-12 PM	1 PM-6 PM	6 PM-12 PM
WAFB-TV	76	64	76	61
Station "B"	1a	27a	8a	33a
Station "C"	23	9	16	6

a Does not broadcast for complete period. Audience unadjusted.

WAFB-TV

CHANNEL 28

affiliated with WAFB, AM-FM

CBS-ABC-DUMONT

200,000 WATTS

Reps: Call Adom Young, Nationally or Clarke Brown in South & Southwest

WOODLAND-TV is big territory!



For speed . . . excitement . . . adventure . . . there's nothing like Chris-Craft! This is the spectacular new 18' Cobra . . . a daringly styled speedster, exceptionally smooth riding at flashing speeds . . . the marine counterpart of the daring sports car.

Chris-Craft, the world's largest builder of motor boats, contributes to the growth of WOODLAND, U. S. A.

On major waterways throughout the world, you'll find sleek, powerful Chris-Craft sports boats. And in WOODland — in Holland and Cadillac — you'll find two large Chris-Craft plants, which contribute to the prosperous growth of the area as a whole.

Many other world leaders are located in this rich, Western Michigan area — in the primary trading center of Grand Rapids; in Muskegon, Battle Creek, Lansing and Kalamazoo. And the entire market is yours with WOOD-TV — which has the 20th highest set count in the country. For top sales results, schedule WOOD-TV, Grand Rapids' *only* television station!



WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND.; WFDF, FLINT, MICH.; WTCN-AM AND TV, MINNEAPOLIS, MINN.; WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

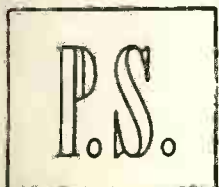
New developments on SPONSOR stories



See: No tv set and coverage studies, so everyone's planning them
Issue: 22 August 1955, page 39
Subject: Industry need for an authentic tv set count

According to first figures released by the U. S. Census Bureau, there are 32 million tv households in this country, as of June 1955. This figure indicates to advertisers that 67%, or slightly more than two out of three, homes in the U. S. have one or more tv sets. Figures on multiple-set homes are scheduled for release later in September, with another Census Bureau survey due in about five months.

While the above figures give the over-all picture of tv homes, there is still a long way to go before the long-awaited county-by-county set count figures will be made available. According to the four services planning these studies, the closest date will be sometime next year. The services planning county-by-county studies are: American Research Bureau; A. C. Nielsen; Statistical Tabulating; NARTB's "Cawl Project."



See: Aging-of-the-customer: why dept. stores need tv to lick it
Issue: 4 April 1955, page 34
Subject: Use of tv by dept. stores

Gimbels, New York, long a leader in advertising and merchandising innovations among department stores, recently turned to tv as a means to create interest and increase traffic in the store.

The store's two-week tv attack was a two-pronged effort. First it cooperated with Du Mont to have a closed-circuit color tv system installed so that shoppers in various parts of the store could see articles Gimbels wished to promote.

The second phase of the tv effort consisted of regular telecasts of Du Mont's WABD, New York, for nearly three hours one day from Gimbels. The stars of these and other WABD shows then returned to the store to be seen over the closed-circuit color tv system.

Also designed to boost store traffic was Gimbels' offer to customers to "see yourself on color tv." The opportunity to see the Du Mont color tv system was also a novelty, since this was the first public display of Du Mont's "Vitascan," which had been first unveiled at the NARTB Convention in Washington last June. Du Mont also had its complete line of radios, phonographs and tv receivers on display.

During the color tv studio's operation at the store it was open to the public, and color receivers were placed in store windows to attract passers-by. ★★★



Crowds flock to Gimbels' store windows to see merchandise shown on color tv

LARGEST SET COUNT

in wealthy
Central California



... for KBET-TV,
 your best bet
 in television!



351,000
 televiewing
K families in
 22 counties
 watch KBET's
B basic CBS
 evening
 programs
E at a ratio
 of *2 $\frac{1}{2}$ to 1!

T-V CHANNEL **10**

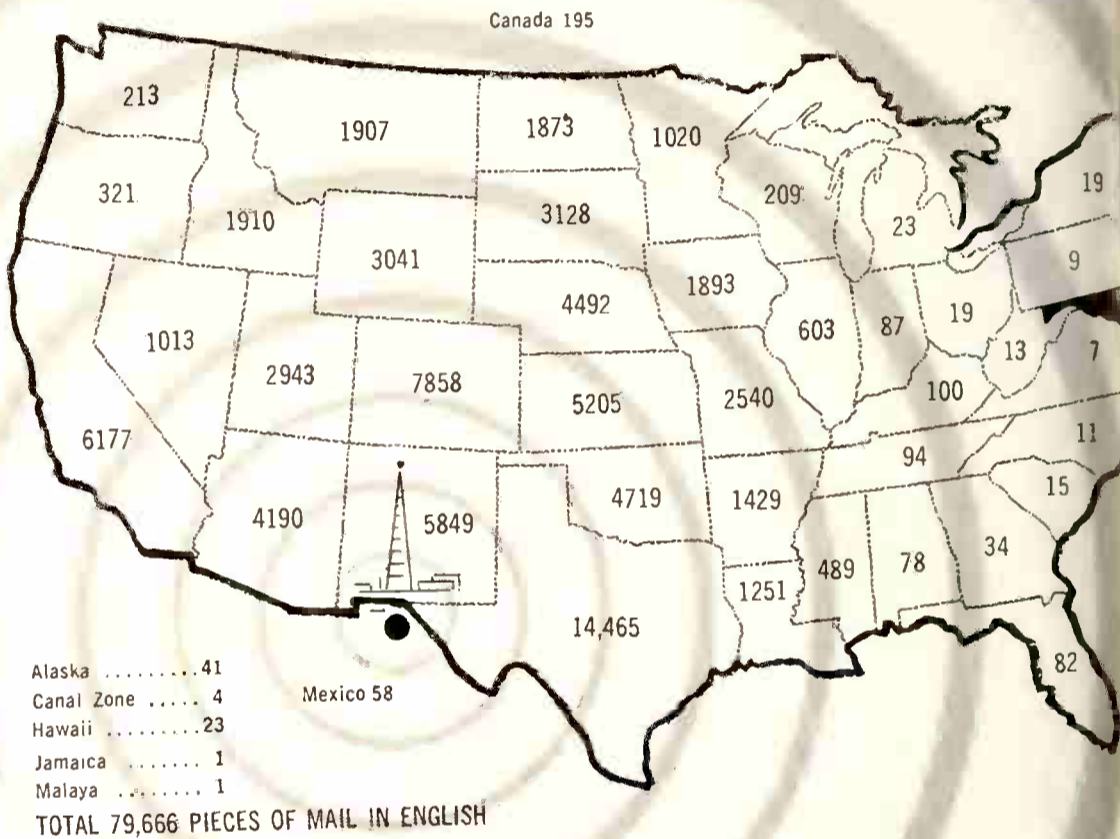
Sacramento, Calif.

H-R Television Inc.

*A.R. APRIL 1955

THREE TIMES MORE

XELO Coverage Map based on mail received Jan. 1 thru Dec. 31, 1954



Represented

POWERFUL *than any U. S. radio station*

XELO's 150,000 WATTS COVERS 43 STATES

You've *never* seen coverage like this. XELO's nighttime broadcasts in **ENGLISH** literally blanket every single state west of the Mississippi and marginally cover all but five states *east* of the Mississippi. (Mail also from Canada, Alaska, Hawaii... even Malaya!) No English language station in the western hemisphere is so powerful, so penetrating.

Here is the perfect teammate of television. Your current TV schedule in combination with XELO Radio will augment your audience and fill in the gaps in your TV coverage... all at a remarkably low cost.

If your product is distributed west of the Mississippi, you can reach more customers over a wider area with XELO than through any other radio or television station.

A quick phone call to PLaza 5-9140 in New York will bring Dick O'Connell running with the whole exciting story, including some unbelievably attractive availabilities.

DICK O'CONNELL, 40 East 49th Street, New York 17, New York



El Paso Address: P.O. Box 188, El Paso, Texas, El Paso 6-0511

LES
BLUMENTHAL

Vice
President
Wm. H.
Weintraub
& Co., Inc.
says . . .



"Well deserved kudos to the WNHC-TV people in this their 8th telecasting year. In the center of one of America's most prosperous markets they can produce results and many times on extremely limited budgets. Here's one case where experience, and that means 'know-how', certainly pays off."

Compare these facts!

15 County Service Area	
Population	3,564,150
Households	1,043,795
TV Homes	934,448

Channel 8

SERVING HARTFORD & NEW HAVEN AREAS
represented by the katz agency, inc.

WNHC
Television
WNHC



agency profile

Lloyd Whitebrook

Vice President
Kastor, Farrell, Chesley & Clifford, New York

Lloyd Whitebrook's a "kingmaker."

Of course, he'd be the last one to call himself that, but as a specialist in political advertising, he's directed the strategy of more major state and national political campaigns than virtually any single man along Madison Avenue. As president of his own agency (with billings somewhat above \$1 million), Whitebrook handled the New York Democratic State Committee. Prior to opening his agency in fall 1954 he was ad strategist in the successful gubernatorial races won by Meyner in New Jersey, Harriman in New York and Leader in Pennsylvania.

"Main difference between selling a political candidate and selling soap," says practical adman Whitebrook, "is the fact that in politics you've got a one-day sale on Election Day and a maximum five-week campaign prior to it."

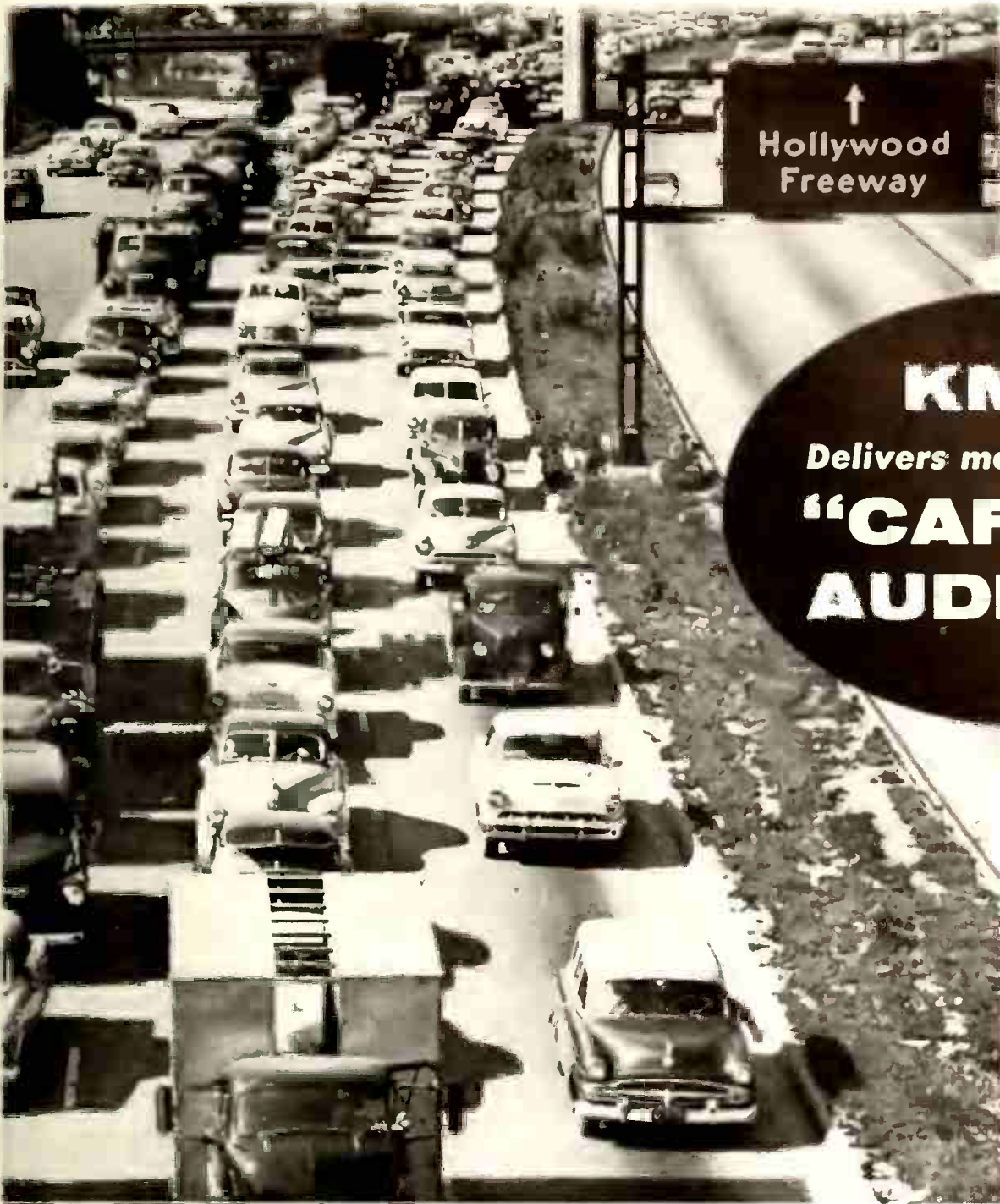
Whitebrook's only prognostication for the 1956 Presidential Race: "Politics (including state and local elections) will rank among the top 10 air media spenders a year from now."

Radio and tv stations were sluggish in realizing the financial potential of political spending back in 1952, he says. "Timebuying was the toughest problem, yet national candidates got ratings that beat Max Liebman at the peak of convention and election periods."

Disclaiming any possible sour-grapes attitude, Whitebrook nonetheless stresses one inevitable by-product of the growing importance of air media in politics. "The party with the dough has a big advantage," says he, adding, a little pointedly: "The Republicans outspent the Democrats five to two in radio and tv back in 1952."

Whitebrook feels there's a mutual educational process between commercial and political advertising. "Even now," he admits, "our handling of political advertising is influenced immeasurably by successful product campaigns."

Among political advertising firsts, Whitebrook likes to refer to the use of marionettes in 1952 minute election films. "We used a marionette in the form of the Democratic donkey (a Will Rogers type character), one shaped like the Republican elephant (blustering), and John Q. Public (patterned after Will Jonstone's taxpayer). . . . These films were successful all right," he muses regretfully. "We just got them on the air a bit too late." ★ ★ ★



KMPC
 Delivers more of this vast
"CAPTIVE"*
AUDIENCE

* 3,199,904 automobiles are registered in the area served by KMPC — a vast Out-of-Home Radio Audience.

than any other station in Southern California — *Including all Networks! ***

** The Pulse "Los Angeles Metropolitan Area Out-of-Home Radio Audience — Summer 1955" shows KMPC far ahead of all other Los Angeles Stations.

▶ *A tremendous listening* **PLUS** *to the*
HOME *Audience regularly tuned to* **KMPC**

Another reason why
 your advertising dollar
 is worth more on...

KMPC

LOS ANGELES, CALIFORNIA
 50,000 watts day 10,000 watts night
 Gene Autry, President
 R. O. Reynolds, Vice President & Gen. Mgr.

REPRESENTED NATIONALLY BY A. M. RADIO SALES

all
products
look better

and
sell faster
on

WMAR-TV

Baltimore
CHANNEL 2

MARYLAND'S
basic CBS station

place your
order now!

Represented by
THE KATZ AGENCY, Inc.,
New York, Chicago, Atlanta,
Detroit, Kansas City, Dallas,
San Francisco, Los Angeles



TELEVISION AFFILIATE OF THE
COLUMBIA BROADCASTING SYSTEM

Telephone MUlberry 5-5670

SPONSOR BACKSTAGE



(Continued from page 34)

same period, too, practically every other manufacturer of television sets has made it abundantly clear that he is going on no special drives to make or market color video sets.

Again history is doing a reprise. RCA is taking on the task of moving color along virtually single handedly. But, as a decade ago, it must continue to get its share of the black and white set market. Two weeks ago as this is written three-to five-page color spreads appeared in the *New York Daily News* roto section, the *Times Magazine* section and other media, introducing RCA's new black and white line. No mention was made of color. And with 21" sets starting at \$149.50 the line seemed so attractive I wondered why anyone would sit around and wait for color. Other manufacturers will, naturally, have equally attractive black and white lines, with equally aggressive selling and merchandising campaigns behind them.

But now for some of the staggering differences. RCA could introduce a 45 rpm player attachment at \$12.95 and take a loss of \$1 per item, or \$1 million to get a million gadgets for playing 45 rpm disks in the hands of the consumer. But can RCA, or any corporation, introduce a color television set for under \$500? And what will the loss per set sold be?

RCA could produce a recording date for \$2,000, and manufacture 45 rpm records (along with 78's of that same date) for approximately 12c to 14c per 45 rpm platter. But how long can RCA or sister NBC pick up substantial parts of the tab on the product for color tv, the program, at \$50,000 to \$500,000 per show? True, CBS is turning out an increasing number of color shows, too, but the burden still rests with RCA and NBC.

I mentioned the guts exhibited by Frank Folsom and General David Sarnoff in connection with the 45 rpm effort, and the display of that same characteristic by Pat Weaver on the NBC programing and sales level. It's a happy eventuality for the television business that these gents are so amply endowed with this faith and courage.

It's also a happy circumstance that RCA has the bankroll to make endeavors of this nature. The corporation is shooting for its first billion dollar gross year this period. Let's all root for them to make it, fellows, 'cause 10 years from now we'll all be tasting of that color tv pie, which they're now so busily baking. Just as phonograph and record industry gentry are smacking their lips over that 45 rpm dish.

★★★

NOW—NIGHTTIME PROGRAMMING IN THE DAYTIME



"My Little Margie!"

5 days a week at 1:00 p.m. on WPTZ.
Now available for local sponsorship . . . first time in any market.

Terrific ratings at low cost! Look where MARGIE is scheduled! Every day, 1:00-1:30 p.m., Monday thru Friday, when WPTZ *out-rates the combined ratings* of the competition, month after month! This is the same time period in which Hollywood Playhouse gained the rating of the lowest cost-per-thousand feature film program in America.

Fit a show like "My Little Margie"—which has

maintained average national ratings of 30.4 over the past three years into such a top-notch time period, and you have the most outstanding combination of audience-getting elements since WPTZ's FUN HOUSE.

Another WPTZ first: "Nighttime programming in the Daytime!" "My Little Margie" joins the long line of successful sales producers presented by WPTZ, such as: "Let Scott Do It," "Hollywood Playhouse," "Fun House," "Award Theatre," "Frontier Playhouse" and "Academy Theatre."

Four one-minute commercials will be accepted per half hour. The show is already 45% sold out, so let Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, tell you about Margie right away! Call him at LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, at MUrray Hill 7-0808, New York.

WPTZ CHANNEL 3 • FIRST IN TELEVISION IN PHILADELPHIA

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO

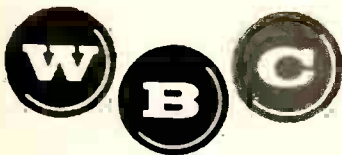
BOSTON—WBZ+WBZA
PHILADELPHIA—KYW
PITTSBURGH—KDKA
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION

BOSTON—WBZ-TV
PHILADELPHIA—WPTZ
PITTSBURGH—KDKA-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY INC

ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS INC.



CAN THE FARMER USE YOUR PRODUCT ?



DON TUTTLE



ENOCH SQUIRES



CHARLES J. STEVENSON

Here Are

3 Big Ways

You Can Reach Farmers in New York and New England

FARM PAPER OF THE AIR 12:15-1:00 p.m.

Monday through Saturday.
With the latest market and agricultural news,
and crop reports, edited by Don Tuttle.

WGY TRAVELER 12:15-12:30 p.m.

Monday through Friday.
Now a part of the FARM PAPER, the WGY
Traveler, Enoch Squires tells of the history
and legends of WGYland.

CHANTICLEER 6:15-7:00 a.m.

Monday through Saturday.
Charles John Stevenson brings music and
human interest stories flavored with rural wit
to the WGY farm audience.

WGY

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK
SERVING 878,130 RADIO FAMILIES
Represented Nationally by Henry I. Christal Company

MONDAY TUESDAY WEDNESDAY

Table with columns for network (CBS, NBC, ABC, etc.) and rows for various programs and time slots. Includes details like program names, times, and network affiliations.



	THURSDAY			FRIDAY			SATURDAY				
	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
10-10:25	Godfrey 10-11:30 Mut of Omaha: B&J Pet Milk: Gardner 10-10:15 alt das Campana Sales W-F-H 10:15-30 Staley Mfg: R&R 10:15-30 alt das Gen Motors: Frigidaire tu,th FC&B Kellogg Co tu,th 10:45-11 Lee Burnett	Cecil Brown news co-op L Carl Warren's Guest Time m-f T F. Singler news Kraft Fds m-f 10:30-35 NL&B Johnny Olsen 10:35-11 L	Mary Margaret McBride N 10-10:05 L Gen Fds Y&R N. V. Peale Doeskin Prods 200N m-f L Grey 10:05-15 D-F-S One Man's Fmly 11 m-f L Second Chance m-f L Particip Ken Banghart News 10:55-11 L	My true story Sterling Drug m,w,f 10:10:25 (see mon) D-F-S Whisper's streets Carnation Co m-f 10:25-45 Erwin Wasey When a Girl Marries Park & Tilford particip m-f T	Godfrey 10-11:30 Pet Milk: Gardner 10-10:15 alt f Lewis Howe see t R&R Bra-Myra: DCSS Glamorene: H&G 10:15-30 alt f Corn Prd: Miller Bauer&Black: LB Staley Mfg: R&R 10:30-45 alt f Brstl-Myra: DCSS 10:45-11 m,w,elt Campana: W-F-H 10:45-11 alt f	Cecil Brown news co-op L Gen Fds Y&R N. V. Peale Doeskin Prods 200N m-f L Grey 10:05-15 D-F-S F. Singler news Kraft Fds m-f 10:30-35 NL&B Johnny Olsen Show m-f L Ken Banghart News 10:55-11 L	Mary Margaret McBride N 10-10:05 L Gen Fds Y&R N. V. Peale Doeskin Prods 200N m-f L Grey 10:05-15 D-F-S One Man's Fmly 11 m-f L Second Chance m-f L Particip Ken Banghart News 10:55-11 L	No school today Table Prods Co Beverly pnut but 24Cine Heeter, Dieterich & Brown Breakfast Club Review Bell Bros Ch Applegate T	Allan Jackson Chevrolet Dirs 195N 10-10:05 L C-E \$550 Galeo Draks General Fds Y&R 10:05-10 Famous Artlras Course FC&B 10:45-55 seg L 1/2 hr \$1375 Allan Jackson Chevrolet Dirs 195N 10:55-11 L C-E \$550	No network service Amer. Trav Bur L Conference Cell L	
11-11:30	Godfrey (cont'd) Dow Chemical McM,J&A th Pillsbury Mills tu,th 11:15-30 Lee Burnett Make up yr Mad Continental Bkg m-f (see mon) Bates Howard Miller Show Wm Wrigley Jr R&R	Mutual Morning H Engle news Kraft Fds m-f 11-11:05 NL&B Storytime 11:05-11:30 multi message Queen for a Day Lettuce Inc tu,th (see tu) John Cohen P. Lorillard old golds m-f (see mon) L&N	Strike it rich Colgate m-f (see mon) Esty Phrase that pays Colgate m-f (see mon) Esty Fibber McGee & Molly Miles Labs m-f T Wade	Compenlon Pharmaco partic N m-f L Paging the New N m-f L Albert L Warner Ch m-f L Thy Neighbor's Voice Ch m-f L	Godfrey (cont'd) Lever McM Kellogg Co Burnett alt f Gen Mtrs: FC&B Toni 4th f W&G Dow: McM,J&A Make up yr Mad Continental Bkg m-f (see mon) Bates Howard Miller Show Wm Wrigley Jr 158C m-f L R&R	Mutual Morning H Engle news Kraft Fds m-f 11:25-30 NL&B Storytime m-f 11-11:05 multi message Queen for a day Sleep-Eze Scott 11:30-45 P Lorillard m-f (see mon) sp 11:46-13 L&N Wade	Strike it rich Colgate m-f (see mon) Esty Phrase that pays Colgate m-f (see mon) Esty Fibber McGee & Molly Miles Labs m-f T Wade	Half Pint Panel N It's Time N 11:30-11:35 L All-league clubhouse T	Robl Q Lewis Miller Prod 190N 11-11:15 L Winlus-Brandon Milner Prods Best 11:55-12 189N 1/2 hr \$2000	The Lucky Pierre Show L Phonorama Time Phlco Corp 11:30-55 L 665N Hutchlee Young Living with Claudia Helch	
12-12:05	Wendy Warren Bishop, Spector P&G, Compton Corn Prd: Miller GF, tu,th Y&R Backstage Wife m-f L Helen Trent Am Home Prods m-f (see mon) Murray Our gal Sunday P&G, tu,th: B&B Whitehall, m-f Murray	Kraft Star News 12-12:05 L Storytime Here's Hillywd m-f 12:05-12:10 co-op Jean Shepherd Show m-f 12:10-12:30 No network service m-f	No network service m-f Ted Malone co-op 153N m-f L No network service m-f Pauline Frederick Reporting N m-f L No network service m-f Camel Baseball Scoreboard BJ Reynolds Esty	Valentine m-f L Luncheon with Frank Farrell m-f L No network service m-f	Wendy Warren Bishop, Spector Corn Prd: Miller Gen Fds: Y&R Helen Trent Am Home, JFM Toni, Burnett 189N-L m,w,elt f Our gal Sunday Whitehall Pher m-f Murray	Kraft Star News see m L Here's Hillywd m-f 12:05-12:10 No network service m-f Mutual Music Box m-f L A Letter to Lee Graham m-f T	No network service m-f Pauline Frederick Reporting N m-f L No network service m-f Shake the Maracas T	How to Fix It 12:05-10 L 101 Rench Boys Lancaster, Pa L It's Time N 12:30-12:35 L American farmer C.Wash L	Allan Jackson Chevrolet Dirs 195N 12-12:05 L C-E \$550 Romance L Gummoko Liggett & Myers 205H C&W Tex Fletcher's Wagon Train N 12:30-1 L	Ask You T Romance L Gummoko Liggett & Myers 205H C&W Tex Fletcher's Wagon Train N 12:30-1 L	National Is Home by Allis-Chal farm equip 196C, Wash seg of Mi Gitties Monite
1-1:30	Road of life P&G: Ivory soap m-f (see mon) Compton Ma Perkins P&G: oxydol m-f (see mon) D-F-S Young Dr Malone Sleep-Eze 23N tu,th L Scott Guiding light P&G: daz, iv y d m-f (see mon) Compton	C Foster news co-op L Boston m-f L Mutual Music Box m-f L 1:45-1:55 A Letter to Lee Graham N T 1:55-concl. Camel Baseball Scoreboard BJ Reynolds Esty	No network service m-f Ted Malone co-op 153N m-f L No network service m-f Pauline Frederick Reporting N m-f L No network service m-f Camel Baseball Scoreboard BJ Reynolds Esty	Paul Harvey news co-op m-f (see mon) Ted Malone co-op 153N m-f L No network service m-f Young Dr Malone Gen Fds: Y&R 23N m,w,f L Guiding light P&G: daz, iv y d m-f (see mon) Compton	Road of life P&G: Ivory soap m-f (see mon) Compton Ma Perkins P&G: oxydol m-f (see mon) D-F-S Young Dr Malone Sleep-Eze 23N tu,th L Scott Guiding light P&G: daz, iv y d m-f (see mon) Compton	C Foster news co-op L Boston m-f L Mutual Music Box m-f L 1:45-1:55 A Letter to Lee Graham N T 1:55-concl. Camel Baseball Scoreboard BJ Reynolds Esty	No network service m-f Pauline Frederick Reporting N m-f L No network service m-f Shake the Maracas T	Navy hour Wash L City Hospital L \$2500 Allan Jackson Chevrolet 1:25-30 198N L C-E \$550 Stan Daugherty Presents T	City Hospital L \$2500 Allan Jackson Chevrolet 1:25-30 198N L C-E \$550 Stan Daugherty Presents T	Fifth Army Band T Ruby Mercer Show H 1:30-2:30 L Mutual Reports the News 2:25-30 Var Monitor Wormup Amer Schl Home Stdy State Pharmacal all days Olian & Bronner Game of the Day 2:30-3	
2-2:30	2nd Mrs Burton Armour m-f (see mon) HH&Ms Perry Mason Gen Fds: Y&R P&G: tide B&B Nora Drake Toni Co m-f (see mon) Weiss & Goller Brighter day P&G: cheer m-f (see mon) Y&R	Warmup (5 min preceding Game of Day) Amer Schl Home Stdy State Pharmacal alt days Olian & Bronner Game of the Day Jackson Brewing 1/2 game m-sat 1/2 Fitzgerald rest co-op	No network service m-f Martin Block Show m-f 2:30-4 L&T	No network service m-f Martin Block Show m-f 2:30-4 L&T	2nd Mrs. Burton Gen Fds: Y&R Armour HH&Ms Perry Mason P&G: tide m-f (see mon) B&B Nora Drake Toni Co m-f (see mon) Weiss & Goller Brighter day Gen Fds, m,w,f P&G: cheer Y&R	Warmup (5 min preceding Game of Day) Amer Schl Home Stdy State Pharmacal alt days Olian & Bronner Game of the Day Jackson Brewing 1/2 game m-sat 1/2 Fitzgerald rest co-op	No network service m-f Martin Block Show m-f 2:30-4 L&T	No network service m-f Festival (with Milton Cross) 3-4 L&T It's Time N 2:30-2:35 L	Football Roundup st 9/17 News Football Scoreboard News Football Scoreboard Festival (cont'd) 2-4	Ruby Mercer Show (cont'd) Mutual Reports the News 2:25-30 Var Monitor Warmup Amer Schl Home Stdy State Pharmacal all days Olian & Bronner Game of the Day 2:30-3 Jackson Brewing 1/2 game m-sat Fitzgerald rest co-op Game of the Day (cont'd) Jackson Brewing end co-op	
3-3:15	House party Kellogg Co: 195 H 3-3:15 T L Burnett tu,th Pillsbury Mills m-th 3:15-30 seg (see mon) L Burnett Fred Robbins' Disk Derby 206N m-f L Hazel Bishop Spector 5-min seg	Game of Day (cont'd) Jackson Brewing and co-op	Ben Grauer N 3-3:05 L Wonderful City NY L Hotel for Pets N L Just Plain Bill Miles Labs m-f (see mon) Wade	House party Lever: surf m,w,f (see mon) 8800 Hawtlan Pineapple 180H dole T Ayer Fred Robbins' Disk Derby 206N m-f L Hazel Bishop Spector 5-min seg	House party Kellogg Co: 195 H 3-3:15 T L Burnett tu,th Pillsbury Mills m-th 3:15-30 seg (see mon) L Burnett Fred Robbins' Disk Derby 206N m-f L Hazel Bishop Spector 5-min seg	Game of Day (cont'd) Jackson Brewing and co-op	Ben Grauer N 3-3:05 L Wonderful City NY L Hotel for Pets N L Just Plain Bill Miles Labs m-f (see mon) Wade	Game of Day (cont'd) Jackson Brewing and co-op	News Football Scoreboard Festival (cont'd) 2-4	Jackson Brewing 1/2 game m-sat Fitzgerald rest co-op Game of the Day (cont'd) Jackson Brewing end co-op	
4-4:30	Game of Day (concluded) R J Reynolds Var sun-f L Esty Kraft News JWT m-f 4:30-35 Bruce & Dan N m-f L News 4:55-5 m-f L	Game of Day (concluded) R J Reynolds Var sun-f L Esty Kraft News JWT m-f 4:30-35 Bruce & Dan N m-f L News 4:55-5 m-f L	Manhattan Matinee m-f L Treasury Bandstand L&T	No network service m-f Manhattan Matinee m-f L Treasury Bandstand L&T	Game of Day (concluded) R J Reynolds Var sun-f L Esty Kraft News JWT m-f 4:30-35 Bruce & Dan N m-f L News 4:55-5 m-f L	Game of Day (concluded) R J Reynolds Var sun-f L Esty Kraft News JWT m-f 4:30-35 Bruce & Dan N m-f L News 4:55-5 m-f L	Manhattan Matinee m-f L Treasury Bandstand L&T	Band Concert Premenade T It's Time N 4:30-4:35 L The World Tourist T	News Football Scoreboard Band Concert Premenade T It's Time N 4:30-4:35 L The World Tourist T	Game of the Day (cont'd) Jackson Brewing Monitor L Teen-Agers USA 5-5:55 L John Flynn News 6-6:15 co-op	
5-5:55	Sgt Preston Quaker Oats W,B&T Derr m-f T Multi-Message Wagon Train N m-f L Amer's Business N 5:45-50 L Gen Sports Time Gen Tire & Rub N m-f 5:50-55 L D'Arcy Cecil Brown news Kraft NL&B m-f 5:55-6	Woman in House Miles Labs m-f (see mon) Wade Lorenzo Jones Colgate m-f (see mon) Esty Lone Ranger Gen Mills D-F-S Amer Bakeries Tucker Wayne	Musical Express N m-f T Bobby Hammack & His What Four H m-f T Gloria Parker N m-f L Vincent Lopez N m-f L	No network service m-f Bobby Hammack & His What Four H m-f T Gloria Parker N m-f L Vincent Lopez N m-f L	Sgt Preston Quaker Oats W,B&T Derr m-f T Multi-Message Wagon Train N m-f L Amer's Business N 5:45-50 L Gen Sports Time Gen Tire & Rub N m-f 5:50-55 L D'Arcy Cecil Brown news Kraft NL&B m-f 5:55-6	Woman in House Miles Labs m-f (see mon) Wade Lorenzo Jones Colgate m-f (see mon) Esty Lone Ranger Gen Mills D-F-S Amer Bakeries Tucker Wayne	Musical Express N m-f T Bobby Hammack & His What Four H m-f T Gloria Parker N m-f L Vincent Lopez N m-f L	Band Concert Premenade T It's Time N 4:30-4:35 L The World Tourist T	News Football Scoreboard Band Concert Premenade T It's Time N 4:30-4:35 L The World Tourist T	Teen-Agers USA 5-5:55 L John Flynn News 6-6:15 co-op	

SUNDAYS - MONDAYS and ALL DAYS

WOLF

has a lion's share of audience

Sundays (daytime)	32.6%	1st Place
Monday thru Saturday	WOLF share of audience	
Mornings 8 A.M.-12 noon	16.9%	2nd Place
Afternoons 12 noon-6 P.M.	33.3%	1st Place
Evenings 6 P.M.-10:30 P.M.	29.7%	1st Place

RATING for RATING • RATE for RATE
in CENTRAL NEW YORK it's

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours. Included is the basic market facts on population, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of the The Syracuse Inside Story.



WOLF

Van Rensselaer and Kirkpatrick Streets
Syracuse, N.Y. (Phone 2-7211)

1490 K.C.

200 Watts

ON THE AIR — 6:00 A.M. to 2:00 P.M.

NATIONAL SALES REPRESENTATIVES - THE WALKER COMPANY

back in '52 we said...

they're all watching channel 13

**KDUB-TV
IN LUBBOCK** ★

With the Lubbock area audience, Channel 13 becomes the No. 1 channel for the Great South Plains Area. As Texas' first post-freeze Station, KDUB-TV brings TV to the vast untapped Texas TV Market. Here are 317,700

Another
DU MONT
Station
COMPLETE TELECASTING EQUIPMENT

DESTINATION
LUBBOCK
TEXAS TELEVISION

Ask the people of Lubbock...
Through the cooperation of
owners, television becomes a
KDUB-TV marks another successful station.
Du Mont—the equipment that pays off
transmission with lower operating costs.

RUSH

FROM

5

TO

50

KILOWATT

...now more than ever

With the recent delivery of a new Du Mont 50 KW television transmitter, KDUB-TV, Lubbock, Texas, extends its range to reach an even greater audience.

The excellent performance record of the original KDUB-TV Du Mont 5 KW transmitter is reflected in the purchase of the new 50 KW model. KDUB-TV now joins the ever-increasing list of television stations that have started and grown with Du Mont television broadcasting equipment.

DU MONT®

Television Transmitter Department, Allen B. Du Mont Laboratories, Inc., Clifton, N. J.



WEST TEXAS

ORIGINAL

MIRACLE

MEDIUM

NOW

316,000 watts

WEST TEXAS' MOST POWERFUL!

Man, KDUB-TV has power running out its ears as West Texas' most powerful station! The Lubbock, Texas Market is dominated with the best programming (CBS & DuMont Nets). The best reception and the most complete coverage.

When you want Texas you need KDUB-TV for more (high income) viewers per dollar than with any other Texas television.



NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

KDUB-TV

W. D. "Dub" Rogers, President & Gen. Mgr.
George Collie, National Sales Manager

LUBBOCK, TEXAS

POWER

TALLEST TOWER

FIRST STATION IN WEST TEXAS

ESTABLISHED 1952

(Continued from page 31)

CBS TV sponsored shows (continued)

PROGRAM	WEEKLY COST UNLESS NOTED	TYPE	LENGTH	SPONSOR	AGENCY
GE Theatre	\$50,000	Drama	30 min. 1 wk	G.E.	BBDO
Godfrey & His Friends	\$35,000 per 1/2 hr	Variety	1 hr. 1 wk	Toni; Gen. Motors; Pillsbury Mills	Weiss & Geller; F. Burnett
Arthur Godfrey Time	\$3,995 per 1/4 hr simul	Morning variety	1 hr. 4 wk	Bauer & Black; Bristol-Myers; Lever; Pillsbury; Gen. Motors; Kellogg; Toni; Corn Prods; Dow Chem	Burnett; Y&R; FC&B; Geller; Miller; MacM & Adams
Guiding Light	\$9,500 5 1/4 hrs	Serial drama	15 min. 5 wk	P&G	Compton
Gunsmoke	\$35,000	Western adventure	30 min. 3 wks in 4	Liggett & Myers	Cun'gham & Walsh
Alfred Hitchcock Presents	\$45,000	Drama	30 min. 1 wk	Bristol-Myers	Y&R
I Love Lucy	\$50,000	Situation comedy	30 min. 1 wk	P&G; Gen. Foods	B-B-T; Y&R
It's Always Jan	\$32,500	Situation comedy	30 min. 3 wks in 4	P&G	Compton
I've Got a Secret	\$25,000	Panel-quiz	30 min. 1 wk	R. J. Reynolds	Esty
Joe and Mabel	\$36,000	Situation comedy	30 min. 1 wk	Pharmaceutical Inc.; Garter	Kletter; SSCB
Lassie	\$30,000	Drama	30 min. 1 wk	Campbell Soup	BBDO
Robert Q. Lewis	\$3,150 per 1/4 hr	Variety	30 min. 5 wk	Miles Labs; Helene Curtis; Corn Prod; Gen. Mills; S.C. Johnson Brown & Williamson; Lanolin Plus	Wade; Ludgin; Miller NL&B; Bates; Dugg
Art Linkletter's House Party	\$4,000 per 1/4 hr	Aud. partic.	30 min. 5 wk	Lever; Pillsbury; Kellogg; Oole	BBDO; Burnett; Ayer
Lone Ranger	\$18,000	Western adventure	30 min. 1 wk	General Mills	D-F-S
Love of Life	\$8,500 5 1/4 hrs	Serial drama	15 min. 5 wk	Amer. Home Prod.	Biow-Biern-Toigo
Mama	\$26,000	Drama	30 min. 1 wk	Gen. Foods	B&B
Garry Moore	\$3,140 per 1/4 hr	Morning variety	30 min. 4/wk 90 min. 1/wk	Bristol-Myers; Prudential; Miles Labs; Kellogg; Simoniz; Scott Paper; Chun King; Toni; SOS; Converted Rice; Yardley; Staley Mfg.; Masland	OCSS; C&H; R&R; Burnett; Tatham-Lair; McCann-Erickson; Anderson & Cairns
My Favorite Husband	\$32,500	Situation comedy	30 min. 1 wk	Gen. Motors (Frigidaire)	Kudner
Name That Tune	\$15,000	Musical quiz	30 min. 1 wk	Whitehall Div., Amer. Home Prod.	SSCB; B-B-T
Navy Log	\$35,000	Documentary drama	30 min. 1/wk	Sheaffer Pen; Maytag	Seeds; McCann-Erickson
Omnibus	\$17,500 per 1/4 sponsorship	Variety-drama	90 min. 1/wk	Aluminium Ltd. of Canada; Scott Paper	JWT
On Your Account	\$3,000 per 1/2 hr	Aud. partic.	30 min. 5/wk	P&G	B&B
Opening Night	\$25,000	Various	30 min. 1 wk	P. Lorillard	Y&R
Our Miss Brooks	\$30,000	Situation comedy	30 min. 1 wk	Gen. Foods	Y&R
Person to Person	\$33,000	Interview	30 min. 1 wk	Amoco; Hamm Brewing; Elgin Watch	Katz; Campbell-Mithue
Private Secretary	\$32,500	Situation-comedy	30 min. alt wks	Amer. Tobacco	BBDO
Robin Hood	\$34,500	Adventure	30 min. 1 wk	Johnson & Johnson; Wildroot	Y&R; BBDO
Damon Runyon Theatre	\$35,000	Story dramatizations	30 min. 3 wks in 4	Anheuser-Busch	O'Arcy
Schlitz Playhouse of Stars	\$32,500	Drama	30 min. 1 wk	Schlitz Brewing	Lennen & Newell
Search for Tomorrow	\$10,000 5 1/4 hrs	Serial drama	15 min. 5 wk	P&G	Biow-Biern-Toigo
The Secret Storm	\$8,500 5 1/4 hrs	Serial drama	15 min. 5 wk	Amer. Home Prods	Biow-Biern-Toigo
Sgt. Preston of the Yukon	\$32,000	Adventure	30 min. 1 wk	Quaker Oats	Wherry, Baker & Tilde
Shower of Stars	\$110,000	Variety	1 hr. 1 wk in 4	Chrysler	McCann-Erickson
Red Skelton	\$41,000	Comedy	30 min. 1 wk	Pet Milk; S. C. Johnson	Gardner; NL&B

(Continued on page 100)

it takes KPTV's

Television Giant

to cover the
Portland, Oregon
scene!



KPTV

NBC

TELEVISION

channel

27



**STORER NATIONAL
SALES HEADQUARTERS**

TOM HARKER, V.P., National Sales Director, 118 E. 57th St., New York, ELdorado 5-7690
BOB WOOD, National Sales Manager, 118 E. 57th Street, New York, ELdorado 5-7690
LEW JOHNSON, Midwest TV Sales Manager, 230 N Michigan Ave., Chicago, FRanklin 2-6498
GAYLE V. GRUBB, V.P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-3631

**Represented
Nationally by
NBC Spot Sales**

(Continued from page 98)

CBS TV sponsored shows (continued)

PROGRAM	WEEKLY COST UNLESS NOTED	TYPE	LENGTH	SPONSOR	AGENCY
Strike It Rich	\$3,000 per 1/2 hr	Aud. partic.	30 min. 5/wk	Colgate-Palmolive	Esty
Studio One	\$38,000	Drama	1 hr. 1/wk.	Westinghouse	McCann-Erickson
Ed Sullivan Show	\$60,000	Variety	1 hr. 1/wk.	Lincoln-Mercury	K&E.
Talent Scouts	\$28,000 simul	Talent variety	30 min. 1/wk	Liptons; CBS-Columbia	Y&R; Bates
Tales of the Texas Rangers	\$12,500	Western adventure	30 min. 1/wk	General Mills	Tatham-Laird
The Big Top	\$13,500	Children's	1 hr. 1/wk	Nat'l Dairy Prods	Ayer
The Honeymooners	\$40,000	Situation comedy	30 min. 1/wk	Buick	Kudner
The Lineup	\$32,500	Crime detection	30 min. 1/wk	Brown & Wmson; P&G	Bates; Y&R
The Millionaire	\$28,000	Drama	30 min. 1/wk	Colgate	Bates.
The \$64,000 Question	\$25,000	Quiz	30 min. 1/wk	Revlon	Norman, Craig & Kuntz
20th Century Fox Hour	\$125,000	Drama	1 hr. alt. wks	G.E.	BBDO
Two for the Money	\$27,500	Audience partic.	30 min. 1/wk	P. Lorillard; Sheaffer Pen	Lenzen & Newell; Seed
U.S. Steel Hour	\$45,000	Drama	1 hr. alt. wks	U.S. Steel	BBDO
Valiant Lady	\$12,000 5 1/4 hrs	Serial drama	15 min. 5/wk	General Mills Wesson Oil; Toni	D-F-S; Fitzgerald; W&A
Welcome Travelers	\$3,000 per 1/2 hr	Aud. partic.	30 min. 5/wk	P&G	D-F-S
What's My Line?	\$28,000	Panel	30 min. 1/wk	Remington-Rand; Jules Montener	Y&R; Ludgin
Wild Bill Hickok	\$22,000	Western adventure	30 min. 1/wk	Kellogg Co.	Burnett
Winky Dink and You	\$4,650	Children's	30 min. 1/wk	Ideal Toy	Grey
You Are There	\$23,000	Documentary	30 min. 1/wk	Electric Cos. Adv. Prog; Prudential	Ayer; Calkins & Holden
You'll Never Get Rich Phil Silvers	\$38,000	Situation comedy	30 min. 1/wk	R. J. Reynolds; Amana Refrig.	Esty; Maury, Lee & Mann

NBC TV sponsored shows

PROGRAM	WEEKLY COST UNLESS NOTED	TYPE	LENGTH	SPONSOR	AGENCY
Armstrong Circle Theatre	\$50,000	Drama	1 hr. alt wks	Armstrong Cork	BBDO
Red Barber's Corner	\$5,300	Sports talk	Approx. 15 min. 1/wk	State Farm Ins.	NL&B
Milton Berle	\$146,700	Comedy-variety	1 hr 1 wk in 3	Sunbeam; RCA; Whirlpool	Perrin-Paus; K&E
Big Story	\$32,500	Drama	30 min. 1/wk	Amer. Tobacco; Simoniz	SSCB
Big Town	\$32,500	Drama	30 min. 1/wk	Lever Bros; A.C. Spark Plug	SSCB; McCann-Erickson, Dgilvy, Benson & M D. P. Brothel
Caesar's Hour	\$112,900	Comedy-variety	1 hr. 3 wks in 4	Amer. Chicle; Remington-Rand; Speidel	D-F-S; Y&R; SSCB
Camel News Caravan	\$5,000 per 1/4 hr	News	15 min. 5/wk	R. J. Reynolds	Esty
Campbell Playhouse	\$35,000	Drama	30 min. 1/wk	Campbell Soup	BBDO
Capt. Gallant of Foreign Legion	\$25,000	Adventure	30 min. 1/wk	Heinz Foods	Maxon
Capt. Hartz & His Pets	\$12,000	Bird show	15 min. 1/wk	Hartz Mtn. Prods.	Hartman
Cavalcade of Sports	\$10,000	Sports	Approx. 45 min. 1/wk	Gillette	Maxon
Colgate Variety Hour	\$80,000	Variety	1 hr 3 wks in 4	Colgate-Palmolive	Esty
Perry Como	\$108,000	Musical variety	1 hr. 1/wk	Dormeyer; Int'l Cellucotton; Gold Seal Wax; Noxzema	J. W. Shaw; FC&B; C Mithun; SSCB
Ding Dong School	\$1,600 per 1/4 hr	Toddler's show	30 min. 5 wk	P&G; Manhattan Soap; Colgate; Wander; Gerber; Gen Mills	Biow-Biern-Toigo; SB&V Bates; Tatham-Laird;

(Listing continues on page 104)

CHANNEL 8
WISH-TV
INDIANAPOLIS

1,000 FOOT TOWER

316,000 WATTS

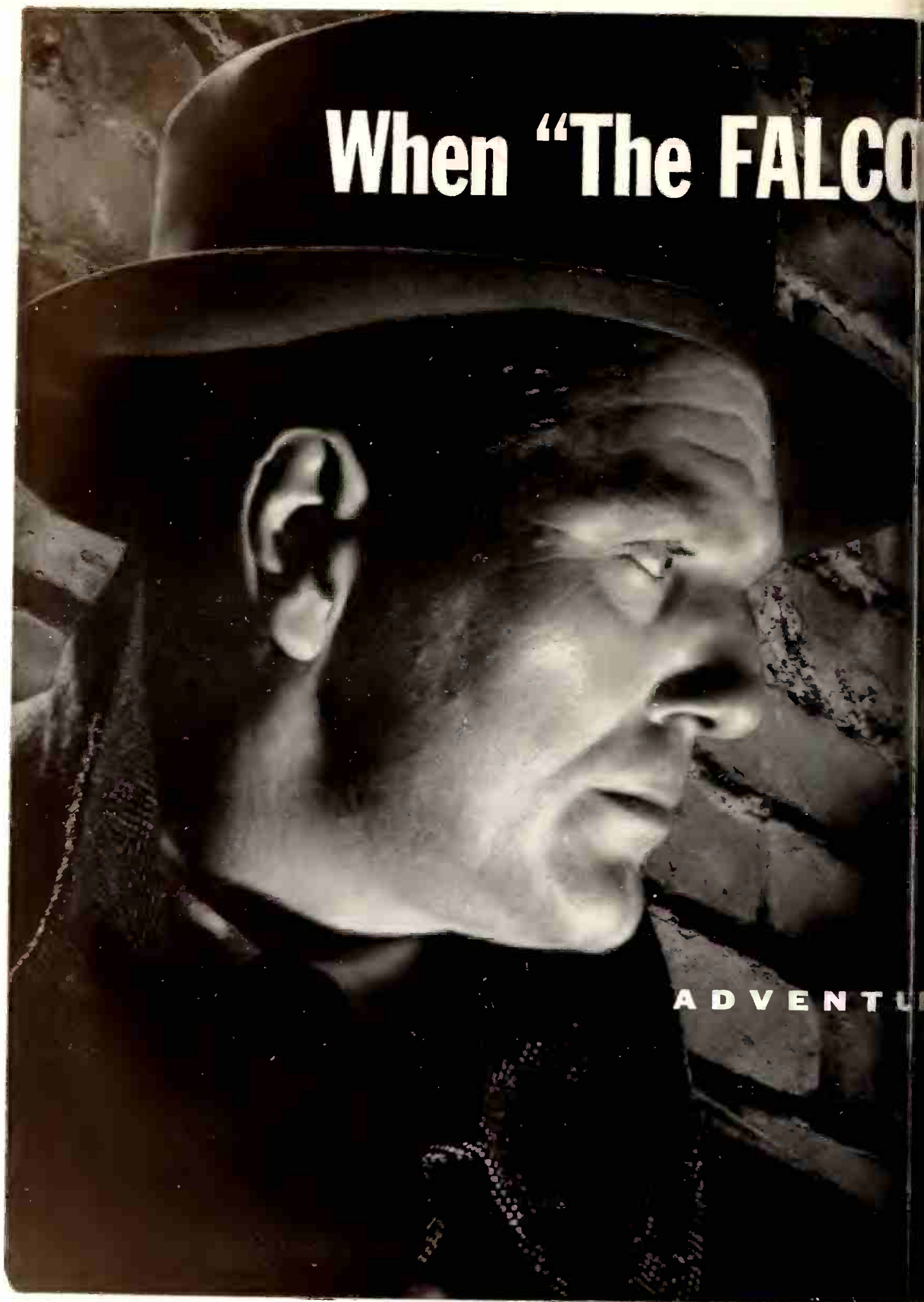


**SEE THE
BOLLING COMPANY
FOR
AVAILABILITIES**

**the most popular programs
in the Indianapolis area
are now on **WISH-TV****



When "The FALCON"



ADVENTURE

ts town, ratings soar!

First-run sponsorship

may still be available in your market

NBC Film Division's "Adventures of the Falcon" makes a habit of raising station ratings substantially in its time period. Out of nineteen major ARB-measured markets where before-and-after information is available, "The Falcon" boosted ratings in *fourteen!* In Memphis, for instance, a 14.4 rating *before* "The Falcon" soared to 25.6 *with* "The Falcon." That's the kind of spectacular rating-increase scored by the series virtually everywhere it runs!

Advertisers of every description have strengthened their competitive position by sponsoring "The Falcon." Brewers, grocers, appliance dealers, furniture retailers, banks and loan companies, department stores — they've all discovered its built-in selling power.

"The Falcon" *sells* because it *pulls audience* . . . immediately! Exciting episodes of adventure all around the world, the exotic flavor of authentic locales, a great new star — Charles McGraw — whose movie fame is expanding rapidly . . . these are the strong audience-values you get with sponsorship of "The Falcon." You also get an exclusive package of advertising, promotion, exploitation and merchandising, unmatched in the industry!

First-run syndication sponsorship, at a down-to-earth cost per thousand, may still be available in your market. Write, wire or phone NOW!

NBC FILM DIVISION

serving all sponsors

serving all stations

30 Rockefeller Plaza, New York 20, N. Y. Merchandise Mart, Chicago, Ill.
Sunset & Vine, Hollywood, Calif. In Canada: RCA Victor, 225 Mutual St.,
Toronto; 1551 Bishop St., Montreal.

OVER THE WORLD!



(Continued from page 100)

NBC TV sponsored shows (continued)

PROGRAM	WEEKLY COST UNLESS NOTED	TYPE	LENGTH	SPONSOR	AGENCY
Dragnet	\$36,800	Detective drama	30 min. 1/wk	Liggett & Myers	Cun'gham & Walsh
Father Knows Best	\$38,000	Situation comedy	30 min. 1/wk	Scott Paper	JWT
Feather Your Nest	\$2,700 per ¼ hr	Quiz	30 min. 5/wk	Colgate-Palmolive (15 min alt days); R. J. Reynolds (1 day)	Esty
Fireside Theatre	\$35,000	Drama	30 min. 1/wk	P&G	Compton
First Love	\$2,700 per ¼ hr	Serial drama	15 min. 5/wk	Jergens	Orr
Coke Time (Eddie Fisher)	\$28,000 for 2	Musical	15 min. 2/wk	Coca-Cola	D'Arcy
Football Scoreboard	\$5,500	Sportscast	15 min. 1/wk	Dow Chemical	MacManus, John &
Ford Theatre	\$40,000	Drama	30 min. 1/wk	Ford Motor	JWT
Tennessee Ernie Ford Show	\$2,700 per ¼ hr	Musical variety	30 min. 5/wk	P&G (15 min. 5/wk)	B&B
Frontier	\$39,800	Historical drama	30 min. 1/wk	Reynolds Metals	Seeds
Fury	No estimate	Adventure	30 min. 1/wk	Gen. Foods	B&B
George Gobel	\$42,400	Comedy variety	30 min. 3 wks of 4	Armour; Pet Milk	FC&B; Gardner
Hallmark Hall of Fame Maurice Evans Presents	\$165,000	Drama	90 min. 1/mo.	Hall Bros.	FC&B
Pinky Lee Show	\$2,800 per partic	Children's	30 min. 1/wk	Sweets Co.	Moselle & Eisen
Home	\$7,000* per 1 min. part.	Women's Service	1 hr 5/wk	Many	Many
Howdy Doody	\$2,800 per ¼ hr	Children's	30 min. 5/wk	Standard Brands; Kellogg; Colgate-Palmolive; Cont'l Bkg; Luden's; Int'l Shoe; Welch Grp Juice	Bates; Burnett; Matt H&M&C; DCS
It Pays to be Married	\$2,400	Quiz	30 min. 5/wk	P&G (15 min. 5/wk)	B&B
It's a Great Life	\$39,500	Situation comedy	30 min. 1/wk	Chrysler-Plymouth Dealers	McCann-Erickson
Kraft Tv Theatre	\$28,000	Drama	1 hr. 1/wk	Kraft Foods	JWT
Pinky Lee Show	\$2,800 per ¼ hr	Children's	30 min. 5/wk	Gen. Fds; Int'l Shoe	Y&R; H.H&McD;
Color Spread Spectaculars	\$265,000*	Musical comedy	90 min. 1 wk in 4 (except first show: 2 hrs)	Sunbeam; Maybelline; Lewis Howe; Goodyear; US Rubber; Buick; Std. Brands; U.S. Savings & Loan	Perrin-Paus; Gordon D-F-S; Y&R; Fle Richards; Kudner;
Max Liebman Presents	\$231,800	Comedy variety	90 min. 1 wk in 4	Oldsmobile	Brother
Life of Riley	\$30,500	Situation comedy	30 min. 1/wk	Gulf Oil	Y&R
Lux Video Theatre	\$50,000	Drama	1 hr. 1/wk	Lever Bros.	JWT
Tony Martin	\$15,000	Musical	15 min. 1/wk	Assoc. Prods; Webster-Chicago	Grey; J. W. Shaw
Medie	\$38,200	Drama	36 min. 3 wks in 4	Dow Chemical	MacManus, John & Al
Meet the Press	\$6,100	Panel discussion	30 min. 1/wk	Pan-Amer. World Airways; Johns-Manville	JWT
Modern Romances	\$2,000 per ¼ hr	Daytime drama	15 min. 5/wk	Colgate-Palmolive	Bryan Houston
Robert Montgomery Presents	\$47,100	Drama	1 hr. 1/wk	S. C. Johnson; Schick	NL&B; K&E
NCAA Football	\$58,800	Football	Approx. 2½ hrs. 1/wk	Schick; Avco; Gen. Cigar; Gulf	K&E; Ludgin; Y&R
Louella Parsons		Interview	30 min. 1/wk	Toni; Brown & Wmson	Weiss & Geller; Bate
People Are Funny	\$24,700	Interviews	30 min. 3 wks in 4	Toni; Paper-Mate	Burnett; FC&B
Pontiac Hour	\$67,800	Drama	1 hr. alt wks	Pontiac	MacManus, John & Al
Producer's Showcase	\$260,000 (2 spon @ \$130,000 ea)	Drama, comedy	90 min. 1 wk in 4	Ford; RCA	K&E
Martha Raye	\$146,700	Comedy-variety	1 hr 1 wk in 3	Sunbeam; RCA; Whirlpool	Perrin-Paus; K&E
Roy Rogers	\$23,500	Western	30 min. 1/wk	General Foods	Benton & Bowles
Screen Directors Playhouse	\$40,000	Drama	30 min. 1/wk	Eastman-Kodak	JWT
Dinah Shore Show	\$30,000 for 2	Musical	15 min. 2/wk	Chevrolet Dealers	Campbell-Ewald
Texaco Star Theatre	\$55,000	Comedy-variety	30 min. 3 wks in 4	Texas Co.	Kudner

*Includes time and talent costs.

(Listing continues on page 106)

Marketing Gold Mine!

By John Pepper and Bert Ferguson



There's not a sales manager alive who wouldn't be glad to give his eyeteeth for a brand new market. Well, we've got one. Not simply brand new. But brand new and heavily populated. Brand new and free spending. Brand new and sold 100 percent *on one medium!*

Try and find a market like it—we'll bet you can't! This single market is bigger than New York City. Bigger than Los Angeles. Bigger than St. Louis—Cleveland—Philadelphia.

And it's been right under the nose of everybody in Memphis for a long time. But until our radio station WDIA became the first to program exclusively for *Negro listeners* here, this great new market remained undiscovered.

10% of USA: For WDIA commands the Negro market in this area. And right here are close to 10 percent of all the Negroes in the entire United States! We call it the "Golden Market." It numbers 1,230,724 Negroes.

Spend 80%: These folks make money. What is even more important to sales managers, they *spend most of it.*

It is a fact that these folks spend, on the average, 80 percent of the money they earn. They spend it on consumer goods and services.

And here's something else. As has been recently pointed out in *SPONSOR*, these folks are not to be classified as "buyers from a low income group."

Quality Buyers: They buy, if anything, the better quality items for sale. They buy plenty of matches and baking soda and soft drinks. But they're also eager customers for *big items.* Big cars. Nice houses. Fancy suites of furniture.

What we're getting at is this. These

folks buy for the same reasons that other folks buy. But they have *additional* reasons, peculiar to their own group.

The Memphis market is 40 percent Negro—an important fact to think about in its own right. But add to it these facts.

That Negroes buy 64.8 percent of all flour sold in Memphis.

Negroes buy 56.6 percent of all laundry bleaches sold in Memphis.

Negroes buy 50.3 percent of all mayonnaise sold in Memphis.

Negroes buy 60 percent of all chest rubs sold in Memphis.

Negroes buy 60 percent of all deodorants sold in Memphis.

That is not "low income" buying. That is what we might call "special group" buying. For special reasons.

And one of those reasons is that Negroes in the South use their homes for a great part of their social life. They spend money on *things* for their homes.

They have larger than average families. They spend money on *things* for their children.

The point is that they are willing—far more willing than the average man—to spend their money. They have been spending it, and are continuing to spend it.

In our WDIA area, their wages will amount to \$278,152,551.00 this year. That's *over a quarter billion dollars.*

And remember that 80 percent of it is going to be spent on *things* for home and family—consumer goods.

Their Own Station: Now here is where we can tell you how you can reach this market—positively.

You can reach it with WDIA.

For WDIA was the *first* station to talk to these folks in accents they know and understand, in the Southern city that ranks *first* in Negro population.

WDIA uses Negro music. Turn the dial idly—you can't mistake it.

WDIA uses Negro voices. Willa Monroe, star of "The Tan Town Home-maker Show," was the first Negro woman broadcaster in America. Ford Nelson, star of "Glory Train," "Highway to Heaven" and "Tan Town Jubilee," is known to every Negro for miles and miles around.

Tremendous Response: No wonder these folks regard WDIA so proudly as the *only* station—their station! No wonder they keep WDIA tuned in morning, noon and night.

No wonder this keen appreciation this fierce devotion has swept WDIA from 250 watts to 50,000 watts of power—in just one big step!

No wonder this feeling has put WDIA at the *top* of both Hooper and Pulse tabulations. And this, in a field of 8 stations, some of which had been on the air in Memphis for more than 25 years!

Does this combination of heavy spending, concentration of customers and direct contact through a single medium of unmatched acceptance get results?

You bet it gets results.

Here are just a few of the nationally famous advertisers who came to WDIA and got results—whopping results:

Criseo, Halo, Kool Cigarettes, Super Suds, Drano, Folger's Coffee, Hunt's Tomato Sauce, Kellogg's Corn Flakes, Swansdown Cake Mixes, Pet Milk, Wildroot Cream Oil, Gold Medal Flour, Wrigley.

We could add a list of many more.

But we'd like to talk about the kind of product and sales problem that especially interest you. No matter what the product, we'll have some pertinent information. No matter how the problem of making sales in the South has looked to you until now, this is a *new slant.*

You write us a note, and tell us what product you're working with. We'll send you back promptly the *hot* not cold—figures on our "Golden Market."

WDIA is represented nationally by John E. Pearson Company.

John Pepper
JOHN PEPPER, President

Bert Ferguson
BERT FERGUSON, General Manager

Harold Walker
HAROLD WALKER, Commercial Manager

(Continued from page 104)

NBC TV sponsored shows (continued)

PROGRAM	WEEKLY COST UNLESS NOTED	TYPE	LENGTH	SPONSOR	AGENCY
The Cherry Show Variety: Bob Hope:	\$116,700 \$235,300	Comedy-variety (Bob Hope, 8 shows; Dinah Shore, 2; Betty Hutton, 1; others)	1 hr 1 wk in 3	Chevrolet Dealers	Campbell-Ewald
The People's Choice	\$35,000	Drama	30 min. 1/wk	Borden Co.	Y&R
This is Your Life	\$58,800	Dramatic interviews	30 min. 1/wk	Hazel Bishop; P&G	Spector; Compfon
Today	*\$5,900 per 1 min. part.	News & Information	2 hr 5 wk	Many	Many
Tonight	*5,600 per 1 min. part.	Variety	1½ hr 5 wk	Many	Many
Truth or Consequences	\$21,000	Comedy quiz	30 min. 1/wk	P. Lorillard	Lennen & Newell
Tv Playhouse	\$57,000	Drama	1 hr. 1/wk	Goodyear; Alcoa	Y&R; F-S-R
Way of the World	\$2,600 per ¼ hr	Serial drama	15 min. 5/wk	Borden Co.	Y&R
Wide Wide World	\$150,000	Documentary	90 min. 2/mo.		
Paul Winchell Show	\$28,200	Children's	30 min. 1/wk	Sweets Co.	Moseffe & Eisen
World of Mr. Sweeney	\$2,700 per ¼ hr	Daytime drama	15 min. 5/wk	P&G	B&B
You Bet Your Life	\$42,500	Comedy quiz	30 min. 1/wk	DeSoto-Plymouth Dealers	BBDO
Loretta Young Show	\$40,000	Drama	30 min. 1/wk	P&G	B&B
Your Hit Parade	\$38,000	Musical	30 min. 1/wk	Amer. Tobacco; Warner-Hudnut	BBDO
Youth Wants to Know	\$3,800	Question-and-answer	30 min. 1/wk	Gen. Dynamics	Morcy, Humm & John
Zoo Parade	\$13,000	Children's	30 min. 1/wk	Quaker Oats; Amer. Chiele	NL&B; D:F-S

*Includes time and talent costs.

ROUND-UP

(Continued from page 73)

WDEF and WDEF-TV, Chattanooga, sent out a promotion piece to admen recently in the form of a mouse trap. Their "Better Mouse Trap" doesn't exactly catch mice, but it's a handy way to hold down papers on a desk even while the fan is going. The station omitted any mention of anyone beating a path to their door, but they do label their promotion the "Better Mouse Trap." and they can hope.



WDEF's "Better Mouse Trap" promotion in use

* * *

That the local radio programming trend is profitable to individual radio stations is borne out by another sta-

tion's achievements. General Manager John Pallottini, of WCRO, Johnstown, Pa., announced that local business for the quarter just finished has increased 122.4% over the same period last year.

Reason for the spurt, according to Pallottini, is the station's emphasis on music, sports, news and local events, with less and less reliance on the network service.

* * *

E. S. Mittendorf, general manager of KOPO-TV, Tucson, contracted with Pan-American Telefilms Inc. for 260 Spanish feature films. One movie is shown every Monday, Wednesday and Friday at 10:00 a.m. and a double feature is run on Sundays, beginning at 12 noon.

KOPO-TV's phone lines have been tied up with calls thanking them for the new program. Mittendorf explains his plan as a thank you to the Spanish speaking population. "They have been very loyal to KOPO-TV and its advertisers, and in offering these Mexican films for their enjoyment. I do so as an expression of my gratitude for such loyalty."

* * *

KLAC, Los Angeles, has premiered

a \$10,000 color film called "The KLAC Story." The 20-minute film outlines the growth of radio in general and KLAC in particular, and is directed at ad agencies and sponsors.

Talent in the film consists of the station's own "Big Five," disk jockeys who describe their shows and sponsors. The time elapsed between the writing of the story and the final editing was only 17 days, and the film was super-



Adams (seated) and Hall inspect KLAC film

vised by Station President Mortimer Hall and Sales Manager Felix Adams.

After the film was released, Hall commented that it was "another giant step forward in the optimism we all feel for the future of radio." ★★



"Gran'pappy seen it on Garry Moore. It's a Toni."



WIN THIS 21-INC

in this history-making contest sponsored by

Just as color television adds an important new dimension to advertising, so "BUYERS' GUIDE TO STATION PROGRAMING" adds an important new dimension to the buying of tv and radio time.

In the two years BUYERS' GUIDE has been published, we've heard of scores of ways it has been used. But we'd like to hear still more uses so they can be passed along for the profit of our readers.

And so this exciting contest was conceived to get the answers from SPONSOR subscribers . . . all of whom received "1955 BUYERS' GUIDE TO STATION PROGRAMING" on May 16th.

Enter the Contest today. The rules are simple. The prizes are exciting. And win, lose or draw . . . your rewards from using "BUYERS' GUIDE" will be great.

Extra copies of BUYER'S GUIDE are available @ \$2 each.

Non-subscribers may get one by entering a subscription to SPONSOR @ \$8 for 1 year, \$12 for 2 years.

1ST PRIZE

Magnificent 21-Inch RCA Portable Color Set!

Enjoy the thrill of big screen Color TV—vividness of high drama—the color of Broadway musicals, superb performance goes stunning cabinetry. For here is television's housewife, stylish and low . . . a show in rich mahogany or blond tropical finish. Brings you *all* the programs in color, too! Magnificent "color casts" in color—and all the other shows in color or black and white.

RCA COLOR TV SET

BUYERS' GUIDE TO STATION PROGRAMING

2ND, 3RD AND 4TH PRIZES—

RCA "Slumberette" Clock-Radio

Slumberette is designed to give you music around the clock. At bedtime, enjoy an hour of music—inviting sleep, then turns off automatically. In the morning, automatic switch turns radio on and buzzer ten minutes later. Automatic coffee-maker. Built in phonocket.

ENTER, HERE'S ALL YOU DO!

100 words or less tell *one way* you are a "BUYERS' GUIDE TO STATION PROGRAMING" (mailed free to all SPONSOR subscribers on May 16th)

Entries will be judged on the basis of originality and freshness of thought by a panel of judges that includes Pete Cash, Director of Station Relations, TVB; R. David, Director Local Sales & Service, NBC; and Lawrence Webb, Managing Director, ABC.

Multiple prizes will be given in case of tie. Employees of SPONSOR are not eligible. Submit your entry to:

BUYERS' GUIDE CONTEST
 c/o SPONSOR SERVICES INC.
 100 East 49th St., N. Y. 17, N. Y.

Entries must be post-marked no later than September 30, 1955.

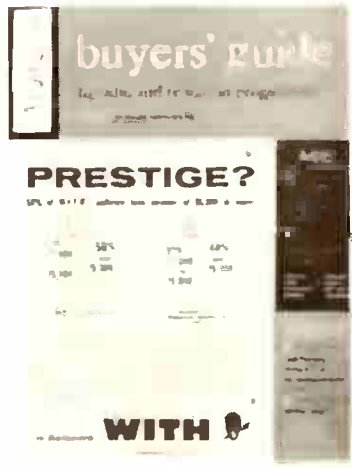
5TH THROUGH 10TH PRIZES—

RCA DeLuxe "Personal" Portable

Powerful little performer is housed in unbreakable "impac", won't dent . . . won't crack . . . or break. Here's sensitive reception, too . . . plus room-size volume. And it's all in a portable about the size of a book, less than 6 inches high. Plays loudly . . . no warm-up . . . no waiting. Powered by self-contained batteries.

THESE EXCLUSIVE FEATURES GIVE BUYERS' GUIDE HUNDREDS OF USES

- ✓ catalogs the local programing of 2172 radio stations and 381 television stations in U. S. and Canada.
- ✓ tells at a glance the program character, audience interests and facilities of each individual station.
- ✓ provides separate lists of stations appealing to specific groups and tastes.
- ✓ shows the number of weekly hours each radio and tv station devotes to 10 principal categories of programing.
- ✓ gives studio facilities and film and slide specifications of tv stations.
- ✓ gives power, national rep. network program hours, services.



WITH

SPOT TV \$ FIGURES

(Continued from page 43)

verting what is there into dollars.

It may well be asked: If the data is all there why don't advertisers who subscribe to Rorabaugh Reports (cost: \$45 per quarter) do their own converting? Answer: Some of them do. P&G agencies, for example, divide among them the job of converting Rorabaugh spot tv figures into dollars.

Next obvious question: Why, then, should TvB pay Rorabaugh for data and then make some of it public? The first answer is that TvB is doing a sales promotion job for the industry, centering attention on spot tv by making clear just how much money is spent in total and by individual advertisers in the medium. Secondly, converting figures is a costly and time-consuming job. Rorabaugh contends that because he has know-how and can do conversions in volume, he can do it cheaper than anyone else. The fact that clients such as Colgate, Lever Bros., Ted Bates buy special tabulations from him lends weight to this contention.

Rorabaugh is now investigating the possibility of saving time and money by putting his report, as well as the dollar data, on IBM and possibly UNIVAC machines. Recording & Statistical Corp. has set up a system for doing this and Rorabaugh was awaiting an estimate on what it would cost at presstime.

Rorabaugh material does not lend itself easily to IBM machine calculations. This is because of the tremendous number of calculations that must be worked out. The size of this task explains, in part, some of the problems involved in hammering out an agreement between Rorabaugh and TvB.

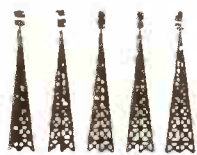
There are about 40,000 different computations involved in getting all the dollar figures from the *Rorabaugh Report*. This is in addition to the tremendous fact-gathering job involved in putting out the *Rorabaugh Report* in the first place. Besides recording the fact that such and such an account used such and such a station, the report must indicate which of 27 different kinds of activities the advertiser bought and the number of each.

These activities include announcements, participations or I.D.'s. For each type of time buy it is indicated whether it is on daytime, nighttime, or late nighttime. This last classification is a new refinement in the *Rorabaugh Report*, which previously lumped all nighttime buys together. The new classification will, of course, make dollar calculations more accurate.

The above activities add up to nine different combinations. In addition, there are six different program lengths noted together with whether they are daytime, nighttime or late nighttime. This adds up to another 18 combinations.

It would not be so bad if the same advertisers advertised on the same stations each quarter. But they don't. The turnover, on the average, is about 50% per quarter. So far as the proposed IBM system goes, this means 20,000 new punch-card entries each quarter plus the dropping of another 20,000 punch cards from the system for that quarter.

In calculating costs Rorabaugh works from rate cards. Because Rorabaugh's clients are big, the dollar fig-



NEW AND UPCOMING TV STATIONS



I. New stations on air*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	ERP (kw)** Visual	Antenna (ft)***	NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, I
SCOTTSBLUFF, NEB. ¹	KSTF	10	7 Aug.	12.3	620		None	NFA	Frontier Beasg Co. R. S. McCracken, pres Also operates KFBC-TV, Cheyenne, Wyo. Gene L. Cagle, pres
FT. WORTH, TEXAS	KFJZ-TV	11	9 Aug.	316	1,020		WBAP-TV	455	
LUFKIN, TEXAS ²	KTRE-TV	9	17 Aug.	25.1	650		None	NFA	Forest Capital Beasg. Co. R. W. Wortham, pres E. L. Kurth Sr., v.p. R. Lewin, v.p.
PETERSBURG, VA.	WXEX-TV	8	11 Aug.	316	940		None	NFA	Petersburg TV Corp. T. G. Tinsley Jr., pres I. G. Abeloff, v.p. H. C. Myers Jr., v.p.

II. New applications

CITY & STATE	CHANNEL NO.	DATE FILED	ERP (kw)** Visual	Antenna (ft)***	ESTIMATED COST	ESTIMATED 1ST YEAR OP. EXPENSE	TV STATIONS IN MARKET	APPLICANT, AM AFFILIA
ELMIRA, N. Y. ³	18	8 Aug.	16.4	438	\$142,040	\$65,000	None	Triangle Publications Inc. (Television Div.)
PHILADELPHIA, PA.	23	15 Aug.	266	553	\$414,100	\$500,000	WCAU-TV WFIL-TV WPTZ	Herbert Mayer (o&o) d/b Enterprises

BOX SCORE

U. S. stations on air	421
Markets covered	253§
U. S. tv sets (1 July '55)	36,177,000§

*Both new c.p.'s and stations going on the air listed here are those which occurred 8 August and 20 August or on which information could be obtained in that period. †Not considered to be on the air when commercial operation starts. **Effective radiated power usually is one-half the visual power. ***Antenna height above average terrain (not above ground). †Information on the number of sets in markets where not designated from NEC Research, consists of estimates from the stations or reps and must be deemed mate. §Data from NBC Research and Planning. NFA: No figures available at on sets in market. †Satellite of KFBC-TV Cheyenne, Wyo. ‡Station will receive NBC from KPRC-TV, Houston, but is not an NBC affiliate. §Application is for a satellite rebroadcast programs of WNBZ-TV Binghamton, N. Y.

Maxwell means "MOXIE"
 That's what makes the
 difference in the

"BOB MAXWELL SHOW"

12 NOON TO 1:00 P.M. SATURDAYS



Entertain, sell; sell, entertain. They're one and the same to Bob Maxwell, major-domo of this sparkling weekend feature on WWJ-TV.

To the delight of teen-agers and young adults, astute Mr. Maxwell presents a parade of guests from the show world—especially top recording artists who sing their latest releases *live*. Other typical features are spotlight segments on current fads, sports cars, the newest in clothes and other dominant interests of the young in heart. Earl Stuart's orchestra gets in plenty of good licks, too.

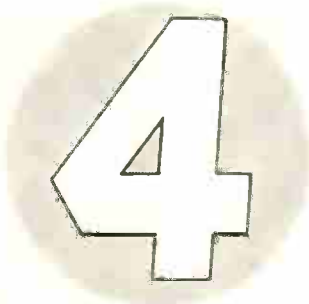
Spice your Detroit campaign with Maxwell's "moxie". Full participation details are immediately available at all Free and Peters offices.



**BIG MAN
 ON RADIO,
 TOO!**

From 6 to 9 A.M. weekdays on WWJ, Bob Maxwell captures a huge home-and-highway audience with music with a melody, news, weather and traffic condition reports . . . Better check on this, also.

*In Detroit . . .
 You Sell More
 on channel*



WWJ-TV

NBC Television Network
 DETROIT
 Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS
 • National Representatives: FREE & PETERS, INC.

ures he works up on their spot advertising and that of their competitors are based on maximum discounts — 312 times for announcements, I.D.'s and participations and 52 times for programs. However, since most spot tv advertising campaigns are not big (only 500 out of 4,000 use 10 or more stations per quarter), the figures for TvB will be based on the one-time rate.

This will not simplify the calculations any. There will still have to be a dollar figure worked out for each of 10,000 entries. If Client X uses three Class "A" I.D.'s for Brand Y on sta-

tion Z in April, for example, the one-time Class "A" rate for I.D.'s on that station is looked up and multiplied by three. That's one calculation.

In most cases, Rorabaugh increases the national totals of big brands 10% to take care of the stations which do not report to him. However, at least two prominent agencies have found that Rorabaugh's dollar totals for its brands are so close to the actual spending that they assume the same is true for Rorabaugh figures on brands competitive to their accounts.

Basic to an understanding of the

TvB-Rorabaugh negotiations is the sizable cost of gathering information from tv stations. Rorabaugh estimates this comes to \$200 per station. The costs are hardly covered by agency subscriptions.

Rorabaugh, therefore, makes his money on the special dollar tabulation he provides. It is easy to see that publication by TvB of detailed brand and market information would take away actual or potential sales income, since no advertiser would pay for facts already made public. TvB could, of course, pay for any potential sales lost to Rorabaugh which would result from the publication of detailed dollar data but the price would undoubtedly be way above TvB's head. As a matter of fact, it is Rorabaugh's intention to supply data to TvB at cost. In return, TvB will help Rorabaugh in getting additional stations to report (TvB president Ollie Treyz has already persuaded Denver stations that they ought to enter the fold).

There are few important holdouts among tv stations not reporting to Rorabaugh, the Crosley outlets being the prime example. Of the total of 246 stations reporting for the second quarter of this year, 80% were vhf.

The main reason stations do not report is their dislike of competitors knowing what accounts are using them. However, stations who do report are able to cut down, if not do away with entirely, the time-consuming business of answering questionnaires from agencies about time bought by competitors of the agency's accounts. They can return questionnaires with a note referring the agency to the station's own listing in the *Rorabaugh Report*.

Interestingly enough, it was station reluctance to reveal their business that killed Rorabaugh's first effort to compile broadcast data back in 1939. He put out one report on both network radio and spot radio in New York City in July and that was that.

Dubbed "National Radio Records," it was a report to beat all reports. Never before had so many facts been gathered about who's buying what—and probably never again will such a complete report on spot radio be put out by anyone.

The spot report listed (1) the product name, (2) the advertiser's name, (3) the agency which placed the business, (4) the name of the station, (5) the power of the station, (6) the name

Obviously OUTSTANDING

-
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**A STAFF OF 44 PEOPLE DEVELOP
IDEAS THAT SELL FOR MORE
ADVERTISERS THAN ALL OTHER
PEORIA STATIONS COMBINED**

FIRST in the Heart of Illinois

CBS RADIO NETWORK

WMBD PEORIA
5000 WATTS



FREE & PETERS, Inc., Exclusive National Representatives



King of a new frontier!

NOW MAXIMUM POWER

WITH 25% MORE SETS THAN ANY OTHER NORTH CAROLINA STATION

WSJS-TV Winston-Salem now has one of the South's biggest TV markets! Its heart is the rich Golden Triangle of key industrial cities—Greensboro, Winston-Salem and High Point.

WSJS-TV's new maximum power taps over 4 billion dollars in buying power and reaches 627,982 TV homes—25% more than any other N. C. station!

NEW

MAXIMUM POWER — 316,000 watts!

NEW

MAXIMUM HEIGHT — 2,000 feet above average terrain.

MORE

COVERAGE — 91 counties, in five states.

MORE

TV HOMES — 627,982 sets.

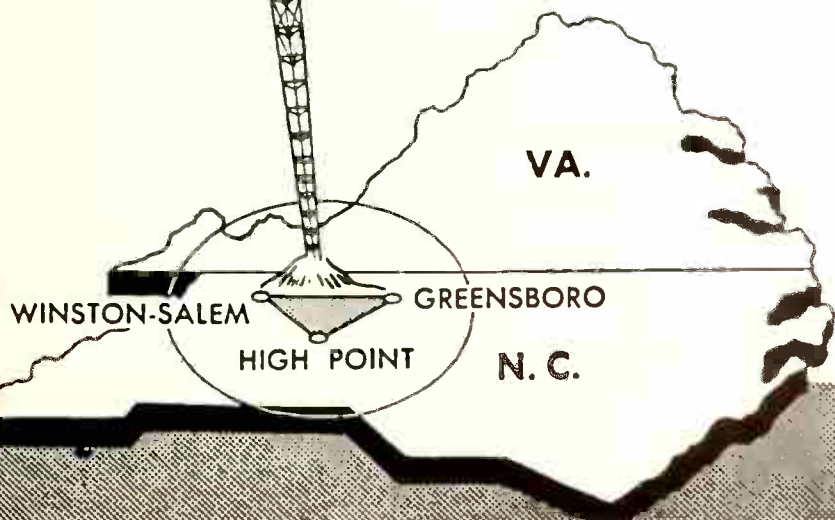
3,943,000 people.

\$4,350,000,000 buying power.

WSJS-TV

WINSTON-SALEM, N. C.

CHANNEL 12



for

WINSTON-SALEM
GREENSBORO
HIGH POINT

HEADLEY-REED, REP.

of the program or number of announcements with a separate listing for each program and for each group of announcements on a station, (7) the gross time cost of each program or group of announcements on each station for the month, (8) total gross spending for time of each brand per month, (9) whether the program or announcements were live or transcribed, (10) whether or not the announcements were in a participating program, (11) the exact time of the program, (12) the number of program

broadcasts for the month (13) time of day announcements were placed, (14) the length of announcements, (15) type of program bought.


The network section had about the same kind of information as contained under each advertiser's listing in PIB. In addition, there were all kinds of cross-indexing of information between network and spot.

The stations who gave Rorabaugh the information (there were 14) got free copies of the report. When they saw it, they changed their minds.

A year later, Rorabaugh began his spot radio report based on information from agencies. He continued this until it was sold to Boerst in 1952.

Boerst's *Spot Radio Report* has a long way to go before it can approach the degree of completeness represented by Rorabaugh's book. Boerst's problem, admittedly, is tougher. In the first place, there are many more radio stations than tv—about 2,700 am outlets compared to about 425 video stations. Even taking into account the fact that many radio stations do not figure in spot business, the spread is impressive. P&G agencies check about 1,400 stations for spot radio data. Lever's spot radio "universe" is about 1,100 stations big.

In the second place, while Boerst seeks information from only a few dozen agencies, these sources are un-



The New Look
at KBTV Denver
DENVER'S KBTV
CHANNEL 9
"The Prettiest Picture in Denver"

will be the only TV station to ever
dominate the nation's 24th market for
3 solid hours Monday thru Friday

CORKY'S CLUB 4:00 to 5:00 P.M. Monday thru Friday					
MICKEY MOUSE CLUB 5:00 to 6:00 P.M. Monday thru Friday					
6:00-6:30	Monday	Tuesday	Wednesday	Thursday	Friday
	ANNIE OAKLEY	SUPERMAN	SKY KING	HOPALONG CASSIDY	LONE RANGER
6:30-7:00	VOICE OF FIRESTONE	AMOS & ANDY	DISNEY-LAND	RIN TIN TIN	JUNGLE JIM

1955 "QUEEN OF COLORADO"

Fall Availabilities NOW BEING BOOKED!

K B T V

JOHN C. MULLINS
President

JOE HEROLD
Station Manager

1089 BANNOCK • DENVER Phone TAbor 5-6386

Free & Peters, Inc. National Representative

★ ★ ★ ★ ★ ★ ★ ★

"... the only technique which was inherently satisfactory to measure both television audiences and radio audiences at the same time was the personal interview. The reason is simple, for when the interviewer is in the home it is easy to establish that the home is a television home, and to conduct the complete radio interview before going on to the tv interview. There is not the possibility of the respondent being too eager to report their tv viewing and neglect the fact of radio listening as was the case with the combined telephone interview."

WARD DORRELL
V.P. & Research
Director
John Blair & Co.
New York

★ ★ ★ ★ ★ ★ ★ ★

der more direct pressure from clients not to divulge data than stations are. Agencies are, after all, representatives of clients, while the customer-seller relationship of advertisers to stations is a less close one.

On the bright side, there is this to be said. The advantages of full exposure of spot radio data are beginning to penetrate through to advertisers and agencies. This has become apparent in recent conversations SPONSOR editors have held with admen. Many agency men are weary of the effort put into sending questionnaires to stations and digging up *sub rosa* rumors concerning what the competition is doing.

During the past three years at one time or another, each of the Big Three soap firms have assented to publication of spot data. The trouble has usually been that when two of them agreed,



YOU MIGHT WIN 3 WIMBLEDON TITLES * —

BUT . . . YOU NEED WKZO RADIO

TO "NET" BIG RESULTS

**IN KALAMAZOO-BATTLE CREEK AND
GREATER WESTERN MICHIGAN!**

**6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE MONDAY-FRIDAY**

	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
Station B	18	17	16
Station C	10	12	11
Station D	10	9	7
Station E	8	7	8
Others	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

* Battle Creek's home county (Calhoun) was included in Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Aren.

If you want to star in Western Michigan, use the 5000-watt voice of WKZO—CBS radio for Kalamazoo-Battle Creek and greater Western Michigan.

Pulse figures, left, tell the story. WKZO is the big favorite 18 hours a day—*actually gets more than TWICE AS MANY LISTENERS as the next station 75% of the time!*

Your Avery-Knodel man has all the impressive facts.

WKZO

**CBS RADIO FOR KALAMAZOO—BATTLE CREEK
AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives



The Fetzer Stations

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

Associated with
WMBD — PEORIA, ILLINOIS

1920, Suzanne Lenglen of France won the Wimbledon Women's Singles and shared the title in the Women's Doubles and Mixed Doubles.



SHORTY
SULLIVAN
captures

FIRST*

place on 7:15 a.m.
weekday show
in Montgomery, Ala.

captures

FIRST*

place on 11:30 a.m.
weekday show
in Montgomery, Ala.

Capturing first place with the immediate city audience with both his weekday programs, Shorty is batting a thousand, but this is only part of the story. The BEST news is that Shorty is on the 50,000 watt

740 KC **WBAM** 740 KC

the **ONLY** radio station covering the entire Montgomery retail trade area, the **ONLY** station delivering a Georgia, Florida and Mississippi bonus audience as well. Call Radio-TV Reps (Peg Stone in New York, Ed Nickey in Chicago) or Ira Leslie, Collect 6-2924, Birmingham, Ala.

*CONLAN, APRIL 1955

El Paso County

5th in Texas
In Population*

TEXAS' TOP TEN COUNTIES		
1—Harris County (Houston)	1,012,000	
2—Dallas County (Dallas)	751,300	
3—Bexar County (San Antonio)	549,200	
4—Tarrant County (Ft. Worth)	486,500	
5—EL PASO COUNTY (EL PASO)	248,000	
6—Jefferson County (Beaumont)	218,900	
7—Nueces County (Corpus Christi)	211,500	
8—Hidalgo County (McAllen)	194,500	
9—Travis County (Austin)	181,600	
10—Cameron County (Brownsville)	158,300	

*1955 Sales Mgmt. Survey of Buying Power

KROD-TV
CHANNEL 4
EL PASO TEXAS
CBS - DUMONT - ABC

AFFILIATED with KROD-600 kc (5000w.)
Owned & Operated by El Paso Times, Inc.

Rep. Nationally by the BRANHAM COMPANY

the third found some current reason to veto. The reason has usually been the introduction of some new product and the reluctance to reveal the all-important market hopping and market strategy involved.

However, the possibility still exists that the trio may get together in one room and say "yes" at the same time. And there is no doubt among admen that once the big soap firms give the nod, the ball will get rolling.

The percentages working toward the release of spot radio data are helped by the fact that two efforts are being made this fall to unearth advertising's biggest secret. Besides Boerst there is, as mentioned, RAB. The radio promotion outfit is playing it carefully by not trying to get too much. It seeks data from a cross-section of radio stations and dollar figures would be projected from this cross-section. If this limited effort is successful it should be easier to eventually get the complete picture. ★ ★ ★

RADIO TEAR-SHEETS

(Continued from page 53)

vast majority of them are unfounded, or a matter of misunderstanding.

"However, the problem of assuring the client that the local radio features he sponsors are being properly presented is not as simple as a reassuring letter or an expensive long-distance call. And a notarized 'affidavit of performance' merely indicates that the program *was* broadcast—not *how* it was delivered, produced, or prepared."

Dennis himself made the first trial run on the agency's private air checks. Carrying a portable tape recorder, he toured a number of markets in which the agency had local radio schedules going. Without station managers being aware that Dennis was within radio ear-shot, he recorded programs, checked them against over-all running time, checked to see if the proper copy was being used, and judged—in the field—the quality of delivery of commercial copy, and show production.

This done, he dropped in on local stations, playing the air checks back and discussing good and bad points with the station managers.

For most of the broadcasters, this was usually a big surprise, and not always a pleasant one.

Recalls Dennis dryly:

"One hundred per cent of the managers, a year ago, were a little amazed when an agencyman walked into their studios to have them hear one of their own shows. A few indicated that, perhaps, the agency was going a little too far with this kind of detective work."

Later, in the client's advertising department and at the Kansas City headquarters of the agency, programs were again reviewed and further suggestions from the admen were passed along to the stations carrying the audited shows.

Today, the checkups are still going on, although PC&H Radio-Tv Account Manager Al Christy does most of the field work and tape recording of radio "tear sheets." As many as 11 western and central states will be covered, with mileage traveled running well into the thousands.

Cost-per-air-check, the agency figures, is now working out to about \$30 per city or area.

The big payoff: PC&H clients have made a net gain in improvement of the quality of their radio campaigns as a result of the continuing checkups, the agency feels. Says adman Dennis:

BMI

Concert Music

Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.

Included in BMI's *Concert Music Service* are:

CONCERT PIN-UP SHEET—
A monthly listing of new recordings, contemporary and standard.

YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.

TODAY IN MUSIC — Dates and facts about the important music events of the month.

BMI-licensed stations—
AM, FM and TV—can be depended upon for complete service in music.

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

The eyes and ears of more than
1,000,000 homes in Northern California
are focused on Miss KRON-TV

STATION SHARES OF AUDIENCE

Monday through Friday

	MORNING 9 AM - 12 N	AFTERNOON 12 N - 6 PM
KRON-TV	49.7%	40.3%
Station B	45.7	32.4
Station C	4.6	27.2
Others	#	0.1

Sunday through Saturday

	NIGHT 6 PM - MID	TOTAL DAY 6 AM - MID
KRON-TV	47.8%	44.6%
Station B	32.7	33.7
Station C	19.3	21.6
Others	0.2	0.1

Nielsen Station Index TV Report April 1955

San Francisco
KRON-TV

AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

Represented Nationally by Free & Peters, Inc.

No. 5 in the series, "What Every Time Buyer Should Know About KRON-TV"

KFAL

A BIG LOCAL MARKET
MORE THAN 65000
RADIO FAMILIES

Fulton-Mexico-
Columbia-
Jefferson City

KFAL COVERS!

30 COUNTIES—½ MV.

INFLUENCES SALES!
FROM DAWN TO DUSK
STUDIOS & OFFICES AT
FULTON, MISSOURI

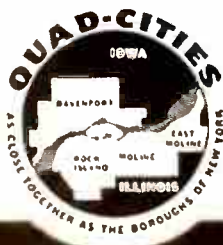
Represented Nationally By
Benton Paschall Company

THE QUAD-CITIES

Rock Island • Moline • East
Moline, Ill. • Davenport, Ia.

NOW
1/4 MILLION
PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of \$5843 per family or \$1794 per capita. Cover this good 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.



Quad-Cities' favorite

WHBF AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

"The most recent air check indicated that the stations which had previously been air-checked showed greatly improved program quality on behalf of the agency's clients."

The majority of radio stations, the agency has discovered, do a good and conscientious job.

"Nine out of 10 stations deliver broadcast quality exactly as called for in the agency contract," says Dennis.

What about the 10% on the other side of the fence?

"Of the 10% who fail," Dennis answers, "the majority are using client time for adjacent one-minute announcements; rewriting agency copy without specific approval; scheduling competitive copy too close to the client's program; are guilty of poor or unrehearsed delivery by the announcer; or have spent an inadequate time in program preparation."

Tv "eyed" too: As a result of its success with the radio "tear sheet" opera-

★ ★ ★ ★ ★ ★ ★ ★
"It is my belief that it's more important for you to know the composition of the audiences in the time periods you are buying or selling than it is to know the sheer size of the audiences, whether the size is expressed in terms of total sets, total families, or total individuals."

J. A. WARD
President
J. A. Ward Inc.
Market Research
New York

★ ★ ★ ★ ★ ★ ★ ★
tion, PC&H has tried its checkup methods out on television stations, too, with the agency men looking at hotel room tv sets (usually at night) while they're monitoring radio.

Again, the agency found that most stations carrying the agency's spot tv schedules were handling them well. But, as usual, there were some mavericks in the advertising corral.

"For example," Dennis told SPONSOR. "in a major market we discovered that one station was bracketing our 'prime adjacency' with one 20-second film and two 10-second films. In other words—four different commercial announcements sandwiched between two important nighttime programs. This seemed to be the rule on this station. On another occasion, we found three announcements between a pair of evening tv shows on the same station.

"Instances of this nature are few, but even these few cause considerable concern lest the practice of 'multiple-spotting' become widespread."

PC&H maintains a simple-but-firm policy. Clients using spot tv announcements, the agency feels, should be sandwiched between shows with no more than one other advertiser, either a 20-second or 10-second advertiser as the case may be.

"In the event the station policy is such that it permits more than two announcements between programs," says Dennis, "we seek other availabilities."

Does PC&H feel that its electronic "private eye" methods are worth their costs?

Yes, indeed. Points out Dennis:

"While this represents a substantial operating cost for the agency, it is serving the purpose of providing clients, for the first time, with a 'tear sheet' of local radio and reports on tv. Results after one year of checking indicate the agency investment is paying off in dividends of more effective use of radio for clients, and in building and maintaining sponsor confidence."

Although stations grumbled at first at what they felt were "Peeping Tom" methods of the agency, most have now come to realize that the "tear sheet" system works for their benefit, too.

One of the brightest mornings PC&H adman Gene Dennis spent recently occurred when the following letter arrived from William B. Quarton, general manager of Cedar Rapids' WMT.

Stated Quarton:

"This may sound strange coming from a radio station, but we actually welcome this sort of thing for we, like you, are very anxious that the clients' wishes are being carried out. If they are not, we would be the first to want to know about it. There is nothing as comforting as a happy client." ★ ★ ★



"KRIZ Phoenix says you have everything—please, sir, may I have a wolf-trap?"

Anyone who reads
this is interested
in radio

(So, we might add, are we, so
look out for that last paragraph)

Once upon a time there was a preacher who got up early. This was four years ago. The preacher was a Rev. Jones, who lives near Clarence, Iowa. When he got up early, he turned on the radio and there was Chuck Wercester telling about Myzon, which is an additive that you feed to poultry, hogs or cows if you have poultry, hogs or cows, which this preacher had because he was also a farmer on the side, which isn't too unusual in Iowa, but he hadn't heard of Myzon before, which is. The way Chuck carried on about Myzon made it sound pretty good, so the preacher tried it. Today the Rev. Jones swears by . . . well, let's just say he thinks Myzon is great. He says his flock (of hens - 140 at last count) sometimes gives him 100 eggs a day and seldom less than 72. He says he can get his hogs ready for market now in 5½ months, which is like writing an advertisement in 5½ minutes. This speaks well for Myzon, of course, and it also proves that preachers believe what they hear on WMT.

Items like the paragraph above convey the impression that Iowa is full of farmers. It is, of course, but it would be nice to find a preacher who is a part-time manufacturer so we could make another point. Our home county ranks among the hundred leading U.S. counties in the manufacture of food and kindred products as well as in the manufacture of machinery. The industrial payroll is 2½ times the agricultural income for the county. The state's *industrial* income is greater than its farm income.

Go ahead and think of Iowa as great farm country. But don't overlook industry. Four of the five top industrial counties of Iowa are located within our 2½ mv contour. All of the counties within the 2½ mv contour add up to two-thirds of the state total. Yet, there is no big concentration of consumer buying power, industrial payrolls or farm income in Iowa. You've got to have coverage in Iowa. Our 600 kc 5,000 watt signal gives it to you. Plus listeners - more, in fact, in our 33-county primary area than all other radio stations in the area combined. For details, see the man from Katz.

WMT • Mail address: Cedar Rapids • CBS



FIRST IN PUEBLO COLORADO KKTV

CHANNEL 11
**FIRST IN
COLORADO
SPRINGS, TOO**

Covering Colorado Springs and Pueblo
for CBS, ABC, and DuMont
television networks

**NATIONAL SALES OFFICE
KKTV, PUEBLO, COLORADO**

Represented by GEO. P. HOLLINGBERRY

more
for your
money

SKYLINE

GROUP

DISCOUNTS



★ SALT LAKE CITY **KDYL-KTVT**
★ DENVER **KLZ AM-TV**
★ ALBUQUERQUE **KOB AM-TV**

SKYLINE GROUP, RADIO-TV
Covering the Uranium
Triangle—Colorado, Utah, New Mexico

J. I. MEYERSON, 3432 RCA BLDG., N. Y.
THE KATZ AGENCY • BRANHAM CO.

SANDRAN

(Continued from page 45)

season which begins in early spring.

Driving back from a client meeting in Philadelphia, Ted Grunewald, agency radio-tv director, and Charlie Skoog, discussed the Sandran problem somewhat morosely. Summer was approaching and both men feared that reduced daytime tv viewing would just about ground Sandran's tv advertising.

"How about trying Steve Allen's show?" Grunewald suggested.

The idea appealed. For one thing, both agencymen felt that *Tonight* would reach the working girl, which the *Home* show could not. Further, they were convinced that the women viewing *Tonight* tended to be the younger women, mothers of small kids, who are better customers for the style-conscious floor-covering industry. Thirdly, the agency felt that the format of the *Tonight* show would lend itself to a more dramatic presentation of Sandran commercials than a homemaker show. And lastly, the idea of product identity with Steve Allen appealed to a firm conditioned to having dealers associate Congoleum with Dave Garraway half a decade after Congoleum ceased sponsoring Garraway.

Today, Sandura puts 70% of its budget in tv, 30% in print. Merchandising accounts for as big a split of the budget as commercial time and talent.

"Let's get 'em talking about Sandran," said Skoog. Grunewald's car sped up to an enthusiastic 65 miles an hour. It was a rainy, slushy afternoon but the New Jersey turnpike, though streaked with mud, glistened under the drizzle like a giant sheet of linoleum.

"Wonder how Sandran would stand up under this traffic?" one of the men mused. (They're giving credit to each other for the idea, so it's tough to pin down which of the two actually originated it.)

However, the main thing is that the idea for the first commercial was conceived right there on the highway. They decided that it would be a graphic demonstration indeed to show Times Square traffic grinding over a roll of Sandran, only to have all traces of dirt swabbed away on camera in a few easy wipes of a mop.

The commercial would have fallen flat on its face if the floor covering cracked, crumbled or turned out to be impossible to clean. Hicks & Greist was not about to take major chances.

To test the stunt, the agency spread a roll of Sandran along a Pennsylvania highway for seven days, subjecting it to the daily car, bus and truck traffic. Sandran not only passed the torture test, but came out looking clean and new after some wipes (thorough, but no scrubbing) with a mop.

Problems solved, commercial on the air? Not by a long shot. It seems that no one up and down the line of New York City dignitaries, would okay the use of New York's own streets for this purpose. Hicks & Greist prepared an alternate script, but refused to give up. At 10:00 a.m. of the day the commercial was to go on, the agency still didn't have permission to put floor covering on the street behind the Hudson Theater, the studio that Allen telecasts from.

The situation was tense, but not hopeless. It seems that busy New York police had to patrol other streets that night, and someone somehow managed to stretch a roll of Sandran across the street. As luck would have it, it poured that night, but the commercial was produced as planned. Not quite as planned actually, because crowds of spectators gathered as Steve Allen appeared with his mop and pail, and Allen, carried away with the stunt, invited a couple of sailors to "swab the deck," with numerous closeups of Sandran after traffic but before cleaning.

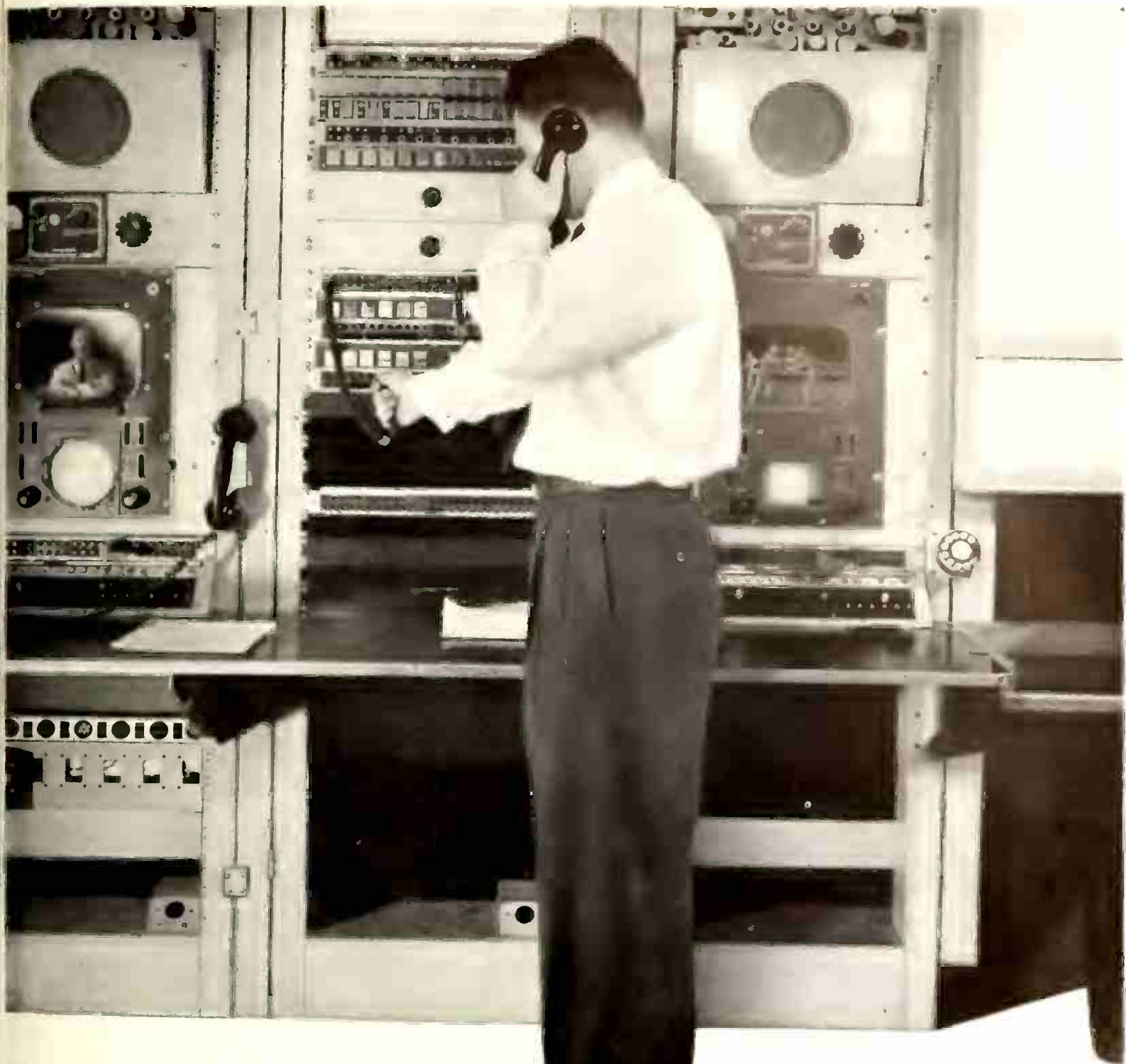
That one commercial alone was responsible for an addition of 76 new franchised Sandran dealers in New York City alone. (Since Sandran started advertising on tv, the number of dealers handling the product in New York has jumped from some 200 to 700.) Even the agency was swamped with calls for Sandran, which NBC TV referred to Hicks & Greist.

The pitch itself, delivered by Steve Allen, was a straightforward, direct sales message, stressing price, written

... QUAKER OATS USES



representatives:
New York—Richard O'Connell, Inc.
San Francisco—Broadcast Time Sales
Chicago—Broadcast Time Sales



TV star that nobody sees

One of the real TV network "stars" is this technician at work in one of the scores of Bell System TV control rooms across the country.

You never see him on a television screen. But because of his work, television network programs — black and white or color — are successfully transmitted from city to city.

His job is to keep an eye on TV—to make sure that

the picture is high quality, to switch programs from one pickup city to another, to add stations to the network, to change channels as necessary.

He is one of more than a thousand trained technicians who are engaged in this work.

They use special equipment, like that shown above, to provide the finest possible television transmission on nearly 70,000 channel miles of Bell System network.



BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow.

THE KGGF 10 KW
SIGNAL DELIVERS
PRIMARY COVERAGE
TO 87 COUNTIES
IN KANSAS,
OKLAHOMA, MISSOURI & ARKANSAS
WITH A POPULATION
OF 2,750,000



John E. Pearson Co. Nat'l Rep.

IN EVANSVILLE INDIANA



WISE
BUYERS
CHOOSE

**THIRTY
FIFTY**

SALES WITH SHOWMANSHIP
NANCY THOMPSON

Homemaker Supreme

Every survey for 18 months
shows WEIT's NANCY
THOMPSON "tops" as the
Evansville, Indiana Tri-State's
NUMBER 1 Homemaker

PARTICIPATIONS AVAILABLE

Represented by
MEEKER TV, INC. — ADAM YOUNG
ST. LOUIS



CHANNEL 50

WENT

NOW OPERATING
WEOA—CBS RADIO



by Carl Cobb, H&G's supervisor of television copy.

"You know, once in a while a product comes along that's so outstanding—so much better than anything you've ever seen before—*yet priced so right*—that you want to tell everyone about it! Well, that's how we feel about Sandran—the Stainless Vinyl Floor Covering. "But it's not enough to tell you . . . we want to prove it to you. This afternoon, we started putting Stainless Sandran to the most rugged test we could dream up. We actually put a strip out here on the street . . . just off Times Square . . . and all this time, hundreds of people have been walking over it . . . cabs and trucks have driven over it . . . dirt and dust have been pounded into it. Just look at all the dirt . . . the tire tracks and foot prints! Yet with all that rough treatment, watch this: *it takes nothing more than a wet mop to wipe it clean. You don't even need to scrub it!*"

Copy wound up with a strong "price pitch" and urge to go see a reliable franchised Sandran dealer fast.

Retailer comments began pouring in to the Sandura Co. immediately from the field, reported Sam Pollock, Sandran's aggressive advertising manager.

Young's Dependable, Tampa, Fla.—"Arranged for tie-in on tv for August 10 Steve Allen show. Will also have window, advertisement in August 10 paper and sidewalk display."

Sears, Roebuck, Akron, Ohio—"Since Sandran sold so well, they let their stock go down so that felt base stock could be cleaned out. Didn't do a bit of good. Bought eight rolls Sandran. Clerk sold 22 yards of #1370 from my sample while I was standing there. Running one-quarter page ad on Sunday, August 14 to tie in with August 10 Steve Allen show."

Little Neck Furniture, Little Neck, N. Y.—"Running Steve Allen sidewalk promotion."

The sidewalk promotions referred to above were created by Hicks & Greist and Sandran sales executives—then featured in batches of broadsides the Sandura Co. sends out to the dealers continuously. "You too can make a Sandran torture test," they suggest to the dealers. "Put Sandran on the street before your store and watch results."

Did Hicks & Greist find it impossible to top the success of its first Steve Allen commercial?

Not at all. For the second commercial the agency merely hired an ele-

phant from the Chateau Riding Academy, had to have him trucked in from New Jersey at a total tab of \$500 including trainer. The elephant arrived at 6:00 p.m., somewhat disgruntled by the rain, and Hicks & Greist executive producer Gerry Ford prefers to forget the evening. Oh, the commercial was a hit all right, but Ford recalls many tense moments when the elephant seemed on the brink of doing any number of uncalled-for stunts.

With an eye to continuous entertainment value and novelty, Hicks & Greist is now negotiating with Nancy Walker to do the next commercial. While Steve Allen declaims about the neatness and efficiency of the typical housewife, Nancy Walker would do a thorough job of messing up the studio kitchen as any summer hachel might.

Beyond that commercial, plans are still vague. However, it is certain that Sandran will be buying more minute participations than ever on the Allen show this fall. Furthermore, the agency anticipates that its client's budget will leap to half a million in 1956.

The \$500,000 figure is, incidentally, somewhat more in proportion with Sandran sales—estimated at \$6 million in 1955, against \$2 million three years ago. One reason for the relatively small amount in advertising this date is, of course, the burden of deeming the faulty earlier product.

John Clement, president of Sandura Co., who founded the firm in 1923, expresses some amazement still about the "spectacular returns" of the Steve Allen commercials. Says he, "If they weren't so large, I'd be tempted to have an elephant as a pet." ★★



"Now that KRIZ Phoenix has announced a lay-away plan for undertakers, I'm about to croak."

VIM SATURATION

(Continued from page 55)

...ance you need. Biggest discounts of 24 to 30%. Largest trade-in allowances ever. Each of the 56 neighborhood Vim stores is now featuring the all-new 1955 Lewyt with big wheels. Never, NEVER have you seen anything like it. Mounted on big rubber wheels, this revolutionary new Lewyt is the world's first and only vacuum cleaner that rolls effortlessly all through your house. No lifting, no carrying. Rolls over door sills . . . long bare floors . . . across scatterings and thickest carpets. Rolls over its own cord without tangling. It not only swivels, but rolls from room to room. Carries its own cleaning tools, too. All this plus more power, unquelled quietness, instant dust disposal, bigger dirt capacity, no dust bag to empty. Big \$20 trade-in allowance for your old vacuum cleaner. So see Lewyt now at Vim's lowest price in town!"

Vim changes its commercials continuously, not only to rotate sales messages for the various appliances that the stores sell, but also to announce its continuous "special sales" and "close-outs" to the public.

Television strategy: In tv, Vim usually uses the open-end films provided by the various manufacturers, and adds a live store-tag to them. Sometimes the firm sticks to slides or completely live announcements.

A point frequently stressed in Vim advertising, beyond low price and discounts, is the chain's credit policy. "You pay the same price whether you're paying cash or taking the merchandise on credit," Mesnick explains. He feels this credit policy has been a big factor in building the chain's success. "It's a sales point that appeals to the large mass of middle-class buyers."

It's a sales point that appeals even more to the low-income, special ethnic and language groups, and yet only a fraction of Vim's air advertising is directly aimed at them. The reason: "We feel that our broad newspaper and air coverage should blanket just about everyone who reads or understands English at all. We don't want to spread our dollars too thin by trying for each special group in the metropolitan New York area separately. With the wide spread of our announcements schedules plus our heavy *Daily News* adver-

HERE'S WHERE YOU
ORDER
THOSE SALES-WINNING
SPONSOR REPRINTS!

SPONSOR SERVICES, INC., 40 E. 49 ST., New York 17, N. Y.

PLEASE SEND ME:

RATES

- | | | |
|--------------------------|--|---|
| <input type="checkbox"/> | copies TELEVISION BASICS
(12 pages) | 1-24 30c each
25-99 25c each
100 or more 20c each |
| <input type="checkbox"/> | copies RADIO BASICS
(16 pages) | 1-24 30c each
25-99 25c each
100 or more 20c each |
| <input type="checkbox"/> | copies FILM BASICS
(8 pages) | 1-24 25c each
25-99 20c each
100 or more 15c each |

Payment enclosed

Bill me later
(Minimum order for billing privileges: \$2!)

Name _____

Company _____

Address _____

City _____

Zone _____

State _____

proof positive

WCUE

now **FIRST**

in **AKRON**

*latest
Hooper
ratings*

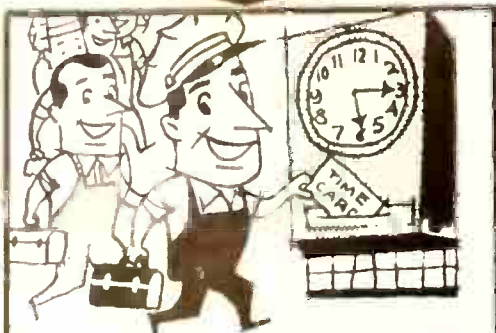
March-April
1955

SHARE OF RADIO AUDIENCE	Mon. thru Fri. 8:00 A.M.-12 Noon	Mon. thru Fri. 12 Noon-6.00 P.M.
WCUE	32.2	32.7
Station B	29.5	28.3
Station C	27.0	21.6
Station D	4.2	9.3

Wcue . . . Akron's only Independent—we're home folks.
TIM ELLIOT, President

John E. Pearson Co., National Representatives

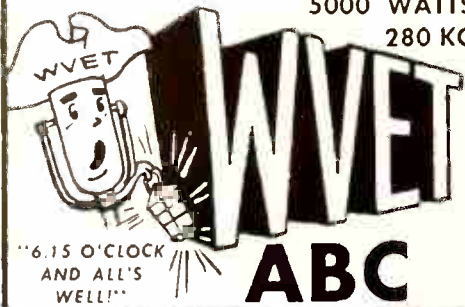
**IN
ROCHESTER
N.Y.**



WVET-RADIO
Saves the Day!

Exclusive announcement over WVET-Radio of the strike settlement at a large Rochester industrial plant at 6:15 A.M. made possible normal work attendance that Monday morning. This "Town Crier" result proves again that WVET-Radio is ALL-POWERFUL for getting your client's message across to the public just as we saved the day for the plant.

5000 WATTS
280 KC



IN ROCHESTER, N. Y.

Represented Nationally by
THE BOLLING COMPANY



gives you

All 3

**Market...
Coverage...
Programming**

Contact us
or call your
John Blair man
TODAY!



100 KILOCYCLES • 50,000 WATTS • ABC NETWORK

tising, we figure we get pretty much most of the carriage and the subway trade," says Mesnick. Admittedly, of course, it's the subway trade that accounts for the mass volume turnover that has built the Vim chain into a multi-million a year business.

Until late 1954, Vim tried to woo the subway trade by sponsoring a series of local radio and tv shows, promoting them by having the stars appear personally in Vim stores, providing life-size cutouts and display pieces.

Vim-sponsored shows included WNBT's *Talent Search* Mondays 10:30-11:00 p.m., and *Quick on the Draw*, Thursdays 10:30-11:00 p.m., both on between 1950 and 1952. For several years Vim sponsored *Information Please* on WOR, Sundays 10:00 p.m., and, until six months ago, Walter White's interview show on WLIB. In 1953 and 1954 Vim sponsored another tv interview show, *City Hall* (WPIX) a half-hour weeknight show.

"These shows gave us unquestionably good sponsor identification," Mesnick recalls. "Further, we were able to merchandise the programs with in-store displays, newspaper ads, etc. However, in terms of dollars and cents, we decided that we would get more coverage and greater impact from saturation announcement schedules."

He added that each half-hour program gave a maximum exposure of three commercials, for a price that might otherwise buy 15 participations in various shows throughout the week, with a considerably greater audience turnover and coverage.

"This fall we intend to do a particularly heavy job in the air media," says he. "Our plan is to make Vim a household word in Greater New York from September to Christmas, our heaviest season. We'll do this by buying a barrage of minute announcements and continuing our policy of scheduling them around-the-clock on radio and television both."

A family business, the Vim chain is headed by the four Kassover brothers; president is Sam Kassover. Individual store managers report directly to them. Warehouse and headquarters of the chain are in Brooklyn.

"We don't feel that we're through with our expansion plans," says Mesnick. "We'll always look at new sites. And you can be sure that when we do open a new store you won't be able to turn on the radio without hearing about it." ★★★

MONITOR: HURT RADIO?
(Continued from page 41)

of its radio network. The tv affiliation *might* be yanked back if the radio affiliation was junked by the station. So the station keeps quiet and plays a waiting game. Whether anything would actually happen is highly conjectural. But stations prefer not to take a chance.

The whole question, in any event, is bound to be Topic A at the upcoming affiliate meetings.

If the networks compromise in the next few months to keep peace in their radio families, advertisers and agencies may find that:

1. Costs of network radio participation shows may increase, particularly those shows which stations feel compete for national spot revenue.

2. Stations may soon be offering a spot availabilities more slots in network-originated shows, narrowing even further the gap between "network" and "spot" buying.

The network view: Networks, any adman knows, have their radio troubles too. Most of them will be very lucky to show a 1955 profit. NBC Radio, for example, is expected to

IT'S

KFWB

LOS ANGELES
THE STATION OF

*Outstanding
personalities*

For Music

- ★ ZEKE MANNERS
- ★ AL JARVIS
- ★ BOB MCLAUGHLIN
- ★ LARRY FINLEY
- ★ FRANK BULL
- ★ JOE YOCAM

For News

- ★ DAVE BALLARD
- ★ BOB KENNEDY
- ★ BILL DANIELS

For Sports

- ★ ERIK PAIGE
- ★ MARK SCOTT

KFWB THE 980 STATION
LOS ANGELES—CALIFORNIA

SPONSOR

end up the year in the red somewhere between \$1.5 million and \$2 million.

At the same time, networks can't step out of the picture gracefully, leaving the field clear to independent operation. It's understood in Madison Avenue circles that at least one major web asked the U. S. government if it could drop its radio network. The answer: No. The reason, voiced unofficially by government authorities: Radio networks are needed in the interests of national security and communications, and the networks owe a duty to the non-tv public.

In the case of *Monitor*, most flexible network sales plan, NBC Radio executives are quick to point out that *Monitor* provides local stations with a new kind of spot vehicle. Unlike other network participation shows, *Monitor* gives stations a total of three minutes to sell locally (or via national spot) in each hour of the 14 "network option" hours on weekends. During the remaining 26 hours of the 40-hour week-day show, *Monitor* is fed as a free program service. All of the commercial spots in it—a total of some nine minutes per hour—belong to the station during "local option" periods. These spots can be sold on a spot basis to national and local clients. A similar pattern is expected to prevail if *Monitor* is extended to weekdays.

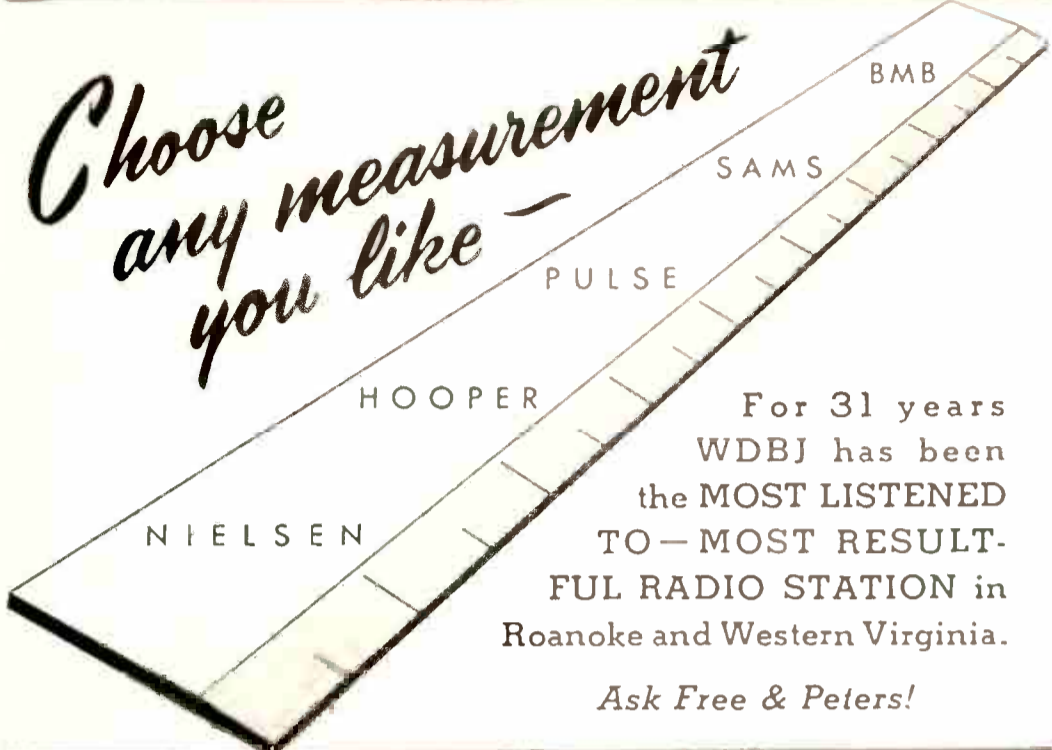
As NBC Radio sees it, the fact that minute announcements via the network makes channel on *Monitor* cost less than the total of equivalent spot time is counterbalanced by the "free" program service offered by the network. (For more details on *Monitor* see story SPONSOR, 13 June 1955.)

Pointed out a CBS Radio official: "There are very few national spot radio advertisers that really use the medium on a 'national' basis. Most of them are using spot radio for area saturation jobs, or to cover non-tv markets, or to bolster a weak sales region.

1,000,000 WATTS
1st in Power and Coverage
WILK-TV
 Wilkes-Barre
 Scranton
 Call Avery-Knodel, Inc.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

Choose any measurement you like -

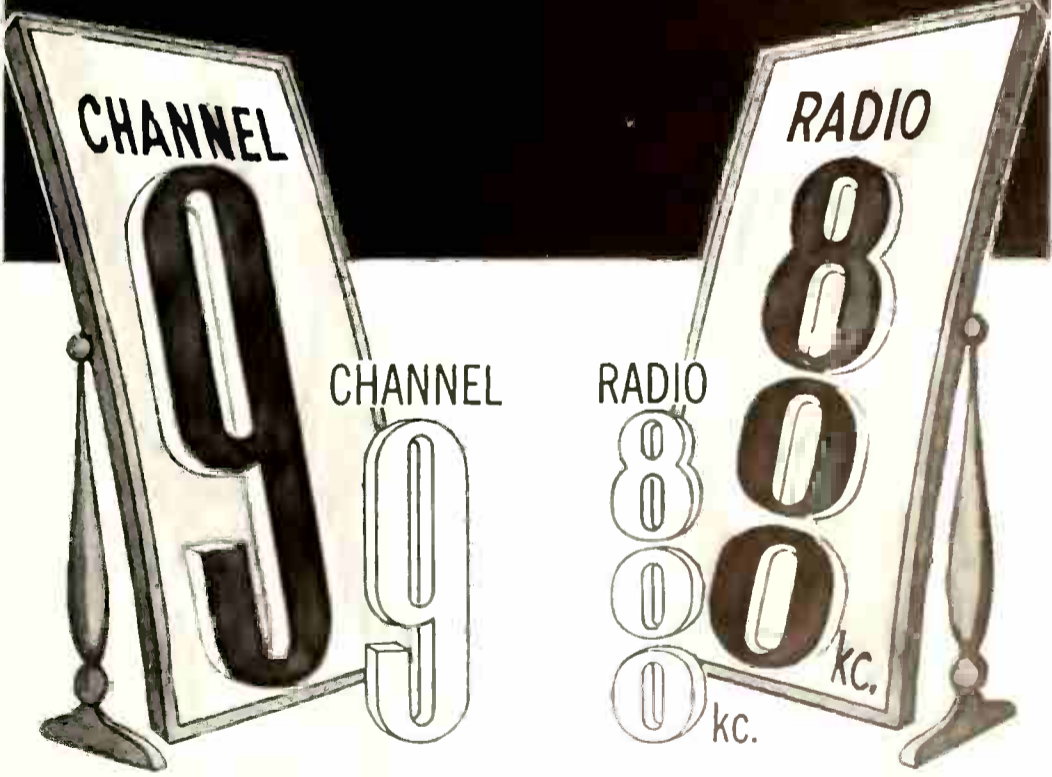


For 31 years WDBJ has been the MOST LISTENED TO—MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

Ask Free & Peters!

WDBJ Established 1924 • CBS Since 1929
 AM • 5000 WATTS • 960 KC
 FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
 Owned and Operated by the **TIMES-WORLD CORPORATION**
FREE & PETERS, INC., National Representatives

- the two "BIGGEST ATTRACTIONS" in the Detroit Area!



CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

Channel 9
325,000 Watts
 National Rep.
Adam J. Young, Jr., Inc.

800 kc. Radio
50,000 Watts
CKLW
 J. E. Campeau, Pres.
 Guardian Bldg., Detroit

MORE

P O W E R

than any other Montana TV, is the reason why

KGVO-TV

Missoula, Montana sells 9

Montana counties

MORE

MAGNIFY YOUR SALES
IN THIS STABLE \$140,000,000.00



167 Mountainous Miles from Spokane

if there's an **AIMS** station in the market-
it's the BEST
INDEPENDENT!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulso	KFMJ
Huntington, L.I.	WGSM	Wichito, Kon.	KWBB
Louisville	WKYW	Worcester, Moss.	WNEB
Milwaukee	WMIL		

Canada
Calgary, Alberta, Canada CKXL
New Westminister, B.C. CKNW

Only one in each market



Membership by invitation only

RADIO GROUP

We can't chase that kind of business because we can't become *that* flexible."

(Stations admit this is true. but point out that around 30% of all their national spot business comes from multi-market campaigns big enough to excite the interest of networks. While this 30% doesn't represent *all* national spot revenue. stations say, it often represents the difference between breaking even or making a profit at the station level.)

Network executives stoutly deny that there is any connection between a network radio and a network tv affiliation. They also say there's little chance to boost network radio prices. in order to jump station compensation upwards, at a time when agencies are shopping for the most attractively priced radio buys.

What admen say: For the most part. admen today are trying to maintain a classic position of neutrality. "We buy both network and spot radio." said a Foote.Cone & Belding executive, "and we make our distinction on the basis of how wide a coverage we want. How can we afford to take sides in a scrap between networks and stations?"

But admen are not unconcerned about the brewing hassles between network and affiliates. "Anything that forces a station to cut back on the quality of its operations and programing." said the chief timebuyer of a New York agency. "will ultimately do damage to radio, since it will lower its appeal to the listening public. We're certainly in favor of network operations that work to a radio station's benefit. But a network plan that puts a station's back against the wall won't benefit anyone in the long run. least of all us."

Also, admen find many a price tag on flexible network packages too good a deal to refuse. Said a Philip Morris adman recently of *Monitor*: "At those prices, how could we afford to stay out?" Admen can hardly be blamed for buying into a national participation spread at prices undreamed of a few years back.

A good summary of average agency viewpoint on network flexibility came from the media director of a well-known Madison Avenue agency. Said he:

"I don't think that if *Monitor* and the other flexible network plans were unavailable that we would necessarily put the same money into national spot radio. We see clear-cut distinctions

and advantages to both network and spot buying.

"When we buy radio today, we generally seek a 'scatter' basis, so many network plans fit in with our thinking. Today, we buy on this basis in order to build back to the kind of radio ratings we used to get. As advertising counsel for our clients, however, we're obligated to check all radio offering and to try to get the best value we can for them at both the national and local levels.

"Therefore, we draw our primary distinctions on the basis of how many markets we want to cover, and, later on price."

A solution?: At various levels of the radio industry. executives today have their own ideas about how the difficulties aroused by flexible network selling can be smoothed out.

They range from new methods of radio selling to new ideas for network operation. A few:

- A number of leading station operators are quietly urging that the radio networks drop out of the sales picture but not out of the program business. As these station men voice it, network should concentrate on supplying a program service that stations would pay for. as they now pay for wire service news. This, at least, would mean the networks could maintain their "network" character (thus keeping the government happy) without having to hustle for business (thus keeping stations happy, since they would sell the programs on a spot basis).
- Station reps, who would be hard hit if an increasing amount of what is currently regarded as straight spot revenue went to the networks, are pushing hard meanwhile to compete with networks. This week, for instance, the Katz station rep firm will unveil what it calls "a new spot radio package plan" that will tie together spot radio availabilities in a long list of major markets. Blair, Free & Peters, Pearson, Raymer and others are busily putting together new presentations that stress the choicest advantages of spot over network buys. ★ ★ ★

\$99.00 INVESTED in the
NASHVILLE, TENNESSEE
NEGRO MARKET
SOLD \$3,500.00 in appliances
VIA **WSOK**

GM TV TEST

(Continued from page 43)

"So, to enumerate our efforts to develop area popularity, especially in our so-called "B" territory—we:

"1. Use daily sound-on-film news stories.

"2. Salute the little guys who live 50 to 100 miles away.

"3. Send out speakers to address service clubs, farm groups, churches, colleges, etc.

"4. Keep both our farm director and farm editor concentrating on the activities in this area.

"5. Work with our traveling units scheduling dates throughout Area B. We have two such units—one composed of four entertainers and the other seven. They play an average of three nights weekly. Our promotion manager acts as their booking agent—without the usual fee.

"6. Have Captain Hal, M.C. of our 11 show, stage Saturday morning kid parties at various theatres during the fall and spring months. (Many back seats are closed-in during the heavy winter season and we don't care to appoint any children who might live on country roads.)"

3. The broker: (Marvin Bower, ad manager, Otto L. Knehm Co.) "We'll confine our remarks to the B&M sales in the test area during the one-month period following completion of the tv campaign (22 July-19 August).

"B&M sales for this period of 1955 are running approximately 50% ahead of the same period in 1954. We would have expected the figures for 1955 to be considerably higher even after tv was dropped. We feel the reason lies in the fact that sales for this same period in 1954 were abnormally high. The reason they were so high goes back to the 50¢ per case price deal of spring 1954. Readers of SPONSOR will remember that after this deal in 1954 the early July figures for B&M sunk very low. They then snapped back up in late July and August probably because the trade had to replenish its by then depleted stock. We believe, however, that in the next one-month period (19 August-16 September) B&M sales in 1955 will be considerably higher relative to 1954." (SPONSOR will carry these figures in its 3 October issue.

4. The new agency: SPONSOR had hoped to be able to present an outside viewpoint on the B&M tv test—that of

B&M's new agency, Dowd. Agency executives were reluctant to comment for publication, however, because they felt they should not interpret a project with which they had no connection. The agency observed that it found the B&M tv results extremely interesting and that it had carefully studied articles which had appeared in SPONSOR reporting on B&M progress.

Future plans: B&M had not yet finalized advertising plans for its fiscal year (starting 1 September) as SPONSOR went to press. As comments earlier in this report from Ad Manager Northgraves indicate, television figures in the company's thinking although it's not yet known whether this is for immediate campaigns or for future consideration.

SPONSOR's next followup report on the B&M tv test will present figures on how the brand fares in the Green Bay area during the second month after the tv campaign ended. It will appear in the 3 October issue of SPONSOR and by that time it should be possible to cover B&M's decision on media for the fall and winter months.

TV FILM DIRECTORIES FOR AGENCIES AND SPONSORS

<p>WHO'S WHO & WHAT'S WHERE AT TV STATIONS vital to traffic</p>	<p>DIRECTORY OF FREE TV FILM for the program department</p>	<p>TV WHO'S WHO & WHAT'S WHERE AT FILM PRODUCERS & DISTRIBUTORS</p>	<p>directory of tv feature film the only source directory in the industry</p>
<p>series, serials & packages--tv film program directory</p>	<p>FACTS, FIGURES, & FILM The Commercial TV Film Directory and Research NEWSLETTER</p>	<p>(in planning stage) directory of tv religious film</p>	<p>(in planning stage) DIRECTORY OF TV COLOR FILM (now part of regular film directories)</p>

TV FILM DIRECTORIES FOR STATIONS AND PRODUCERS

Broadcast Information Bureau • 535 Fifth Ave. • New York 17, N. Y.

man we're
BRAGGING
30.1%
INCREASE
at **K-NUZ**

THAT'S RIGHT! K-NUZ HOUSTON during the first 6 Months of 1955 has increased its billing 30.1% over the same period in 1954.

WHERE is this increase coming from? FROM OUR HOME TOWN . . . Yes, our biggest increase is locally, WHERE PEOPLE KNOW THEIR STATIONS BEST.

Write for

"OPERATION TIN HAT"

(our FREE Survey on Houston's Tremendous Industrial Market)

In Houston the swing is to
RADIO . . . and Radio in Houston
is . . .

K-NUZ
Radio Ranch
Houston's 24 Hour Music and News
NAT'L REPS.—FORJOE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JACKSON 3-2581

Newsmakers in advertising



Dan Seymour will leave his post as vice president in charge of radio-tv programming and production at Young & Rubicam 1 October to join J. Walter Thompson as radio and television vice president. During a radio-tv career that goes back some 20 years Seymour has been a performer, announcer, and producer. He was with the Yankee Network from 1935 to 1936, then a CBS announcer from 1936 to 1939, over-lapping as a free-lance announcer for Y&R from 1938 to 1950, when he joined the agency. In 1953 he moved up to his present position.



Lawrence D'Aloise, vice president of Dancer-Fitzgerald-Sample, New York, has taken on the additional job of creative director heading up a newly formed Creative Review Board. D-F-S has had a Creative Committee for years but has decided to intensify this activity. Says he: "Our Creative Committee has had the planning responsibility till now. This change reflects a broader functioning by the board members. It will enable us to tighten still further our regular, weekly review of accounts and provide a constant check on our thinking in creating campaigns."



Julia Brown has been named associate media director of Compton Advertising. Formerly in charge of media research at the agency, she took part last spring in the timebuying seminars held under the auspices of the Radio and Television Executives Society (reported in Fall Facts Issue of SPONSOR—11 July), her subject: "What does coverage cover?" Along with Miss Brown, Maurice Sculfort, formerly head space buyer for Compton, was also upped to associate media director of the New York agency.



Gerhart D. Wiebe, research psychologist for CBS Radio since 1946, has been appointed assistant to the president of Columbia Broadcasting System, Inc. Before joining CBS's research department 13 years ago, he was a research associate in the Bureau of Educational Research at Ohio State University and served as a psychologist in the armed forces. As an author Dr. Wiebe has turned out numerous articles for professional and trade journals and wrote the chapter on mass communications in the textbook, "Fundamentals of Social Psychology." He is president-elect of the American Association for Public Opinion Research.

How to keep from getting lost in **NEW YORK** and **CHICAGO**

Ever wonder whether Leo Burnett was on North Michigan or South Wacker? Ever worry as you pulled out of Grand Central Station how many important calls you forgot during your three days in New York? It happens to the best of us, at the worst times.

Next time you're in New York or Chicago make every minute and call count by using SPONSOR's 1955 pocket-size, 16-page booklet titled "Radio and TV Directory of New York and Chicago." Here you'll find names and addresses, by categories, of key advertisers, agencies, stations, networks, news services, representatives, TV film services, music and transcription services, research firms, hotels, airlines and railroads.

We'll be glad to send you a Radio and TV Directory on request—with the compliments of SPONSOR.

P.S.—Don't forget to call on us next time you're in town.

SPONSOR

THE MAGAZINE RADIO AND TV ADVERTISERS USE

SPONSOR'S

RADIO and TV DIRECTORY



OF NEW YORK AND CHICAGO

1955-56 EDITION (revision #4)

Personal copy of:

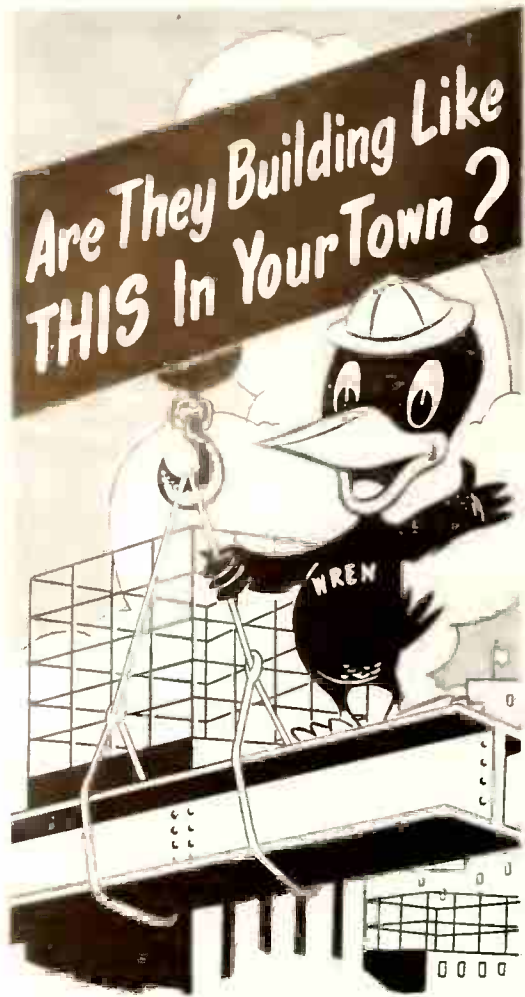
- * Advertisers
- * Agencies
- * Air Lines and Railroads
- * Associations
- * Hotels
- * Networks
- * Researchers
- * Representatives
- * Services
- * Stations
- * TV Film Sources

NEW YORK 17— 40 E. 49th • MUrray Hill 8-2772

CHICAGO— 161 E. Grand • SUperior 7-9863

DALLAS— 511 S. Akard • STerling 3591

LOS ANGELES— 6087 Sunset • HOLlywood 4-8089



NEW CONSTRUCTION AT FANTASTIC CLIP IN WREN'S BACKYARD!

Just to give you an idea of the booming Topeka market — take a gander at these figures on construction now underway in Shawnee county alone:

Project	Cost
New Veteran's Hospital	21-million
New State Office Building	9-million
Forbes Air Base Run-Way	10-million
Kansas Turnpike	8¾-million*

* (Engineers estimate on Shawnee County's share of 160-million total for the turnpike)

Needless to say this leaves out "trifles" like a new million and one-half dollar parking lot, a 5-million dollar real estate development by one private builder and more than ten buildings in the under 1-million class! Why not ask your John E. Pearson man for a really conclusive report on the Topeka market, and why you can't cover it effectively without WREN!



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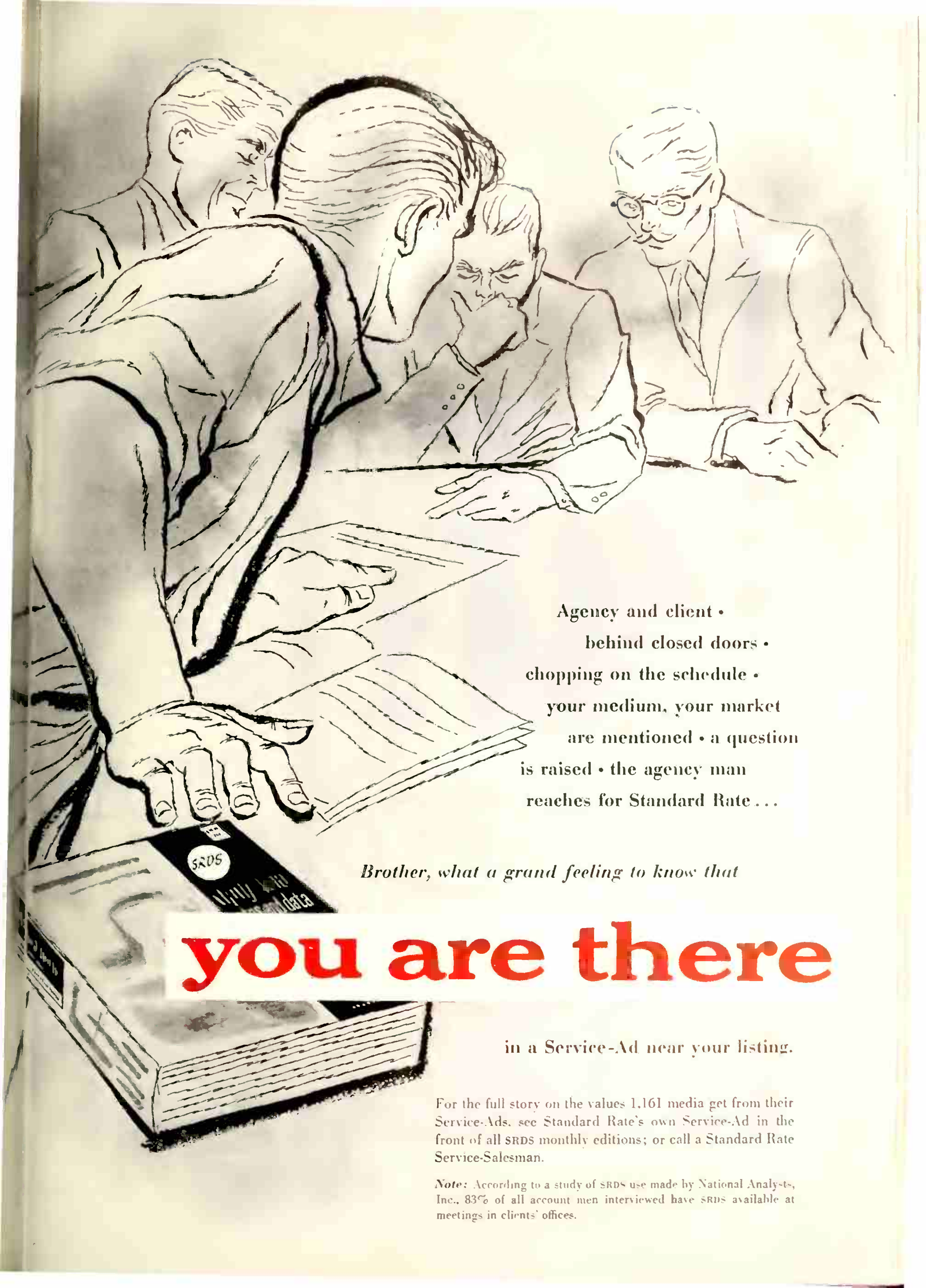
GORDON GRAY
(Vice President)

Mutual Broadcasting System

LIKE MOST
"Newsworthy"
BROADCASTING
EXECUTIVES
MR. GRAY'S
LATEST
BUSINESS
PORTRAIT
IS BY ...

Jean Raeburn

Photographers to the Business Executive
565 Fifth Avenue, New York 17—PL 3-17



Agency and client •
behind closed doors •
chopping on the schedule •
your medium, your market
are mentioned • a question
is raised • the agency man
reaches for Standard Rate . . .

Brother, what a grand feeling to know that

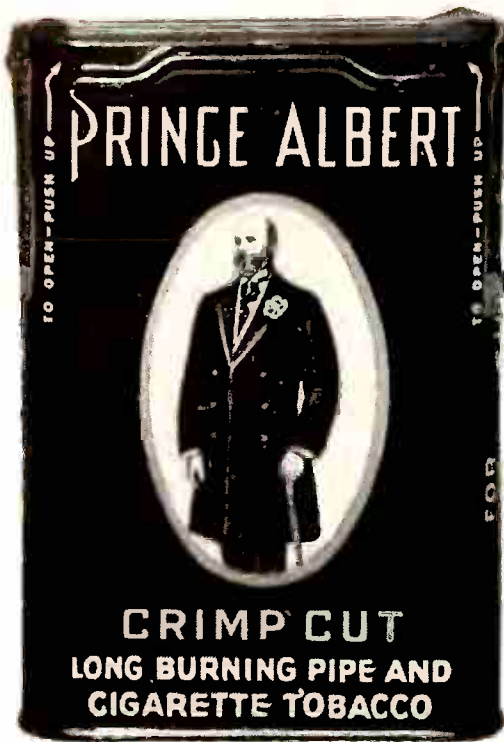
you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.

TONIGHT GRAND OLE OPRY



STANDING ROOM ONLY

**STANDING ROOM
SOLD OUT**

P. A. picks a winner and packs them in!

Here's proof that Prince Albert's Grand Ole Opry network show is bigger, better, more popular than ever!

Last July 2 the Opry played to the biggest live audience of all time — 8,500 persons. And more than 12,000 additional applicants for tickets had to be turned away.

For the first time in the Opry's 29-year history, the entire house was emptied in mid-show in order to admit the thousands who were standing in line outside hoping for just a glimpse of the program.

The Opry has been a mainstay of Prince Albert's advertising program for the past 17 years, and the record-breaking July 2 show is further proof that P. A. picked a winner!

WSM

CLEAR CHANNEL — 50,000 WATTS
650KC — NASHVILLE, TENNESSEE

*Bob Cooper,
Sales Manager*

*John Blair Co.,
National Sales Representatives*



REPORT TO SPONSORS for 5 September 1955

(Continued from page 2)

Strong radio set sales in S. Cal.

Radio sets are outselling tv sets in 7 Southern California counties 2½ to one, according to reports reaching Electric League from set distributors. Home and portable radios sold during July totaled 27,973; automobile radios in new cars were estimated at 31,700, making radio total for month 59,673. Tv sets sold in July: 23,655.

-SR-

Hi-fi, music are boost to fm

High-fidelity trend and "multiplexed" broadcasts are viewed as major shot in the arm for fm radio by NARTB executives. At recent Fm Committee meeting, chaired by KQFM's H. Quenton Cox, broadcasters told of "increasingly vigorous interest in fm by public and new awareness of medium by sponsors. With "multiplexing" (different programs simultaneously on one station's channel) due next summer, fm men are also planning new round of huddles with Muzak-type licensing firms for more fm music service.

-SR-

Tv expansion at Official Films

In their rapid growth, top film syndication firms have sprawled over into other tv entertainment fields. Official Films now (1) sells film programming at international, network, regional, and local levels; (2) has subsidiary handling talent representation; (3) packages live and film tv shows; and (4) has thriving merchandising license business. Firm will soon double its sales force under Herman Rush, sales v.p., and Herb Jaffe, executive v.p., and is looking for further fields to explore.

-SR-

Price cut on GE transistors

Watch for more "miniaturized" radios and portable record players. General Electric has slashed prices of transistors, which can replace vacuum tubes and are smaller from 15 to 50%. Prices became effective 1 September, represent second cut this year. Transistors now cost only slightly more than ordinary tubes in small radios. "Wrist watch radio" of fiction now comes within range of practical reality.

-SR-

Radios in 83% of new autos

More than 8 out of 10 cars leaving dealer showrooms today have radios in them, reports RAB as result of multi-market study of 376 new car agencies. Present estimate for nation of radio-equipped cars: 31 million. Study, by Fact Finders, will be basis of new RAB presentation.

-SR-

Post salutes a tv outlet

Current "Satevepost" article spotlights operation of tv stations in small video markets, shows how KDUB-TV (Lubbock, Tex.) has made home-town hit with shows that find stray pets or help husbands with alibis. Station was bellwether among outlets in markets under 200,000 population with President "Dub" Rogers fighting and winning uphill battle to prove area could support station, article points out.

-SR-

Air-sold name changeover

Nationwide Insurance (life, auto, housing projects, security plans) is using heavy spot radio-tv campaign in major markets to drum in change of name from Farm Bureau, which it had for 29 years. Firm is big believer in air advertising, owns Peoples Broadcasting Corp. (WGAR, Cleveland; WRFD, Worthington; WTTM, Trenton, WMMN, Fairmont). Firm now has 3 million policies, expects further national expansion.



The danger to national spot radio

The newest evolutions of network radio, notably, *Monitor*, are remarkable for their programing ingenuity. And millions of listeners are responding warmly to these welcome signs of renewed network interest in radio (see article on *Monitor*, page 39).

But accompanying programing progress is a trend that SPONSOR views with mixed emotions. While we applaud the successful efforts to improve and expand radio network listening, we deplore the inadvertent result: a further undercutting of the already low price structure of national spot radio.

Perhaps the networks don't see it quite this way. But here is how the threat shapes up to us.

When the NBC Radio affiliates meet with the network early in September one of the key subjects on the agenda will be expansion of *Monitor* from weekend to every-day operation. If this comes about, and we think it will, the

competitive-to-spot commercial availabilities on *Monitor* will be offered throughout the week.

Competition is fine, but can individual stations compete? It will be tough competition, to say the least. Numerous spot advertisers will be attracted by the bargain rates—considerably less than individual stations can offer.

We are sympathetic to the problems of the networks and recognize that their fresh efforts will bring new sponsor interest to radio. Their lot is not easy. Their pricing structures are dictated by what they think the traffic will bear today. But as the prestige of network radio improves the traffic may bear more—yet it will be virtually impossible to boost severely-deflated prices to what the medium is worth.

The fact is that all radio networks compete for national spot business. Thus the problem is broader than NBC's *Monitor*.

And there are no easy solutions to this problem. But SPONSOR believes the following suggestions warrant consideration.

1. The networks should operate on the philosophy that national spot has its special niche as an advertising medium and nothing that the networks do in their efforts to get business is designed to injure national spot or its pricing structure. There should be defined limits to network flexibility.
2. Networks should price with an eye to increased network prestige and value.
3. SPONSOR believes that the present phase in radio networking is

only an evolutionary step toward program franchise services designed to yield the networks profit. If the networks agree, might be better to take the complete step now rather than suffer through more years of uneconomical service during which spot rates are impaired.

What is the advertiser's stake in all this? If *Monitor* and other network sales plans based on extreme flexibility siphon off spot radio income from stations to the point where they are badly hurt, the ability of the stations to invest in their own programing will be crippled. The advertiser who has used radio effectively (and they are legion) cannot be disinterested in this process. He wants radio to continue as the strong, sales-productive medium it is meant to be.

* * *

Reminder 3: it's up to NARTB

At this writing three commercial research firms continue to indicate to the trade that they plan county-by-county tv set and coverage studies in 1956 (SPONSOR, 22 August). The obvious solution to this impending research muddle is emergence of one good study, *and one only*.

NARTB has a promising study underway in its Cawl project. But NARTB must (1) move fast (2) make its intentions to move fast clear to all (3) or leave the field clear for others with the hope that one industry-accepted formula will emerge. This it has not yet done. Meanwhile the pressure from admen to get an accurate set count and coverage study mounts. It's clearly up to NARTB at this point.

Applause

TvB's fast buildup

With the decision of NBC to join Television Bureau of Advertising, television's promotion arm is now assured of half a million dollars in revenue during its first year of operation. But TvB, under Oliver Treyz, has already done a lot more than establish itself on a sound financial base.

These are some of the high points in TvB's brief career as we see them.

- TvB's presentation to the sud-less

detergent manufacturers. It was based on an original study made by Nielsen for TvB which charted television viewing among owners of automatic washers. This kind of solid approach to selling is of benefit to the buyers as well as the sellers of television time. The buyer wants honest facts.

- Launching of a second major study designed to provide facts of vital interest to the automotive industry.

- TvB's direct sales results, including its important part in persuading

Philip Morris to launch a heavy spot tv campaign after it dropped out of network television.

In the offing is still another major accomplishment. TvB is seeking to work out an arrangement for regular publication of spot tv expenditures of all advertisers (story page 42). Achievement of this goal, which SPONSOR has long considered essential and campaigned for incessantly in a series of articles and editorials, will add an important victory to TvB's string.

HERE IT IS!

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

U. S. MAIL PERMIT NO. 1000 PHOENIX, ARIZ.

7301

SYMBOLS

- DL - Day Letter
- NL - Night Letter
- LC - Deferred Cable
- NLT - Cable Night Letter
- Ship Radiogram

The time shown in the date line on telegram and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

L PFC245 PD=FAX PHOENIX ARIZ 16 122PMM=
 THE KATZ AGENCY=
 477 MADISON AVE NYK=

LATEST ARB PHOENIX AUDIENCE SURVEY CONFIRMS KPHO-TV FIRST
 IN QUARTER HOURS CAPTURED FROM 5 PM TO STATION SIGNOFF
 THROUGHOUT THE WEEK AGAINST THREE NETWORK AFFILIATES=
 DICK RAWLS GENERAL MANAGER KPHO-TV PHOENIX=

DATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE.

This is the survey the entire industry has been awaiting since KPHO-TV became independent in a 4 station VHF market.

Percentage of quarter hour "firsts" from 5 p.m. to station signoff, Sunday through Saturday.

KPHO-TV.	34.5%
Network Station A.	30.5%
Network Station B.	21.5%
Network Station C.	13.5%

KPHO-TV

STILL 1ST in PHOENIX

DATA VERIFIED BY A.R.B. — AUG. 16, '55

MEREDITH Radio and Television
 affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

STATIONS

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC		CBS	NBC

the SWING is to ABC *and*

KMBC-TV

The man who said "build a better mousetrap etc." wasn't kidding! Ever since we announced our new ABC-TV affiliation to be effective Sept. 28—and plans for our new "Big Time Daytime" programming—time buyers have not only beat a path to our door... they've darn near beat down the door requesting availability!

The first four weeks after our announcement we had the biggest upsurge of spot business in our history—gratifying proof that dynamic, imaginative programming is the number-one demand of the nation's TV advertisers!

The *new* ABC evening line-up of such fresh, stimulating shows as Mickey Mouse Club, Warner Brothers Present, MGM Parade, Wyatt Earp, Bishop Sheen, Wednesday Night Fights and Disneyland (plus the older ABC-TV network favorites) will be preceded by a "Big Time Daytime" schedule that's a sponsor's dream.

Now, for the first time in Kansas City, you have flexibility of format that allows any type of commercial handling you desire! You can assume complete sponsorship of high-rated station-produced shows... of syndicated film shows... or you can buy filmed mini-participations... schedule live commercials, demonstrations, sampling or audience-participation testimonials... utilize station breaks or IDs in saturation schedules. See your Free & Peters Colonel for details.

You ask for it, we'll deliver it — to the farthest reaches of the Kansas City trading area from our 1,079-foot tower (tallest in the area) and 316,000 watts of power. Hope we'll be ABCing you on Channel 9 this fall!

KMBC-TV

Kansas City's Most Powerful TV Station

DON DAVIS, First Vice President
JOHN SCHLITZ, Vice President and General Manager
GEORGE HIGGINS, Vice President and Sales Manager
WALTER CANNON, Director of Television

And in Radio it's the KMBC-KFRM Team



K in the Heart of America

KMBC of Kansas City

KFRM for the State of Kansas

