

17 SEPTEMBER 1956  
OF TWO PARTS

Magazine radio and tv advertisers use

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**SPONSOR**

17 SEPTEMBER 1956

50¢ per copy • \$8 per year

# Continuing Dominance!

May-June PULSE proved it!  
July ARB proved it!

and now July-August PULSE  
once again gives WXEX-TV:

More 1/4 hours and more  
top shows than any other  
Richmond area TV station!

# WXEX-TV

Wesley, President **NBC BASIC-CHANNEL 8** Irvin G. Abeloff, Vice Pres.

Local Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington,  
Forjae & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

TV'S NEXT FIVE YEARS	page 31
How to make spot easier to buy	page 34
Convention coverage: an audience bust?	page 36
Now you can buy radio by ear	page 39
What's your film show I.Q.?	page 40
The day they found Bridey Applebaum	page 42
Spot radio hard-sell the "Easy way"	page 44

IN ST. LOUIS

KWK-TV

CHANNEL 4

REALLY RATES!

*completely*  
**keep covered**

**ENTERTAINMENT-WISE**

Channel 4 keeps the St. Louis market covered with the best in entertainment with a strong CBS program line-up throughout the day, augmented with the top ABC shows and fortified with favorite local leaders such as Tom Dailey's "Recallit and Win", "The Gil Newsome Show" and "The Fred Moegle Show".

*completely*  
**keep covered**

**AUDIENCE-WISE**

With the tremendous local and national program line-up, KWK-TV naturally ranks first in the great St. Louis Market. ARB and Telepulse have consistently shown that KWK-TV is first with the viewers in Channel 4's large coverage area.



*Serving the Great St. Louis Market*

**RESULT-WISE**

Offering the best in entertainment plus the largest audiences, KWK-TV presents to its advertisers the largest most consistent sales potential....a potential that more and more advertisers are consistently turning to their sales advantage in the rich St. Louis market.

*completely*  
**keep covered**



TOP PROGRAMS OF 2 NETWORKS

in ST. LOUIS You Get **MORE** on

**KWK-TV** CHANNEL **4**

Represented Nationally By THE KATZ AGENCY INC.

**REPORT  
TO SPONSORS  
17 SEPTEMBER 1956**

**Colgate's MGM  
film investment  
upgrades spot**

Colgate's deal with KTTV, Los Angeles, for a weekly sponsorship of MGM's pre-1949 top-rung boxoffice films occasioned 2 types of comment within advertising circles: (1) it constituted a major boost for national spot in the realm of feature films and (2) it was an experiment worth watching by major spenders with an extensive list of products. The Colgate sponsored films will run Friday nights, between 8 and 10 at a package price of \$15,000. Annual billings would come to around \$750,000. As transaction now stands, it ranks as largest single spot sale made to date in L.A. market.

-SR-

**Lever brand  
men rejected  
"omnibus" idea**

Some time before Colgate decided on its "omnibus product plan" involving sponsorship of MGM features on KTTV, Lever Bros. considered a like concept for itself. Features Lever had in mind were those from the Warner Bros. vaults. Big snag Lever ran into was that it couldn't get enough of its brand managers to come into such a joint proposition. They preferred to spend that sort of money participating in network shows. Apparently control over brand ad decisions at Colgate is more centralized.

-SR-

**Weaver departs  
as NBC names  
4 exec v.p.'s**

Pat Weaver's resignation as chairman of the NBC board was described along Madison Avenue as the formal period to an epoch in television: the era when big ideas and big programming budgets were imperative to speeding up set sales and getting tv as an advertising medium off the ground. Weaver's exit was announced on the heels of NBC's disclosure of its latest executive reorganization and creation of four executive v.p.'s under president Robert W. Sarnoff. Their names and functions: Thomas A. McAvity, tv network programs and sales; Charles R. Denny, NBC's owned stations and spot sales; David C. Adams, corporate relations, and John M. Clifford, authority over talent and program contracts, legal matters and treasury affairs. Realignment of top level management followed a Booz, Allen & Hamilton survey. Weaver is mulling several offers, including, it is reported, the presidency of Y & R and a top post at R & R.

-SR-

**Lack of minutes  
veers Vick from  
spot loyalty**

Vick's switch of most of its BBDO business back to Morse International served to focus trade attention on a radical change in air media policy. Vick is now placing the bulk of its television money in network co-sponsorships ("The Big Story" and "The Jonathan Winter Show"). This is in sharp contrast with its previous status: one of spot's oldest and most reliable users. Vick's high command instructed BBDO to go show shopping after the agency found it couldn't get enough good full-minute prime night-time spots in all the markets required. Vick figures it can't tell the story about a product - particularly a new one - in less than a minute. BBDO's loss affects Vapor Rub and Vatronal and about \$2 million in billings. The cough syrup remains and will likely go spot. At least BBDO has asked for availabilities. Morse is 100% Vick-owned. The remedies had been with BBDO 5 years.

**REPORT TO SPONSORS for 17 September 1956**

**ABC's a.m. plan  
draws 22 radio  
neophytes**

Added proof that a change of programing and selling concept can attract advertisers who've never been in radio before: of the 50 accounts ABC radio corraled during first year, just ending, for its morning five-minute block plan, 22 were completely new to the medium. This segmented selling has garnered well over \$6,500,000 this year.

-SR-

**Is latest spate of  
agency shifts clue  
to big reshuffle?**

Winter of discontent among clients seems suddenly to have undergone a resurgence that might, when casualties are counted, be comparable to the great account turnover of 1955 (see SPONSOR, 28 November, 1955). Tide started in August with Block Drug leaving Henry B. Cohen. Within two days of each other this month there came the Colgate's cancellation of about \$13 millions of its billings at Esty and Vick's return of a major block of its tv operations at BBDO to Morse International. McCann-Erickson is reported to be in line for \$6 million of the Colgate business (the Vel family and Brisk), while the balance is expected to go to Ted Bates. Other accounts that the Madison avenue buzz centers mention as headed for new homes are Ethyl gasoline and duPont, both very old tenants at BBDO. McC-E, likewise, is reported all set to receive the budget chunks from Ethyl and duPont. One of McCann's top management men, v.p. Robert E. Healy, was at one time Colgate ad director. Addition of Colgate, Ethyl and duPont would put McCann's domestic billings in the \$200 million class - No. 1 in the field.

-SR-

**2nd NCS due  
at agencies  
shortly**

Major agency media departments are looking forward with sharpened interest to the release of the 1956 version of the Nielsen Coverage Service data. Nielsen's timetable of availability to subscribers to this tv-radio data: home coverage, end of September; stations and networks, 15 October. Previous survey was issued in 1952. Unlike then, Nielsen has coverage measurement field to itself. (See SPONSOR 15 October 1956 on How to use N.C.S. No. 2.)

-SR-

**Filters, autos  
cue national  
spot surge**

National spot business - both tv and radio - should find the fall and winter seasons decidedly bustling ones. The two big sources of income, say Madison avenuers, will be the cigarettes and the automobiles. The battle among the filter brands has already broken wide open - with Lorillard and American Tobacco as the leading protagonists. Auto manufacturers can be looked to for an unprecedented spending spree as they unveil their 1957 models.

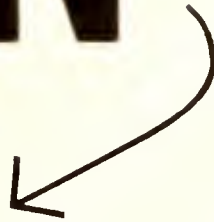
-SR-

**Agencies want  
AFTRA to update  
its radio code**

Negotiations to open this week between AFTRA and the networks on a new contract may produce some unanticipated fireworks. The source: ad agency men who'll be sitting in as observers. AFTRA will demand among other things that pension and welfare arrangements existing in tv be extended to radio and transcriptions. Agency delegates will counter, through networks, with a demand that conditions and regulations stipulated in AFTRA's present code of fair practices be adjusted to meet present day uses of radio. Agencies contend that practically the whole boodle of provisions in the radio code apply to the day when sponsors all had their own shows and not 5-minute segments or participations.

*(Sponsor Reports continues page 123)*

# AGAIN



**WPEN LEADS ALL  
PHILADELPHIA STATIONS  
IN SHARE OF AUDIENCE  
INCREASES  
SEVEN DAYS A WEEK!\***



**AND WPEN Has More Local Advertisers  
And More National Advertisers  
Than Any Other Station In Philadelphia\*\***

\* PULSE—May-June, '56-'55-'54.

\*\* BAR Reports.

REPRESENTED NATIONALLY BY GILL-PERNA, INC. *New York, Chicago, Los Angeles, San Francisco*

# SPONSOR

THE MAGAZINE TELEVISION AND RADIO ADVERTISERS USE

17 September 1956 Volume 10 Number 19

## ARTICLES

- 31 TV'S NEXT FIVE YEARS: WILL THE BOOM CONTINUE?**  
The answer is yes. Some 1961 guesstimates: 46 million tv homes, 57 million sets, possibly 33% color tv saturation
- 34 HOW TO MAKE SPOT RADIO AND TV EASIER TO BUY**  
Simplification and standardization of spot buying processes can encourage more advertisers to use medium. Here are eight roads toward improvement
- 36 IS BLANKET CONVENTION COVERAGE AN AUDIENCE BUST?**  
Admen polled by SPONSOR on controversy stirred by convention coverage see curtailed version and selective sponsorship in 1960
- 39 NOW YOU CAN BUY RADIO BY EAR**  
By dialing telephone number, timebuyers will be able to request audition of the NBC radio show they want to hear without leaving their desks
- 40 WHAT'S YOUR FILM SHOW'S IDENTITY QUOTIENT?**  
Have you been wondering how to build around a local film show? Humpty Dumpty supermarkets couldn't put together more tie-ins if they used all the king's men
- 42 THE DAY THEY FOUND BRIDEY APPLEBAUM**  
When a hypnotist transports his subject to the seat of timebuying—Madison Avenue—something's gotta give
- 44 SPOT RADIO HARD-SELL THE "EASY WAY"**  
This company puts nearly whole ad budget into spot radio. Commercials aim at establishing brand name and price through constant repetition

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## COMING

### 1 OCTOBER    CHANGING ROLE OF THE STATION REP

During past two decades rep functions, services have changed considerably. SPONSOR spotlights the Weed organization, now 20 years old.

### 1 OCTOBER    ADMEN APPRAISE MARKETING SERVICES

Here is an incisive evaluation by advertising executives of marketing services offered by agencies, and suggestions to help increase their usefulness.

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**Vice President-Genl. Manager**  
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# WBKB IS CHICAGO

Channel 7 **WBKB** Chicago, **WABC-TV** New York  
**WXYZ-TV** Detroit, **KABC-TV** Los Angeles, **KGO-TV** San Francisco  
Owned and operated by the AMERICAN BROADCASTING COMPANY

*"DAWN IN CHICAGO"*



A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago - Photography: Hedrich-Blessing 

SPONSOR • 17 SEPTEMBER 1956

# KBIF

The John Poole Station  
FRESNO, CALIFORNIA

Announces the  
appointment of

## WEED

and Company  
as national sales  
representative

Now, with just one  
call to your Weed  
man, you can sell  
**2/3 of CALIFORNIA**  
with the one "Big  
Impact" two-station  
buy:

### KBIF Fresno.

10,000 watts on  
900 kc, the only independent  
delivering the nation's No. 1  
farm market plus the whole  
Central California Valley.

### KBIG Catalina.

10,000 watts  
on 740 kc, only independent  
powerful and popular enough to  
register in surveys of all 3  
major Southern California  
metropolitan areas—Los Angeles,  
San Diego and San Bernardino.

You get high-quality music-  
news, plus maximum coverage  
at lowest cost-per-thousand,  
with both

Your Weed contact now can  
sell you either station . . . or  
both at KBIG rates plus  
just 25%

**John Poole  
Broadcasting Co.**

6540 Sunset Blvd., Los Angeles 28, Calif.  
Hotel Californian, Fresno, Calif.

# Timebuyers at work



*Dorothy Hoey, Grey Advertising, New York City, has been buying for the Proctor & Gamble account at that agency. She feels that two important facets of a timebuyer's job are to establish and maintain good relations with station people, and to get to know more thoroughly the markets in which these buyers invest their clients' dollars. "People work better together when they know each other," Dorothy says. "Timebuyers should get around more. By talking to a station man in his own home town, we can learn much more about a market than we will ever learn long distance. This would also lead to better understanding of the problems on both sides and quicker solutions to these problems." Dorothy feels Grey has taken great strides toward achieving such a program.*



*Arnold Z. Rosoff, President, Arnold & Co., Boston, used tv to establish a store personality for one of his clients—a supermarket chain. "Institutional advertising," says he, "is often overlooked by stores trying to meet price competition. They confine themselves to price-product advertising in traditional media. Despite price advertising, there's often little difference in prices from store to store. Consequently, an institutional image assumes great importance. We feel that a smile is worth a thousand words—and by using tv for our client, Stop & Shop (one of New England's largest food chains), we are able to show the smile of friendly service. Because we wanted Stop & Shop to be looked upon as a family supermarket, we bought a family show at a time the whole family can watch it. Each commercial builds a friendly-service image, pointing up Stop & Shop's exclusive features."*



*David Lambert, Benton & Bowles, New York City, has been buying for B & B's Carling's account. From his background which once included actual selling, Dave has formed some solid opinions on what advertising publications are effective today. "I believe," he explains, "that spot radio used with outdoor postings is a key selling combination. In addition, it's one of the most efficient local media buys available today. The low cost-per-thousand in both spot radio and outdoor postings offers a sponsor good advertising mileage for his dollar." Dave feels that no advertiser should overlook this twosome and that it should definitely be considered by the sponsor who is working with a limited budget, or one who is aiming at individual local markets.*





# KTHS (LITTLE ROCK)

## Prances Into COLT Too!

KTHS—Basic CBS Radio in Little Rock — does a tremendous job there, *and in most of the rest of Arkansas, too!*

For example—KTHS delivers *Colt* (Ark.), a little Francis County town that's a good 100 miles from Little Rock. Colt is one of *hundreds* of smaller Arkansas communities that combine with Metropolitan Little Rock to give KTHS *interference-free daytime coverage of 3,372,433 people!*

Let your Branham representative give you all the big KTHS facts.

**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 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.

# A Captive Market



RADIO KPQ GETS  
Results . . .

**2 TO 1**

And We Challenge  
All Other North Cen-  
tral Washington  
Media To Disprove  
Us!

Yes, that's a strong state-  
ment, but we are prepared  
to back that claim to the  
hilt . . . with money on  
the line.

So if you're buying—or  
plan to buy—the heart of  
Washington State, why  
waste money testing? Use  
the ONE MEDIUM that pro-  
duces 2 to 1! Use KPQ  
Wenatchee.

AN ABC-NBC AFFILIATE



5000 WATTS  
560 K.C.  
WENATCHEE  
WASHINGTON

REGIONAL REPRESENTATIVES  
*Moore and Lund, Seattle, Wash*

NATIONAL REPRESENTATIVES  
*Forjoe and Co., Incorporated*

(One of the Big 6 Forjoe Represented  
Stations of Washington State)

# AGENCY AD LIBS



*By Bob Foreman*

## What politicians can learn from ballplayers

Much as I dislike to pummel a dead cat, I feel compelled to add a word or two of disfavor to those millions of words already heaped upon the heads of the politicians whose two recent conventions had all the dash and verve of an international mumbly-peg festival. What brings me to this is that recently—within a few days of each other—I witnessed four different baseball players on tv, and I think on-camera politicians might have learned a thing or two from these gentlemen's performances.

In the old days, professional athletes generally had the charm of the Neanderthal man and were as devoid of vocabulary, modesty, and personality as the lead character in "You Know Me, Al" by the late, great Ring Lardner.

The four ball players I saw were Ted Kluszewski, Joe Adcock, Bob Feller and Herb Score, the first two appearing on the network Garroway epic and the latter two in a Red Barber local program right after Score had almost pitched a no-hitter against the Yankees and had also hit a homer and a single.

Each of these gentlemen was as articulate as Dr. Frank Baxter and as poised and delightful as any daytime personality. Adcock apologized for his rhubarb with Reuben Gomez and allowed that his antagonist was a fine player, etc. Kluszewski was modest, interesting and delightful. Feller was most intelligent about the intrinsic values of Little League baseball. And Score, still perspiring, was genuine and fascinating.

The lessons that might be taken from the aforementioned characters have, I believe, a bearing on political rallies which must be televised. First and foremost, an individual who demonstrates restraint as well as respect for his opponent and, at the same time, admits to a smidgeon of human fallibility is one that the public will take to its heart.

No politician has ever learned this lesson. Heretofore this didn't matter since there was no close-up scrutinizing by millions (in their homes) before television. Now, however, an overhearing attitude, a pompous egotism, and mouthed-but-not-meant clichés, exposed via the tv camera, blatantly and all too clearly come through for what they

*(Please turn to page 64)*

## A MODEL OF PROGRESS



Here is a model of WRC and WRC-TV's new \$4-million plant—the first ever built from the ground up specifically for Color Television. This is another giant step in NBC's development of complete local facilities for nationwide color-casting. By Fall of 1957, NBC's key stations in the Capital will be serving their advertisers, their audiences and the nation from the most advanced structure of its kind.

For advertisers, it represents the newest, most dynamic approach to a market of consumers with the largest family income in the country.

For Metropolitan Washington, it represents an opportunity to see *live*, local programming in Color, supplementing NBC's network Color service.

For the nation, it represents the prospect of seeing important events and personalities transmitted from the Capital with the total realism of glowing Color.

This is the building to keep your eye on. It is an integral part of booming Washington. It promises a brighter, more colorful future for your product, your customers . . . and *you*.

**WRC and WRC-TV . . .** SOLD BY  SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D.C.

Falstaff  
bought it

C. Schmidt  
bought it

**ROD CAMERON STARS IN**

**STAT**

39 all new half-hour action-packed motion pictures filmed on location with the cooperation of Nevada's law enforcement agencies. Vivid scenes of Mojave des Virginia City, Lake Tahoe, Reno, Las Vegas offer backdrop for thrilling adventu

for a total  
of 71 markets

How about  
you?

# TROOPER

gate...and  
ct Now for  
'57 ahead

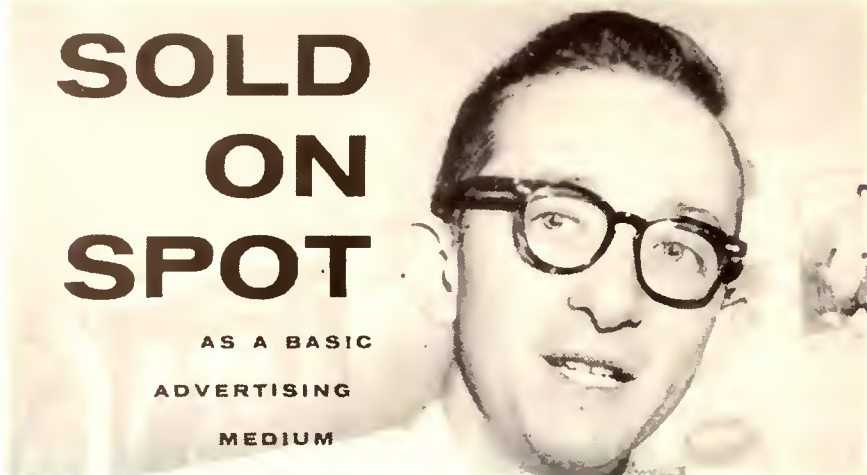
**MCA TV**

FILM SYNDICATION

MEDIA DIRECTORS WHO MATCH BUDGET  
ALLOCATIONS TO CHANGEABLE MARKET DEMANDS ARE

# SOLD ON SPOT

AS A BASIC  
ADVERTISING  
MEDIUM

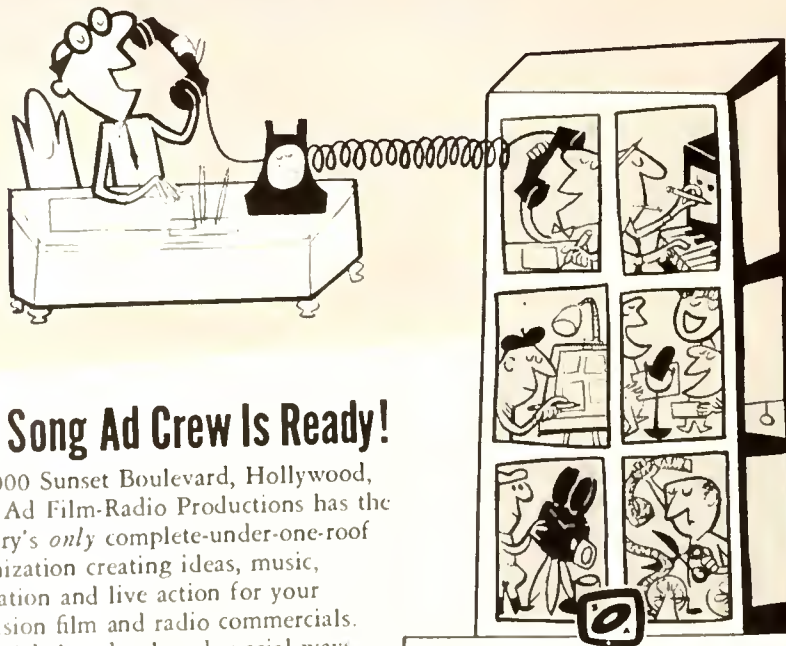


**ROGER BUMSTEAD**, Media Director for MacManus, John and Adams, New York, spells out his reasons for preferring Spot for clients like White Rock, Good Humor, and Regent Cigarettes:

"EVERY PRODUCT AND EVERY MARKET PRESENT THEIR OWN SALES AND DISTRIBUTION PROBLEMS. SPOT'S ADAPTABILITY—VERTICAL, HORIZONTAL, SATURATION, WHAT YOU WILL—MAKES IT POSSIBLE TO TAILOR CAMPAIGNS TO THE SPECIFIC NEEDS OF SPECIFIC CLIENTS."



TV FILM • Radio Commercials? Call HOLLYWOOD 5-6181



## The Song Ad Crew Is Ready!

At 6000 Sunset Boulevard, Hollywood, Song Ad Film-Radio Productions has the country's *only* complete-under-one-roof organization creating ideas, music, animation and live action for your television film and radio commercials. Song Ads has developed special ways (no one else has 'em!) of working successfully by mail and phone with agencies in all parts of the U.S.A. You and your client *save* travel time and cost. You *gain* the creative and production skill of a powerhouse group of television-radio-film ad men whose solving of other agencies' problems has resulted in a string of success stories yay-long. Write or call us collect. Now!

**SONG AD**  
Film-Radio Productions  
6000 SUNSET BOULEVARD  
HOLLYWOOD 28, CALIF.  
San Francisco: Russ Bldg.—SUtter 1-8585



# 49<sup>th</sup> and MADISON

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

## ANDREA DORIA

Many, many thanks for your incisive and friendly column about our special one-half hour on the Andrea Doria.

FRANK STANTON  
President  
CBS

## WHOSE WHOSE IN PICTURES

In fairness, one item must be added to Bob Foreman's description (20 August issue) of CBS handling of the Andrea Doria disaster.

Mr. Foreman was exceedingly enthusiastic over the remarkable film which showed the Andrea Doria sliding beneath the water. So am I.

It should be recorded that this film, which from the context of the column is credited to CBS, actually came from the camera of Gene Broda, a top cameraman for United Press Movietone News.

Mr. Broda was the man who was there first and got aboard a Coast Guard aircraft carrying newsmen who covered the sinking on a cooperative basis. His film was pooled to the industry.

I raise this subject because credit for the splendid job should remain where it belongs.

W. R. HIGGINBOTHAM  
Manager,  
U.P. Movietone News

• Two cameramen actually photographed the sinking. One was Gene Broda of UPMT, the other was Tony Petri of CBS. Since Broda's film was pooled it also appeared on CBS.

## RADIO RESULTS

We have been reading SPONSOR for some time and have used it in our operations here at WACR.

We especially note and use the section on *radio results* which gives us many ideas.

ALBERT E. CAPPE  
Manager  
WACR  
Columbus, Mississippi

(Please turn to page 16)

# THE NEW NAME AT OUR HOUSE IS YOUR TICKET TO MORE SALES



The tag affixed to your luggage by the airline you travel assures its safe arrival. Your sales are an assured success when entrusted to Western New York's tried and proven sales medium WROC-TV.

Yes, the new name WROC-TV—Rochester's MOST POWERFUL Station—serves 17 prime Western N. Y. counties with 2½ million people in 386,000 homes. WROC-TV produces sales results!

**T**  
**T**  
**C**

## WROC-TV

(formerly WHAM-TV) Rochester, New York

A TRANSCONTINENT TELEVISION CORPORATION STATION

TENNESSEE

# Huge Gains in Hometown Popularity

**WABT** ★ BIRMINGHAM

**WAPI**

**WAFM**

MISS.

GA.

Number of Local Accounts More  
Than Double Last Year's

	1956	1955
First Seven Months	<b>397</b>	<b>180</b>

*Ask your Blair representative  
for a list of the Local Accounts*

WAPI and WAFM represented by  
John Blair & Co.

WABT represented by  
BLAIR-TV

FLORIDA



# SPONSOR BACKSTAGE



By Joe Csida

## **Hollywood package no threat to tv film strips**

As this is being written, the ink has hardly dried on the contracts between Arthur Loew and William Paley whereby CBS o.-and-o. stations in New York, Chicago and Milwaukee (and possibly in St. Louis and Hartford, if FCC approves CBS's taking over stations in those towns) are given the exclusive and unlimited right for seven years to play any of the 725 pre-1948 MGM feature length films in the Loew's vaults (excepting, of course, *Gone With the Wind* and *The Wizard of Oz*.) Mr. Paley's stations will pay Loew's, Inc. about \$11,000,000 for these rights.

That broadly-smiling, hearty and hustling Irishman, Charles "Bud" Barry, who is v.p. of Loew's new tv division, MGM-TV, at the same time, has utilized vast amounts of sunshine he accumulated while employed in key positions with ABC, NBC and the William Morris Agency to manufacture hay in additional million dollar deals for the same rights, involving the same films with Triangle Publications (*Philadelphia Inquirer*) for their four stations in Philadelphia, New Haven, Binghamton and Altoona; King Broadcasting for its stations in Seattle and Portland; and KTTV in Los Angeles. There is no reason to feel that before this piece sees print Messrs. Loew, Barry and their associates will not have made the same leasing arrangements for these 725 pictures with other telecasters.

Just before WCBS acquired the New York rights to the films, the Loew's were in negotiation with WOR-TV, who were eager to acquire the Gotham exclusive to these movies. And this, notwithstanding the fact that even without the MGM product, the Tom O'Neil New York station is already programming out of a total weekly program schedule of 117½ hours over 75 hours of feature film.

And with Loew's punching up new multi-million dollar leasing arrangements on its product there is no question that 20th Century Fox will shortly dump another vast catalog of its pictures into the tv pot.

All of which has resulted once more in much hand-wringing on the part of certain tv film producers and distributors. Hence it may be well to scan the current programming horizon to determine whether the lament is justified that all this feature film product will make it impossible to find time for a

(Please turn to page 60)



this  
bird  
in  
the  
hand  
is  
worth.....▶

...more  
sales  
for  
you  
in  
Philadelphia

Figuratively speaking, Bill Givens, Vince Lee and their canary-friend, "Rover," have the Greater Philadelphia Area by the ear. Morning and afternoon, Monday through Friday, "The Rover Boys" entertain with music and laughter, garnished with good hard sell.

From 5:00 to 6:30 a.m., they spark the dawn with favorite tunes, news, weather, guest-stars, and the tinkling old player piano that's practically their trademark. From 5:00 to 6:00 p.m., they lighten the late afternoon with the best in recorded popular music plus their own special brand of humor.

Between melody, comedy, and "Rover's" trills, Bill and Vince sell for such leading and varied advertisers as American Oil, American Tobacco, Best Foods, Capital Airlines, Dow-Corning, Fels & Co., Hotpoint, Quaker Oats, Reader's Digest and Slenderella . . . sell to as many as 60,000 listeners per commercial at an end-rate cost of 52¢ per thousand!

Let "The Rover Boys" get your sales on the wing in Philadelphia. In New York, call your NBC Spot Sales Representative for a Radio-Phonic Spot Buying audition.

**WRCV...**  
... SOLD BY **NBC** SPOT SALES

NBC Radio leadership station in Philadelphia  
Lloyd E. Yoder, Vice President and General Manager  
Hal Waddell, Sales Manager

**THE ROVER BOYS**

49TH & MADISON  
(Continued from page 12)

CREATIVE THINKING ON WBKB



Professor G. Herbert True speaks on creativity

Our newest public service promotion features Professor G. Herbert True, on leave of absence from Notre Dame University, in a tv show entitled *The Gold Mine between your ears*.

The program consists of discussions (without commercials) on creative thinking—how to recognize it, understand it, kill it—and how to be more creative.

Professor True appears over our station WBKB Chicago at 11:30 p.m. Sunday.

MRS. M. WELLS  
Polk Bros.  
Chicago, Illinois

• SPONSOR readers will recall Herb True as the compiler of SPONSOR's *Television Dictionary Handbook* published several years ago. Requests for the dictionary are still being received and a limited number of copies are available at \$2 each.

#### CORRECTION PLEASE

Move over Harry. You too, Harold. I've made a mistake also.

I know how it feels to be stomped by an elephant, or kicked by a donkey. I'm the guy that wrote the copy for the WCCO advertisement thousands of you saw in 20 August issue of SPONSOR.

That 97% in the second line of copy should really be 47%. This means the other percentage (the one in the footnote) should be 5.4.

It was simply a non-malicious mistake on my part. And I want to apologize to all of you.

This may be a unique situation. I think it's the first time in history anyone ever made a mistake in a trade journal advertisement.

GENE GODT  
WCCO-TV  
Minneapolis, Minnesota

included in this group are such screen triumphs as...



**RINGS ON HER FINGERS**  
Henry Fonda, Gene Tierney  
and Laird Cregar



**IT HAPPENED IN  
FLATBUSH**  
Lloyd Nolan and William Frawley



**BELLE STARR**  
Gene Tierney and Randolph Scott



**WITHIN THESE WALLS**  
Thomas Mitchell and Mary Anderson



**LES MISERABLES**  
Frederic March, Charles Laughton  
Sir Cedric Hardwicke  
and Rochelle Hudson



**HUDSON'S BAY**  
Paul Muni, Gene Tierney  
and Vincent Price



**THE BRASHER DOUBLOON**  
George Montgomery and  
Nancy Guild

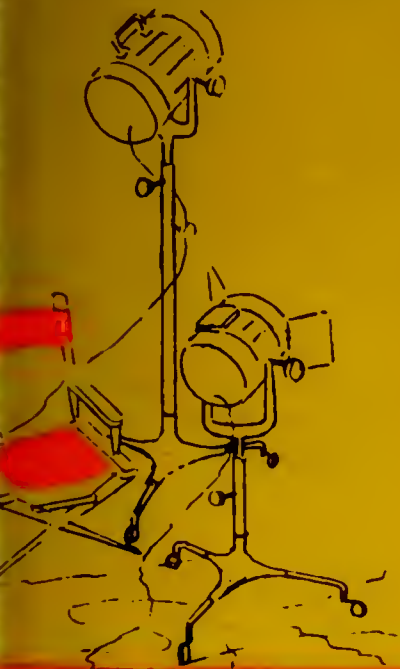


**WESTERN UNION**  
Robert Young, Randolph Scott  
and Dean Jagger



**BERLIN CORRESPONDENT**  
Dana Andrews and Virginia Gilmore

...and twenty-three more  
outstanding feature films



**WRITE-WIRE-PHONE, TODAY!** All the details are available to you from

HAROLD GOLDMAN, V. P. CHARGE OF SALES

**NATIONAL TELEFILM ASSOCIATES, INC.**

80 W. 55TH STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100 • CABLE: NATTELFILM

CHICAGO, ILLINOIS  
102 N. Michigan Avenue  
Phone: Michigan 2-5561

HOLLYWOOD, CALIFORNIA  
8721 Sunset Blvd.  
Phone: Coastview 1-1191

MONTREAL, CANADA  
1434 St. Catherine St.  
Phone: University 6-9495

MEMPHIS, TENNESSEE  
2605 Storick Building  
Phone: Jackson 6-1585

BOSTON, MASS.  
Stollor Hotel Office Building  
Phone: Liberty 2-9633

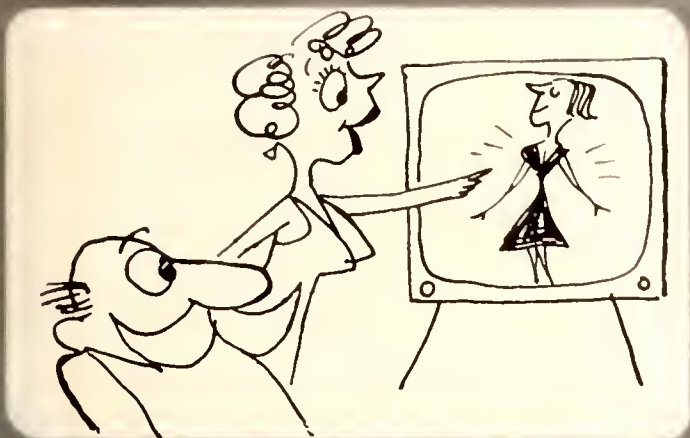
MINNEAPOLIS, MINNESOTA  
1109 Currie Avenue  
Phone: Federal 8-7013



**NTA...**

touches off  
the most  
spectacular event  
in television  
programming history...

We're selling more clothes in well-dressed San Diego!



55% More Than in 1950\*  
 Now more than Portland, Ore.; Birmingham, Alabama; Columbus, Ohio or Norfolk and Portsmouth, Virginia combined.

San Diego has more people, making more, spending more and watching Channel 8 more than ever before.

\*Sales Management, 1955

**KFMB**  **TV**  
WRATHER-ALVAREZ BROADCASTING, INC.  
Represented by  
**Edward Petry & Co., Inc.**  
**SAN DIEGO**  
America's more market



## Coming to Miami?

(via plane, train, and/or time-buy?)

don't miss the new **WQAM**

... newest of the Storz Stations

The state's oldest station, serving all of Southern Florida with 5,000 watts on 560 kes.

For a guided tour, talk to the man from Blair or WQAM General Manager, Jack Sandler.

THE STORZ STATIONS—President: Todd Storz

---

PROGRAMMED FOR TODAY'S LISTENING AND SELLING

**WDGY**

Minneapolis-St. Paul

**WHB**

Kansas City

**WQAM**

Miami

**KOWH**

Omaha

**WTIX**

New Orleans

Represented by John Blair & Co.

Represented by Adam Young, Jr.

## New on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
...ne, Chi	Olivan & Broner, Chi	NBC 180	Mary Margaret McBride; It W 4:15-4:30 pm; 26 Sept. thru 7 Nov
...te-Palmolive, NY	Bates, NY	CBS 203	Backstage Wife; M-F 12:15-12:30 pm; 1/2 spon; 3 Sept; 52 wks
...te-Palmolive, NY	Esty, NY	CBS 203	Strike It Rich; M-F 2:30-2:45 pm; 1/2 spon; 3 Sept; 52 wks
...te-Palmolive, NY	LGN, NY	CBS 203	Second Mrs. Burton; M-F 2:15-2:30 pm; 1/2 spon; 3 Sept; 52 wks
...te-Palmolive, NY	Houston, NY	CBS 203	Our Gal Sunday; M-F 12:45-1 pm; 1/2 spon; 3 Sept; 52 wks
...ix, Brooklyn	Warwick & Legler, NY	CBS 203	Road of Life; M&W 1-1:15 pm; 1/2 spon; 30 July; 52 wks
...del Calif Fruit, San Jose	Brisacher-Wheeler, San Fran	CBS 120	Helen Trent; Fr 12:30-12:45 pm; 1/2 spon; 3 Aug; 52 wks
...del Calif Fruit, San Jose	Brisacher-Wheeler, San Fran	CBS 120	Robt Q Lewis; W 8-8:30 pm; 5 min seg; 12 Sept; 13 wks; Bing Crosby; alt Th 7:30-7:45 pm; 5 min seg; 13 Sept; 13 wks; Robt Q Lewis; Sa 11:05-12n; 5 min seg; 15 Sept; 13 wks
...ne Co, Chi	JWT, Chi	CBS 203	A Godfrey Time; W 10-10:15 am; 5 Sept; 13 wks
...co, NY	MC-E, NY	NBC 191	Various; 56 6-second anncts pr wk; 6 Oct; 3 wks
...l Brands, NY	Bates, NY	CBS 203	Backstage Wife; Tu-W-Fr 12:15-12:30 pm; 1/2 spon; 7 Aug; 52 wks; Our Gal Sunday; M-Tn-Th 12:45-1 pm; 1/2 spon; 6 Aug; 52 wks; Second Mrs. Burton; M-W-Th-F 2:15-2:30 pm; 1/2 spon; 6 Aug; 52 wks



Benjamin B. Banks (4)



Jack Cecil (3)

## Renewed on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
...Motors, Detroit for United Motors	Camp-Ewald, Detroit	CBS 203	Lowell Thomas; M-F 6:45-7 pm; 1 Oct; 52 wks
...tte, Boston	Maxon, Detroit	NBC 191	Boxing Bouts; Fr 10 pm-concl; 2 Sept; 43 wks
...year, Akron	Kudner, NY	ABC	Gratest Story Ever Told; Su 5:30-6 pm; 16 Sept
...ing Waters, Tulsa	C. L. Miller, Tulsa	ABC	Oral Roberts; Su 2-2:30 pm
...tt & Myers, NY	DFS, NY	CBS 202	Gunsmoke; Su 6:30-6:55 pm; 1/2 spon; 12 Aug; 20 wks
...tt & Myers, NY	DFS, NY	CBS 210	Gunsmoke; Sa 12:30-12:55 pm; 1/2 spon; 18 Aug; 20 wks
...s Co, NY	Kudner, NY	ABC	Met Opera; Sa 2 pm; 8 Dec; 56-57 season
...e of Prophecy, Wash, DC	Milton Carlson, LA	ABC	Voice of Prophecy; Su 9:30-10 am; 9 Sept; 5 wks
...s of Healing, Portland, Ore	Century, Portland, Ore	ABC	Wings of Healing; Su 2:30-3 pm; 52 ks



Horace Curtis (4)

## Broadcast Industry Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
...d J. Bennett	Triangle Stns, Phila, reg sales develop director	Same, exec asst to gen mgr
...y Carruth	KOOL-TV, Phoenix	Petry, San Fran, tv dept
...Cecil	WDXN, Clarksville, Tenn, Mgr	Dixie Net, Jackson, Tenn, vp chg 7 am stns
...P. Cleary	NBC Rad, NY, prog director	Same, gen prog exec
...ard W. Coleman	WNBQ-WMAQ, Chi, adv-promo-mrchnsdng director	WNBQ, Chi, mgr color sales
...Curley	Wilson, Markey, England, San Fran, acct exec	G. P. Hollingsbery, San Fran, acct exec
...ur H. Curtis, Jr.	Hollingsbery, Chi, head tv sales	PGW, Chi, acct exec
...A. Danzig	NBC Rad, NY, prog planning-development director	Same, prog dept head
...De Waal	WBBM, Chi, acct exec	CBS Rad Spot Sales, Chi, acct exec
...ge W. Fuerst	NBC Spot Sales, San Fran, sales mgr west div	KNBC, San Fran, gen mgr
...nan S. Ginsburg	NBC TV Film, NY, adv-promo mgr	Cal Natl, NY, adv-promo mgr
...ld Goldsmith	CBS TV Film, Chi, acct exec	Same, branch mgr
...n Goodell	Meeker, NY, sales	NBC Spot Sales, NY, tv sales
...ge Graham	NBC TV, NY, admin sales	NBC Rad, NY, director sales service
...ge A. Heinemann	WNBQ-WMAQ, Chi, prog director	WRCA-TV, NY, prog mgr
...ett E. Hollihan	ABC, LA, west div sales mgr	Petry, La, rad sales exec
...erick Jacobi	NBC TV Film, NY, pub mgr	Cal Natl, NY, pub mgr
...e W. Johnson	KLOH, Pipestone, Minn, prog director	WFIN, Findlay, Ohio, prog director
...alvin Jones	KYW-TV, Cleve, prod mgr	KDKA-TV, Pitts, prog mgr
...ur Katz	CBS TV, NY, research director	Same, vp-daytime progs
...Weller "Jake" Keever	NBC TV Film, NY, natl sales mgr	Same, sales director
...M. Keys	WNBQ-WMAQ, Chi, sales director	Same, adv-promo-mrchnsdng director
...e Krantz	WRCA-TV, NY, prog director	Screen Gems, NY, home office director prog development
...H. Kremer	CBS Rad Spot Sales, Chi, acct exec	Same, sales develop mgr
...iam L. Lawrence	NBC TV Film, NY, prog-prod mgr	Cal Natl, NY, east unit prog dvelop director
...ig S. Leon	KTYL, Mesa, Ariz, acct exec	KPDK, Scottsdale, Ariz, sales-service director
...bert W. Lester	Mich Hospital Serv, Detroit, sales	WJR, Detroit, sales
...h R. McCawley	Ev Star News, Wash, DC, promo art director	WRC AM-TV, Wash, DC, adv-promo mgr
...iam K. McDaniel	KNBC, San Fran, gen mgr	NBC Rad, NY, in chg sales
...Montgomery	KIKI, Honolulu, sales	KGMB, Honolulu, sales
...Morse	Smith-Gandy Ford, Seattle, sales	KTVW, Seattle, acct exec
...C. O'Friel	WBC, NY, exec staff	KDKA-TV, admin asst to vp
...cis X. O'Shea	Kagran, NY, gen mgr	Cal Natl, NY, mrchnsdng director
...ert A. Ralston	CBS TV, NY, exec producer	Same, net programs director
...L. "Lud" Richards	WBZ, Boston, natl acct exec	RAB, NY, natl sales exec
...Rios	KRDK, LA, comml mgr	KITO, San Bernardino, Cal, gen mgr
...ard Russell	KFDM AM-TV, Beaumont, Tex, prog director	Same, local sales mgr-asst ops mgr tv
...ard M. Scala	WFBG AM-TV, Altoona, prog director	Same, gen mgr
...y B. Schaechter	H. Koch Adv, NY	WKNB, W Hartford, promo-pub relations
... Schofield	KXLA, Pasadena, Cal, comml mgr	KRDK, LA, comml mgr
...a B. Sias	PGW, Chi, acct exec	PGW, NY, acct exec
...k Steltenkamp	WWJ-TV, Detroit, sales	Same & WWJ, sales develop mgr



George A. Heinemann (3)



B. Calvin Jones (3)



H. Weller Keever (3)

**New and renew**

**3. Broadcast Industry Executives (continued)**

NAME	FORMER AFFILIATION	NEW AFFILIATION
Cal Stewart	WOWO, Ft Wayne, anncr-mc	Same, news-special events director
John Stilli	KDKA, Pitts, sales mgr	KDKA-TV, Pitts, sales mgr
Donald J. Trageser	KDKA, Pitts, sales	Same, sales mgr
Arthur R. Trapp	CBS TV, NY, acct exec	Hoag-Blair, NY, acct exec
Earl Wennergren	Rocky Mntn News, Denver, am-tv columnist	KLZ AM-TV, Denver, pub relations director



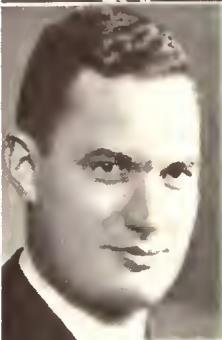
William L. Lawrence (3)

**4. Advertising Agency Personnel Changes**

NAME	FORMER AFFILIATION	NEW AFFILIATION
Benjamin B. Banks	R&R, NY, vp-acct super	B&B, NY, vp-acct super
Gordon F. Buck	FCB, Chi, asst gen mgr branch office	Same, vp-media director
Tom E. Chantron	Kraft, Chi, prod mgr	Earle Ludgin, Chi, acct exec
Lloyd G. Chapman	KDKA-TV, Pitts, sales mgr	Vic Maitland Assoc, Pitts, director am-tv ops
Henry G. "Jack" Childs	WKY-TV, Okla City, writer-prod-director	Erwin Wasey, Okla City, am-tv director
Horace Curtis	BBDO, NY, vp-acct super	B&B, NY, vp-acct super
Ransom P. Dunnell	D'Arcy, Chi, head am-tv	Humphrey, Alley & Richards, NY, am-tv director
Robert F. Hussey	FCB, Chi, vp	FCB, Detroit, media acct exec
John M. Klock	Lufkin Rule, Saginaw, adv mgr	Allman Co, Detroit, media-research director
Henry A. Mattoon	Reach, Yates & Mattoon, NY, pres	Mc-E, vp-chm mktng plans bd
Henry J. Opperman	G. Wade, NY, tv prod	Sme, am-vp director
William J. Raymond	Ayer, Phila, prod dept	Same, plns mrchdsng
Joe H. Serkowich	Aubrey, Finlay, Marley, Hodgson, Chi, vp	Same, director
Syl Sher	Litman-Stevens & Margolin, Kansas City, acct exec	Same, timebuying
Howard Webb	Grey, NY, media	Ralph Allan, NY, media director
Timothy J. Stone	LaRoche, NY, acct exec	B&B, NY, acct exec
Edward M. Stern	FCB, Chi, media	Same, media mgr
Ethel Wieder	Biow, NY, timebuying super	Compton, NY, timebuyer
Bert Zausmer	Pfeiffer Brewing, Detroit, sales promo-asst adv mgr	Pitluk Adv, San Antonio, creative director-acct exec



George C. Newmann (5)



Paul G. O'Friel (3)

**5. Sponsor Personnel Changes**

NAME	FORMER AFFILIATION	NEW AFFILIATION
Dwight R. Anneaux	Hotpoint, Chi, mgr builder sales	Whirlpool-Seeger, Chi, mgr spec mkts
B. N. Barber	Oldsmobile Div, Lansing, asst sales mgr	Same, gen mrchdsng mgr
Philip M. Barns	Y&R, NY	Colgate-Palmolive, NY, asst director am-tv
George O. Clemson	Oldsmobile Div, Lansing, reg mgr	Same, asst sales mgr, cast
Barbara Dilworth	Atlantic Refining, Phila, mkt research	Proctor Electric, Phila, mkt research mgr
John G. Hager, Jr.	Amer Tobacco, Louisville, mfg ops mgr	Same, director
Larry F. Hardy	Philco, Phila, vp	Same, vp-consumer prods div
J. Patrick Kane	A. C. Spark Plug Div, Flint, mrchdsng mgr, oil filters, pumps	Same, sales promo mgr
George C. Neumann	David J. Mahoney, NY, vp	Good Humor, Brooklyn, mktng-prod develop director
S. F. Mehring	Oldsmobile Div, Lansing, req mgr	Same, asst sales mgr, west
James W. Phillips	Pacific Natl Foods, Seattle, sales-promo mgr	Bardahl Mfg, Seattle, adv mgr
Harold W. Schaefer	Philco, Phila, vp-appliance div	Same, vp-gen mgr appliance div



Francis X. O'Shea (3)



Donald J. Trageser (3)

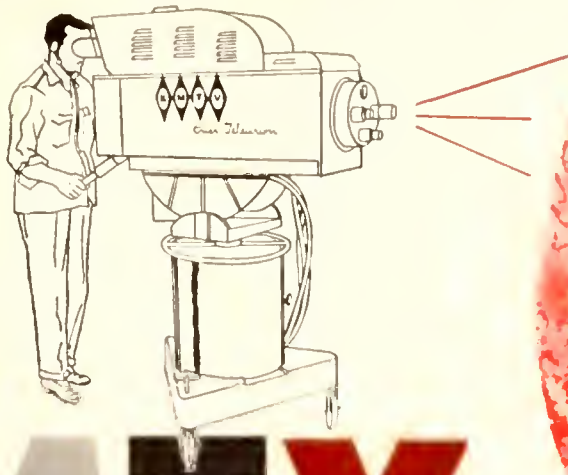
**6. New Agency Appointments**

SPONSOR	PRODUCT (or service)	AGENCY
American Tobacco, NY	Herbert Tarcyton cigarettes	L. C. Gumbinner, NY
Armstrong Cork, Lancaster, Pa	building prods	Ogilby, Benson & Mather, NY
B. T. Babbitt, NY	Cameo	DFS, NY
Food Specialties, Worcester	Pizzamix	C. F. Hutchinson, Boston
Foremost Dairies, San Fran	all prods	BBDO, San Fran
Gordon Baking, Detroit	Silvercup	N. W. Ayer, Detroit
Griesedieck Bros, St Louis	beer	Maxon, Detroit
Lever Bros, NY	Spry & Instant Liquid Spry	K&E, NY
Max Factor, Hwyt	Sof-Set, Dri-Mist	Anderson-McConnell, LA
P&G, Cinn	Duncan Hines Mixes	Gardner, St. Louis
Revlon, NY	tv program—Most Beautiful Girl in the World	C. J. LaRoche, NY
Seaboard Drug, NY	Mericin	M. B. Scott, LA & NY
Wayne Candies, Ft. Wayne	Bun Candy Bars	Kight, Columbus, O.
J. B. Williams, Glastonbury, Conn	Conti prods	DCSS, NY
Wilson Co, Chi	Ideal Dog Food, shortening, animal & poultry feed, poultry	U. S. Adv, Chi
Wilson Co, Chi	meats & cream soup	NLB, Chi



Arthur R. Trapp (3)





# KMTV

celebrates its **7th**  
Anniversary with its

**1000<sup>th</sup>**  
**COLOR**  
**TELECAST**  
September 1

Color Television Center KMTV is proud to celebrate its seventh anniversary September 1st, by telecasting its 1000th color program. This big anniversary colorecast will be another KMTV exclusive first—the Mid-western Olympic District Boxing Tournament.

Seven years ago KMTV joined in pioneering black and white television. Continuing its pioneering spirit, KMTV now leads in the color field, fully equipped with latest live, film and network color equipment.

*From arias to uppercuts*—Two important nationwide TV firsts were scored by KMTV with local colorecasts of live opera and boxing. Locally produced color plays an important part in KMTV's daily program lineup.

KMTV, Omaha's color pioneer, and NBC, the nation's color leader, will continue to dominate color television in the rich channel 3 area. Cash in now on KMTV's leadership. See Petry today.



COLOR  
TELEVISION  
CENTER

**KMTV**

**CHANNEL 3**

MAY BROADCASTING CO.



NBC-TV  
ABC-TV

**OMAHA**

Represented by

**Edward Petry & Co., Inc.**

**NIGHT-TIME RADIO  
IN LANSING  
IS  
"ERIK-O"**



**"HOUSE of MUSIC"**  
with Erik "O"

**8:30 p.m.-12:30 a.m.  
MONDAY THRU SATURDAY**

**POPS, STANDARDS,  
JAZZ, NOVELTIES, R&B.  
R&R . . . REQUESTS,  
SPECIAL FEATURES,  
GIMMICKS AND CHATTER**



**MUSIC • NEWS • SPORTS  
IN  
Lansing, Michigan**

CALL:

**VENARD  
RINTOUL  
McCONNELL  
INC.**



**Mr. Sponsor**

**Emmanuel Goren**

Advertising-merchandising manager, Lehn & Fink Div.  
Lehn & Fink, New York

This fall Lehn and Fink is switching strategy in its use of network television.

"Until April we sponsored the reruns of *I Love Lucy* at night," says dark-haired young Manny Goren, ad manager for the Lehn & Fink Division of the parent company, which comprises all but Tussy and the Dorothy Grey lines.

"Our Sunday night *Lucy* show was successful as far as ratings. We averaged 20 or 21 and at the same time, we had evidence of increased sales in tv areas. But after cost analysis, we decided that we preferred a more concentrated audience. Nighttime tv gave us 40% women, who're our specific customers. Daytime, though lower-rated, delivers 30% plus women. On a cost-per-1,000 basis this may not compensate, but on a cost-per-customer basis, we're better off with daytime."

Based on this reasoning, Lehn & Fink will be sponsoring two daytime shows this fall: *Queen for a Day* and *It Could Be You*, both NBC TV. The half-hour weekly nighttime show provided Lehn & Fink with three commercials, whereas each of the 15-minute weekly segments in the two shows gives the firm three commercials as well.

The major product Goren will be pushing in these two shows (via McCann-Erickson) is Lysol, with a budget of \$1 million for the fiscal year 1956-1957. Over 60% of this budget is scheduled for network tv.

Although a young man in his late twenties, Goren has packed in considerable sales and merchandising experience in his career both prior to and after college. Despite his knowledge of tv's glamor appeal on the retail level and the importance of local store follow-through for advertising, Goren feels cautious about large investments in new shows by medium-sized advertisers.

"Our aims are two-fold—to increase store traffic and thereby increase sales," says he. "We feel that the way to do this with the minimum risk on network tv is by sponsorship of proven packages. Hence, daytime participations are a logical answer."

At home in Forest Hills with his wife, Marcia, Goren tries to ignore the pressures of advertising. "But," he admits candidly, "If you like a business, you're really never very far from the office, no matter where you go." ★ ★ ★

# WCAU means PHILADELPHIA showmanship

Some people will always have a warm spot in their hearts for the circus. Like us at WCAU-TV... we started our own and called it "Big Top." Today you know it as the "Sealtest Big Top," a network show of 84 stations with a weekly audience of about 10,500,000. That kind of success story can be yours at the local level. Because the same WCAU-TV programming talent that created "Big Top" and made it one of the highest rated network daytime shows is yours to command, too. So when you think of showmanship, think of WCAU.

**WCAU, WCAU-TV** *The Philadelphia Bulletin Radio and TV stations. Represented nationally by CBS Spot Sales. By far Philadelphia's most popular stations. Ask ARB. Ask Pulse. Ask Philadelphians.*



# They're friends with



WRGB, SCHENECTADY-ALBANY-TROY, IS SOLD BY



SPOT SALES)

REPRESENTING THESE LEADERSHIP ST

New York	WRCA, W
Schenectady- Albany-Troy	WRGB
Philadelphia	WRCV, W
Washington	WRC, WR
Miami	WCKT
Buffalo	WBUF
Louisville	WAVE, W

# Half-million families...

and any friend of theirs is a friend of yours!

When WRGB's sales-winning personalities tell their viewers about your product on their local, live programs, it's neighbor talking to neighbor — and the good word spreads fast! *This* fast: With individual program ratings as high as 22.1 and 25.1, according to the latest ARB, these eight super-salesmen draw up to 78% share-of-audience, and *average* an astonishing 56% share!

To viewers in the half-a-million TV homes of the Schenectady-Albany-Troy area, these people are *next-door* neighbors who chat about hometown doings . . . entertain the family . . . swap favorite recipes . . . pass along useful household hints. And because their viewers set so much store by what they say, a word from these folks means a warm reception for your product in a circle of friends as big as the 30-county, Northeastern New York-Western New England market covered by WRGB.

Seventeen years of active participation in local affairs has earned WRGB the audience confidence that produces results for sponsors. And it's this same close identification with community wants and interests that benefits the advertiser in *every* market served by an NBC Spot Sales station.

*There's always something extra on the stations represented by NBC Spot Sales.*



1. Sunnie Jennings and Ernie Tetrault — HOME FARE — Monday through Friday, 9:00-9:30 a.m. A daily serving of news, interviews, recipes, household hints, fashions, and special features of interest to homeviewers.
2. Earle Jerris — THE EARLE JERRIS SHOW — Monday, Wednesday, Friday, 1:00-1:30 p.m. Songs and piano stylings especially designed for daytime viewing.
3. Kathy Maguire — TASTE TIME — Monday through Friday, 2:00-2:30 p.m. Planning, purchasing, and preparing meals — a complete menu every day.
4. Grant Van Patten — TRADER VAN — Monday through Thursday, 2:30-3:00 p.m.; Friday, 2:45-3:00 p.m. "A classified advertising page on TV," bringing together viewers who want to sell and viewers who want to buy.
5. Glendora Folsom — s. s. GLENDORA — Monday through Friday, 5:00-5:15 p.m. Novel entertainment with a nautical theme for children aged 4 to 14.
6. Bill Mulvey — BRONCO BILL — Monday through Friday, 6:00-6:30 p.m. Top family fare—cowboy films from live western setting.
7. Garry Stevens — TV SHOWCASE — Monday through Friday, 6:30-6:55 p.m. Music and special acts, featuring recording star Garry Stevens and his "After-Six Seven."

WMAQ, WNBQ  
KSD, KSD-TV  
KOA, KOA-TV

KOMO, KOMO-TV  
KRCA  
KPTV  
KO KNBC  
KGU, KONA-TV

# RESULTS!

**94,763** POST CARDS  
IN 11 DAYS

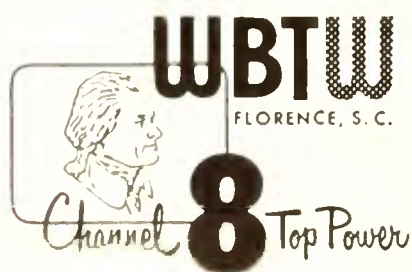
94 763 \*

Indisputable evidence of pulling power resulted from a television campaign just concluded by a meat packing company over WBTW in Florence. Results: 94,763 post cards poured into the station in 11 days!

AND only 11 of WBTW's loyal 29 counties were eligible to participate in the voting for May Queen of the Great Pee Dee. Each piece of mail was a ballot . . . obtainable only at grocery stores stocking Balentine Meat Products. We weren't giving anything away . . . not even a free sample!

This one campaign offers positive proof of the influence WBTW exerts in the Carolinas' fourth largest market. Population in WBTW's 100 uv/m area is 1,347,800 with \$1,248,435,000 in effective buying income.

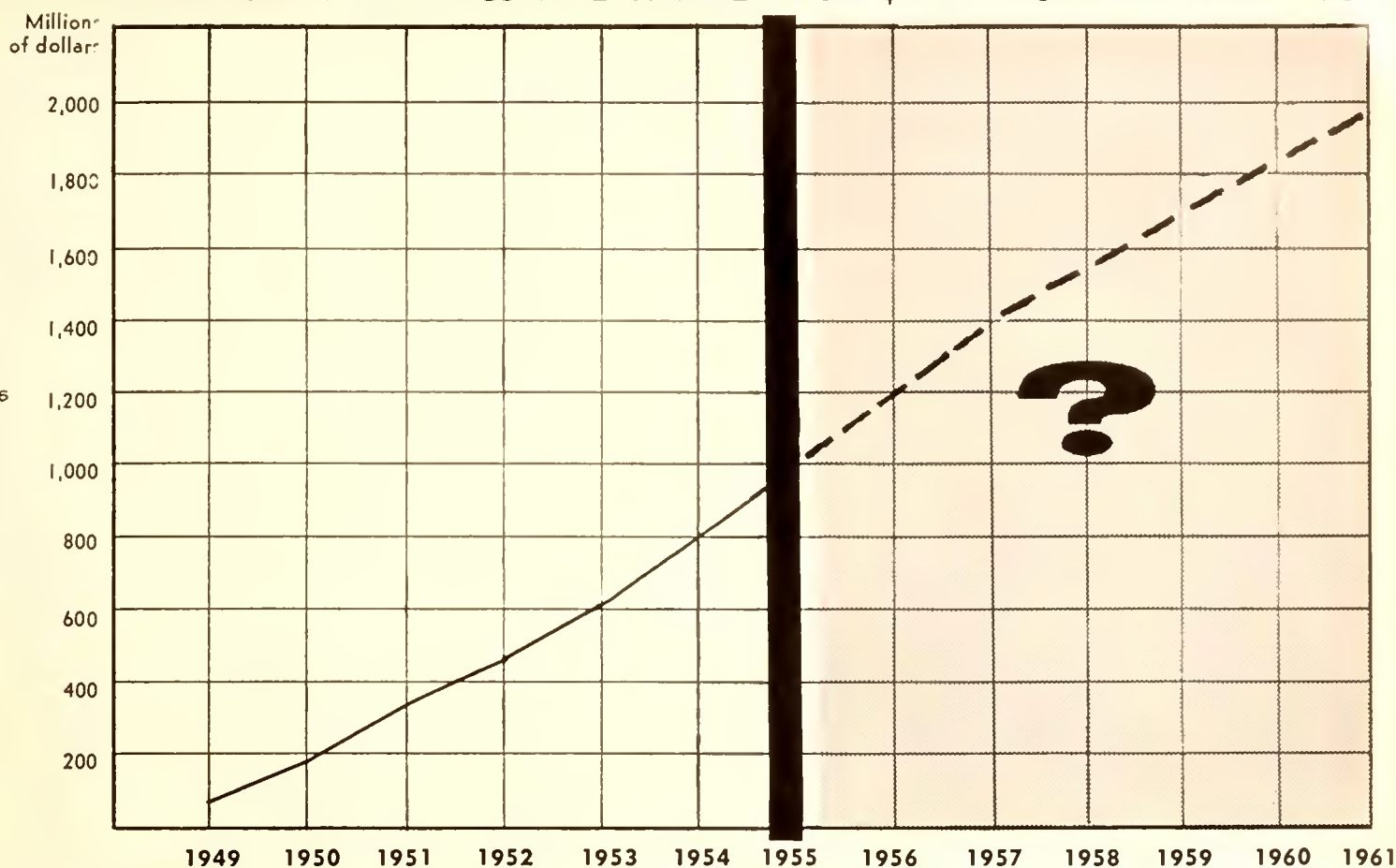
This success story could have been yours. Contact CBS Television Spot Sales or WBTW, Florence.



JEFFERSON STANDARD BROADCASTING COMPANY



## TELEVISION BILLINGS ARE HEADED FOR \$2 BILLION MARK BY 1961



**Estimate of future tv billings**—as projected by SPONSOR—was based on analysis of past rate of climb of tv and total advertising expenditures. The 1949-55 figures are from McCann-Erickson

# TV's next five years: will the boom continue?

**The answer is yes. Some 1961 guesstimates: 46 million tv homes, 57 million sets, possibly 33% color tv saturation**

*by Alfred J. Jaffe*

**W**ith television ownership due to pass the 75% mark this year, the thought may have occurred to more than one adman that, strange as it may seem, video growth is due to end soon.

After all, how can tv budgets continue to climb if the prime fuel for the tv boom—namely new tv homes—becomes exhausted?

Therefore, it can be assumed tv will shortly find its long-term niche, settle in it, develop its traditions, fight for its conventional share of advertising and become a proper and respectable medium.

End of theory.

As logical as the above theory sounds, the fact is that more new tv dollars will probably be coming into the medium annually during the next five years than during the previous eight. Like many fallacious theories, the idea that tv will stop growing falls flat on its face because of failure to take into account all the facts. The tv boom is fueled by more than new tv homes. It is sparked by new products, dynamic marketing, a healthy economy, a boom in babies and the sales effectiveness of tv

**SPONSOR**

7 SEPTEMBER 1956

itself, which means, among other things, tv's ability to take money away from other media. And there are other factors, too, like color and the great potential represented by department stores.

The result of all these factors is that tv, according to a SPONSOR projection, will wind up by the end of 1961 as follows:

1. Total billings for the year of about \$2 billion, or double the 1955 figure.

2. A saturation of 85% or about 46 million tv homes.

3. Set sales, including both black and white and color, totaling about 9 million for the year. Color sales alone are more difficult to predict and industry estimates range from 3.7 to 6.9

million, depending on how quickly the particular estimator figures color set costs can be brought down. If the higher figure is correct, this will put color tv home saturation at about 33%.

4. Total tv sets will come to about 57 million with extra home sets totaling conservatively about 9 million. This means that at least 8 million homes will have two or more sets. (Some sources believe the multi-set home figure will be higher.) Another 2 million tv sets will be located in public places.

5. The share of tv billings among network, spot and local will not be changed much from the present. Shares will be, roughly, 50-25-25, respectively, close to present division.

6. The same big industry groups will continue to be the heavy advertisers in tv but a host of new products, many of them not even a gleam in the sponsor's eye today, will be plugged heavily on tv. One group of products expected to be big will be branded and packaged frozen meats.

The predictions above have been worked out by SPONSOR after consultations with network, agency and set manufacturer sources. They are, frankly, guesstimates. But they are guesstimates based on the advice of informed people. For those curious about the art of crystal ball gazing, SPONSOR draws aside the slide-rule curtain to explain the method without the gobble-dygook the experts often use to make a simple thing sound complicated.

## TvB's Oliver Treyz takes a look at television, present and future, s



• The question-and-answer colloquy at right is the verbatim text of a SPONSOR interview with Oliver Treyz, president of the Television Bureau of Advertising. In the interview, Treyz foresees tv's share of advertising rising to 20% by 1965, reveals some new facts about daytime tv viewing habits (such as the fact that 40% of all tv homes regularly watch video before 9:00 a.m.), predicts a greater emphasis on program selling in spot tv, sees no danger of a small group of industries dominating tv, forecasts a marriage of color and certain industries,

**Q.** *What big changes will take place in television during the next five years?*

**A.** More revenue for television, particularly in the daytime.

**Q.** *Do you expect television billings to climb at the same rate as in the past?*

**A.** In percentages no. In dollars, yes.

**Q.** *What would you guess tv billings to be five years from now?*

**A.** Well, certainly at a minimum, they should climb another billion dollars, which is a conservative projection of an increase of two hundred million dollars a year, which times five, is a billion. Actually, the increase probably will be better than a billion, the total more than double the current television expenditures of slightly over a billion dollars a year.

**Q.** *To what extent will television's share of all advertising increase?*

**A.** Well, right now our television share of all advertising is about 11 to 12%. We believe that within ten years, or by 1965, that television will account for 20% of all money invested in advertising, and that within five

years, which is the span of time you just mentioned, that it should be somewhere, perhaps at the mid point between 11 and 20%, or around 15-16% of total advertising expenditures.

**Q.** *Where does the biggest potential in television billings lie?*

**A.** Daytime represents a larger share of total viewing than it does of total tv advertising expenditures. Daytime circulation is growing at a faster rate than night. Today, television's greatest values as reflected by cost-per-1,000—are found in the daytime. Television's daytime audience is considerably larger than many advertisers realize, and far larger than tv's competitors would have them believe.

For example, over two out of five television homes regularly view before 9:00 a.m. These are Nielsen unduplicated home figures for the first measured week in March of this year. And each of these early morning television homes watches one hour, 57 minutes per week.

In the next three-hour span, between 9:00 a.m. and noon, more than seven of every 10 homes view television, and of these viewing homes, the average spends well over four hours per week watching. Between noon and 3:00 p.m.,



# TV TRENDS-FUTURE AND PAST

As in all projections, certain assumptions must be made. The big assumption made in the predictions above is that there will be no depression during the next five years or even a major recession.

This may sound like a big "if" to some people but it is obvious that, unless this is assumed, making projections could become a wild game. The fact is, that while the experts know a great deal about the past, they really know very little about the future. There are too many things to measure, too many subtle factors that can't even be pinned down.

However, large businesses must plan for the future (and do) and must make certain assumptions even if they  
(Please turn to page 104)

TV SET SALES, MULTI-SET TV HOMES 1956-1961

	Source A*		Source B*		No. of tv sets per U.S. home
	COLOR	B&W (000)	COLOR	B&W (000)	
1956	250	7,300	200	7,300	1.12
1957	700	6,900	750	6,700	1.14
1958	1,940	6,200	1,350	6,200	1.16
1959	4,250	4,600	1,940	5,800	1.18
1960	5,500	3,500	2,900	5,400	1.20
1961	6,900	2,300	3,700	4,900	1.22

\* Two tv set manufacturers supplied above estimates. Source A, a top appliance firm, cannot be identified. Source B is Sylvania. Latter figures come from Frank Mansfield, Sylvania sales research director. (Mansfield is also chairman of RETMA Statistical Committee.) Source of right hand column is also Sylvania which considers figures conservative.

WEB, SPOT, LOCAL SHARE BILLINGS 1949-1955

	Network	Spot	Local	% tv spending to all advertising
1949	50.9%	15.9%	33.2%	1.1%
1950	49.8	18.0	32.2	3.0
1951	54.4	21.0	24.6	5.2
1952	56.5	20.7	22.8	6.3
1953	52.8	24.0	23.2	7.8
1954	54.9	23.4	21.7	9.9
1955	52.7	25.4	21.9	11.1
Increase	1837%	2830%	1170%	1000%

Source: McCann-Erickson Central Research Dept. as published in "Printers Ink."

SHARE OF NETWORK TIME BILLINGS BY TOP INDUSTRY CATEGORIES 1950-1955

	1950	1951	1952	1953	1954	1955
Food	16.7%	20.2%	18.7%	18.5%	20.1%	19.7%
Toiletries	10.5	12.9	13.7	16.0	15.6	18.2
Autos & Accessories	13.3	8.6	8.6	9.3	9.1	11.6
Soaps, Cleansers, Polishes	2.1	8.6	11.6	10.1	10.8	11.3
Smoking Materials	15.8	14.1	15.7	15.8	13.3	10.4
Household Equipment, supplies	6.5	6.7	6.3	8.8	8.1	7.6
Drugs, Remedies	1.0	2.2	3.4	4.2	5.0	5.7
Total as % of all network billings	65.9	73.3	78.0	82.7	83.0	85.0

Source: PIB, gross time (before discounts)

## ressive growth

more than 80% of all U.S. tv homes watch during the course of a week. In the noon to 3:00 p.m. period, each viewing home watches an average of five hours and 20 minutes per week. Next, in the late afternoon, almost nine of every 10 homes view television during the week. Between 3:00 and 6:00 p.m., these homes watch nearly six and a half hours weekly.

Today, according to Nielsen, in television homes, more families view daytime television in one week than listen to all of radio, day and night. Furthermore, they spend more time watching daytime television than listening to all of home radio around the clock. This is even true on a Monday-through-Friday, as well as a Sunday-through-Saturday basis. This Nielsen comparison certainly doesn't make radio look small; it merely puts the new dimensions of daytime television circulation into accurate and dramatic perspective.

**Q.** How can broadcasters best develop this daytime potential?

**A.** By documenting the new values of daytime television. And we are concentrating on helping them do that job. The new sales drive in daytime  
(Please turn to page 103)

# How to make spot radio and tv easier to buy

**Simplification and standardization of spot buying processes can encourage more advertisers to use the medium. Here are eight roads toward improvement proposed by buyers and sellers of spot**

\*  
A major step toward standardization was taken in January when SRA members agreed to use SRA-adopted form. But until these standard forms come into general use, buyers must still deal with scribbled notes

\*  
Much duplicated effort stems from delay between opening of time at station and approval of order by client. Recently initiated is rep system of getting daily, up to date availability report from stations

\*  
Many reps provide capsule biogs on local talent, profiles of local shows to help buyers make proper choice. But source of complete information is the station, which must provide rep salesmen with sales tools

\*  
Booming tv business, say buyers, has made some reps and stations sluggish about supplying affidavits of performance. Automatic mailing of such affidavits would speed up negotiation for make-goods

As the volume of spot radio and tv buying has grown in the recent past, the burden of work for buyer and seller alike has increased, if not proportionately to growth, still substantially.

Many steps have been taken by the advertising industry to streamline spot buying. Progress has been made, but in spite of it, agency and client find spot campaigns still rank among the most time-consuming forms of advertising in terms of their preparation.

While spot has been growing in volume, there is little doubt that more clients would be encouraged to use the medium if the buying process itself could be simplified, if lines of communication between buyer and seller were smoothed out. To encourage further growth of spot radio and tv, SPONSOR has brought buying problems into focus periodically, with the intention of presenting constructive remedies to buying difficulties.

Indeed, a number of steps have been taken this year to ease the strain of placing major air media campaigns. Media men both on the buying and selling end of the industry note a great increase in efficiency. However, as the initial frantic rush into fall campaigns begins to ease, the time is ripe for assessing the improvements and evaluating problems still to be solved.

In the interest of providing a guide to smoother spot buying, SPONSOR interviewed key timebuyers at major agencies, rep sales managers and salesmen. These are the most significant

findings to emerge from SPONSOR's study:

- Many major agency snags to efficient buying that cropped up frequently in past surveys have been solved. For example, the cross-section of buyers interviewed say that they're now in on the earliest stages of planning a campaign for an account. Frequently, the buyers' recommendations form the basis for the original media appropriations. No longer do most buyers at major and medium-sized agencies work in the kind of hermetically-sealed cell—devoid of client information or contact—that they frequently complained about a couple of years ago.

- Efforts have been made in the past year to solve certain mechanical difficulties that plague both buyers and salesmen. The presentation of availabilities, for instance, has been standardized by Station Representatives' Association into a clear and simplified form. (Unfortunately, this form is being used by only a small minority of reps to date.)

- Several reps have revamped their traffic systems, thus becoming geared to providing buyers with up-to-date availabilities in a hurry. But in some instances, lack of continuous lines of communication between station and rep can still prove to be major stumbling blocks in setting up a campaign. Timebuyers still complain that some reps give them availabilities a week or more old—availabilities which no longer exist by the time the buyer is


ready to place the order for a client.

• Problems do continue to disrupt the process toward speedy and economic buying of spot radio and tv. These tend to fall into two categories: (1) Those that can be solved relatively easily by mutual consideration between reps and timebuyers, such as intelligent use of each other's time. (2) Those that will require concerted effort of industry groups, like the "local rate" problem and the time-consuming confusion resulting from current billing systems.

Here, then, in detail, are the guidelines and constructive suggestions put forth by the people daily concerned with the buying and selling of radio and tv spot campaigns:

**1. Are your availability lists readable?** The time-consuming job of "shuffling through batches of availabilities" has kept many a buyer at the desk many an evening. Yet it could require half the hours now needed if all availabilities came in on neat and standardized forms, with all the required information typed in corresponding parts of the page.

"When you're buying 50 markets, it doesn't mean studying availabilities from 50 stations," one timebuyer told SPONSOR. "In fairness to our client and the rep alike, we've got to consider each station in the market. So it might mean looking at information and availabilities from 150 to 200 stations. When you've got that kind of a job to do, you'll be peeved at the sta-



**THIS WE  
FIGHT  
FOR**

From SPONSOR's  
editorial platform

**We fight for easier methods of  
coordinating and launching  
spot radio and tv campaigns.**

**Much more spot would be  
used if agencies could be shown  
ways to reduce the details  
presently inherent in these  
potent media.**

tion whose rep gives you a pencil-scribbled note on what's open."

But steps have been taken to solve this particular problem. Last January, SRA introduced standardized availability forms which the rep association worked out in conjunction with the 4A's radio-tv committee. These forms, identical for radio or tv (but in two different colors), provide name of the market, station, channel (if tv), network affiliation and date on top of the page. Vertical columns indicate the day, time and length of the availability as well as the preceding and following programs. There's also room on the far right for ratings, when the rep can provide them.

However, while the 16 members of SRA have agreed to use these standardized availability sheets they are not yet in widespread use, because SRA members are first using up their old forms. Another problem is that some reps prefer their own availability forms for competitive reasons.

"We feel that we handle the presentation of availabilities in a more efficient way than other reps," one salesman explained. "Why should we give up this extra service to our agencies?"

(Please turn to page 78)

\* **Why don't stations subscribe to all rating services?**

Buyers don't expect stations to subscribe to all rating services, but it would save them unmeasured time if reps supplied whatever ratings stations buy. Ideal would be uniformity within each market

\* **Is there too much time-waste?**

Mutual time-waste between buyers and sellers could be reduced by consideration. Buyers should not keep reps waiting or receive multiple calls during presentations. Reps should keep sales talks to 10 minutes

\* **Do local dealers write client contracts?**

When local dealers write client they can get "price break," buyer and agency's in trouble. Buyers say reps should keep stations in line and conforming to uniform local rate standards for their clients

\* **Why do agencies add their own amendments?**

The latest 4A's contract is generally in use, but some agencies and stations add own amendments, thus increasing buyers' and sellers' paperwork. Centralized billing system is future hope of the industry



# Is blank

**Admen polled by SPONSOR on contro**

## **New gimmicks everywhere, but no excitement**

"PEEPIE-CREEPIES" AND "WALKIE-TALKIES" WERE ON HAND TO COVER TENSE MOMENTS, BUT THOSE MOMENTS SCARCE. PORTABLE GADGETS IN ACTION PHOTOS: (TOP OF PAGE) CBS; (ABOVE) ABC; (BELOW) NBC



**T**he coverage of few public service events in the history of air media has kicked up such a furor among the lay and trade press as the recent Democratic and Republican conventions. In none of this criticism was there any pointed reflection on the quality of the job performed by the networks. The questions raised had to do with (1) the audience pulling power of the two events, (2) the judgment of the networks in simultaneously blanketing the air for almost two consecutive weeks with around 180 hours of a single topic to the exclusion of regular programing and (3) whether such coverage projects are sound economic buys for advertisers. Because of the intense controversy that the subject has stirred within advertising circles itself and speculation as to how the incident could shape future sponsor participation in similar public service projects, SPONSOR embarked on the following roundup.

## SPONSOR estimates networks lost \$3,000,000

Estimated rebates from pre-emptions	
ABC	\$1,500,000
CBS	4,000,000
NBC	3,500,000
TOTAL	\$9,000,000
Estimated costs of covering conventions	5,500,000
Grand total of rebates and coverage	\$14,500,000

Received from convention sponsorships	
ABC	\$3,000,000
CBS	4,000,000
NBC	4,500,000
TOTAL	\$11,500,000

Estimated out-of-pocket cost for 3 nets \$ 3,000,000

# Convention coverage an audience bust?

ed by convention coverage see sharply bobtailed version in 1960

A psychologist once wrote: "A captive audience is a resentful audience. Compound the status of captivity with the element of dullness and you can have the making of an explosion."

Did viewer reaction to the networks' blanket coverage of the recent Democratic and Republican Presidential conventions have the earmarks of such an explosion?

In rounding up opinion and analysis on the after-effects of the conventions, SPONSOR encountered many conflicting points of view. But it found this almost unanimous appraisal: There had been more or less of a viewer explosion and its repercussions may have sharp effect on (a) the dimensional nature of future important public events telecasts and (b) sponsor participation in such events.

The circle of SPONSOR's person-to-person inquiry included agency men presently concerned with handling campaigns for political candidates, sponsors of the two conventions, representative agency executives and ad managers, network public service directors, marketing experts and research people. Reduced to thumbnail

notations, here are the highlights of SPONSOR's findings:

- As far as Philco is concerned, this was the last time it would underwrite stem-to-stern coverage of the Presidential conventions. It looks forward next time to doing a selective job, sponsoring but part, or the highlights, of the proceedings.

- All advertisers who participated in the convention broadcasts, which included radio, are convinced that, regardless of what the audience ratings may show, the *quid pro quo* was very satisfactory. The coverage brought them prestige and sold goods.

- The expertly mounted and rehearsed tv show is not the answer to making blanket coverage of a public service or political event more palatable to the viewing mass.

- Repetitiousness and ballyhoo may dull the mind, but the freedom of choice in viewing fare can't be balked with impunity.

- The novelty of convention hoopla, including floor demonstrations, has worn off; two weeks of incessant oratory can't be equated with a saturation campaign for a new product, and the

viewer apparently prefers his politics in smaller doses. Out of these attitudes may emerge a decided capsulizing of political campaigns, as far as television itself is concerned.

- The release of data from the various research services on viewing during the convention did anything but clarify the audience measurement picture. It only added fuel to the debate whether or not television had laid an audience egg.

- Viewer reaction during the conventions may be casting shadows of things to come as far as the actual Presidential campaign is concerned. It may be found that set-owners shied away from the flood of electioneering fanfare and that television's role as an omnipotent instrument for political persuasion has been over anticipated, to say the least.

Following is a pro and con digest of what the experts and the convention participants said to SPONSOR about the various facets of the controversy:

**Was the convention oversold?:** This topic caused quite a division of opinion. Quite a few of the agency

people and even one of the convention sponsors thought it had been. They pointed out that for weeks, and even months, before the conventions, there was an avalanche of publicity building up the welter of new technical gimmicks that the networks were planning to unleash at the conventions — “peepie-creepies,” other portable cameras, scores of them in action all over the convention site and around the country. The viewers took in this display of mechanical wonders and then asked themselves, “Well, that’s interesting, but where’s the exciting show to go with it?”

The networks counter this over-buildup charge with the statement that the advance publicity was in keeping

with an event of such magnitude, and anyway, it’s to be imagined how much duller the coverage would have been after Chicago if it weren’t for the by-play afforded by these new contraptions. Said one network, as comeback: “Why not lay the blame where it belongs. We didn’t program or run the conventions; we only followed the news where it was to be found and tried to make it as stimulating as possible.”

A pertinent quote on this angle is from a column by Dorothy Schiff, publisher of the *New York Post*. She wrote: “The networks deserve a vote of thanks for their major contribution to political education by their extensive and expensive coverage of both

conventions. It is now reported that the people were not appreciative of the three-ring circus. The fault lies more in public apathy about politics and the performance of the politicians than in the quality of the broadcasting. The first and last sessions of the Democratic convention were truly dramatic. Almost all of the Republican convention was deadly dull, perhaps because MacArthur and McCarthy stayed home this time.” (See 3 Sept. 1956 SPONSOR editorial, “Convention Lesson,” page 112.)

**Newspapers’ needling and rating jumble:** As the Republican meet approached its curtain, newspaper (Please turn to page 96)



## WHAT THE CONVENTION SPONSORS SAID ABOUT RESULTS

### Westinghouse *For official release:*

Business-wise, the convention coverage promises to be a good buy on a straight cost-per-1,000 basis . . . even better this year than in 1952. A quick measurement of how much business convention coverage created on dealer floors: we bought 1,000,000 ice slice trays as traffic builders. We shipped 650,000 to dealers before the

*Sotto voce:* A monumental merchandising project like this (it will be around \$10 million when all the CBS and promotional chits are totaled) can't help but rebuild dealer relations after a strike such as we had. But it could be that these conventions were overbally-

### Philco *For official release:*

The shipment of tv receivers to dealers from distributors during the two weeks of the conventions doubled over what it had been for the previous two weeks. A quick check on the distribution of all Philco

*Sotto voce:* It is very doubtful whether we'll again be interested in sponsoring political conventions on a blanket basis. As it looks now we'll rather be inclined to buy parts of a convention's coverage after the networks have got together and agreed on what parts of a convention to carry. We don't think the procedure of all networks covering the conventions in totality will ever occur again. We don't

### Sunbeam *Official and only viewpoint:*

Very happy with consumer reactions. A substantial increase of demand for the new Golden Glider Shaver was demonstrated during the conventions. Dealers report a tremendous amount of in-store and telephone inquiries about this product as viewed on tv screens,

conventions opened. Before the Democrats ran down the curtain, dealers in many cities were replenishing their depleted stocks of ice trays. The television-radio division reports marked movement of their convention specials was so much so that one model is sold out completely already. We expect this activity to continue.

*hooed in contrast with what actually happened, particularly San Francisco, and the television audience has become too sophisticated to care about political revivals. Perhaps they're even apathetic about the elections themselves. 1960? Too far off for any one to tell.*

appliances showed an increase during and immediately after the conventions. How much we are not prepared to say at this time. However, we know that the broadcast boosted store traffic.

*know why we should have to sponsor some boring Congressman from Oklahoma. So far we haven't received any letters from viewers or listeners objecting to blanking out other programming, but we're convinced that blanket coverage as prevailed this year isn't economically best for this company. (Philco later decided not to complete plans to sponsor election return. Buick took over.)*

The convention did more for us among dealers than anything we previously sponsored on television. We haven't any evidences of viewer complaint about monopolizing the air with blanket coverage of the conventions. As for 1960, that's much too far off to speculate.

# Now you can buy radio by ear

**NBC Spot Sales adds a new dimension to program presentations with Radio-Phonic Buying designed to simplify show selection**

A greatly simplified form of program presentation has been introduced by NBC Spot Sales. By merely dialing a telephone number timebuyers will henceforth be able to request an audition of the radio show they want to hear without ever leaving their desks.

Called Radio-Phonic Spot Buying, the new service has just been announced by John H. Reber, director of NBC Spot Sales. It enables timebuyers to hear samples of more than 75 programs broadcast by the 10 radio stations represented by NBC Spot Sales.

By giving timebuyers opportunity to actually listen to the shows they are thinking of purchasing NBC hopes to simplify and speed up the timebuyer's job. Says Reber, "Radio-Phonic Spot Buying adds the extra dimension of performance to the basic program information which timebuyers receive. It supplements the printed format sheets, comparative ratings and cost-per-1,000 figures which help him reach his decision when purchasing spot radio time."

All that a timebuyer has to do to hear an audition of

*(Please turn to page 107)*



**Benton and Bowles'** assistant media director, William Murphy, auditions an out-of-town NBC Radio program from his desk while NBC Spot Sales' Paul Maquire stands by to check Murphy's reaction to the new NBC Radio-Phonic buying service



**NBC's** "closed circuit disk jockey," Anne Frost, in charge of the 75 transcriptions representing local programming of 10 radio station handled by NBC Spot Sales. Transcriptions can be auditioned for the price of a phone call to NBC Spot Sales



**George S. Dietrich**, director of NBC Radio Spot Sales monitors a timebuyer's request for an audition



Appearances at Standard-Humpty Dumpty stores by Miss Jane and Humpty Dumpty attract as many as 4,500 kids at one time

## WHAT'S YOUR FILM SHOW IDENTITY

Souvenir "bag stuffers" calling attention to *Looney Tunes* shown over *The Humpty Dumpty Show* do double duty by advertising Standard-Humpty Dumpty products on their reverse side.

STANDARD HUMPTY DUMPTY PRESENTS...

### "THE HUMPTY DUMPTY SHOW"

WITH MISS JANE

\* FEATURING "LOONEY TUNES"  
SEE PORCY PIG & DAFY  
DUCK COME TO LIFE EACH  
WEEKDAY!

8:30-9:00 a.m.  
MONDAY  
thru FRIDAY

WKY-TV 4  
Channel 4



In Oklahoma City, an ancient nursery rhyme is being rewritten by the staffers of WKY-TV and the managers of the Standard-Humpty Dumpty Stores, a chain of 33 supermarkets. Sales figures, too, have been rewritten with a 35% increase for Dennis Donuts and a 65% jump for Humpty Dumpty Ice Cream.

Instead of falling irreparably from a wall Humpty Dumpty (circa 1956) has become a tv salesman for the stores that have annexed his name. Although Standard-Humpty Dumpty has been on television since 1950 it was not until this year that the chain has capitalized so extensively on its name.

Top management of the Oklahoma supermarket chain has long been sold on television as an effective medium for moving their merchandise. Their faith is evidenced by the fact that Standard-Humpty Dumpty is the oldest continuous program advertiser on WKY-TV. Seven years ago the grocery chain entered the tv arena with a 15-minute program telecast once a week. Since then, the company's sponsorship of tv time on channel 4 has risen steadily to a peak of five and one-quarter hours a week in 1956. It still includes two double A half-hour syndicated shows and a weekly hour and 45 minute feature film.

Despite this healthy amount of television activity, company officials gen-

erally felt that an effective means of identifying the store name and merchandise with their tv efforts had not been fully realized.

Advertising manager C. M. Bresnahan passed the word along to WKY-TV's account executive, W. J. Willis. Bresnahan pointed out the needs of his company and emphasized the point that "It's your job to pull people into the stores. After that it's our job to sell them."

In the meantime, program director Robert Olsen had been looking around for a format for the station's newly acquired Guild Films' *Looney Tunes* package. Olsen asked Willis if he could market a regular series featuring Miss Jane (a role portrayed by Marj Hawkins) and the cartoons. Willis suggested that if they also introduced a Humpty Dumpty character, the series might prove to be just what the supermarkets were looking for. At a subsequent meeting, Joe Jerkins, WKY-TV production supervisor; Nick Panos, art director; Marj Hawkins, and Hi Roberts, the announcer who was to portray Humpty Dumpty, put their heads together and outlined a format for the show.

Humpty Dumpty had to be created from *papier mache* which was applied to an egg-shaped framework with holes for Hi Roberts put his arms and legs  
(Please turn to page 72)



Point-of-sale posters tie in supermarket, product and tv show for three-way identity

Standard-Humpty Dumpty supermarkets are established Oklahoma City landmarks



## UOTIENT?

HAVE YOU BEEN WONDERING HOW  
TO BUILD AROUND A LOCAL FILM SHOW?  
HUMPTY DUMPTY SUPERMARKETS COULDN'T  
PUT TOGETHER MORE TIE-INS IF THEY  
USED ALL THE KING'S MEN

### Local show-built-on-film formula catching on

Guild Films' *Looney Tunes* are as important to *The Humpty Dumpty Show* as the giant egg himself. Syndicated in about 140 markets, *Looney Tunes* have been used in a variety of formats. The names of a few roughly indicate how stations have created programs to fit their markets. List includes: KLZ (Denver) *Sheriff Scotty*; WCCO (Minneapolis) *Axel & His Dog*, and KSL (Salt Lake City) *Funtime Express*. WCAU (Philadelphia) integrates cartoons with *Mr. & Mrs.* show on weekdays and on Saturdays with *Carney the Clown*.

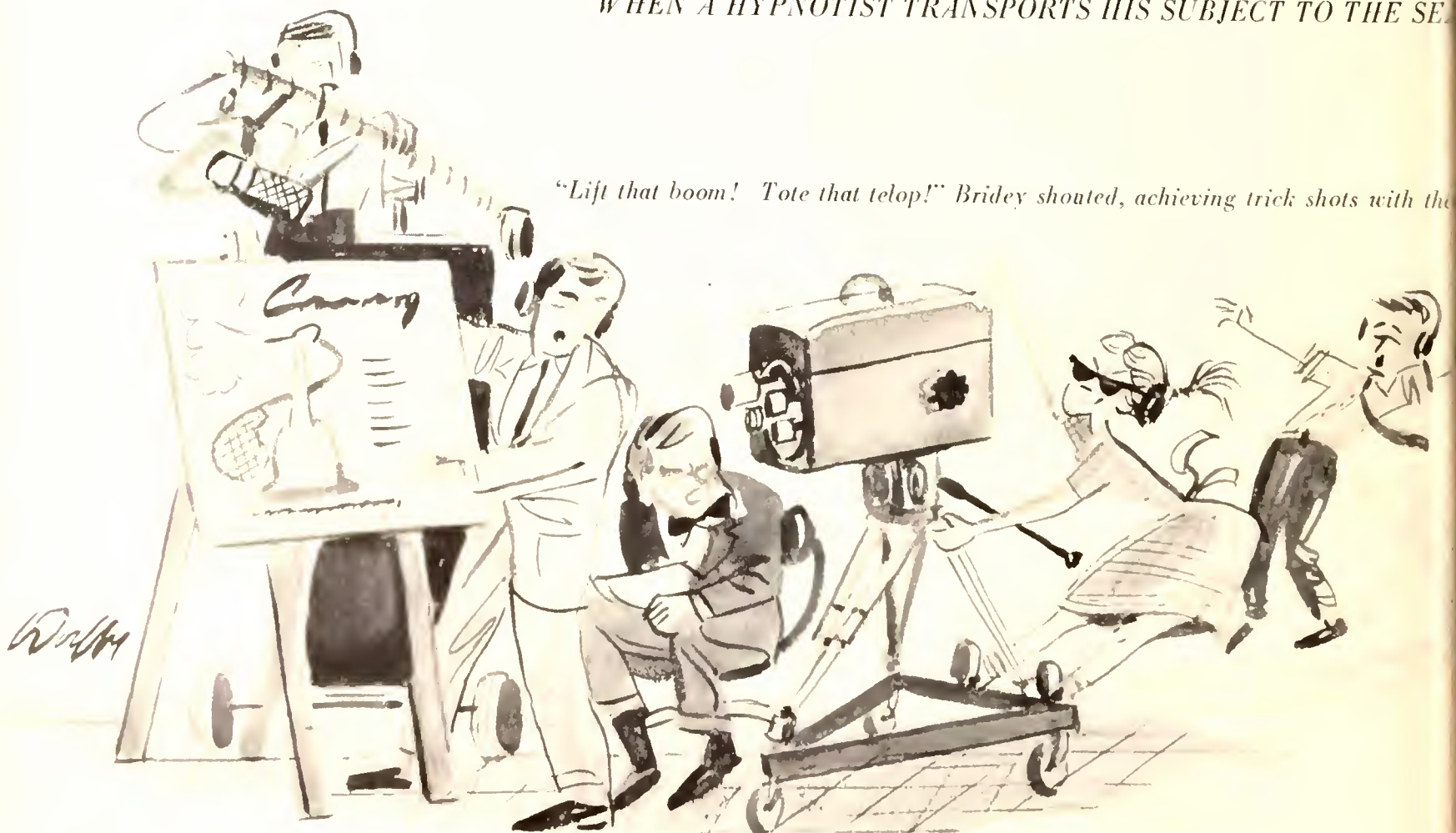


*The question as we boarded the train was: How would Bridey react when she hit Madison Avenue?*

*By Bill Miksch*

## THE DAY THEY FOUND

*WHEN A HYPNOTIST TRANSPORTS HIS SUBJECT TO THE SEASIDE*



*"Lift that boom! Tote that telop!" Bridey shouted, achieving trick shots with the*

● *"The search for Bridey Applebaum" which appeared in 6 August 1956 SPONSOR recounted the hypnotic experiment in which an 11-year-old Bucks County, Pennsylvania, farm girl was transported sideways through time into another existence as a Madison Avenue timebuyer. The stir it caused in psychical research and advertising circles has been considerable. "I only wish I could hypnotize a few timebuyers!" was the comment from a well-known station rep. "The Bridey Applebaum case has set mesmerism back three centuries!" said Dr. Fringetassel Smock of the Poughkeepsie Society of Parapsychology and Beekeeping. Said*

*the head of a 4-A's agency, "The very idea of an 11-year-old timebuyer is preposterous," to which a soap-chip client retorted: "Not if you'd seen some of the buys I've seen!" Such comments, together with the general air of skepticism which has rewarded his efforts, wounded the professional pride of the author-hypnotist to such a degree that he has conducted a second experiment to authenticate the first. In this experiment, he decided to take his subject, Estrellda McTeagirt, directly (and physically) to Madison Avenue, the scene of her other existence. So the search continues against the better judgement of—THE EDITORS.*

## BRIDEY APPLEBAUM

TIMEBUYING, SOMETHING'S GOTTA GIVE

**T**he train trip from Bucks County to New York was as uneventful as could be hoped for by one who had in tow a child such as Estrellda McTeagirt. Up and down the aisle she flew, dribbling water out of Dixie cups. With her pony-tail streaming out behind her, she resembled nothing more than a miniature Medusa, and no doubt a few passengers who gazed upon her were turned to stone.

Shortly after Hopewell, Estrellda locked herself in the ladies room and wouldn't come out until Newark. During this time, a quiet—broken only by the conductor shouting through the door at her—settled upon our car, and I was able to give some thought to how I would conduct this all-important experiment.

In that first hypnotic experiment, my subject described in some detail her other life as a timebuyer for Galway,

Bay & Grommet. I since ascertained that there *is* such an advertising agency in New York. So if I took Estrellda there, induced another trance, and she reacted familiarly to her surroundings, then it would be proof positive that our first "crossing of the bridge" had not been a hoax. It is just what Morey Bernstein should have done with his Bridey Murphy—taken her back to County Cork where she might have gotten those "braits" and "mother socks" straightened out and even identified doubtful "Dooley Road." Well, by the time this trip was done, all those who scoffed at Bridey Applebaum would be eating humble pie—with chopsticks!

It wasn't until we stepped off the train at Pennsylvania Station that I remembered I would need a lantern to induce the trance. At that moment, a trainman set down his lantern. I

scooped it up with one hand, and taking a firm grip on Estrellda's pony-tail with the other, plunged through the crowds and out of the station.

Crossing town to Madison in the cab, I turned up the lantern and began to rotate it gently about three inches from Estrellda's nose.

"We are going back," I said. "back through time and space—"

"I wanna see the Brooklyn Dodgers!" Estrellda wailed. "You promised to take me to see the Dodgers!"

"Later," I said. "But for now, relax and keep your eye on the lantern."

"Hey," said the cabbie, "what's going on back there?"

"I'm about to turn the little girl into a timebuyer," I explained.

The cabbie braked to a stop. "I asked what's going on with that lantern? Now gimme a straight answer or I call a cop."

"Well, the truth is," I lied. "the little girl here wants to be a fire-eater in a carnival when she grows up and I'm getting her used to the heat."

The driver nodded. "That's more like it," he said.

"My name is Bridey Applebaum," Estrellda said in a far-away voice. "I am a timebuyer. I also am late for the office, so step on it."

This time, Estrellda had slipped across the bridge practically unassisted! The lantern flame had probably held over some post-hypnotic suggestion from the first experiment. It was instantly apparent that this little cabbage-picking, egg-candling hayseed from the grass-roots of Bucks County was now completely at home in the concrete canyons of Manhattan. When we alighted from the cab at 54th Street, it was all I could do to keep up with her as she darted unhesitatingly into an office building, across its lobby and into the elevator.

"Twenty-two," she snapped at the operator.

My first view of the offices of Galway, Bay & Grommet was breathtaking. The decor was a careful blending of Early Bank of America with Late Conrad Hilton. At the end of several acres of primrose carpeting with a nap as lush as a Kansas wheat field, was a desk. Behind it, sat—I'd make book on it—Miss Rheingold of 1957.

I suddenly felt inadequate standing here in the presence of all this beauty in my train-wrinkled suit with my lan-

(Please turn to page 112)

# Spot radio hard-sell the

**By limiting Easy Glamur's commercial content to two basic sales points the Rockmore Agency sells with a minimum of aid to the competition**

**H**ow a practical chemist developed a home-made rug and upholstery cleaner into a \$2,000,000 a year business is the story of Jack Hosid and his Glamur Products Corporation of Syracuse, New York, manufacturers of Easy Glamur.

Beginning 17 September, the relatively young product, which will celebrate its seventh birthday this December, embarks on a radio-tv campaign that will absorb 100% of the company's national ad budget. The campaign will outdo last spring's which saw approximately 65% of the company's ad money go to radio and 5% to tv. Except for local situations where individual dealers and distributors buy co-op space in the print media there

will be no newspapers or magazines used nationally this fall.

The switch away from print is the result of in-store surveys held by the company during last spring's campaign to determine which medium was responsible for the most sales. Women were asked at the checking-out counters of supermarkets where they had heard about Easy Glamur. Their replies were on the side of radio.

Jerry Kearns, advertising manager for Glamur Products, told SPONSOR how Easy Glamur has taken the lead from its competition. In four markets the radio-created demand for the product last spring increased distribution in hardware outlets from 50 to 90% between January and July.

During the same period, supermarket distribution was increased from 10 to 90%. The markets include New York City; upper New York State; Madison-Milwaukee, Wisconsin, and the Pacific Northwest. The latter includes Seattle, Spokane and Yakima in Washington and Portland, Oregon.

Before Jack Hosid entered the rug and upholstery cleaning business, he manufactured a water-softening appliance called Water Queen Water Softener. Out of this grew his itinerant rug and upholstery cleaning business. Going from house to house, Hosid's men used the formula he had developed to do the cleaning. Ironically, if he hadn't done the cleaning in the

*(Please turn to page 46)*



## THE SILENT APPROACH

Emphasizing Easy Glamur's two-point sales message was accomplished by Rockmore Agency's imaginative and calculated use of "silent air." Name and price of client's product were made to stand out by surrounding both with a pre-tested amount of quiet built into transcriptions of company's commercials.

Rockmore Agency's merchandising for Easy Glamur includes this in-store display stand, window streamers, post cards, letters and throw-away materials

1173  
GLAMUR PRODUCTS, INC.  
SYRACUSE, N.Y.

Easy" way



Glamur Products president, Jack Hosid, joins model and Easy Glamur announcer, Norman Brokenshire, in a practical demonstration of the cleaner

homes of his customers, his business might never have gotten further than Syracuse. When customers saw how easy the cleaner was to use they figured they'd be just as well off doing it themselves and asked to buy it.

Simply named Glamur ("Easy" was added a short while ago). Hosid's cleaner was first put up for sale in Syracuse in December 1948. Eventually the market grew to include Rochester and Buffalo and a number of smaller upstate New York towns. Glamur got off to a modest start its first year by grossing in the neighborhood of \$15,000. This fall, radio and tv advertising will cost 14 times as much as the company's first year gross or better than \$200,000.

During its early years Glamur's sales grew largely as a result of the impetus created by its own quality. It performed as the manufacturer said it would and it caught on.

Meanwhile a competitor appeared on the market called Glamorene (SPONSOR 15 November, 1954, page 32). Like Glamur, the newer product came from humble origins. It was produced by a Miami, Florida concern which only sold it to institutions until a big break came along in the form of a "Report to Consumers" published in *Reader's Digest* for February 1952. A few months prior to the *Digest* report, Glamorene had entered the market on a retail level and it had been brought to the attention of the *Reader's Digest* Research Corporation which put it favorable results were printed, it was through a complete test. When the as if the millions of *Digest* readers had been waiting for the product. Within a year, sales reached \$10,000,000.

Although Glamur and Glamorene were distinctive in what each was capable of doing, they both share certain similarities. Not the least of these has been their similar sounding names. Litigation actually developed when Glamur Products sued Jerclaydon Inc. for infringing on their name. A settlement was eventually reached out of court in Glamur Products favor though Jerclaydon was allowed to retain the name, Glamorene.

The similarities, including Glamorene's bluish coloring, posed particular difficulties in advertising for the Rockmore Company, of New York City. Product similarities tended to help the competition as long as Easy Glamur was striving for sales leadership.

(Please turn to page 102)

## How much are Iowa families willing to pay for color tv sets?

WE ARE WILLING TO PAY	ALL FAMILIES	URBAN FAMILIES	VILLAGE FAMILIES	FARM FAMILIES
Under \$100	0.4	0.3	-	0.8
\$101 to \$200	4.4	4.7	3.7	4.1
\$201 to \$300	19.0	18.3	17.7	21.2
\$301 to \$400	19.8	17.0	25.8	21.7
\$401 to \$500	12.8	13.2	11.4	12.6
\$501 to \$600	3.0	2.8	5.0	2.2
\$601 to \$700	0.8	0.8	0.9	0.6
\$701 to \$800	0.5	0.7	-	0.6
Over \$800	0.2	0.3	-	0.3
Haven't thought	20.5	21.5	17.3	20.5
Don't know	18.6	20.4	18.2	15.4
	100.00	100.00	100.0	100.0

## WHAT PRICE COLOR TV?

Color tv set manufacturers seem to have the right goal in mind when they speak of lowering the cost of receivers for consumer acceptance. This is borne out by the above chart, which is part of the "1956 Iowa Television Audience Survey," conducted by Dr. Forest L. Whan of Kansas State College. Study was done in two parts: 1) How much Iowans are willing to pay for color tv sets and 2) Reasons for not buying color tv receivers.

All facets of study were based on 4,433 Iowa set owners who reported that their families did not expect to buy color television in the near future.

Their prime reason for not buying was high cost. It was given by an almost equal percentage of respondents classified by sex, age groups and geographical location. Overall percentage opposed to color sets for this reason was 78.5.

Second reason given was that respondents were satisfied with the performance of black-and-white. 11.2% of the total cited this. Greatest percentage differential occurred within this answer. Only 8.4% of the 21-to-35-year bracket mentioned black-and-white set satisfaction, while 13.6% of the over-50 segment mentioned it.

Other objections raised were as follows: unsatisfactory development of colors; not interested; dislike of color movies; respondent's being too old; thought that color tv is hard on the eyes; too few programs are telecast in color; respondent's poor health; recent purchase of black-and-white receiver; never heard of color tv; no particular reason; no thought about purchasing color receiver.

It was found that among women, 43.6% hadn't thought about color or "didn't know." Only 29.6% of men interviewed fell into the same group. In addition, 61.1% of male respondents stated they would be willing to pay between \$201 and \$500. 7.1% of the women advocate this price range.

In general, it appears that regardless of sex, geographical location or age, about 3,500 of the 4,433 Iowans queried agree that present prices of color tv sets are not compatible with their budgets. ★ ★ ★

*The Nation's Leading  
Broadcasting School  
Proudly Announces*



THE  
**"Stella" AWARDS**

FOR 1956

PRESENTED BY NORTHWEST

As Our Tribute to Those Who Have Contributed Such Outstanding Efforts to Excellent Television Entertainment.

Northwest presents these "Stella" awards as the result of a poll of thousands of Northwest students of Television, in every one of the 48 states. Who could be better qualified to reflect the popularity of these stars than these people from every walk of life.

Yet these "Stella" awards represent far more than popularity alone! The people polled were all students of Television, well versed in the requirements of *good* Television programming and astutely critical. So these people and programs are really stars—Tops in popularity, Outstanding even in the constructively critical eyes of the students of their own media.

It's With Pride That Northwest Salutes These Stars by Presenting Them With These First Annual Acknowledgments of Achievement.

**The "STELLA" Awards for 1956**

Northwest commissioned the noted Norwegian artist, Arvid Orbeck to design this award, depicting the Greek masks of comedy and tragedy. The award is hand crafted in Sterling silver.

PRESENTED TO

ED SULLIVAN  
for Best variety show and  
Best Master of Ceremonies

WIDE, WIDE WORLD  
for offering greatest  
contributions to creative  
Television techniques

YOU'LL NEVER GET RICH  
for Best new television series

STUDIO ONE  
for most original teleplay

I LOVE LUCY  
for Best comedy show

LAWRENCE WELK  
for Best musical program

CAVALCADE OF SPORTS  
for Best sports program

CLIMAX  
for Best dramatic program

\$64,000 QUESTION  
for Best quiz program

YOU ARE THERE  
for Best documentary

CONFIDENTIAL FILE  
for Best public service

JOHN CAMERON SWAYZE  
for Best news and special events

OMNIBUS  
for Best education program

DISNEYLAND  
for Best children's show

ARLENE FRANCIS  
for Best women's show

STEVE ALLEN  
for Favorite television  
personality

**NORTHWEST  
RADIO & TELEVISION  
SCHOOL** HOME OFFICE: 1221 N. W. 21st Avenue  
Portland, Oregon • CA 3-7246

**HOLLYWOOD, CALIFORNIA** 1440 North Highland  
HO 4-7822

**CHICAGO, ILLINOIS** . . . . . 540 N. Michigan Avenue  
DE 7-3836

**WASHINGTON, D. C.** . . . . . 1627 K Street N. W.  
RE 7-0343

# "NEW FACES ON THE





# NATIONAL SCENE"

"The National Broadcasting Company will not soon forget the conventions; within the trade at least it emerged as the major winner. The factor of novelty helped NBC; in its two anchor men, Chet Huntley and David Brinkley, it had comparatively new faces on the national scene. As personalities they clicked . . .

"First with Mr. Brinkley and then with Mr. Huntley the NBC network injected the much-needed note of humor in commentary. Pompousness in commentary on TV has been a problem for a very long time; NBC moved away from it and reaped the benefits." **JACK GOULD,**

*The New York Times—Sunday, August 26, 1956*

"... NBC has equalled and sometimes surpassed the punch and footwork of the better-knowns. This is chiefly thanks to the triumvirate of Chet Huntley, David Brinkley, and Bill Henry, whom NBC has kept locked in the smokehouse long enough. Any one of them could handle a daily network news program. Brinkley, the least experienced, is the 'discovery' of the convention . . ." **CHARLES MERCER,**

*Associated Press—Friday, August 17, 1956*

"NBC's able Chet Huntley and young (36) deadpan David Brinkley . . . this year teamed up for the first time to add zest and drollery — a rare convention commodity — to the otherwise dull goings-on." **TIME—August 27, 1956**

"A few bright spots of the TV coverage: . . . NBC reporter David Brinkley's wry and terse comments . . ." **NEWSWEEK**  
—August 27, 1956

"... this year NBC's Chet Huntley and especially David Brinkley, with his dry wit, figure to emerge with new prestige." **VARIETY—August 22, 1956**


"... NBC-TV's coverage of the convention immeasurably superior, so far, to that of the other two networks . . ."

**BURTON RASCOE,**

*Syndicated Columnist—Thursday, August 23, 1956*

DAVID BRINKLEY, CHET HUNTLEY, AND THE ENTIRE NBC TEAM OF TOP NEWSMEN WILL BE TOGETHER AGAIN IN NOVEMBER WHEN THE CAMERAS FOCUS THE NATIONAL ELECTION. ON

**NBC TELEVISION**

a service of 



**Dominant Leader...**

MADISON  
JANESVILLE  
MONROE BELLOIT HARVARD  
FREEPORT ROCKFORD BELVIDERE  
DEKALB

**... in RESULTS**  
Advertisers experience proves "REX's" ability to produce sales . . . the most accurate measuring stick of any promotional effort.

**... in VIEWERSHIP**  
WREX-TV is favored by viewers in the WREX-TV "Grade A" area by better than a 3 to 1 margin. This fact has been brought out in an extensive viewership survey just recently completed. This dominant leadership results in a lower cost-per-thousand . . . making WREX-TV your "best buy".

**market power!**  
NOW No. 2 Market in Illinois and GROWING — has currently under construction \$25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

ROCKFORD, ILLINOIS  
**WREX-TV**  
channel 13  
CBS - ABC AFFILIATIONS  
telecasting in color  
REPRESENTED BY  
**H-R TELEVISION, INC.**

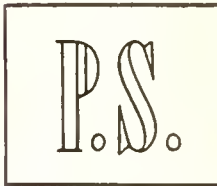


**See:** Concert Music  
**Issue:** Fall Facts, 1956, page 196  
**Subject:** BMI reports increasing appetite for concert music

In its recently released booklet, *Concert Music U.S.A. 1956*. Broadcast Music, Inc., points out that over 35,000,000 Americans are actively interested in some facet of concert music. Those interested in concert music spent over \$350 million on musical instruments and more money for the purchase of recordings of concert music and the equipment on which to play these recordings than they did for all spectator sports in 1954.

According to BMI, there are other yardsticks showing upsurge in serious music interest. One is that statistics on symphony orchestras show a 10-fold increase in such orchestras over a 25-year period. In 1920, there were less than 100 symphony orchestras in the United States; today, there are more than 1,000.

However, of interest to broadcast advertisers is this fact: During 1955, 3,297 hours of concert music were programed by 1,279 radio stations—an average of 6.5 hours per week. BMI reveals that approximately 553 of these stations plan to carry more concert music in coming years. ★ ★ ★



**See:** Radio's morning men draw the ladies to Slenderella  
**Issue:** 21 February 1955, page 32  
**Subject:** Slenderella ups air budget to \$6 million as operation expands

When SPONSOR first reviewed Slenderella's advertising, it was a network of 63 slenderizing salons from coast to coast plus London and Paris. It had been in existence for five years and was budgeting 50% of a \$430,000 advertising budget to spot radio. The \$240,000 was divided among 26 stations in 13 markets.

Today, the slenderizing chain has 150 salons through the U.S. and in Europe, including seven which are scheduled to debut this month in Europe. With growth of the chain, the firm anticipates allocating \$6 million to air media alone by the end of 1956. Emphasis will be placed on radio as it has been in the past.

This summer, Slenderella contracted for about \$1 million worth of time on CBS Network Radio shows, the company's biggest venture into net sponsorship to date. Having cancelled its participations on NBC TV *Tonight*, Slenderella will be sponsoring segments of the following CBS offerings: *Wendy Warren and the News*, the *Mitch Miller Show*, 15 minutes of Arthur Godfrey's morning program and the Monday through Friday *Bing Crosby show*. In addition, the company is hosting *The Slenderella Show* Saturdays from 10:50-11:00 a.m. Latter show features Galen Drake and Slenderella's executive v.p. in charge of operations, Eloise English, in weekly interviews and discussions.

Present spot campaign also includes time on radio stations in 35 cities. In the metropolitan New York City area alone, the company is now placing participation schedules and spot announcements on 27 programs on eight stations. In same area, there are 28 Slenderella salons. Estimated tv budget will be one-fifth of air outlay. Though shows haven't yet been set.

Air media budget at this writing represents 75% of \$6 million advertising outlay. ★ ★ ★

in East Tennessee

ALL EYES

ARE ON CHANNEL 10



**WBIR-TV**

**KNOXVILLE, TENN.**

ONE OF THE NATION'S  
MOST POWERFUL STATIONS

REPRESENTED NATIONALLY BY THE KATZ AGENCY

in the palm  
of your  
hand...



**The Surefire Method  
of Boosting Sales . . .**

... in this rich Oregon market. KVAL-TV, Eugene, and KPIC-TV, Roseburg, give you the one combination that brings you complete coverage of the Pacific Northwest's 5th largest market . . . reaching 163,600 families with spendable income of \$776 million! A great sales potential, just waiting for you!

Contact your Hollingberry man, or Moore and Lund (Seattle-Portland).

reaching  
Oregon's rich  
2nd Market

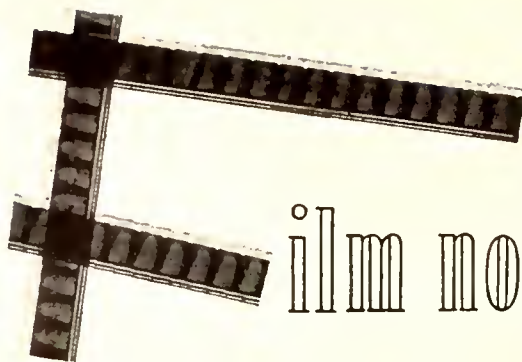
in the  
heart . . . of the  
nation's timberland

**KVAL-TV**

EUGENE - CHANNEL 13

**KPIC-TV**

ROSEBURG - CHANNEL 4



# film notes and trends

**Abe Liss**, formerly with UPA, Hollywood and New York, and recently director and v.p. in charge of animation at Transfilm, has recently launched a new film producing enterprise. Elektra Film Productions, Inc., headquarters in New York City and will specialize in the creation and production of tv commercials and entertainment films.

**Sales of Hollywood** Tv Service's *Frontier Doctor* series are on the upsurge. Firm's President Earl Collins reports that among national sales are the following: Wiedemann Brewing Company for Ohio and Indiana through Tatham-Laird; National Bohemian Beer in Washington, D. C.; Thiele Sausage Co. in Milwaukee; in Atlanta and other Southern cities, purchases have been made by the White Provision Co., Kroger Grocery Co. Series consists of 39 dramatic half-hour shows, of which 18 are completed. Remaining 21 films are in production at present.

**J. Walter Thompson** recently negotiated for ABC Film Syndication's *Passport to Danger* for Kraft Foods Company. 52 weeks of series will be telecast on WORA, Mayaguez and WKAQ, San Juan. WAPA-TV, San Juan, has purchased 52 weeks of *Racket Squad*. These are first sales of the Spanish versions of the ABC Film Syndication series. Because of apparent demand for product, company is planning to dub a third show, *The Three Musketeers*, into Spanish.

**Prediction:** Hal Roach Studios predict that shows with a format premise (such as its new *Oh! Susanna*) allowing for on-location shooting will have added audience reaction. In support of this contention, Roach estimates that this year, approximately 35% of all shooting will be done from remote locales. Among such upcoming offerings are *Guns of Destiny*, *Forest Ranger*—perhaps even *Blondie*.

**Along Madison Avenue** the word is that the package of 725 being offered

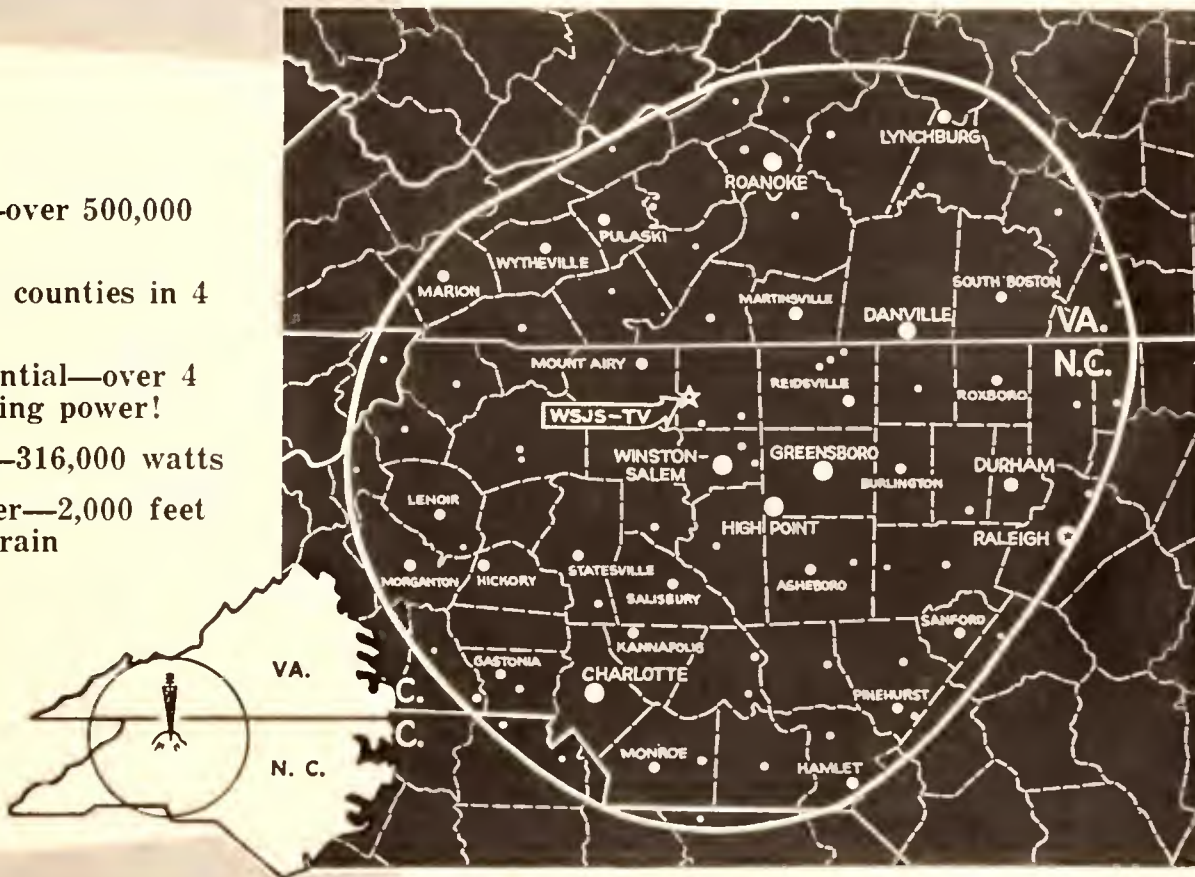
by Loew's-MGM will shortly be telecast in 14 or 15 markets. Sales debut occurred on 24 August 1956, with firm selling the shows in 12 markets for a single day's gross of \$20,000,000. At present, the tv arm of the film giant was negotiating with stations in Denver and Minneapolis. Reflection of the negotiations was recent changeover of KEDY, Minneapolis, call letters to KMGM. Thus far, each transaction has been over the \$1 million mark.

**TPA sales records** show that food packers are leading sponsors of its syndicated film product. Analysis covers 12-month period ended 31 July 1956. Second largest group using company's syndicated films is the brewing industry, followed in order by dairies, bakeries, retail stores—supermarkets, banks and automotive. TPA Executive Vice President, Michael Sillerman, notes that food products were also first in the 1954-55 fiscal period; but that breweries ranked fourth that year, jumping to second place for the '55-'56 period. TPA also reports that the longest food sponsor on its roster is Thompson Honor Dairy, Washington, D. C., which has hosted *Ramar of the Jungle* for two years and most recently has had *Count of Monte Cristo* for a year. Brewery representatives include two veterans, viz. Hudepohl Brewing, Cincinnati, with *Your Star Showcase* in 1954, followed by two years of *Susie: Good 'n' Plenty* for three years in Boston, Cleveland, New York, and two years in Philadelphia with *Ramar*.

**Biggest hitch** in foreign language dubbing from English-voice tracks has been inability to reproduce all phases of audio as skillfully as in English original. However, Peter Kean, technical director of Screen Gems, has innovated a method to up quality and cut costs in half. Instead of regular shipment of four cans of film for each program abroad, Kean has consolidated the process. By instituting his "electronic cue" live sound effects may be maintained. ★ ★ ★

# Market facts that mean results in North Carolina

- More TV Homes—over 500,000 TV homes!
- Top Coverage—75 counties in 4 states!
- Rich Market Potential—over 4 billion dollars buying power!
- Maximum Power—316,000 watts
- Mountaintop Tower—2,000 feet above average terrain



## WSJS-TV...

### Preference of the Piedmont

North Carolina's richest, biggest market

It pays to check the facts on WSJS-TV Winston-Salem. It's your biggest buy in North Carolina's Piedmont section. And the Piedmont is the state's most populous and heavily industrialized area. Result: more income, greater buying power.

WSJS-TV is the NBC affiliate for Winston-Salem, Greensboro, and High Point—Golden Triangle cities in a market of over 3 million people.

channel 12



Call Headley-Reed for

# WSJS

television

## WINSTON-SALEM

NORTH CAROLINA

# SPONSOR-TELEPULSE ratings of top shows

Chart covers quarter hour, half-hour and hour

Rank row	Past rank	Top 10 shows in 10 or more markets Period 1-7 August 1956 TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average ratings	7-STATION MARKETS		5-STA. MARKET	4-STATION MARKETS							3-STATION		
				N.Y.	L.A.	S. Fran.	Boston	Chicago	Detroit	Milw.	Mnpls.	Phila.	Seattle-Tacoma	Wash.	Atlanta	Balt.
1	1	<b>Highway Patrol (M)</b> ZIV	17.8	10.2	17.4	10.7	17.9	11.0	29.0	12.5	16.5	10.4	17.5	9.9	12.2	
				wrea-tv 7:00pm	kttv 9:00pm	kron-tv 6:30pm	wbz-tv 10:30pm	wbkb 9:30pm	wjtk-tv 10:00pm	wtmj-tv 10:30pm	wcco-tv 10:00pm	wcau-tv 7:30pm	komo-tv 7:00pm	wtop-tv 7:30pm	waga-tv 10:00pm	
2	2	<b>Man Called X (A)</b> ZIV	16.9		7.3			8.9	13.2					8.5	11.5	8.5
					khj-tv 8:30pm			wgn-tv 9:30pm	wjtk-tv 10:00pm					wmal-tv 9:00pm	waga-tv 10:00pm	wbal-tv 10:30pm
3	5	<b>I Led Three Lives (M)</b> ZIV	16.1	2.7	15.2	13.5	23.3	13.2	15.7	18.5	14.0	8.4	15.3		16.0	8.5
				wpix 7:30pm	kttv 8:30pm	kron-tv 10:30pm	wnae-tv 8:30pm	wgn-tv 9:30pm	wjtk-tv 9:30pm	wtmj-tv 9:00pm	kstp-tv 8:30pm	wcau-tv 7:00pm	ktnt-tv 9:00pm		wsb-tv 9:30pm	wbal-tv 7:00pm
4	2	<b>Man Behind the Badge (M)</b> MCA, BERNARD PROCKTER	15.9		7.5		20.2	5.4			18.4		12.7		17.0	8.5
					kttv 7:30pm		wnae-tv 10:30pm	wbbm-tv 11:30pm			kstp-tv 9:30pm		king-tv 10:00pm		wsb-tv 2:30pm	wbal-tv 10:30pm
5	6	<b>Badge 711 (M)</b> NBC FILM, DRAGNET PROO.	15.1		14.6	21.4	12.9	14.2	13.5		11.8	8.7	17.7	7.5		
					kttv 7:30pm	kpix 9:00pm	wnae-tv 6:30pm	wgn-tv 8:00pm	wwj-tv 10:00pm		kstp-tv 10:30pm	wcau-tv 7:00pm	king-tv 9:30pm	wttg 7:00pm		
6	4	<b>Dr. Hudson's Secret Journal (D)</b> MCA, AUTHORS PLAYHOUSE	15.0		13.2				15.5	18.5	15.9		11.7	7.5	13.0	
					kttv 9:00pm				wwj-tv 10:00pm	wtmj-tv 7:00pm	wcco-tv 7:00pm		king-tv 7:30pm	wmal-tv 6:30pm	wsb-tv 10:30pm	
7	8	<b>Death Valley Days (W)</b> PACIFIC BORAX	14.1	6.1				9.2			8.2	4.2	17.6			7.0
				wrea-tv 7:00pm				wjtk-tv 6:00pm			wten-tv 8:30pm	wfil-tv 6:30pm	king-tv 9:30pm			waac-tv 7:00pm
8	6	<b>Mr. District Attorney (M)</b> ZIV	13.8		11.6	11.5	18.2		12.9	8.7	12.0		16.5		11.2	
					kttv 9:00pm	kron-tv 10:30pm	wnae-tv 10:30pm		wjtk-tv 10:30pm	wtmj-tv 11:00pm	kstp-tv 10:30pm		king-tv 9:00pm		waga-tv 10:30pm	
9		<b>Celebrity Playhouse (D)</b> SCREEN GEMS	13.5		6.7				14.0		10.0		18.0	15.4	14.2	6.2
					knxt 10:00pm				wwj-tv 10:00pm		kstp-tv 8:30pm		komo-tv 8:00pm	wtop-tv 10:30pm	wsb-tv 2:00pm	wbal-tv 10:30pm
10		<b>Science Fiction Theatre (SF)</b> ZIV	12.8	8.1	13.4	14.9	10.4	13.2	8.9	10.5	7.5	8.5	16.7	10.0	12.0	7.2
				wrea-tv 7:00pm	kttv 8:00pm	kron-tv 7:00pm	wbz-tv 6:45pm	wnbq 10:30pm	wxyz-tv 9:30pm	wtmj-tv 10:30pm	keyd-tv 8:30pm	wfil-tv 10:30pm	king-tv 9:30pm	wmal-tv 6:00pm	waga-tv 9:30pm	wbal-tv 10:30pm
Rank row	Past rank	Top 10 shows in 4 to 9 markets														
1	1	<b>Life of Riley (C)</b> NBC FILM, TOM MC KNIGHT	16.1		14.3					14.2	17.4		18.1			
					kttv 8:30pm				wxlx 7:00pm	kstp-tv 8:30pm		king-tv 8:30pm				
2	2	<b>Amos 'n' Andy (C)</b> CBS FILM, HAL ROACH STUDIOS	16.0	6.3	9.7				13.7		9.5					
				wchs-tv 6:30pm	knxt 10:30pm				wwj-tv 10:00pm		wcco-tv 3:30pm					
3	4	<b>Sau Francisco Beat (M)</b> CBS FILM, DESILU PRODUCTIONS	11.3		13.4			8.3	10.9			11.9			8.9	
					kttv 9:30pm			wgn-tv 9:00pm	wjtk-tv 10:30pm			wrcv-tv 10:30pm			wmar-tv 7:00pm	
4	5	<b>Code 3 (M)</b> ABC FILM	13.9		15.9	11.4			7.7				16.6			
					kttv 9:30pm	kron-tv 10:30pm			wxyz-tv 9:00pm				king-tv 10:00pm			
5	6	<b>I Search for Adventure (A)</b> GEO. BAGNALL	13.7	2.7	11.6	21.7					19.0		21.8		8.5	
				wpix 7:30pm	keop 7:00pm	kpix 7:30pm					wcco-tv 8:30pm		king-tv 7:30pm		wsb-tv 7:30pm	
6	10	<b>Ellery Queen (M)</b> TPA	13.5	5.4			16.9		15.2					6.2		
				wpix 9:00pm			wnae-tv 10:30pm		wjtk-tv 10:00pm					wrc-tv 7:00pm		
7		<b>Biff Baker, U.S.A. (A)</b> MCA	13.2		3.3						5.7					
					khj-tv 8:30pm						wsln-tv 10:30pm					
8	7	<b>Rosemary Clooney (Mu)</b> MCA	13.1		10.9	18.7					14.2				6.7	
					kttv 9:00pm	kpix 9:30pm					wcco-tv 9:00pm				waga-tv 10:00pm	
9		<b>Stage 7 (D)</b> TPA	12.9	2.2		15.9	8.9									
				wahd 8:00pm		kron-tv 8:30pm	wbz-tv 6:45pm									
10		<b>Mayor of the Town (D)</b> MCA	12.1		8.0	10.2		16.9					14.6			
					kttv 9:30pm	ego-tv 7:30pm		wnbq 10:00pm					komo-tv 10:00pm			

Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc) documentary; (K) kids; (M) mystery; (Mu) musical; (SF) Science Fiction; (W) Western. Films listed are syndicated, 1/4 hr., 1/2 hr. & hr. 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 1-7 August. While network shows are fairly stable from one month to another in markets in which they are shown, this is true to much lesser extent with syndicated shows. It should be borne in mind when analyzing rating trends from one month to another in this chart \*Refers to last month's chart. If blank, show was not rated at all in last chart or was in out-

# Shows

ted film programs

ON MARKETS		2-STATION MARKETS					
Columbus	St. L.	Birm.	Charlotte	Dayton	New Or.	Providence	
7	28.5	17.7	20.3	22.3	28.3	29.5	18.0
tv	wbns-tv	kwk-tv	wbre-tv	wbtv	whlo-tv	wdsu-tv	wjar-tv
9pm	9:30pm	9:30pm	9:30pm	10:30pm	8:00pm	10:00pm	10:30pm
18.5	17.2	24.8	25.5	41.8	16.0		
wbns-tv	ksd-tv	wbre-tv	whlo-tv	wdsu-tv	wjar-tv		
8:30pm	10:00pm	7:00pm	9:30pm	8:30pm	8:00pm		
7	11.2	14.0	13.8	32.3	19.5	38.3	
tv	wlv-e	ksd-tv	wbre-tv	wbtv	wlv-d	wdsu-tv	
8pm	8:30pm	10:00pm	10:00pm	7:00pm	8:30pm	8:30pm	
10	16.3				39.5		
tv	ksd-tv				wdsu-tv		
10pm	10:00pm				9:00pm		
9	16.9	24.8	22.8	17.0			
tv	ksd-tv	wbre-tv	whlo-tv	wjar-tv			
9pm	9:30pm	9:30pm	10:30pm	10:30pm			
10.0		21.0		16.8			
wbns-tv		wbre-tv		wdsu-tv			
10:30pm		8:30pm		10:30pm			
5	20.5	15.5	30.5	22.8	11.5		
tv	wbns-tv	kwk-tv	wbtv	wdsu-tv	wjar-tv		
8pm	8:30pm	10:30pm	7:00pm	10:30pm	6:30pm		
16.0	28.5						
ksd-tv	wbre-tv						
10:00pm	9:00pm						
12.4	15.5		8.8	27.8			
wbns-tv	ksd-tv		wlv-d	wdsu-tv			
10:15pm	9:30pm		11:15pm	10:00pm			
4	6.9	12.4	19.3	28.3	11.0	22.8	15.3
tv	wlv-e	ksd-tv	wbre-tv	wbtv	wlv-d	wdsu-tv	wpro-tv
9pm	9:30pm	10:00pm	8:00pm	6:00pm	10:30pm	10:00pm	7:00pm
16.5							
			wlv-d				
			10:30pm				
0	23.0	20.8	38.3	13.5			
tv	wbre-tv	whlo-tv	wdsu-tv	wpro-tv			
9pm	9:00pm	10:30pm	8:30pm	7:00pm			
3			43.3	8.5			
tv			wdsu-tv	wpro-tv			
9pm			8:30pm	11:15pm			
17.9							
ksd-tv							
9:00pm							
21.8							
wbre-tv							
8:30pm							
34.3	9.3						
			wdsu-tv	wpro-tv			
			9:00pm	11:30pm			
10.8	17.5						
wbre-tv	wbtv						
6:30pm	10:45pm						
24.3	13.0						
			wdsu-tv	wpro-tv			
			10:00pm	7:00pm			

## A BIG MARKET?

Retail sales top

**1 1/3 BILLION DOLLARS**

in Flint and the Saginaw Valley

**over a billion dollar market**

**NBC abc**

The stars shine on WNEM-TV. Advertisers know the influence of the Golden Valley's most important station.

### Michigan's 2nd richest market

Here, in the Flint-Saginaw market, average city-family income is \$6,413.75. And retail sales are more than one-third billion dollars . . .

- \$298,940,000 for food
- \$343,660,000 for automobiles and accessories
- \$46,208,000 for drug products

86.9% of the market homes are television homes—and WNEM-TV is the one, the only station completely covering them all. ARB and PULSE survey results say so.

Contact Headley-Reed or Michigan Spot Sales

# WNEM-TV

A *Gearty* STATION



serving Flint, Saginaw, Bay City, Midland

Radio Stations **WPON** — Pontiac, Michigan  
**WABJ** — Adrian, Michigan

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

*Famous on the local scene*



**STORER BROADCASTING COMPANY**



**WSPD-TV**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WBRC-TV**  
Birmingham, Ala.

**KPTV**  
Portland, Ore.

**WGBS-TV**  
Miami, Fla.

**WSPD**  
Toledo, Ohio

**WJW**  
Cleveland, Ohio

**WJBK**  
Detroit, Mich.

**WAGA**  
Atlanta, Ga.

**WBRC**  
Birmingham, Ala.

**WWVA**  
Wheeling, W. Va.

**WGBS**  
Miami, Fla.

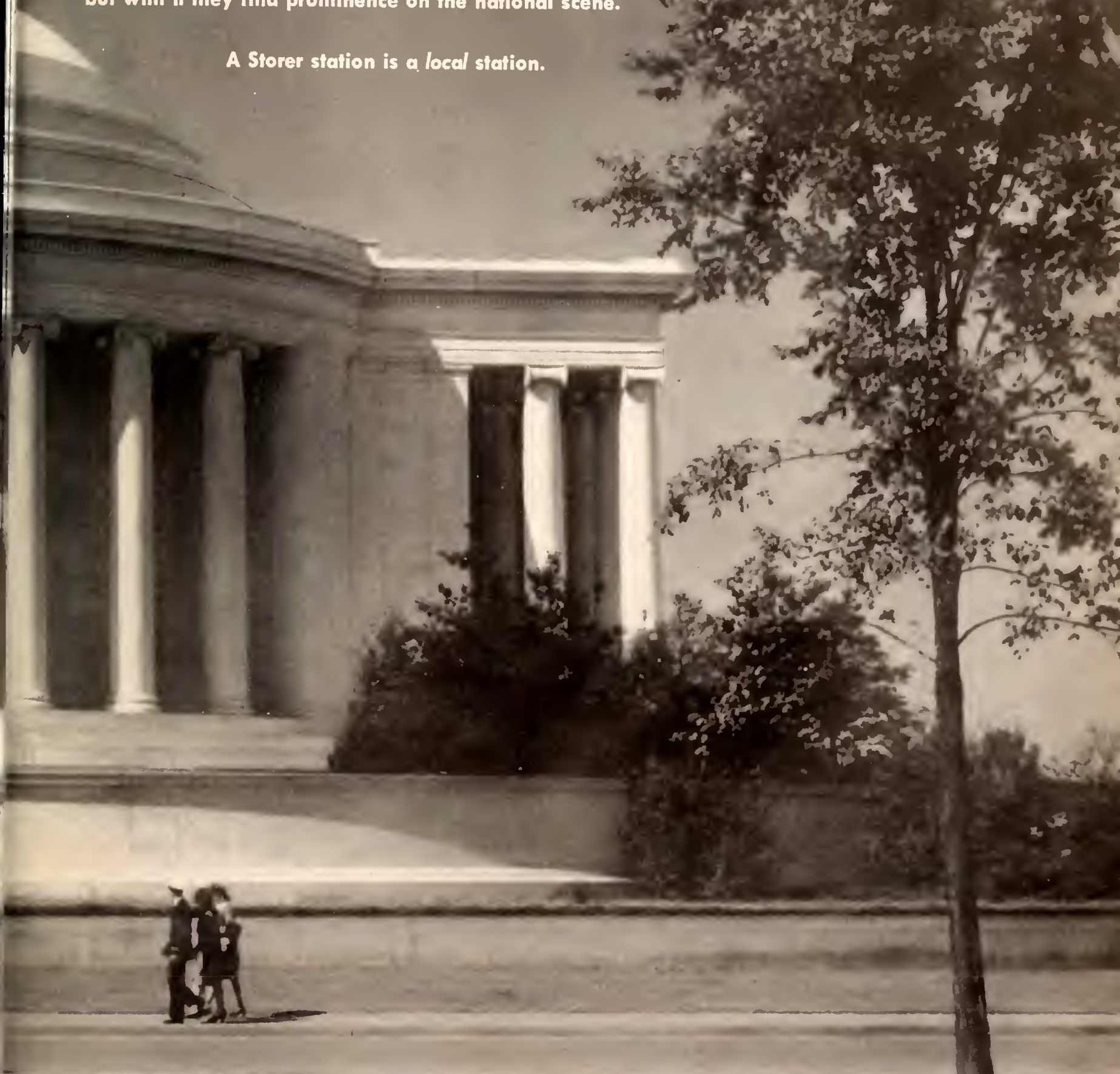


# It known throughout the nation.

Thomas Jefferson's great pride was in being known as  
"father of the University of Virginia." Yet today he is revered  
as a distinguished President of the United States.

er Stations too, are proud of their local leadership,  
but with it they find prominence on the national scene.

A Storer station is a local station.



SALES OFFICES

TOM HARKER—vice-president and national sales director  
BOB WOOD—national sales manager

118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

## NEW CARS

SPONSOR: Atkins-Kroll

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Atkins-Kroll placed six one-minute announcements on KU 1M in order to move six new automobiles from his showroom. Among the cars were four Chevrolet's, one Pontiac and one Buick. Over the five-day period in which commercials were broadcast, advertising cost amounted to \$54.00. As a result, all six General Motors cars were sold for a gross sales figure of \$13,170. Sale of the cars provided space for new models which subsequently were delivered to the dealer.*

KU 1M, Agaña, Guam

PROGRAM: Announcements

## APPLIANCES

SPONSOR: Appliance Warehouse

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Radio figured prominently in a \$104,000 gross over a two-week period for this advertiser. Appliance Warehouse advertised a clearance sale on one KVAN announcement and highlighted it with one newspaper advertisement in each of two Portland, Ore., papers. Company attributes 90% of results to radio and states the medium brought customers to store from as far away as 200 miles. Cost of this campaign totaled \$487.50. At its conclusion, sponsor renewed for program.*

KVAN, Portland, Ore.

PROGRAM: Announcement

## HOMES

SPONSOR: Quality Builders

AGENCY: Direct

**CAPSULE CASE HISTORY:** *To attract attention to its recently acquired building facilities, the advertiser placed two announcements in the Gordon Owen-Earl Donaldson program. Copy centered around one specific house and was ad libbed by Owen. The house, worth \$19,500, was sold to an interested listener within a period of two days after the second commercial. As a result, Quality Builders decided to continue the drive on KDYL. Cost of the participations on 12 and 13 July was \$20.00.*

KDYL, Salt Lake City

PROGRAM: Participations

The logo features the word "RADIO" in a bold, white, sans-serif font, enclosed within a black square that has a white circle and two dots around it, resembling a radio dial. To the right of this square, the word "results" is written in a large, bold, black, sans-serif font.

## USED CARS

SPONSOR: B & J Motors

AGENCY: Direct

**CAPSULE CASE HISTORY:** *B & J Motors sold a total of 85 used cars as a result of radio. Total was amassed in one month during the summer of 1956. Vehicle used by the advertiser was half-sponsorship of the Topeka Hawks' baseball games once a week (generally Saturday or Sunday). Commercials highlighted low overhead at B&J, coupled with company's direct purchase of cars from new car dealers. All cars were completely reconditioned, ready to drive away upon purchase. Cost per week of show: \$101.25.*

WIBW, Topeka

PROGRAM: Baseball

## RESTAURANT

SPONSOR: Slay's Restaurant

AGENCY: Kilroy Advertising

**CAPSULE CASE HISTORY:** *Mike Slay, proprietor of Slay's Restaurant, contracted for a schedule of 12 station-break announcements per week, through Kilroy Advertising, Inc. Announcements were aired during the station's Bruce Hayward Show. According to Slay, "The announcement campaign on the Bruce Hayward Show has really paid off." Slay informed station that it is the first advertising which the restaurant has had in its eight business years that has resulted in substantially increased customer traffic.*

KXOK, St. Louis, Mo.

PROGRAM: Participations

## DEPARTMENT STORE

SPONSOR: Roberts Bros. Dept. Store

AGENCY: Direct

**CAPSULE CASE HISTORY:** *To test radio results for traffic, Roberts Brothers scheduled 10 one-minute announcements in a period of three days on these good music am and fm stations. Advertising packaged yardage goods retailing for \$1.59 each, the sponsor tabulated 52 customers and over \$300.00 in sales for fabric alone. In addition, non-advertised products such as patterns, zippers, buttons, etc., were sold. Total cost for the 10 60-second announcements amounted to \$15.00.*

KPAM-FM, Portland, Or.

PROGRAM: Announcements

## RADIO STATION

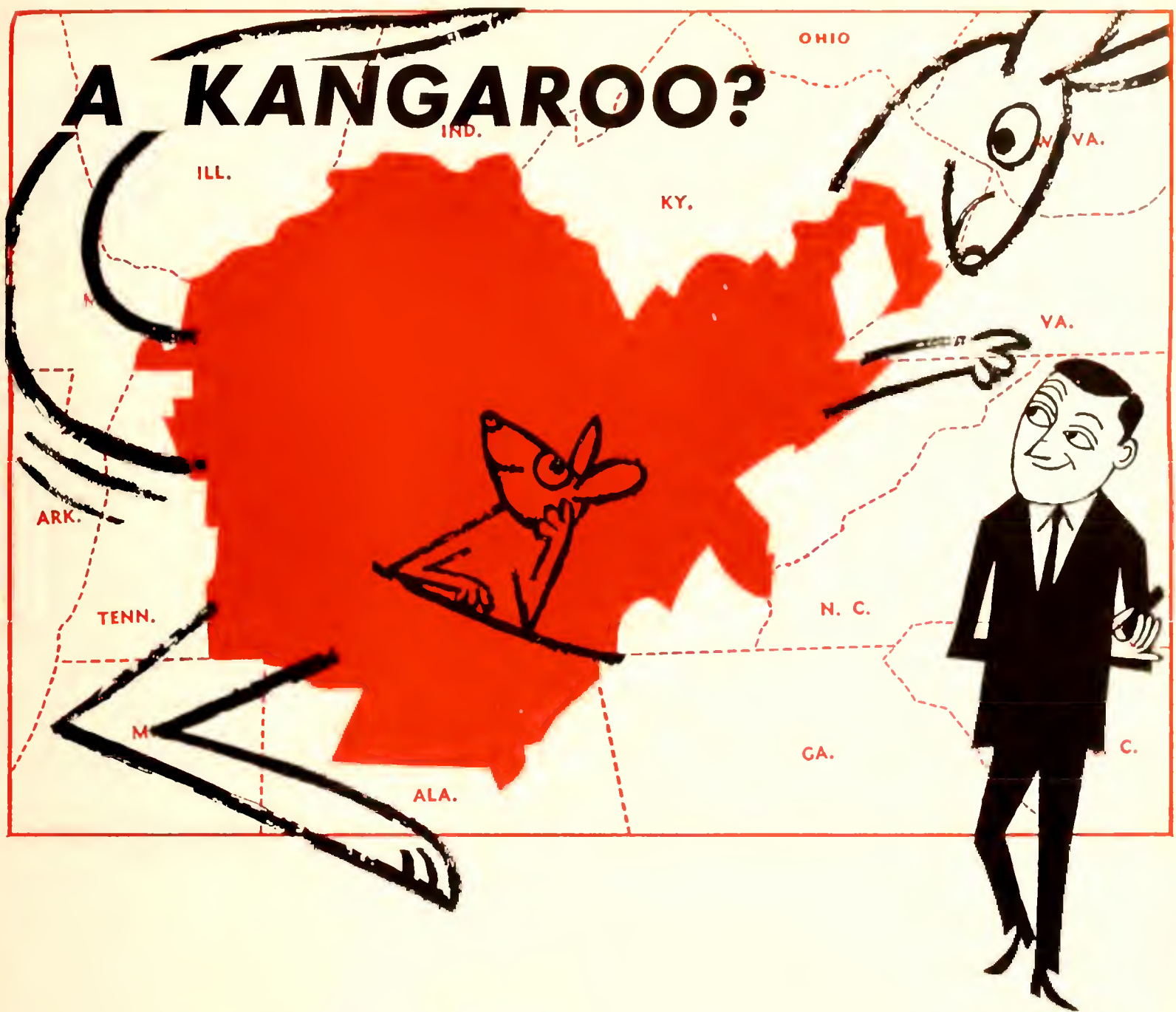
SPONSOR: KSLR Radio

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Two weeks before it went on the air, KSLR Radio bought 36 announcements on KBIG, 10,000-watt regional station. KSLR, anticipating a daytime local Oceanside, Cal., audience, felt that the Avalon station on which it placed its announcements would deliver a signal reaching the Oceanside area. "By the time we went on the air," said KSLR Manager W. J. Taylor, "it seemed that everyone in northern San Diego County knew about us." Cost amounted to \$280.*

KBIG, Avalon, Cal.

PROGRAM: Announcements



No, that mystery shape isn't really a kangaroo, though it is jumping steadily higher and higher in consumer spendable income and in relative rank among the nation's top markets!

Actually it's a map of "The Mystery Market" ... one of America's richest ... The Central South ... a \$2,713,371,000 market—richer than the cities of Denver and New Orleans put together ... or Atlanta and Dallas put together.

A RICH MARKET, IN FACT, THAT'S COVERED BY ONLY ONE MEDIUM...and that's WSM Radio in Nashville.

If you attempt to cover the Central South with a combination of other radio stations or with a combination of newspapers in the area, the coverage would still be incomplete—and the cost would be three to 15 times greater than that of a WSM custombuilt program. As for TV, all TV viewers in the market put together still represent less than half the market's buying power!

For the full story on this unique situation, send for your free copy of our booklet, "The Mystery Market", containing complete facts and figures as compiled by independent authorities.

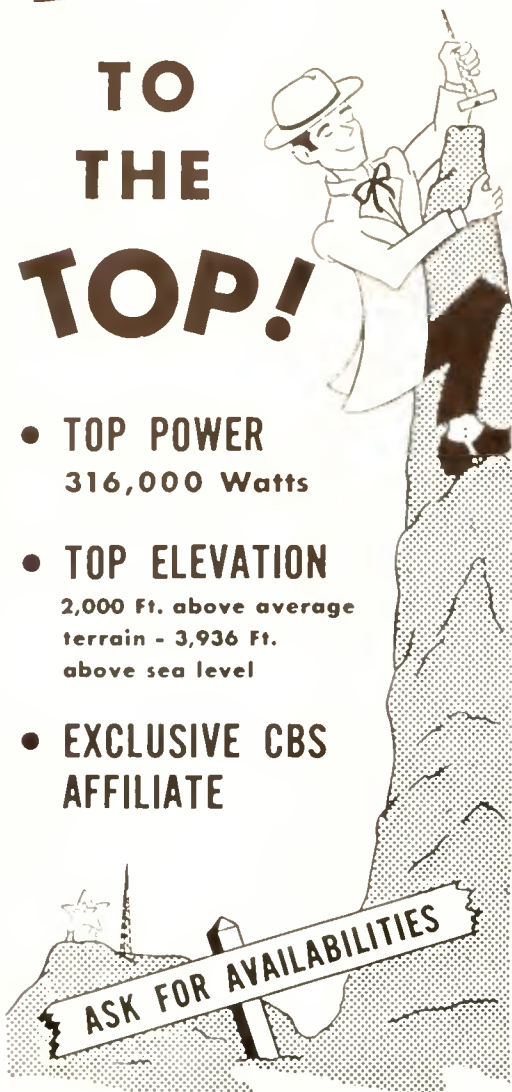
650 KC **WSM** RADIO

BOB COOPER, Sales Manager  
JOHN BLAIR AND COMPANY, National Advertising Representatives  
Nashville - Clear Channel - 50,000 Watts

# We've Moved

## TO THE TOP!

- **TOP POWER**  
316,000 Watts
- **TOP ELEVATION**  
2,000 Ft. above average  
terrain - 3,936 Ft.  
above sea level
- **EXCLUSIVE CBS  
AFFILIATE**



For 32 years, WDBJ has been the favorite name in Radio in Western Virginia. Now — it's TOP HEIGHT — TOP POWER for WDBJ-TV — with exclusive CBS affiliation and top rated programming. Let established audience, plus maximum coverage, plus finest facilities and talent work for you.

WDBJ-TV is now at maximum power and height — backed by a power-packed viewer promotion program throughout the coverage area!

**Ask Peters, Griffin, Woodward!**



Peters, Griffin, Woodward, Inc.  
National Representatives

Continued  
from  
page 15

## SPONSOR BACKSTAGE



product specifically filmed for presentation on television.

One doesn't have to scan too far. As a matter of fact, a look at a certain area of the program activity around two of the stations who have just signed for the MGM product indicates that the market for tv film series may develop into something bigger and better than it ever was, in spite of the increased loading of feature film on the market.

WCBS-TV in New York, which played two half hour tv film series as daytime strips this past summer, has found that these series ran up the highest daytime ratings in New York. The two shows were *My Little Margie*, which WCBS-TV showed 9:00-9:30 a.m. Mondays through Fridays; and *Amos and Andy*, which the station stripped in the 9:30 to 10 a.m. time. Both these film series are in rerun stages.

Nevertheless, both reaped up ratings responsible for all 40 one-minute spots in the two having sold out to such advertisers as Continental Baking, Bayer Aspirin, Thomas Bread, Buitoni Spaghetti, Anahist and others.

The CBS-TV network, no doubt influenced to some extent by the vidfilm strip success of its New York flag-ship, is going to run the film series *Our Miss Brooks* as a half hour daytime strip on the Network this fall. This series will replace the *Johnny Carson Show* in the 2-2:30 period.

At WFIL-TV, the Triangle station in Philadelphia, stripping tv film series will become the backbone of the station's early daytime programming this fall. Three as yet unnamed half-hour vidfilm shows will be run back to back in the 10:30 a.m. to noon slot Mondays through Fridays. And two Western half hour tv film series, *The Cisco Kid* and *Kit Carson* will be run Mondays through Fridays, back to back, from 6 to 7 p.m.

The increasing trend toward using tv film series, originally produced for once-a-week showing, as five-a-week strip shows is one strong sign that tv films will find a ready market in spite of the tremendous amount of feature film product available today, and the additional theatrical films to be added.

It becomes increasingly apparent that the newer, more important feature film product hitting the tv market will be used to replace the old feature length movies so many stations have been running for so long. Careful planning goes into the usage of the feature film product at any first rate station. At WCBS-TV, for example, the new batch of MGM product won't even be used till 1 January.

For certain advertisers with certain specific merchandising and marketing problems, the feature length product will never replace the tv film series. And for any advertisers, the wiser stations are adding merchandising plusses to their presentation of the long movies. ★★★

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)

More people live in this mountain-isolated Beeline area than in all of Colorado. They have over \$3½ billion in spendable income.

*(Sales Management's 1956 Copyrighted Survey)*



## McClatchy Broadcasting Company

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

# HOW TO ROAD-TEST A WEEKLY

On the morning of 15 July, exactly three months and 12 days before the switch from bi-weekly to weekly, SPONSOR's editor and publisher set out on a long trek. Purpose: to road-test the new three-dimensional weekly formula and get reactions to the weekly dummy for the first time. What happened during the five-week swing, as well as what was going on at home to prepare for the weekly, is set forth in this factual report.

**1.** We traveled by automobile for greatest mobility. Over the five-week span we passed through 17 states and visited station owners, managers, and agency executives in the following cities: Wheeling, Steubenville, Columbus, Cincinnati, Louisville, St. Louis, Kansas City, Topeka, Wichita, Tulsa, Oklahoma City, Dallas, Fort Worth, Wichita Falls, Lubbock, Temple, Austin, San Antonio, Houston, Shreveport, Little Rock, Memphis, Nashville, Chattanooga, Knoxville, Huntington, Charleston, Oak Hill, Beckley, Harrisonburg.

**2.** Our welcome everywhere was heartwarming, attesting to the high prestige which the bi-weekly SPONSOR had built up over its 10-year span. Decks were cleared, in many instances group meetings were arranged in order to acquaint all interested personnel with the weekly plans.

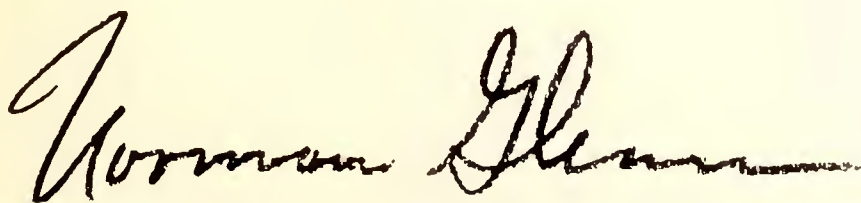
**3.** The reaction to the weekly plans and the three-dimensional formula as reflected in the dummy was overwhelmingly enthusiastic. Everyone was amazed to learn that we were embarking on a completely new trade paper concept built around a *use* triumvirate of *use* articles, *use* departments, and *use* news. We found that many readers had been concerned that our *use* articles which meant so much to them might be weakened when we went weekly; they were delighted with the plans for strengthening and streamlining them. Most of all,

they were impressed with the newsletter blueprint which guaranteed a full-bodied weekly wrap-up in depth for busy executives. Over and over again we heard: "Congratulations. You can't miss."

4. Many editorial suggestions and improvements were gleaned from the field. Some of these already have been added to the weekly blueprint. But, most important, was the stamp of approval given key facets of the new formula. We now knew for certain that we were satisfying an urgent need.

5. The advertising response was exceptional, too. SPONSOR's advertising director joined the trek for two hot weeks in Oklahoma, Texas, Louisiana, and Arkansas during which he signed numerous contracts and was promised many more. During this period of the trip, and since, several advertisers increased their space.

6. At home, while the summer was waning, SPONSOR's editorial staff was being rapidly strengthened and trained for the weekly operation. An outstanding weekly specialist had been retained to analyze our editorial operation, coordinate with our printer in weekly planning, and orient the staff. This work is presently going on and will continue until several issues of the new weekly have appeared. A seasoned news analyst, well respected in our field, will head SPONSOR's important *use news* operation. Additions have been made to the *use article* staff. Every day from now to W-Day SPONSOR will be road-testing. We expect to bring advertiser and agency readers a weekly wrap-up in depth which will both surprise and thrill.



## OUR 10th ANNIVERSARY

**ISSUE, ALSO** (advertising deadline)  
8 October, 1956



10th year of usefulness for  
tv and radio advertisers

# WHLI

"THE VOICE OF LONG ISLAND"

**SELLS**

**BIG  
INDEPENDENT MARKET  
NASSAU COUNTY**

## Food Store Sales...

**\$385,282,000**

- 2nd Food Market in New York State . . . . . (Only New York City Ranks Higher.)
- 9th Largest Food Market County in the United States

**GIVES**

**BIG  
BONUS COVERAGE**

(Nassau, parts of Queens, Suffolk and Brooklyn.)

POPULATION . . . . . 2,903,765  
 NET INCOME . . . . \$6,132,673,150  
 FOOD STORE SALES . . \$964,601,050

©Data Source: Sales Management

**DELIVERS**

**BIGGEST DAYTIME AUDIENCE  
in the  
MAJOR LONG ISLAND MARKET**

According to the most recent Pulse Survey . . . one station . . . WHLI has a larger daytime audience in this market than any other station!

**WHLI** AM 1100  
FM 98.3

HEMPSTEAD LONG ISLAND, N. Y. *the voice of Long Island*

PAUL GODOFSKY, PRES AND GEN. MGR  
JOSEPH A. LENN, EXEC. V.P. SALES

Represented by Gill-Perna

Continued  
from  
page 8

# AGENCY AD LIBS



really are. Television as a reporter puts a terrifying premium upon truth and honesty, traits that any performer must recognize.

Secondly, the politicians should learn the gentle arts of casting and timing. The people they select far too often are just too downright unappealing as well as unable to put across even the simplest of ideas.

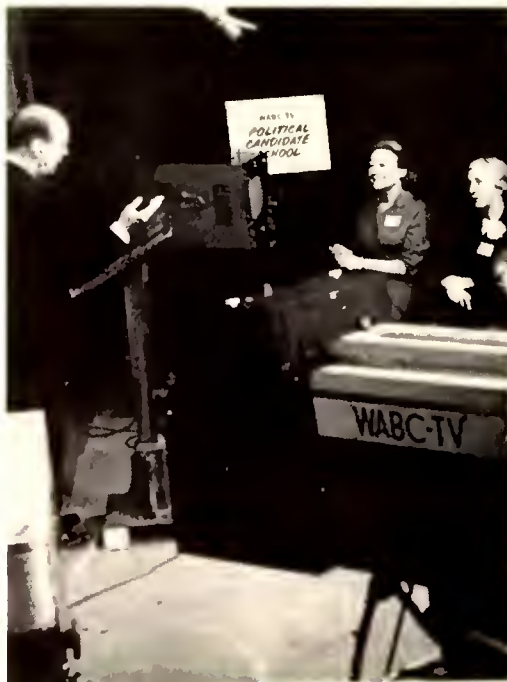
In addition, they always take too long to make a point. On this matter (timing), not only do the individual speakers fume far longer than is necessary or wise, but entire programs are always chock-full of badly selected segments which would be better left out.

If the producer of a regular tv show were given so little control over his property as the producers of political tv, and had to include all sorts of dull, irrelevant and show-destroying interludes, he would never have anything but a flop. However, in politics, everything goes—every politician has to get his mug on camera and utter a full quota of badly chosen words.

As for the staging, the elimination of distraction behind a speaker while he is on camera, the entrances and exits, the transitions and the fabulously unbelievable video gimmicks (such as holding up cards with words like Integrity), these are enough to cause anarchy throughout the land. Remember—oh, statesman—people watch television. ★ ★ ★

### How to sell a political candidate 1956:

WABC-TV's political candidate school



See 23 July issue for a roundup of experts advice on how candidates can best sell themselves on the air. A unanimous tip was to "relax and be yourself." The tv camera points up phoniness as no spotlight or podium could. Speaking on tv is much like talking to small groups in their homes. Pounding desks and flowery oratory has no place in television.

SPONSOR • 17 SEPTEMBER 1956





The **Wheeling Market** is one of the fastest growing markets in  
**A M E R I C A**

The Magazine of Wall Street says "In this Valley of the Ohio history is being written." Fortune observes, "...the Ohio boom is still in its infancy." For YOU it means increased sales by using the dominant advertising medium in this rapidly-expanding industrial heartland, WTRF-TV, Wheeling.

**boom! Boom! BOOM!**

The Wheeling Steel Corp., nation's 10th largest, announces sales (first six mo., 1956) up 21% over same period, 1955; total, \$144,000,000! Her 15,000 employees turned out 1,120,591 tons of steel at 105.5% of rated capacity!

"a station worth watching"

**wtrf tv**

Wheeling 7, West Virginia

CHANNEL 7



For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Cedar 2-7777.



316,000 watts  
 Equipped for network color

reaching a market that's reaching

new importance!

# SPONSOR Asks...

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

## What do you feel constitutes saturation of a market



Harold Fair  
V.p. in chg. of Tv and Radio  
Bozell & Jacobs, N.Y.

### THE TERM IS ELASTIC

● This term "saturation" is elastic. The very fact that the question is asked indicates that saturation can mean many things to many people. Its size and shape can be influenced by many factors. To mention a few, the size of the budget; the client's concept of saturation; the agency's concept of saturation; the nature of the product involved; just exactly what it is that you want to saturate; and how long you want it saturated.

Generally speaking, a saturation campaign suggests an effort to buy every availability on every facility in the market for a comparatively short period of time. Conceivably, in some cases this procedure would be wise. However, it seems to me that such indiscriminate buying, even for a saturation effort is wasteful and inefficient. I must believe that even in an all-out saturation campaign, the nature of the product, which determines the nature of its market, should be considered as carefully as in any other campaign.

Therefore, the time of day, the character of adjacent programs—even the general character of the stations

bought—would be influenced by this factor. Having studied this influence, it is probable that the saturation effort would begin to take a more streamlined shape. This gets around to the question of "what are you going to saturate?" And the answer is, you will saturate those programs on those stations which reach the people who will buy your product.

After this has been established, the intensity of the campaign (that is the actual amount of time or number of spots) will be measured by the objectives of the client.

For example, if he is launching a new product in a highly competitive field, he will need more power than if he is simply putting a seasonal push behind an established product. This intensity will also be measured by the amount of money the client should sensibly and economically invest in the market. He and his agency must determine this on the basis of their own experience and knowledge and having found the answer will be guided accordingly. The length of a saturation campaign would, in my opinion, be determined by exactly the same factors.

There is no question in my mind that an all-out radio and television campaign can be more effective if backed by newspaper advertising. This is such an old story that it hardly needs repeating here; but the fact is that they complement each other, fill in holes one or the other might miss, plus the fact that two media supply emphasis and reiteration, adding power to the campaign.

So, what do I feel constitutes saturation of a market?

I believe that after all of these and other factors have been taken into consideration, the use of every available minute that conforms with the indicated pattern over a period of time still conforming with the pattern is saturation. It is not blind buying of

all availabilities. It is, actually, an expansion of the same practices that govern sound timebuying the year around.



Peter M. Bardach  
Broadcast Account Executive  
Roote, Cone & Belding, N.Y.

### COVERAGE AND PENETRATION

● In its purest sense, saturation implies complete penetration, absolute coverage—an objective that is difficult if not impossible to achieve through the use of any single medium. Research, of late, shows again and again that a combination of media—the right media—may secure the broadest and at the same time the deepest saturation of a specified market; but unfortunately what may be true of one city or area cannot always be projected nationally.

Many of us tend to confuse frequency and saturation, with the result that the less expensive media on a per unit basis are usually given the first consideration. This may be a fallacy. Several radio representative companies and a number of leading radio stations have recently introduced both national and local spot "saturation" plans, which in reality are nothing more than high frequency schedules designed to reach the broadest unduplicated base

of a *single* station. This may be station saturation; but it should not and cannot be equated with *market* penetration.

Complete market saturation can probably be secured via any medium; the two determining factors in the final selection must be budget and the "time table." How fast must you acquaint the public with your story? Must it be in one week? Or can you wait a month? The answer to this question may well determine whether tv, radio, newspapers or some other medium is chosen. And let's not forget that while the broadcast media may be the most effective in one market, newspapers may be "top dog" in another. The more we learn through market research, the more amazed we become at the tremendous dissimilarity between one city and another.

Lastly, don't overlook creative approaches. Don't fall into the trap of "buying by the numbers," which, as Arthur Pardoll, our director of broadcast media, has pointed out time and again, may distort the objectives and fog the results. Creativity in media selection as well as in the *copy* itself may well determine the degree of saturation. The Pepsodent "yellow" jingle or the Rheingold "Nature Boy" parody are examples of effective copy which enable the media to realize full mileage. A good commercial automatically puts you x per cent ahead toward reaching that elusive thing called saturation. ★ ★ ★

**How powerful will tv be in the coming election?**

For a roundup of opinion in answer to the above question, be sure to read "Sponsor Asks" in the next issue. At that time, specialists in public opinion from the research and agency fields will tangle with the problem and come up with their predictions on the subject. Says one participant, "Both parties would be well advised to think very carefully before they pre-empt time . . ." The reasons behind this and other statements of panel members will provide thought-provoking reading matter in the 1 October 1956 issue of SPONSOR.

W H A T ' S  
M I N N  
W I T H O U T  
B - 5 ?



Larry Bentson means the big city half of Minnesota. You can woo the Minneapolis-St. Paul market with a million-and-a-half "please buy" letters. Or you can spread your budget thin on half a dozen runner-up stations. But for immediate sales impact, you've got to reach Minn where she listens—on WLOL.

WLOL's Big 5 disc jockeys give you the quickest, most responsive, block-by-block coverage in the big Twin Cities orbit. Add WLOL's unparalleled out-of-home audience and you'll see why more advertisers sell more products on WLOL than on any other independent station in this market.



MINNEAPOLIS ST. PAUL

1330 on your dial

5000 watts

Larry Bentson, President

Wayne "Red" Williams, Mgr.

Joe Floyd, V.P.

PULSE PROVES IT

NO. 2 STATION IN THE TWIN CITIES

NO. 1 INDEPENDENT STATION IN THE NORTHWEST

represented by AM Radio Sales

**Now—**  
**Channel 2**  
in  
fabulous **FLORIDA.**

**Now—**  
**WESH-TV**  
is on  
the air in  
Jam-Packed,  
Sales-Rich  
**Daytona Beach.**

**Now—**  
call  
**Edward Petry**  
**& Company**  
for  
details on  
**WESH-TV,**  
**Daytona Beach**  
and  
**WJHP-TV,**  
**Jacksonville**



**agency profile**

**Robert F. Carney**

Chairman of the board  
Foote, Cone & Belding, New York

"Clients and agencies shouldn't be in the business of producing shows," says FC&B's chairman of the board, Bob Carney.

"The networks are properly in production. If problems of excessively stringent show control occur, they're the outcome of an allocation not a production problem. Were there more stations and networks, (comparable to the number of magazines, for example), then no one would question each network's right to control and produce programming."

Carney feels that there's no more need to justify the agency's role in television, apart from constructing editorial matter, than there's any question about its role in print advertising. The recent discussions about agency commission don't worry him.

"Of course the commission system is effective, or it wouldn't have existed as long as it has," he told SPONSOR. "On the other hand, substituting fees for it, for example, wouldn't frighten me as much as it might other agency men. After all, I grew out of a profession that exists on fees—law. The transition would be painful and confusing, but eventually fees would probably settle on a level comparable to the commission, because the cost of operating today's agency services demands approximately that amount of remuneration."

Carney is a portly, graying man with an ease and candor of speaking. As a lawyer, he had FC&B and many of its clients consulting him. The switchover into the agency business, he felt, was a natural one. Since that time, he has seen an interest in marketing develop within the agency, and a new stress placed on it that has already increased the cost of agency operation.

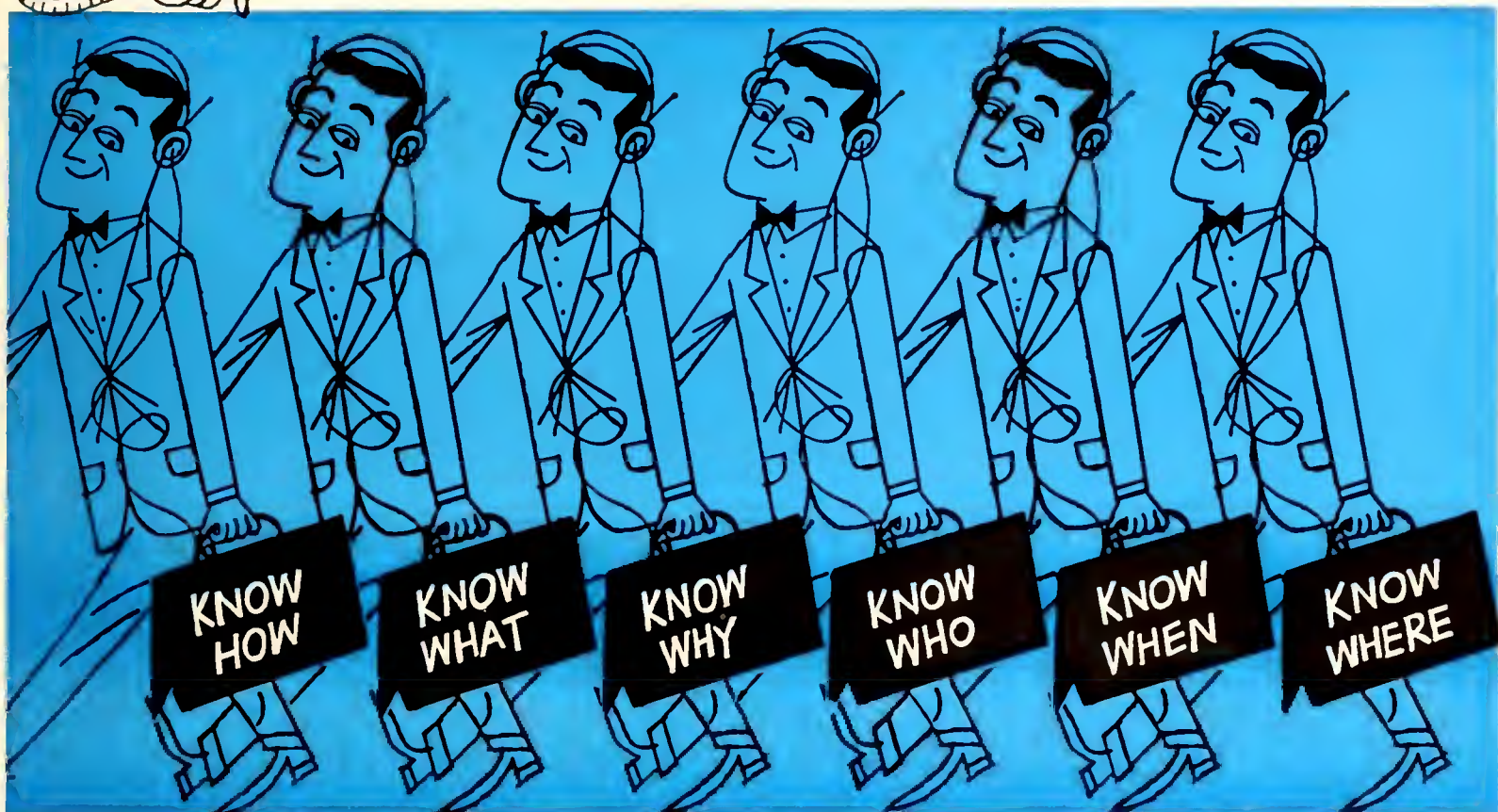
"On the average, a major agency needs some 12 people per \$1 million billing, excluding clerical help. Today some 15% to 20% of these people are involved in marketing."

While Carney recognizes the importance of marketing—"advertising is just one aspect of the total marketing plan"—he feels that agencies tend to exaggerate today, the more newly developed forms of their services. "But advertising will always be the agency's primary job."

At home some 13 blocks up Park Avenue from his office, Carney prefers to relax with thoughts of business left behind. Weekends see him traveling to his Southampton home, "but it's pretty quiet out there since the boys are grown up," says he. ★★★



A TV Station Is Measured By ...



## ...ITS EXPERIENCE!

In straight calendar terms, WSM-TV has a margin of more than three years TV experience over either of the other stations in this market. That's how long WSM-TV was the only station serving this area, and learning in the process what this audience wants and what it takes to sell them.

But WSM-TV's experience goes deeper. As an extension of one of the country's biggest and most successful radio operations, WSM-TV's experience can, in several important respects, be projected over the past 30 years.

On the WSM — WSM-TV joint payroll are the skilled technicians, executives, planners, writers, producers, and talent staff of more than 200 nation-

ally famous stars who have earned for WSM numerous awards, plus such accolades as "top music station in the nation" and "showcase of American folk music" in more than 25 top national magazines, including American Magazine, Billboard, Collier's, Coronet, Farm and Ranch, Good Housekeeping, Look, Nation's Business, New York Times Magazine, Newsweek, Pathfinder, Redbook, Saturday Evening Post, Time, Town Journal, Variety, and Wall Street Journal.

Our point is this: the WSM success formula, still going strong after 30 years, has been neatly extended (by the very people who devised it) to WSM-TV — making it the recognized TV leader in this market.

# WSM-TV

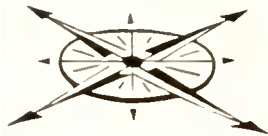
Channel 4 Nashville, Tennessee  
NBC-TV Affiliate

Clearly Nashville's #1 TV Station

IRVING WAUGH, Commercial Manager  
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

# round-up



## KYW-AM & TV's Kooler campaign covers Cleveland



KYW's general manager Davis & KYW's queen

KYW-AM & TV, has spent a good part of the summer making things "cooler" in Cleveland. From 21 June to Labor Day KYW ran a Kooler campaign that included everything from Kooler Cruises to a beauty contest to find KYW's Miss Kooler Cleveland.

Merchandising tie-ins saw a local grocery chain, Pick 'n Pay (16 stores), and a local drug chain, Standard (45 stores), participating in special YW Kooler Sales. The sales featured KYW advertised merchandise at special sale prices.

A KYW Kooler soda was featured in the Standard stores for 11¢ as a further boost for the station which is at a

frequency of 1100 on the radio dial.

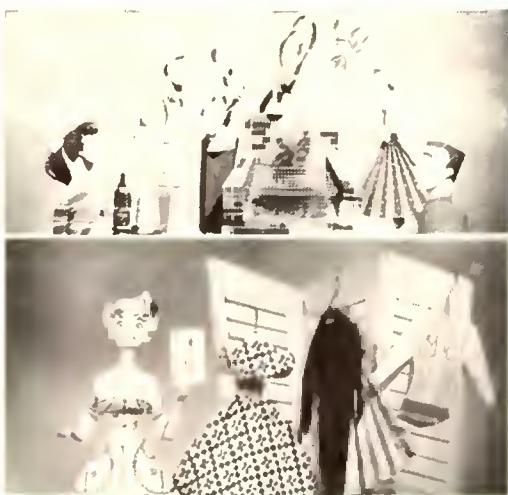
During the campaign a majority of KYW station ID's were devoted to "The Kooler Sound" i.e., people splashing in pools, waves on a shore and ice tinkling in glasses.

Highlights of the Kooler campaign were Kooler Cruises which attracted close to 5,000 Clevelanders who paid almost \$15,000 for an outing aboard the specially chartered S.S. Aquarama. The Aquarama cruises were promoted by the ship owners in newspaper ads that ran for three weeks prior to the excursions.

During the month of August YW held a beauty contest which attracted some 300 entries of whom 20 were selected to show up for the Aquarama cruise. 10 of the 20 were later selected to appear at KYW's Amusement Park Day and were subsequently used by local department stores for fashion shows.

Miss Kooler Cleveland who was finally selected from among the 10 is now making personal appearances for KYW. She'll continue to keep summery thoughts alive even as fall comes to Cleveland. ★ ★ ★

## Transfilm introduces new animated paper cut-outs



Hoffman & Simplicity Patterns' commercials

Two clients, both accounts of the Grey Advertising Agency, are getting unusual television commercial treatment via animated paper sculpture figures. The technique, developed by

Transfilm for Hoffman Beverages and Simplicity Patterns, eliminates the need for costly stop-motion photography which is usually required when inanimate three-dimensional objects are made to move. These figures are animate and are photographed in the same manner as live actors.

The Simplicity commercials, starring Simplicity Pat, are intended to gain more of the teen-age market. Success of the commercial will result in similar campaigns in major markets across the country. ★ ★ ★

## WEMP dinner marks Green Bay Packer pact signing

Over 100 radio station, agency, sponsor and Green Bay Packer personnel were guests of WEMP, Milwau-

kee, at a dinner given recently by WEMP. At the dinner, Hugh Boice, general manager of the station, outlined plans for broadcast of all the pre-season and league games of the Packers. WEMP will carry the games exclusively on radio in Milwaukee and will be the origination station for a state network. Miller Brewing Company and Clark Oil and Refining Company are the sponsors. ★ ★ ★

## Northwest Radio-Tv School Inaugurates Stella award



Arlene Francis and Northwest's Stella

A new national television achievement award has been announced by Northwest Radio and Television School. Called the Stella the first annual awards are going to 16 tv personalities and shows. Winners were selected by a mail survey of over 5,000 students of the Northwest School.

Formal presentation of the Stella awards this month climaxes Northwest's 10th anniversary in the broadcasting industry. Winners of the first year awards are: Ed Sullivan, Dave Garroway, Phil Silvers, Studio One, I Love Lucy, Lawrence Welk, Cavalcade of Sports, Climax, \$64,000 Question, You Are There, Confidential File, John Cameron Swayze, Omnibus, Disneyland, Arlene Francis and Steve Allen. The award is pictured above. ★ ★ ★

## KVOO staffer given youth award by Oklahoma's Gary



KVOO's Meyerdirk (r) and Governor Gary

Recognition for "outstanding contributions to the development of youth, our future leadership—particularly in agriculture—of the state of Oklahoma"

went to Carl Meyerdirk (see page 70) home and farm director of KVOO radio and tv, Tulsa. Presenting the official state citation to Meyerdirk is Oklahoma's Governor Raymond Gary. Meyerdirk has been a member of the KVOO staff since 1952. ★ ★ ★

**Briefly . . .**

**Ed McCurdy**, western-style singer of the Easy Glamur jingle (page 44 this issue of SPONSOR) shared credits with tv playwrights Sherman Yellen and Peter Stone on Labor Day. McCurdy performed and created the music for a song written by Yellen and Stone for their play *Day Before Battle* produced on *Studio One's Summer Theatre*. Incidentally, play was a tv first for its authors and actor Ted Flicker, all three of whom were college classmates.

\* \* \*

**John F. Dille, Jr.**, president of the Truth Publishing Company, WTRC and WSJV-TV was recently awarded a Master's Degree in Communications at the University of Chicago. According to the University, the degree was the first awarded to a newspaper broadcasting executive.

\* \* \*

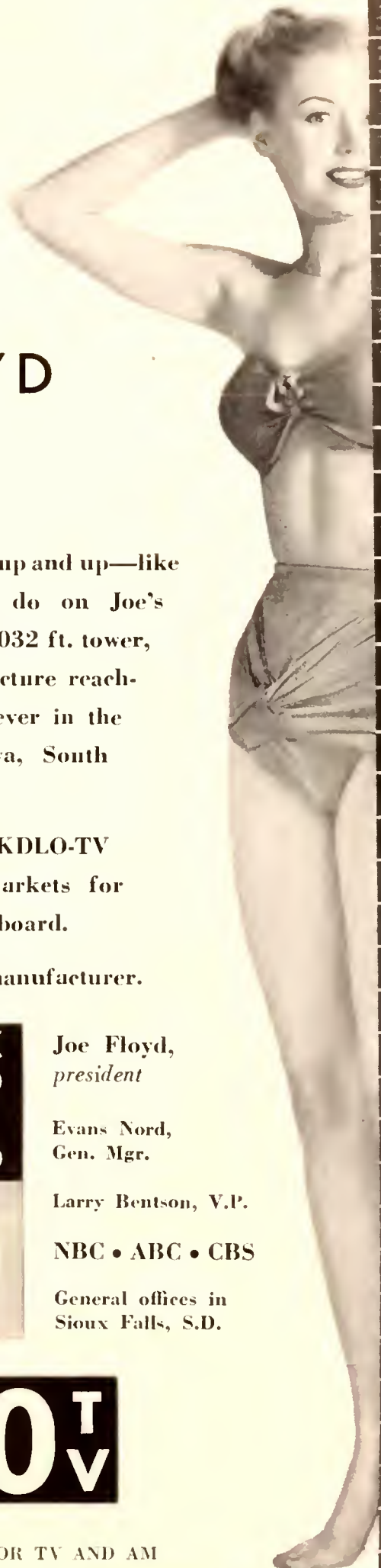
News of KFAB, Omaha's "Big Change" in programing received a bagful of promotion. Material was mailed recently to advertisers and agency people throughout the United States. The paper bags, printed with the words, "KFAB lets it out of the bag," included a thorough run-down on the promotion. One item told of cut-outs printed to look like diapers that were dropped by plane on 60 towns in western Iowa and eastern Nebraska. Each diaper carried Lucky Change numbers. Holders of those numbers broadcast over the station were luncheon guests at WFAB.

\* \* \*

WBTv, Charlotte, played host recently to Carolina advertising agency personnel for a special seminar on color television. The seminar was held to acquaint agencies with all facets of local live shows, film, slides and opaques produced in color. Representatives from agencies in both the Carolinas attended.

\* \* \*

The New York Chapter of the Academy of Television Arts and (Please turn to page 107)



# JOE FLOYD

Likes to measure sales curves, too!

Sales curves that go up and up and up—like practically\* all of them do on Joe's KELO-TV. With its new 1,032 ft. tower, KELO-TV now beams a picture reaching a wider market than ever in the 3-state "money-belt"—Iowa, South Dakota, and Minnesota.

Add Joe's neighboring KDLO-TV and you get two rich markets for your one buy across the board.

\*exception. A horse car manufacturer.



Joe Floyd, president

Evans Nord, Gen. Mgr.

Larry Bentson, V.P.

NBC • ABC • CBS

General offices in Sioux Falls, S.D.



REPRESENTED BY H-R FOR TV AND AM

## HUMPTY DUMPTY

(Continued from page 41)

through. With cartoon features and a bright bow-tie, Humpty Dumpty was a fairy-tale character come to life.

The idea of a "Happy House" was developed by the WKY-TV art department as a meeting place where young viewers could join Miss Jane who lived inside surrounded by dolls, toys and stuffed animals. On the outside, "Happy House" was doll sized: a painted prop on a painted grassy hill.

To tie in the *Looney Tunes* cartoons with the show, hand puppets representing Porky Pig and Daffy Duck were

made by WKY-TV artist, Doyle Glazier. These were later used in introducing each episode of the *Looney Tunes* series.

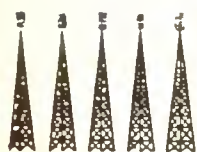
On 28 March, the show was far enough along to be auditioned by Bresnahan and his assistant Chet Paul. Hi Roberts, as the famous egg, appeared on the tv screen, greeted his guests with a rhyme and ushered them into Happy House. A tv camera moved up to the open doorway of the house and as this scene dissolved, a second camera showed Miss Jane inside.

After Miss Jane introduced herself, she was joined by Humpty Dumpty. For the next thirty minutes they

chatted, sang, played games and presented two *Looney Tune* cartoons. To introduce a *Looney Tune*, Hi Roberts donned a hand puppet of either Porky Pig or Daffy Duck, and the conversation between these puppets and Miss Jane integrated the cartoons into the show.

A tea party during the show gave Miss Jane and Humpty Dumpty a chance to discuss several food products.

About a month after the audition, the Humpty Dumpty chain signed a 13-week contract and the show was on the air Monday through Friday mornings from 8:30 to 9:00.



# NEW AND UPCOMING TV STATIONS



### I. New stations on air\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	ERP (kw) <sup>**</sup> Visual	Antenna (ft) <sup>***</sup>	NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, REP
BRISTOL, VA.			10 Aug.	70.8	2219	NBC			Appalachian Bestg. Corp.
CARLSBAD, N. M.	KAVE-TV	6	24 Aug.	5	301				John H. Battison, Gen. Mgr.
EVANSVILLE, IND.	WTVW	7	8 Aug.	27.6	384				Evansville Television Co. Inc.
MONTROSE, COLO.	KFXJ-TV	10	23 Aug.	.617	80		KREJ-TV		Western Slope Bestg.
KLAMATH FALLS, ORE.	KOTI	2	9 Aug.	13.5	1050				California-Oregon Tv. Inc.

### II. New construction permits\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ERP (kw) <sup>**</sup> Visual	Antenna (ft) <sup>***</sup>	STATIONS ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER
ABERDEEN, S. D.		9	29 Aug.	1.58	200			Aberdeen Television Co.
ALPINE, TEX.		12	29 Aug.	.59	—170			Alpine Television Co.
DEADWOOD, S. D.	KDSJ-TV	5	6 Aug.	1.22	570			The Heart of the Black Hills Stations
JACKSONVILLE, FLA.		12	29 Aug.	316	507	WJHP-TV WMRO-TV	367,238	Florida-Georgia Tv. Co., Inc.

### III. New applications

CITY & STATE	CHANNEL NO.	DATE FILED	ERP (kw) <sup>**</sup> Visual	Antenna (ft) <sup>***</sup>	ESTIMATED COST	ESTIMATED 1ST YEAR OP. EXPENSE	TV STATIONS IN MARKET	APPLICANT, AM AFFILIATE
ALLIANCE, NEB.	13	1 Sept.	24.894	355	\$80,175	\$25,000		Frontier Bestg.
LANCASTER, PA.	21	25 Aug.	16.97	360	\$75,276	\$80,000	WGAL-TV	Peoples Bestg. Co.
SAN ANGELO, TEX.	3	1 Sept.	.148	223	\$59,050	\$48,000	KTXL-TV	San Angelo Television Co.
SIOUX FALLS, S. D.	13	1 Sept.	.552	471	\$41,009	\$100,000	KELO-TV	Video Independent Theatres Inc.
SIOUX FALLS, S. D.	13	1 Sept.	18.79	690	\$197,857	\$150,000	KELO-TV	Morton H. Henkin
WILMINGTON, N. C.	3	1 Sept.	53.1	548	\$224,828	\$140,000	WMFO-TV	Carolina Bestg. System, Inc.

## BOX SCORE

U. S. stations on air **178**

Markets covered **303**

\*Both new e.p.'s and stations going on the air listed here are those which occurred between 8 August and 1 September or on which information could be obtained in that period. Stations are considered to be on the air when commercial operation starts. \*\*Effective radiated power. Aural power usually is one-half the visual power. \*\*\*Antenna height above average terrain (ft. above ground). †Information on the number of sets in markets where not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. ‡Data from NBC Research and Planning. NFA: No figures available at present. §Data on sets in market. ¶Community would support proposed lower-power station at least three years or until such time as it becomes self-sustaining. ††Presently off air, but still retains C.I. ‡‡Non-commercial. †††Above ground.





In San Francisco They Are Watching Channel 4  
And the Best of the Warner Bros. Film Package

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • PETERS, GRIFFIN & WOODWARD



## ONE WILL DO!

Fast-stepping WBNS Radio waltzes away with the quality market in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

**CBS FOR CENTRAL OHIO**

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

**WBNS**  
**radio**  
COLUMBUS, OHIO

Several weeks in advance of the show's debut, WKY-TV's promotion department launched a pre-sell campaign using tv commercials and newspaper ads. In addition a half page ad and a feature story appeared in the Oklahoma edition of *TV Guide*, two days before the program was to begin, under the heading "Channel 4 Puts Humpty Dumpty Together Again."

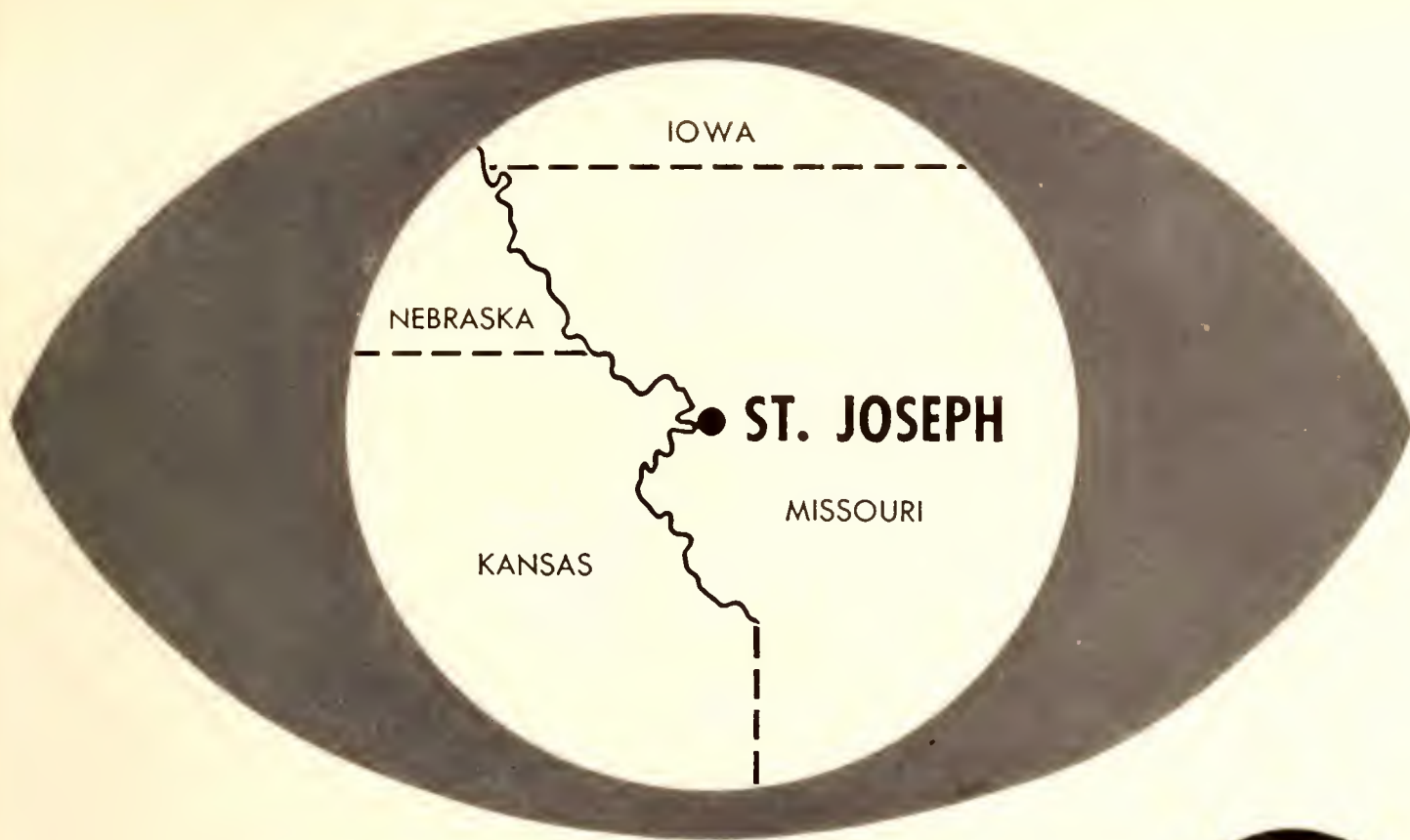
Standard-Humpty Dumpty advertising department sent out a direct mailing to the children of the company's employees. Cash register cards were placed in Humpty Dumpty branches within the WKY-TV viewing area. The company also printed and distributed 250,000 "bag stuffers" for distribution in the Metropolitan Oklahoma City area. These "stuffers" advertised the show on one side and Humpty Dumpty food items on the other.

A total of 448 lines of display advertising appeared in newspapers during the three weeks prior to the program's debut. Display advertising was supplemented with a daily saturation of on-the-air announcements starting one week in advance of the opening date. A joint newspaper and on-the-air follow-up continued for one week after the first telecast on 30 April.

WKY-TV wasn't finished with its sales job once the show was launched, however. The creation of *The Humpty Dumpty Show* was only the first step. Humpty Dumpty's excuse for being, as far as the station and grocery chain were concerned, was to create a better means of merchandising the Humpty Dumpty line. W. J. Willis, who handles the Humpty Dumpty account for WKY-TV, says, "The merchandising ideas afforded by the series appear to be limitless."

Before Standard-Humpty Dumpty moved into a full-scale merchandising program, many possibilities were explored and carried out. As a starter, each store was supplied with several large stand-up full-color cut-outs of Humpty Dumpty along with a supply of seven-inch high "shelf-talkers." The "shelf-talkers" are photo cut-outs of Humpty-Dumpty, and bear the message, "As advertised on *The Humpty Dumpty Show*."

The posters are moved to different areas of a store each week to promote special items. The smaller "shelf-talkers" have had to be replenished regularly much to the delight of the Humpty Dumpty people who intended them not only as in-store displays but as souvenirs for the youngsters. Each



# KFEQ-TV



T. M. CBS, INC.

## CHANNEL 2 - ST. JOSEPH

A KENYON BROWN STATION

*announces the appointment of*

**HOAG-BLAIR**  
COMPANY

*as national representative  
effective October 1, 1956*

Basic details of the KFEQ-TV Market:

\*POPULATION . . . 883,700  
 †TV Homes . . . . 193,897  
 \*Retail Sales . \$944,953,000  
 \*Sales Management, May 10, 1956  
 †Updated ARF

MIDLAND BROADCASTING CO. • ST. JOSEPH, MISSOURI

got it straight  
from the Jockey's mouth



That's something that could be said for a lot of products and services Milwaukee buys, because in this case, the tipster we're referring to is a WEMP Disc Jockey! These boys are strong personalities around here with a loyal gang of fans. The audience they've built over the years is your market, and whether they lend their own inimitable styles to a "live" announcement you send them or play your transcribed message, you will sell on WEMP.

We suggest that you slap a harness on Milwaukee's vast buying market and do it at a right handsome cost per thousand. Give our reps a call and let them give you the complete picture.

*Milwaukee's Best Buy*

**WEMP**

**5000 Watts at 1250**

*1935-1955 . . . 20 years of service to Milwaukee • Represented nationally by Headley-Reed*

store is kept supplied with a large stock so that they may be replaced as fast as they disappear from the shelves.

As a further means of tying in the show with the Standard-Humpty Dumpty chain, a third puppet was designed by the KWTY-TV art department modeled after Topsy, the elephant trade mark of Top Value Stamps.

Humpty Dumpty brand eggs and Humpty Dumpty Ice Cream were promoted with the aid of a Humpty Dumpty doll that was offered over the show. Viewers could buy the doll for \$1.09 at Standard-Humpty Dumpty stores. They could save 50¢ by sending a label from an egg or ice cream carton to WKY-TV for a premium certificate. The certificate was worth 50¢ towards the purchase of the doll at their local Standard-Humpty Dumpty store. 5,000 dolls ordered by the chain were disposed of within two weeks after the offer was made. WKY-TV account executive, Jim Willis told SPONSOR that store managers report that ever since they've been unable to keep up with the demand for the particular eggs, called eage eggs, that were plugged during the doll promotion.

Plans are also underway for the construction of a giant copy of "Happy House." The replica will be displayed in parking lots at Humpty Dumpty stores for the distribution of promotional material, and possibly merchandise for the youngsters.

Miss Jane and Humpty Dumpty started making personal appearances two weeks after the show began. Their first appearance at one of the stores in the Standard-Humpty Dumpty chain was publicized to the extent of just one announcement a day for three days. They distributed 4,500 autographed pictures and, according to Miss Jane, could have used a couple of thousand more. While parents shopped, they left their children with the tv pair. A significant jump in sales during their appearance was reported by the store manager.

Fan mail for the show has been, and continues to be, voluminous. Standard-Humpty Dumpty officials have been amazed at the instant and mounting popularity of the show. Mail pull outdraws any of the tv ventures with which the company has previously been associated.

It was generally believed at the show's inception that its audience would consist primarily of tots in the pre-school age group. This has not



## Radio Success Story: NIGHTBEAT

This month, Atlanta's most exciting radio show enters its second year.

Nightbeat. In it time buyers have found a terrific mover of goods and services—at the economy afforded only by *good* radio.

Nightbeat. In it listeners have found a strangely compelling attraction that has built a sustained radio audience of mass proportions.

Nightbeat is Atlanta by night. The news, the tragedy, the frivolity, the life of a great city reported by a roam-

ing WSB Radio staff, and fitted into a framework of wonderful music.

Originally a 2-hour show, Nightbeat now is programmed from 9:30 p.m. to 1:00 a.m., Monday through Friday. Now, more advertisers can share the success of Nightbeat. Contact Petry for information and availabilities.

.....

*WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. Representatives are Edw. Petry & Co. NBC Affiliate.*

**Leadership is  
traditional . . .**



**wsb  
radio**

The Voice of the South

*"White Columns" is the home of WSB Radio and WSB-TV in Atlanta*

proved to be the case. Although the show is very popular with the preschoolers, mail indicates that youngsters up to 13 years of age are loyal viewers.

*The Humpty Dumpty Show* was purposely scheduled opposite CBS Networks' adult programming of the Arthur Godfrey morning strip because it was felt that the moppets control tv sets in use during that time segment. Ratings have backed up this policy. According to WKY-TV the show pulled an eight point rating in the Pulse taken during the first week it was on the air. In an ARB survey made during the show's fifth week on the air, the rating jumped to 12, making it the highest rated daytime strip in Oklahoma City between 7:00 a.m. and 5:00 p.m. Another ARB rating taken during the show's 13th week reported a high of 15.5 for five days.

Standard-Humpty Dumpty executives have viewed the show with such satisfaction that they are currently considering syndication of the series

so that it may be used in markets outside the WKY-TV viewing area.

In the show's early weeks I. R. Moore, vice president in charge of sales for the supermarket chain, wrote WKY-TV Station Manager P. A. Sugg a letter testifying to Humpty-Dumpty's success. Wrote Moore, "In my opinion, our Humpty Dumpty morning show is the most outstanding form of advertising we have attempted in quite some time.

"As you know, Jim Willis pitched the idea of *The Humpty Dumpty Show* to this organization. Many of us here at Humpty Dumpty viewed the idea with mixed emotions; however, today—in the 10th week of the show—we are convinced that it is a wonderful, wholesome show and is producing results far above our expectations!"

And Standard-Humpty Dumpty did more than merely praise the show, they renewed the contract for an additional 39 weeks on WKY-TV. Says P. A. Sugg, "It took television to give Humpty Dumpty a happy ending." ★ ★ ★

## SPOT EASY TO BUY

(Continued from page 35)

Most timebuyers agree that the biggest service reps could render to the agency in expediting the timebuying process would be conforming to the standard forms set up.

Standardization and/or simplification of forms need not be confined to availability lists only. A major problem to timebuyers is the complicated and very diversified form that stations' rate cards frequently take. Here's an area in which the rep can be a driving force for improvement.

"We've long been aware of the need to streamline rate cards," says John Pearson's New York manager, Russ Walker. "Timebuyers frequently tell various rep salesmen that it takes a mathematical genius to figure out some stations' rate cards. Now, I don't think that standardization of rate cards is either feasible or even desirable, since concepts of selling time differ from station to station and hinge upon

**Two  
exceptional  
new  
advertising  
opportunities  
from the  
company that  
made history  
with TV  
feature film...**

THE BIG IDEA...  
a fascinating weekly  
half-hour film series  
...the first and only  
television program  
to showcase  
A m e r i c a n  
inventive genius.  
Producer Donn  
Bennett, creator  
of the show, emcees  
with the clarity of  
an engineer and the  
flair of a veteran showman.  
In each edition he presents  
inventors from all walks of  
life who demonstrate their  
"brainchildren"—brand-new, fully  
patented but unmarketed inventions.  
Already successfully tested in the  
nation's fourth largest market, THE BIG  
IDEA has thoroughly proved pulling  
power for the gadget-loving American  
audience and the advertiser  
who wants to reach it.



**THE BIG IDEA**

the policies of the station. But we do advise our stations to keep their national published rate cards as simple in presentation as they can to spare buyers the burden of having to interpret what should be clear and obvious."

**2. When the traffic jams:** And it does so continuously. Timebuyers maintain that reps all too often provide them with old availabilities that are gone even by the time the buyer sees them. Reps, on the other hand, feel that agencies aren't geared to move in fast enough on hard-to-get availabilities. Actually, both buyer and seller are right to a degree, but agencies and rep organizations both have taken significant steps in the last year toward remedying traffic jams.

Here's how one rep organization is solving its traffic problem:

Last January, Blair Tv instituted a new traffic system which, according to Sales Manager Jack Denninger, has cut their station's paper work 75%. Blair Tv gets all traffic changes from its sta-

tions daily on a TWX machine. The information is transferred to a central source which actually duplicates the station's traffic board, and is ahead of the station in showing national orders, renewals, expirations and cancellations.

The central source is a series of filing cabinets with labeled trays for each station. On the top of each station's tray there's a legend explaining what each of several colored arrows represents (I.D.'s, 20's, and so forth) as well as an explanation of symbols. Tray-wide flip cards for each hour break down the station's programming from early-morning on-air time until sign-off, with arrows indicating what's available and what's sold. Sponsor and expiration dates are typed or written in on the cards.

When a salesman is ready to check on availabilities for a timebuyer, he takes the metal tray out of the filing cabinet (as he might with a library catalog drawer) and dictates the suitable availabilities to his secretary who

then types them up on standard forms.

"Now we can offer bona fide availabilities much faster," says Denninger. "Before we used this system, each salesman had to check with four traffic girls to make sure whether availabilities were still free and avoid sending orders to our stations for announcements that had already been sold. At that time our information was based on weekly or monthly logs from the stations, which were amended periodically through the mail."

Many major reps have been instituting systems for getting daily availability information from their stations. But some do still rely on weekly mailings, which tend to slow up their sales efficiency.

Once a buyer has availabilities to choose from, it's vital that he act quickly. Says Martin Nierman, Edward Petry & Co. tv sales manager: "Some buyers don't realize that we're not the only ones who have this availability. The same avail is being peddled simultaneously by seven other offices around



**WAR IN THE AIR** is a brilliant series of 15 half-hour programs, produced by the BBC Television Service and never before seen in America, that tells the dramatic story of allied air power in World War II and Korea—source material for many of today's best-selling novels, motion pictures and television films. Exciting episodes such as "Battle for Britain," "Air War in Korea," and "Jets vs. V2 Rockets" are part of the footage made available by the allied governments, NATO, and all branches of the U. S. Department of Defense. Acclaimed by the exacting critics of the British press, **WAR IN THE AIR** is living history with all the action, suspense, and prestige of powerful realistic drama. (Pre-sold to Rainier Ale for Los Angeles, San Francisco)

**WAR IN THE AIR**

## 45 FAMOUS FEATURES

Television's original Million Dollar Movie—the most successful film package ever sold to television—is now available for re-sale in many markets at extremely low cost.

### Now... 32 branch offices

**Albany** — 1048 Broadway, Albany 3-3118  
**Atlanta** — 195 Luckie Street, NW, Jackson 3-1971  
**Boston** — 122-28 Arlington Street, Hancock 6-0457  
**Buffalo** — 505 Pearl Street, Cleveland 0743  
**Charlotte** — 215 West Fourth Street, Edison 3-7717  
**Chicago** — 1300 South Wabash Avenue, Harrison 7-3629  
**Cincinnati** — 1634 Central Parkway, Cherry 1-1470  
**Cleveland** — 2340 Payne Avenue, Prospect 1-5980  
**Dallas** — 402 South Harwood Street, Randolph 6175  
**Denver** — 807 Twenty-first Street, Alpine 5-0305  
**Des Moines** — 1022 High Street, Des Moines 2-9171  
**Detroit** — 2310 Case Avenue, Woodward 1-8681  
**Indianapolis** — 428 North Illinois Street, Melrose 5-2582  
**Jacksonville** — 128 East Forsyth Street, Elgin 6-0427  
**Kansas City, Mo.** — 1712-14 Wyandotte Street, Harrison 1-7740  
**Los Angeles** — 1980 South Vermont Street, Republic 2-0151  
**Memphis** — 152 Vance Street, Jackson 6-1281  
**Milwaukee** — 732 West State Street, Broadway 1-4445  
**Minneapolis** — 1025 Currie Avenue, North Atlantic 6367  
**New Haven** — 124 Meadow Street, State 7-2119  
**New Orleans** — 1418-20 Cleveland Avenue, Raymond 1148  
**Oklahoma City** — 710 West Grand Avenue, Central 2-0271  
**Omaha** — 1508 Davenport Street, Atlantic 5424  
**Philadelphia** — 1225 Vine Street, Locust 7-3555  
**Pittsburgh** — 1809-13 Blvd. of Allies, Grant 1-2237  
**Portland** — 915 Northwest Nineteenth Avenue, Capitol 7-6535  
**St. Louis** — 3143 Olive Street, Jefferson 3-3000  
**Salt Lake City** — 204 East First Street, S., Davis 2-5528  
**San Francisco** — 251 Hyde Street, Ordway 3-2808  
**Seattle** — 2316 Second Avenue, Elliot 8225  
**Washington** — 932 New Jersey Avenue, NW, District 7-3672

## RKO TELEVISION

a division of **RKO TELERADIO PICTURES, INC.**  
 MAIN OFFICE 1440 BROADWAY, NEW YORK 18, N. Y. LO 4-8000

**what makes  
Columbus  
a leading  
market?**



"Show me a good sport and I'll show you a good spender!"

Columbus fills this bill . . . Columbus is a leading sports mecca . . . and WBNS-TV, Columbus' leading station, fills the bill for sports coverage.

Columbus is national headquarters for both Minor League Baseball and the Trotting Association. It is home to the International League Jet Baseball team . . . a group sponsored by the faith and money of Columbus businessmen . . . it is the site of the famous Ohio State University Stadium . . . where 80,000 fans cheer their winning team . . . and the new St. John's Arena for indoor sports . . . for racing enthusiasts there's Beulah Park and Hilliards Harness Track . . . for golfers, their own clubs or the beautiful new Arthur Raymond Memorial course . . .

For WBNS-TV viewers, there is complete coverage of their favorite sports . . . for ADVERTISERS . . . there is a guaranteed audience of 500,400 TV families . . . and the assurance that WBNS-TV is rated the number 1 station in this market of sports loving spenders.

No. 4 in "Columbus Market" Series

**WBNS-TV**

REPRESENTED BY BLAIR TV

**channel 10 • columbus, ohio**

CBS-TV Network . . . Affiliated with Columbus Dispatch . . . General Sales Office: 33 N. High St.

**WBNS-TV  
COVERAGE FACTS**

TOTAL POPULATION

1,872,900

TOTAL FAMILIES

556,000

TOTAL TV HOMES

500,400

46% average share of audience in this 3 station market.

15 out of 15 Top Once-a-week shows.

8 out of 10 Top Multi-weekly shows.

(Source: Columbus Telepulse July, 1956)

the country and by the station's own local salesmen. If the buyer doesn't act fast, he may lose his chance."

One solution to assuring an account a hot nighttime tv availability is suggested by Nierman. He says, "Give the rep more authority. Let him buy for you at times. When one of a rep's clients cancels a top time slot, he could pick it up for another account that he knows is buying at that time. This way, the buyer is sure to get the best availability and it saves a lot of time-consuming paperwork."

Although this solution has been put to the test at times—and successfully—BBDO's Eleanor Scanlan sounds a warning note about it: "There's a danger of duplication, if you let the rep buy for you for the sake of getting a hot availability. After all, he doesn't know what you've been doing that particular day, and you might have been able to clear a comparable time on a competitive station."

**3. How to buy the best local show:** This is the biggest problem in spot buying, complicated by the difficulty of obtaining complete information about local shows.

Latest aid to timebuyers is NBC's Radio-phonie Spot Buying being tested in N. Y. area. (See *Now you can buy radio by ear*, page 39, this issue of SPONSOR.) This NBC spot sales service permits timebuyers to phone NBC office in New York and request telephone auditions, recorded, of shows that might fit into their spot schedule.

Veteran reps realize the importance of providing full programing information, but in this area they're generally at the mercy of the stations. They try to solve the problem of getting programing background in two different ways: (1) by repeatedly requesting such information from the stations represented. (2) Some reps delegate the responsibility of providing programing information to their own sales development and promotion departments. These departments then correlate and systematize the information on local programing and put it into attractive presentation forms for their salesmen.

This is the type of information timebuyers seek about any local program: (1) category and format of the show; (2) personality and background of the stars; (3) star's appeal in the market and other activities, such as club and civic work; (4) ratings of



*An Advertiser speaks . . .*



*"I have used WKNB-TV for the exclusive advertising of our Martin-Rosol Brand Meat Products. In less than two years our sales zoomed to an all-time high.*

*"Without reservation . . . I consider WKNB-TV the finest advertising medium in the Hartford County Market. Continuous results have kept me advertising on WKNB-TV for three successive years."\**

**Says Mr. Martin Rosol  
Martin Rosol's Inc.**

*\* Letter on file*

*"Without reservation, I consider WKNB-TV the finest advertising medium in the Hartford County Market"*

More and more national and local advertisers use WKNB-TV, because they get more results at lower cost. WKNB-TV reaches more than 375,000 families . . . situated in the heart of the New Britain-Hartford market . . . 31st biggest and 3rd richest in the United States.



National Representative: The Bolling Co., Inc.

*Basic*



**WKNB-TV** channel

**30**

Studios and Offices • West Hartford 10, Conn.

the show, of the programs opposite it, and audience composition information: (5) success stories of national, regional or local advertisers who have been on the show.

**4. Did the commercial really get on?** The follow-through on a campaign already on the air has always been a time-consuming job that time-buyers must cope with while trying to improve existing schedules and buying new campaigns. Policing stations, they feel, has always been a matter of complicated bookkeeping, but these days it's compounded by an increasing tendency among television stations not to send them affidavits of performance.

"It's hard on the buyer and on the rep when stations don't make it a regular practice to send along affidavits of performance," one rep said. "The agency is responsible to the client for commercials being on the air as ordered, and we're responsible to the agency. While much of our business, including taking and placing orders, is done verbally, there's need for written records of that verbal or written contract having been fulfilled."

The fact that these affidavits are not sent along as a matter of course de-

lays the negotiating for make-goods, timebuyers say. Which brings up another step that reps and buyers would like to see taken—the standardization of make-good forms. The problem of wading through a variety of such forms from the stations and searching for the vital information all over the page is one that wastes the salesman's time as much as it does the buyer's.

**5. Whose ratings do you get?** Mention ratings to the timebuyer, and he'll throw up his hands in despair. Say the word to a rep, and he'll shrug his shoulders helplessly. Ratings are possibly the single most time-consuming and frustrating stumbling-block to efficient spot buying. And there are no three mediemen who'll agree on one solution to the problem.

"When the station doesn't use the rating service we subscribe to, we just ignore their ratings and use ours," says C&W's Jerry Sprague.

"I'm grateful for any ratings information the reps give me," says Grey Advertising's Joan Stark.

"Reps shouldn't make you call three times for one ratings figure," says Donahue & Coe's Evelyn Jones. "Let them automatically give as complete

information as possible on each availability."

Here again the reps depend on their stations for the information. When the stations provide ratings, the reps use them. But these ratings aren't necessarily as helpful as they might be.

"Show me any three stations in a three-station market that subscribe to the same service," one rep told SPONSOR. "Naturally, they buy the one that makes them look best. What can we do?"

**6. Is this trip necessary?** Buyers and sellers of time both are acutely aware of one practice that takes its toll in many wasted hours weekly—"the waiting game." It applies on both sides of the ledger.

These are some of the solutions the rep salesmen propose:

1. When a rep announces himself to the agency receptionist, let the time-buyer give a direct message, such as, "I'll see him for a minute in 10 minutes," or, "I'm in a meeting and won't be out for five hours," or "Ask him if he could come in at 2:00 p.m. instead." This courtesy may save the salesman as much as 10 hours a week.

2. Once the salesman's in the office,

## Score a "Knock-Out" in BATON ROUGE

No more potent salesman in the Baton Rouge trade area than WAFB-TV . . . "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising your products and shows.

WAFB-TV's rating leadership is nearly 5-to-1. WAFB-TV's merchandising leadership is unsurpassed. Here are just four examples:



### ROUND 1

First place winner in "Lucy Show" competition with a double first prize for special merchandising job.



### ROUND 2

First place in Screen Gems, Inc. contest on program promotion.



### ROUND 3

Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."



### ROUND 4

WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."



**WAFB-TV** CHANNEL 28  
 Affiliated with  
 WAFB AM-FM  
 CBS-ABC 200,000 WATTS

**Reps: Call** Adam Young, National or Clarke Brown in South and Southwest

# THE MAN WHO WALKED UNDER A MISAPPREHENSION

or

*How far to the nearest relative?*



ONCE upon a time there was a fellow from Amarillo who was fond of saying that his home town was closer to five other state capitals than it was to its own down in Austin. One day he ran into a Skeptic with a map and a pair of calipers. "You lie," said the Skeptic. "Looka here—it's 425 miles to Austin, 450 to Cheyenne, 360 to Denver, 250 to Oklahoma City, 450 to Topeka, 260 to Santa Fe."

"That's the way a crow flies. How about in a car?"

"I just happen to have a road map here in my pocket. Let's see . . . It says 509 to Austin, 544 to Cheyenne, 547 to Topeka. You're better off to ask another crow."

"Hell with a crow. Let's charter a plane . . ." and away they went to an airport.

"I want to fly to Cheyenne," Mr. Amarillo said to the gal.

"Why?" she replied.

"Find out how far it is."

"We got better ways to tell . . . it's 450 miles by this here map."

"See—whadda I tell you," said Mr. A to the Skeptic.

"Whoa up a minute," said the Skeptic.

Turning to the lady, he asked.

"How far you make it to Austin?"

"425 miles," she allowed.

\* \* \*

Well, so it's only 3 capitals Amarillo is closer to than its own.

It doesn't really matter, so long as we're close to the stuff advertisers look for when they want business.



NBC AFFILIATE

TV: Channel 4. AM: 10,000 watts, 710 kc. Represented nationally by the Katz Agency

the timebuyer should shut off incoming phone calls that extend the salesman's visit and interrupt his pitch. The reps realize that the buyer can't do that with long-distance calls from stations or clients, which he may have placed hours earlier. But local calls, they feel, could be handled by the secretary.

Timebuyers, too, have a few time-saving suggestions to make:

1. Reps should keep their visits down to 10 minutes, unless making a specific, or requested presentation.

2. Buyers generally don't find

lunch-time presentations for groups effective. But when a luncheon presentation is scheduled, they prefer seeing the presentation before lunch, rather than during or after. After lunch, they're usually rushing back to a meeting or the office. During lunch they're distracted. But the half-hour before lunch can be usefully employed with a presentation.

3. While a buyer's busy with a particular campaign, don't take up his time with a pitch about a market he can't consider at that time.

There's one source of misunder-

standings that should be cleared up so that rep and buyer can work together at optimum efficiency. It concerns the rep's visits to the account executive and the client. Most reps feel they're not doing their job unless they maintain a constant and direct line of contact with all the people concerned in a campaign. And when they don't go to the client in a spirit of complaining, most timebuyers don't resent their visits to the client. But a timebuyer does feel that he should know when a rep is going to see the client and be briefed on the story that will be told to the client so that he's covered in case questions arise from the meeting.

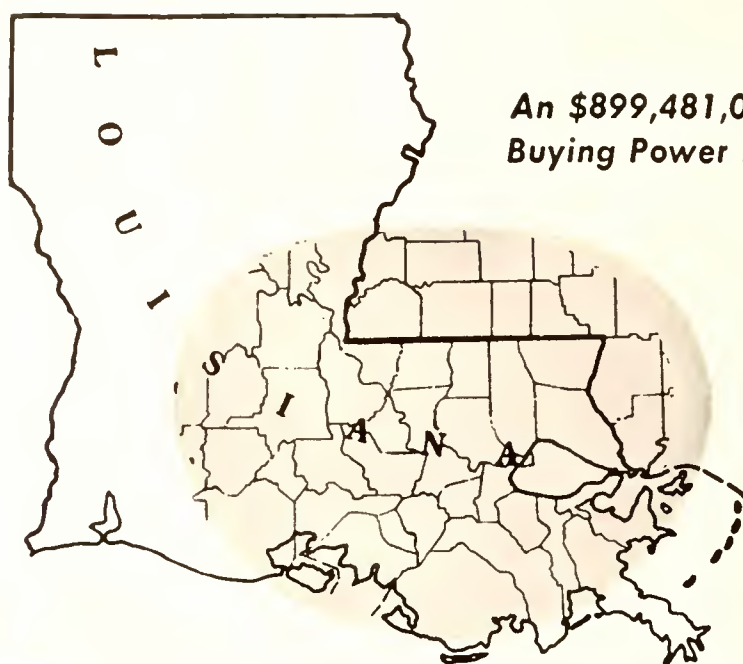
The reps' justification for needing client contact is that they can't service an account well unless they know all the facts. And some rep salesmen feel that the buyer doesn't always know all the details. Some orders have resulted from a rep's presentation to the client which showed that additional budget allowance should be made for a particular market. "This is a decision," one rep said, "that the timebuyer usually can't make."

Many timebuyers feel that the rep can be useful to them through their own contact with the client. "By providing general information about the medium, their stations and markets, they can presell the client," one buyer told SPONSOR. "But they should not bypass the timebuyer on specific availability decisions."

**7. That troublesome "local rate":** High-ranking in importance among the jobs that timebuyers must perform is the task of selling the client on his campaign or schedules. After all, client and trade support is an important component of a campaign's success. And this support, media buyers say, hinges chiefly on "value received." The client has to be sure that he's getting his money's worth.

Yet, increasingly often, timebuyers get letters (sometimes direct from a dealer, but often passed on through the account executive by the client) from the dealer or distributor, telling what kind of a schedule he can place at a local rate. The trouble is there's no set standard for qualifying for a local rate: some stations interpret their rate structures more liberally than others. The result can be chaotic.

"Obviously, if a car dealer association finds out that one of its dealers is getting a local rate with coop money, it will have less faith in the agency as  
(Please turn to page 94)



An \$899,481,000  
Buying Power Market!

## MORE AUDIENCE

than any other TV station in the  
rich heart of Louisiana



**FROM 5:00 P. M. to SIGN OFF**

(Monday thru Friday)

**WBRZ** rated highest in 125 quarter hours out of 149.



**FROM 12 NOON to 3:30 P. M.**

(Monday thru Friday)

**WBRZ** rating Tops All Others Combined!

- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.



# WBRZ Channel 2

**BATON ROUGE, LOUISIANA**  
Power: 100,000 watts Tower: 1001 ft.

**NBC-ABC**

Represented by Hollingbery

**"ARB" oct. 1955**

**"ARB" march 1956**

*AND NOW*

**"PULSE" july 1956**

*PROVES*  
**KSLA-TV's**  
*CONTINUING LEADERSHIP  
IN METROPOLITAN  
SHREVEPORT*



KSLA-TV has ten of the TOP 15 shows... 64% of the morning audience... 58% of the afternoon audience and 53 of the nighttime audience. Thus PULSE backs up ARB in proving KSLA-TV's continuing audience leadership in Shreveport. That's why over *twice* as many *national* spot accounts and *one-third* more *local* accounts use KSLA-TV than the other Shreveport channel! Your Raymer man has full details of the success story. KSLA-TV

**FIRST IN SHREVEPORT, LOUISIANA**

**KSLA-TV CHANNEL 12**

FULL 316,000 WATTS POWER — ANTENNA HEIGHT 1,200 FEET

**PAUL H. RAYMER, INC.**

NATIONAL REPRESENTATIVE

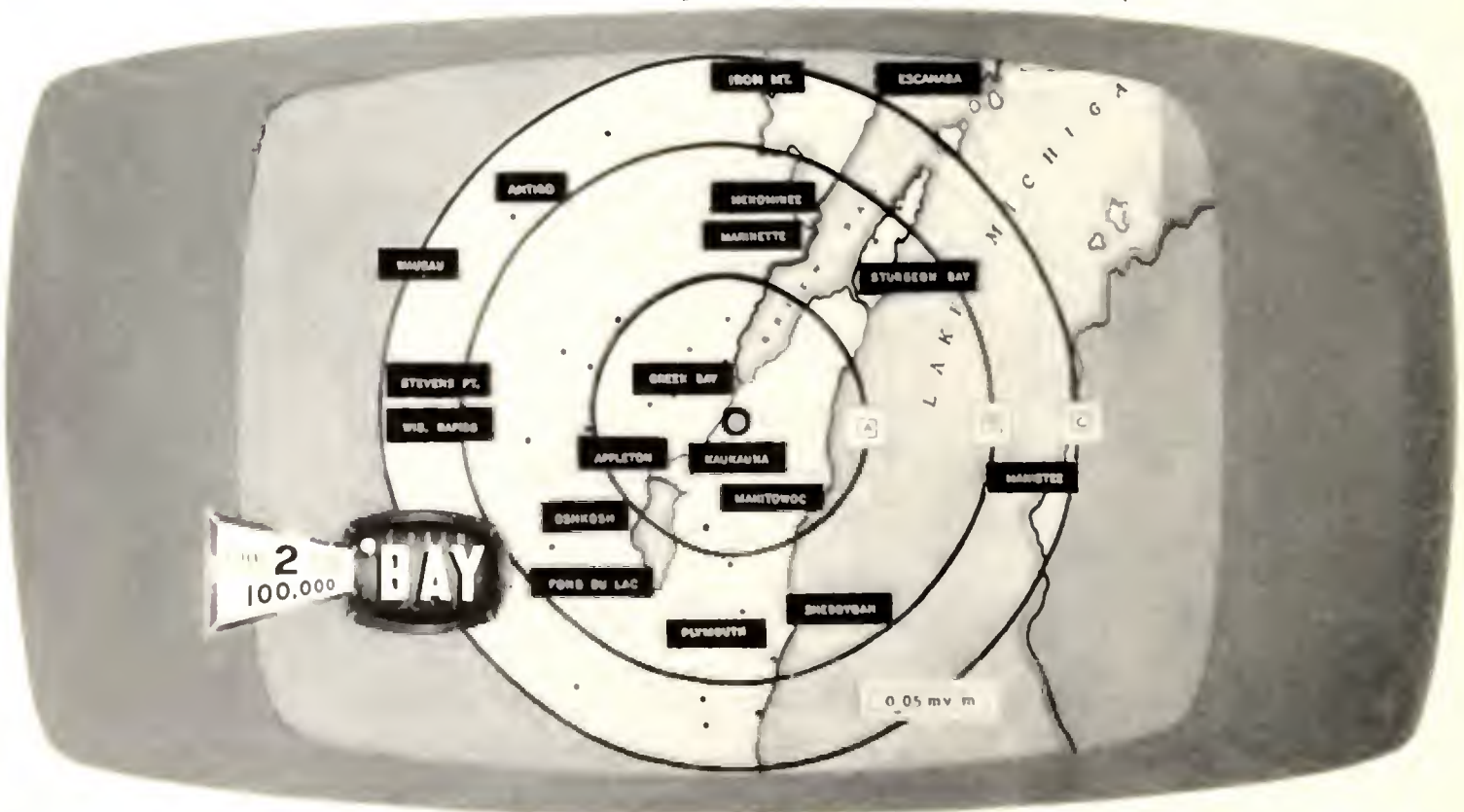
**CBS-TV BASIC** NEW YORK • CHICAGO • ATLANTA • DETROIT • DALLAS • SAN FRANCISCO • HOLLYWOOD





# ch. 2 WISCONSIN

in the Land of... <sup>M</sup>*Milk and Honey*



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

MONDAY

TUESDAY

WEDNESDAY

CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	
Garry Moore Campbell nett Bristol-Myers SS alt m NY alt sust L ¼ hr \$3,600	Ding Dong School Multiple spons Var ¼ hr \$1,600	No network programming m-f	Garry Moore sust Best Foods Ludgin ¼ hr \$3,140 L	Ding Dong Schi Var (See Mon) L	No network programming m-f	Garry Moore Lever Bros JWT Frigidaire Gen Motors Kudner NY L	Ding Dong Scheel (See Mon) L	No network programming m-f	
Arthur Godfrey Gen Foods Y&R	Bandstand simul 91NY m-f 74L	No network programming m-f	Arthur Godfrey Var Scott Paper JUT see mon Norwich B&B	Bandstand simul 91NY m-f 74L partic	No network programming m-f	Arthur Godfrey Easywasher BBDO Simonize SSCB 40Var (see mon) L	Bandstand simul 91NY m-f 74L partic	No network programming m-f	
Band Brands tes Var \$4,150 L simul ¼ hr	Home m-f 11-12 Remote cut-ins 91Var L&F (Women's service program. For partic sponsors. there are eight 1-min commer ctels an hour available wk \$25,000	No network programming m-f	Godfrey (cont'd) Kellogg Burnett t&th Pillsbury Mills m-th Burnett	Home m-f 11-12 Remote cut-ins 91var L&F	No network programming m-f	Godfrey (cont'd) Bristol Meyers 11-11:30 Y&R	Home m-f 11-12 91Var L&F	No network programming m-f	
Strike It Rich sigate: thpat; 4. super suds, simulive, fab, ajax NY L m-f \$15,000	Home m-f 11-12 Remote cut-ins 91Var L&F (Women's service program. For partic sponsors. there are eight 1-min commer ctels an hour available wk \$25,000	No network programming m-f	Strike It Rich Colgate m-f (see mon) Esty	Strike It Rich Colgate m-f (see mon) Esty	No network programming m-f	Strike It Rich Colgate m-f (see mon) Esty	Home m-f 11-12 91Var L&F	No network programming m-f	
Valiant Lady Band Brands tes NY m L \$10,000	Tic Tac Dough m-f L sust	No network programming m-f	Valiant Lady Wesson Oil NY L Fitzgerald	Tic Tac Dough m-f L	No network programming m-f	Valiant Lady General Mills w, f DFS, K-R	Tic Tac Dough sust L	No network programming m-f	
Love of Life mer Home Pr 7NY m-f L d Bates \$10,000	It Could Be You Hy m-f L	No network programming m-f	Love of Life Amer Home Pr m-f (see mon) Ted Bates	Love of Life Amer Home Pr m-f (see mon) Ted Bates	No network programming m-f	Love of Life Amer Home Pr m-f (see mon) Ted Bates	It Could Be You Hy m-f L	No network programming m-f	
Search for Tom's P&G: Joyt NY m-f rnett \$10,000	Partics	No network programming m-f	Search for Tom's Burnett P&G: Joyt m-f (see mon)	Search for Tom's Burnett P&G: Joyt m-f (see mon)	No network programming m-f	Search for Tom's Burnett P&G: Joyt m-f (see mon)	It Could Be You Hy m-f L	No network programming m-f	
Guiding Light P&G: Ivory, duzt NY m-f mpton \$10,000	Partics	No network programming m-f	Guiding Light P&G: Ivory, duzt m-f (see mon)	Guiding Light P&G: Ivory, duzt m-f (see mon)	No network programming m-f	Guiding Light P&G: Ivory, duzt m-f (see mon)	Partics	No network programming m-f	
News 1-1:10 m-f Sust	Partics	No network programming m-f	Comtee sust News 1-1:10	Comtee sust News 1-1:10	No network programming m-f	Comtee sust News 1-1:10	Partics	No network programming m-f	
Stand Up & Be Counted Sust	Partics	No network programming m-f	Stand Up & Be Counted NY sust L	Stand Up & Be Counted NY sust L	No network programming m-f	Stand Up & Be Counted NY sust L	Partics	No network programming m-f	
As the World Turns P&G: prell, ivory snow 0NY m-f 104L B&B \$15,000	No network programming m-f	No network programming m-f	As the World Turns P&G: prell, ivory snow m-f (see mon) B&B	As the World Turns P&G: prell, ivory snow m-f (see mon) B&B	No network programming m-f	As the World Turns P&G: prell, ivory snow m-f (see mon) B&B	No network programming m-f	No network programming m-f	
Our Miss Brooks y sust	No network programming m-f	No network programming m-f	Our Miss Brooks Hy sust	Our Miss Brooks Hy sust	No network programming m-f	Our Miss Brooks Hy sust	No network programming m-f	No network programming m-f	
Art Linkletter Lever: surf Hy m,w,f L BDO Campbell rnett ¼ hr \$4000	Tennessee Ernie Ford Show P&G B&B Swift Mc-E Hy m-f L ¼ hr \$3,500	No network programming m-f	Art Linkletter Kelllogg all Dr 52Hy tu,th Burnett Pillsbury Mills Burnett	Tennessee Ernie Ford Show P&G B&B Stand Brands Bates m-f Hy L	No network programming m-f	Art Linkletter Lever: surf m,w,f BBDO Simoniz T-Laird Hy L	Tennessee Ernie Ford Show P&G B&B Minute Mald Bates alt Brown & Wmsn Seeds Hy L	No network programming m-f	
Big Payoff Colgate: fab, chlorophyll ton at, cashinr but NY m-w,f L (see tu,th) sty ½ hr \$6,000	NBC's Matinee Theatre partic sponsors HY Color \$30,000 wk	Afternoon Film Festival partic NY	Big Payoff NY sust L	Big Payoff NY sust L	Afternoon Film Festival partic NY	Big Payoff Colgate m,w,f (see mon) Esty ½ hr \$6,000 NY L	NBC's Matinee Theatre partic sponsors NY L	Afternoon Film Festival partic NY	
Bob Crosby rown & Wmsn ates alt sust sust ¼ hr \$3,150	Color \$30,000 wk	Dem Committee 4:55-5 10/2 10/16 10/30 NCK	Bob Crosby Carnation E Wasey Wesson Fitzgerald Hy Best Foods DFS	Bob Crosby Carnation E Wasey Wesson Fitzgerald Hy Best Foods DFS	Color \$30,000 wk	Bob Crosby Gerber D'Arcy General Mills w,f L 44Hy Knox- Reeves	NBC's Matinee Theatre partic sponsors NY L	Dem Committee 4:55-5 10/2 10/16 10/30 NCK	
Brighter Day P&G 15NY m-f L &R \$10,000	Queen For A Day Hy partics L 4-4:45 pm ¼ hr \$3,000	Afternoon Film Festival partic 3-5 pm	Brighter Day P&G m-f (see mon) VAR	Queen For A Day Hy partics L 4-4:45 pm	Afternoon Film Festival partic 3-5 pm	Brighter Day P&G m-f (see mon) NY L Y&R	Queen For A Day Hy partics L 4-4:45	Afternoon Film Festival partic 3-5 pm	
The Secret Storm m Home Prods: 19NY m-f L ed Bates \$9,500	Modern Romances NY sust L 4:45-5	Afternoon Film Festival partic 3-5 pm	The Secret Storm Amer Home Prs (see Mon) m-f Ted Bates	The Secret Storm Amer Home Prs (see Mon) m-f Ted Bates	Modern Romances NY sust L 4:45-5	The Secret Storm Am Home Prods: m-f (see mon) Ted Bates	Modern Romances Sterling Drug DFS ¼ hr \$2,700 NY L	Dem Com 4:55- 10/1 & 1 NCK	
Edge of Night P&G: tide, prell 29NY m-f 122L B&B \$15,000	Modern Romances NY sust L 4:45-5	Afternoon Film Festival partic 3-5 pm	Edge of Night P&G: tide, prell m-f Reeves, Bewise (see Mon)	Edge of Night P&G: tide, prell m-f Reeves, Bewise (see Mon)	Modern Romances NY sust L 4:45-5	Edge of Night P&G: tide, prell m-f (See Mon) Benten & Bewise	Modern Romances Sterling Drug DFS ¼ hr \$2,700 NY L	Dem Com 4:55- 10/1 & 1 NCK	
No network programming m-f	Comedy Time NY sust	Mickey Mouse Club m-f alt wks Welch Grape Je DCSS 5-5:30 Armour Laird 5:30-5:45 Carnation Erwin Wasey 5:45-6 Chi & co-op 5-5:15 per ¼ hr \$5,040 to \$6,300	No network programming m-f	No network programming m-f	Comedy Time NY sust	Miskey Mouse Club m-f co-op 5-5:15 Gen'l Mills w-f 5:15-5:30 Knox Reeves, Esty Mattel Carson-Roberts SOS alt McC-E 5:30-5:45 Chi Per ¼ hr \$5,040 to \$6,300	No network programming m-f	Comedy Time NY sust	Miskey Club co-op 5 Carson- Burnett 5:15-5:30, Knox-3 VAR 6:3 Chi per ¼ hr \$5,040 to



THURSDAY

FRIDAY

SATURDAY

	CBS	FBC	FBC	CBS	FBC	FBC	CBS	FBC
rk g	Garry Moore sust Toon North 55-75NY L	Ding Dang School Miles Labs G. Wade Var 1/4 hr \$1600	No network programming m-f	Garry Moore Swift Mc-E Lever Bros JWT CBS-Hytron B&N alt wks sust Gen Mills BBDD 56-85NY L	Ding Dang School (See Mon) Var L	No network programming	Capt. Kangaroo NY parties L 5 min \$415	Howdy Doody Continental Bking Bates alt sust NY \$24,000 L
	Arthur Godfrey Scheideler & Beck Manhattan Soap Amer Home Prod Ted Bates (see mon)	Bandstand stimul 91Hy m-f 74L parties			Bandstand stimul 91NY m-f 74L parties		Mighty Mouse Playhouse General Foods Y&R alt wks sust \$20,000	I Married Joan NY sust P
rk g	Godfrey (cont'd) Kellogg Burnett T&Th Pillsbury Mills Burnett 40Var L stimul 1/4 hr \$3995 Strike It Rich Colgate m-f (see mon) Esty Vallant Lady Toon Co NY L	Home m-f 11-12 91Var L&F Remote cut-ins	No network programming m-f	Garry Moore (cont'd) Yardley of Ldn Ayer Staley R&R alt wks SOS MC-E Strike It Rich Colgate m-f (see mon) Esty Vallant Lady General Mills w, f DFB, K-R Love of Life Amer Home Pr (m-f (see mon)) Ted Bates Search for Tom P&G: joyt m-f (see mon) Burnett Guiding Light P&G: Ivory, duzt m-f (see mon) Comptea	Home m-f 11-12 91Var L&F (see mon & tu)	Kiddie Specs. 10/6 only Red Goose D'Arcy NY L	Winkly Dink and You NY sust L Tales of Texas Rangers) General Mills Latham- Laird \$18,000 all Curtles Candy C. L. Miller Hy F	Fury General Fds NY B&B \$33,000 Uoelo Johnny Coons Show Swift Me-E alt sust \$2,350 Uni L
rk g	Love of Life Amer Home Pr m-f (see mon) Ted Bates Search for Tom P&G: joyt m-f (see mon) Burnett Guiding Light P&G: Ivory, duzt m-f (see mon) Comptea News 1-1:10 NY sust L&F Stand Up & Be Counted NY sust L As The World Turns P&G: prell, Ivory snow m-f (see mon) B&B	Tic Tac Dough sust NY m-f L It Could Be You Hy parties L	No network programming m-f		Tic Tac Dough m-f sust NY L It Could Be You Hy Brown & Williamson Seeds	Kiddie Specs. (Cont'd) No Network Programming Ayer \$16,000	The Big Top National Dairy Prods: sealtest ice cream, seal- test dairy prod APPhila L	Cowboy Theatre sust L&F
ork ng	Dur Miss Brooks Hy sust F Art Linkletter Kelloug alt pr 52Hy L Burnett tu,th Pillsbury Mills Burnett 1/4 hr \$4,000	No network programming m-f	No network programming m-f	Dur Miss Brooks Hy sust F Art Linkletter Lever, surf BBDO m,w,f Swift Mc-E 64Hy 1. 1/4 hr \$4000	No network programming m-f	No network programming	Laar Ranger General Mills wheatlea kit Hy alt Nestle B Houston DFS \$18,000 No network programming	Football Preview 1-1:15 approx Allstate Christianson Var L 1-15-5:15 approx NCAA Football Bristol Myers Y&R I. S. Rubber F. D. Riehard Sunbeam Perrin Paus Zenith BBDO \$1 1/2 million for all Var 10 G & 10 27
ork ng	Big Payoff NY m-f L sust tu,th Bob Crosby Toon Co North P&G Compton 70Hy L	Tennessee Ernie Ford Show m-f B&B Miles G. Wade	No network programming m-f		Tennessee Ernie Ford Show P&G B&B Brown & Wmsn Seeds alt Stand Brands Bates	No network programming	Football Scoreboard (Cont'd) No network programming	
on tival	Brighter Day P&G m-f (see mon) Y&R The Secret Storm Amer Home Pr m-f (see mon) Ted Bates Edge of Night P&G: tide, prell m-f Bain & Rowles (See Mon)	Queen For A Day Hy parties L 4-4:45 Modern Romances NY sust L 4 15 5	Afternoon Film Festival NY F Dem Committee 4-5 5 10/12 & 10/20 NCK	Big Payoff Colgate m,w,f (see mon) Esty 1/2 hr \$6,000 Bob Crosby ROR: McCann- alt Hazel Bishop Speator General Mills 11Hy L Knox-w&f 1/4 hr Knox-Reeves	Queen For A Day Hy parties L 4 4:45 The Secret Storm Am Home Prod m-f (see mon) Blow Edge of Night P&G: tide, prell m-f B&B (See Mon)	No network programming	Football Scoreboard (Cont'd) No network programming	
on stival m	No network programming	Comedy Time NY sust L	Mickey Mouse Club Lecture Ine J. Ohan alt wks with Morton Hall NL&B Gen'l Mills w,f 5 15 5 30, 5 45 6 Knox Reeves & Esty m op u 0 5:45 Chl per 1/4 hr \$5,040 in \$6,300	No network programming	Comedy Time NY sust P	No network programming	No network programming	Football Scoreboard Dow Me-M-J&A 15 5:00 approx NY sust 1. Var \$5,000 Mr Wizard sust L
5-45-4 tyers 10-5-45 P \$6,300		No net programming			No net programming			





**YOU MIGHT GET A 63-LB. LAKE TROUT\* -  
BUT... YOU NEED WKZO-TV**

**TO LAND SALES  
IN WESTERN MICHIGAN!**

THE MARCH ARB REPORT CREDITS WKZO-TV WITH ALL 20 OF THE "TOP 20" PROGRAMS!

**AMERICAN RESEARCH BUREAU  
March, 1956 Report  
GRAND RAPIDS-KALAMAZOO**

	Number of Quarter Hours With Higher Ratings	
MONDAY THRU FRIDAY	<b>WKZO-TV</b>	Station B
	8:00 a.m. to 6:00 p.m.	61
	6:00 p.m. to 11:00 p.m.	13
SATURDAY & SUNDAY	72	32
10:00 a.m. to 11:00 p.m.		

**NOTE:** Survey based on sampling in the following proportions — Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).

March, 1956 ARB figures (left) show that WKZO-TV is the favorite television station in Battle Creek and Muskegon, as well as in Kalamazoo and Grand Rapids! It's the favorite by better than 2-to-1 for the week as a whole—by better than 6-to-1 at night!

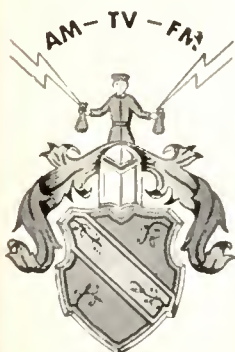
WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. Channel 3—100,000 watts. Serves one of America's top-20 TV markets—599,060 television families in 29 Western Michigan and Northern Indiana counties!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

# WKZO-TV

Kalamazoo - Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



*The Felzer Stations*

WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WKZO RADIO — KALAMAZOO-BATTLE CREEK  
WJEF RADIO — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMBD RADIO — PEORIA, ILLINOIS

\*Hubert Hammers caught one this size in Lake Superior in May, 1952.

## SPOT EASY TO BUY

(Continued from page 84)

the most economic and efficient buyer of time." one major agency timebuyer told SPONSOR. "It's vitally important to the reps, in this instance, to support the agencies and thereby protect themselves. The station that's too free with its local rate, after all, bypasses its national representatives. And in the long run, the stations are hurting their own business by doing it."

Most buyers interviewed by SPONSOR indicated that this problem has been a

growing one. The increase of local dealer advertising through dealer associations and with financial help from either dealer associations or the manufacturer has brought this problem to the fore.

"It's a problem that no individual agency or rep salesman can solve," says Donahue & Coe's Evelyn Jones. "Most of the media people I've talked to feel there are only two realistic lines of action. One is for the heads of the rep organizations to keep their stations in line and set up uniform standards for local rates among them. But an

even better step would be for industry associations, either the NARTB or the SRA to take steps in setting up standards."

The rep organizations are as aware as the agency mediemen of the problems presented by infringements on the local rate. In fact, a number of major reps mentioned this defining of the local rate as the most frequently discussed subject between them and station management.

"But it isn't that easy for us to solve it as individual reps," the tv sales manager of a major station rep told SPONSOR. "Suppose I tell our station in Wisconsin that a store in the national chain of stores that's getting a local rate from him is paying the national rate down in Baltimore. He tells me that he knows it, but the other stations in his market are willing to go for the local rate, so he feels he's got to too, for competitive reasons, or lose the business."

The management of many rep organizations agree with timebuyers that here is a problem that needs industry-wide attention. Standardization of local rate qualifications would also serve to assure the national advertiser that his competitor isn't getting a better break in any market than he is.

**8. Billing and contract muddles:** Standardization has made considerable headway in clearing up contract problems. However, not every station nor every agency actually abides by the latest 4A's standard contract that's in use this year. Many agencies make their own amendments to the contract and several stations prefer their own forms.

"This means that the timebuyer has to be something of a 'legal cagle' too," one buyer said. "Every so often a station sneaks in a clause making the advertiser responsible for loss of property, for example, which is something that we, as an agency can't sign."

Frequently, contracts aren't sent along or signed until a particular campaign is on the air anyhow, since the radio-tv business is in large measure conducted verbally because of the need to do things fast. Therefore, some of the trouble clauses that worry buyers generally don't apply unless an actual crisis develops.

The 4A's contract, for example, has a clause in it which says that a station assumes no responsibility for the loss of a line or other program or an-



*A proud*  
**Announcement**  
Madison's Dominant Station  
joins  
*America's fastest growing Network*

Effective Sept. 29, WKOW-TV, southern Wisconsin's first television station, becomes a primary inter-connected affiliate of the American Broadcasting Company, the fastest growing network in the nation. An outstanding line-up of network shows, the proved quality of local originations, the loyal audience, the fabulous low cost per thousand . . . all yours on WKOW-TV, channel 27 in Madison, Wisconsin.

**WKOW-TV**  
**MADISON, WIS.**

Represented nationally by  
**HEADLEY-REED TV**



Now Available  
from **SPONSOR SERVICES INC.**

**BOOKS**

- 1 ALL-MEDIA EVALUATION STUDY** \$4  
*155 Pages*

This book gives you the main advantages and drawbacks of *all* major media . . . tips on when to use each medium . . . yardsticks for choosing the best possible medium for each product . . . how top advertisers and agencies use and test media . . . plus hundreds of other media plans, suggestions, formulas you can put to profitable use.

- 2 TV DICTIONARY/HANDBOOK** \$2  
*48 Pages*

The new edition contains 2200 definitions of television terms . . . 1000 more than previous edition. Compiled by Herbert True of Notre Dame in conjunction with 37 other tv experts, TV DICTIONARY/HANDBOOK also contains a separate section dealing with painting techniques, artwork, tv moving displays, slides, etc.

- 3 TIMEBUYING BASICS** \$2  
*144 Pages*

The only book of its kind—the most expert route to radio and television timebuying. A group of men and women who represent the most authoritative thinking in the field talk with complete candor about tv and radio and the opportunities these media offer.

**BOUND VOLUMES**

- 14 VOLUME FOR YEAR 1955** \$15

Every information-packed issue of SPONSOR for 1955, bound in sturdy leatherette. Indexed for quick reference, bound volumes provide you with a permanent and useful guide.

- 15 BINDERS** 1—\$4 2—\$7

Handy binders provide the best way to keep your file of SPONSOR intact and ready to use at all times. Made of hard-wearing leatherette, imprinted in gold, they'll make a handsome addition to your personal reference "library."

**15 SERVICES TO HELP YOU  
MAKE THE MOST OF YOUR  
RADIO AND TELEVISION  
OPPORTUNITIES**

**REPRINTS**

- 4 HOW DIFFERENT RATING SYSTEMS VARY IN THE SAME MARKET** 15c

Ward Dorrell, of John Blair (station reps), shows researchers can be as far as 200% apart in local ratings.

- 5 TELEVISION BASICS** 35c  
*24 Pages*

- 6 RADIO BASICS** 35c  
*24 Pages*

- 7 FILM BASICS** 25c  
*12 Pages*

- 8 PROCTER AND GAMBLE STORY** 25c  
*20 Pages*

- 9 ADVERTISING AGENCY IN TRANSITION** 25c  
*16 Pages*

- 10 92 WAYS TV MOVES MERCHANDISE** 25c  
*16 Pages*

- 11 TIPS ON TV COMMERCIALS** 25c  
*6 Pages*

- 12 NEGRO RADIO HAS COME OF AGE** 25c  
*16 Pages*

- 13 WHY 5 NATIONAL ADVERTISERS BOUGHT SPOT RADIO** 25c  
*6 Pages*

**ORDER FORM**

**SPONSOR SERVICES**

40 East 49th St., New York 17, N. Y.

Please send me the SPONSOR SERVICES encircled by number below:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Enclosed is my payment of \$ \_\_\_\_\_  
Quantity Prices Upon Request

nouncement property to be furnished by the agency. While several buyers interviewed objected to this clause, they added that it had not caused any problem for them to date, since stations had been careful with the prints shipped to them.

A problem that's more time consuming than the perusal of contracts is that of billing. Centralized billing systems have come up in industry groups and among the trade associations, and attempts to set up such systems have been made in the past. But to date, billing and paying in spot radio and tv

both is still a trouble area. An eventual solution mentioned by SRA's Larry Webb would be a central non-profit organization that would eliminate an agency having to pay some 3,000 radio stations on an individual basis.

"Such a centralized system, probably through use of IBM machines, would eliminate errors," says Webb. "Such errors as result necessarily from interruptions of schedules and make-goods sometimes delay payment by two or three months. But that's a long-range thought which we haven't really explored yet." ★ ★ ★

# SPONSOR GOES WEEKLY

## 27 OCTOBER WITH A FOUR-POINT EDITORIAL PROMISE

1. essential reading
2. useful reading
3. fast reading
4. easy reading

A complete weekly wrap-up in depth for very busy executives.

### CONVENTIONS

(Continued from page 38)

columnists in the New York area opened a barrage of heckling at the networks. Several of them inferred that the viewing results were, in actuality, so bad that the networks were loath to let the ratings services under assignment to them release the figures. Into this "vacuum" rushed Sindlinger & Co. with a release which said that of the 63 million viewers who regularly look at tv in the summer only 33 million watched the conventions. Sindlinger, who is primarily active in film business research, further revealed that 90,750,000 people may at some time have looked at the Democratic show but that only two-thirds of these watched at a given time. For the Republican pow-wow's five days, Sindlinger's accumulative audience count dropped to 57 million and noted that an average of only 27% of the 39 million sets were turned in.

Two days after Sindlinger's release made headlines, Trendex, with NBC's approval, disclosed its own figures. It had found that 45% of all sets were tuned in during the two convention weeks, as against 43.5% for the week prior to the conventions. Also that the 45% represented a higher sets-in-use average than prevailed for the 1952 conventions.

Last to expose its figures on convention viewing was ARB. According to ARB's diary sampling method—in contrast with Trendex's phone calls—an accumulative audience of 93,831,000, or 84% of all tv homes, had visited, via screen, the Democratic convention up to the moment it began its balloting.

A sample of comment by agency research people contacted by SPONSOR: "Figures like those at hand from Sindlinger, Trendex and ARB may be correct according to each one's method, but they can at the same time be mighty confusing if you're interested in a generally acceptable measurement of the conventions' audience. It might also be noted that the 45% figure of Trendex's is subject to at least a 4% margin of error either way. Under these circumstances the 1956 audience for the conventions might have been less than existed for the preceding week."

Observed the *Wall Street Journal*: "The question of how many sets were turned on during the political convention goes much deeper than the head-

What better way to demonstrate the "personal touch" and "friendliness" of a bank than with a man whose very nature personifies these qualities! Such a man is Warren Culbertson — Channel 8's ace meteorologist and goodwill ambassador for the First National Bank in Dallas. As one bank official puts it . . . "Warren's daily weathercasts and informal commercials have provided a stimulus to our advertising program far surpassing our own expectations." More proof that . . .



**ADVERTISERS GET  
BIG-TIME RESULTS  
WITH WFAA-TV!**

# WFAA-TV

**Channel 8 — Dallas**

**NBC-ABC**

Covering 564,080 TV Homes  
The Great North Texas Market



Warren Culbertson — Winner of TV Preview 1956 "Personality Award".



This pocket-size booklet "The Way of the Weather", edited by Warren Culbertson, has been requested by nearly 25,000 persons. And the only place it is available is at the information desk of the First National Bank in Dallas.

If you are looking for big-time results . . .

Call your **PETRYMAN** for availabilities, market data, and complete coverage information

lined difference in the finding of two survey firms. . . Such a conflict raises doubt about many market tests covering consumer products, magazine readership as well as size of tv audiences . . . When they (surveys) are as far apart as these two studies, market testing gets a black eye."

**The sponsor has doubts:** An official of Philco told SPONSOR the company had anything but regrets for its sponsorship of ABC's coverage of the convention. It however, had quahms about the viewing mass' enthusiasm for blanket coverage. This Philco executive said he personally was convinced that blanket sponsorship of blanket coverage was a thing of the past and that the mode four years hence will be to buy selected portions of the convention proceedings. He deemed it wiser for the networks and political parties to get together a year or two before the event on the periods each network or all networks would telecast. The networks could then put together their schedule of pickups from the convention and submit this agenda to advertisers for participation.

All companies that underwrote this

year's conventions seemed critical of the bad press on the size of the tv audience. They thought the comments "largely gratuitous and not based on a full knowledge of the facts." (Added reflections from advertisers who shared the expense of convention coverage are contained in a panel on page 33.)


**Wherefore in 1960?** The assortment of opinions that SPONSOR gathered on the handling of these conventions four years hence had one thing in common: Nobody queried took the position that you can't argue a politician out of sticking to tradition—especially, when he realizes that the voter is no longer interested in watching every minute of moss-ridden ritual. Here's a set of comments culled from agency sources:

An account executive currently on one of the Presidential campaigns: "Nobody'll deny that the proceedings at San Francisco were dull except for a few episodes. Before I speculate about 1960, let me give you some background about what happened before the 1956 Republican convention. When the networks met with the Republicans to discuss the site of the 1956 convention, the networks pro-

tested strenuously they didn't have the facilities or personnel to cover the shows from two cities. The politicians took this with a grain of salt and it turned out that the networks did have the facilities and the personnel.

"What I think will have to be done the next time around is this: the networks, acting two years in advance of the convention dates, should confront the spokesmen for both parties with documented figures showing that blanket coverage has become old-hat and suggesting that network coverage be pooled with each network allowed to pick whatever hours are desired. I don't think the network will again carry full sessions—sponsored or unsponsored. On the other hand, I can't imagine how they can tactfully avoid carrying a convention speech of some powerful politician who happens at the moment to be chairman of a committee that sits in judgment on communications legislature or one of many other things that can affect network business."

An agency official who's also at present knee-deep in a Presidential campaign account said: "I'm wondering whether the mass of tv viewers



*"So just why is Toledo a leading market?"*

One reason is because Toledo's the home of Willys Motors. What is Willys Motors, you ask? Manufacturers of the world famous Willys Jeep, renowned for its exploits in peace and war, a modern workhorse for farm and industry.

To sell your product in this rich Toledo market, you need a modern salesman who will work for you. Your answer is WSPD-TV, with maximum 316,000 watt power, for the only complete saturation of Northwestern Ohio's 23 county billion dollar market. Call Katz!

A STORER STATION  
**WSPD-TV**  
 TOLEDO, OHIO



**WHEN YOU BUY ATLANTA...BUY *waga-tv***  
**AND GET YOUR SHARE OF EXTRA DRESSING!**

Dressed dogs (red hots with chili) are big sellers in Atlanta, because you get more for your money, greater satisfaction. Like using WAGA-TV, which gives you greater coverage with its taller tower and maximum power. You reach 17 to 22% more people with 14 to 16% more spendable income than stations "A" or "B" can offer. And you get more viewers as ARB and Pulse consistently prove.



**TOP DOG IN THE NATION'S 21st MARKET**



**waga-tv** 100,000 watts channel **5**  
**CBS-TV in Atlanta**

Represented Nationally by  
 THE KATZ AGENCY, Inc.

**STORER BROADCASTING COMPANY SALES OFFICES**

NEW YORK—118 E. 57th St.—TOM HARKER, Vice President and National Sales Director • BOB WOOD, National Sales Manager  
 CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

objected as much to dullness as to the fact they were shut off from their favorite programs. I just can't see the American people rejecting *in toto* the play-by-play version of a national political convention. It's the biggest event of our political life, and I doubt whether we've seen the end of blanket coverage of these gatherings. Put yourself in the place of a politician-delegate. He's travelled hundreds, if not thousands of miles, for this quadrennial pow-wow. Television and radio have become an integral part of the show. He's going to demand—through

the proper Washington channels and pressure—that it stay so."

A marketing expert: "I never did think it a good practice for the three tv networks to blanket the air with any single broadcast—unless it involves a national emergency. There are only seven markets with more than three stations. The vast majority have but two. I don't see how these sponsored three-network tie-ups are grounded in good economies for the participating advertisers. When you fractionalize the audience to the extent it was during the conventions it's doubtful

whether anybody got a solid per-1,000 buy. I want to see advertisers continue to participate in coverage of outstanding public service events, but it ought to be done with proper consideration of the viewer's wants and what's enough is enough."

A veteran network director of public service events: "With all the talk of streamlining the Presidential conventions that'd been going on for two or three years, we wind up with a lot of long, boring speeches. People talked about turning over the conventions to professional producers, introducing hosts of show business personalities and girdies and tailoring the speeches. The Republicans did all of this, and the result was still a contrived and dull performance. Now you're told that the extravaganza directed by George Murphy was a flop and it didn't belong in a convention.

"What was basically wrong? No controversy—not the blanketing of the air with the conventions. Every time you get a controversy you've got a show. If you're covering a big story—particularly in air media—you've got to report what's going on when it's going on. Summarizing it or picking it up in snatches takes off the glow of excitement.

"It's difficult to predict how the conventions will be handled in 1960. It'll all depend on the news value of who's running. Tv and radio were trapped by circumstances this time.

"As for the coming pattern of convention coverage sponsorship, all I know is we've got expensive installations at convention sites; it costs around \$2 million to cover a set of separated convention sites these days and that we must sell a substantial block of time to cover part of the costs."

Here's how most of the agency people SPONSOR contacted would like to see the Presidential conventions handled in 1956: the networks pool their facilities and agree to carry these events collectively: Monday, the temporary chairman's address; Tuesday, the keynote address; Wednesday, acceptance of the platform and extended coverage if there's a fight; Thursday, nominating speeches—limited to a couple—the roll call and balloting; and Friday, acceptance speeches only.

Remarked a cynic among the above Madison Avenuers: "That may be the ideal solution, but who ever heard of a politician trading an ideal for an advantage?"

★★★

**Nothing Else Like It In Louisville!**

**"DIAL 970"**

**WAVE'S  
MONITOR FORMAT!**

**CAROUSEL**

(11 a. m.—1:30 p. m.)

*Carousel* is DIAL 970's mid-day feature, brightening the morning and noontime hours for thousands of busy home-makers in the growing Louisville area.

*Carousel* features 2½ hours of music and facts and includes two newscasts, a report by the University of Kentucky Home Demonstration Agent on best shopping buys, a "Thought For Today"—short, inspirational messages by local ministers—plus daily brass ring contest, biographical sketches of great American women and club news, interviews and book reviews.



**Other Coordinated DIAL 970 Programs Complementing MONITOR**

**WAKE UP WITH WAVE** Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news.

**ROAD SHOW** Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

**NIGHT BEAT** The pulse of Louisville after dark. Direct local news. Direct local sports round-up. Music and world news. Human-interest features.

DIAL 970—

WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!

**WAVE**

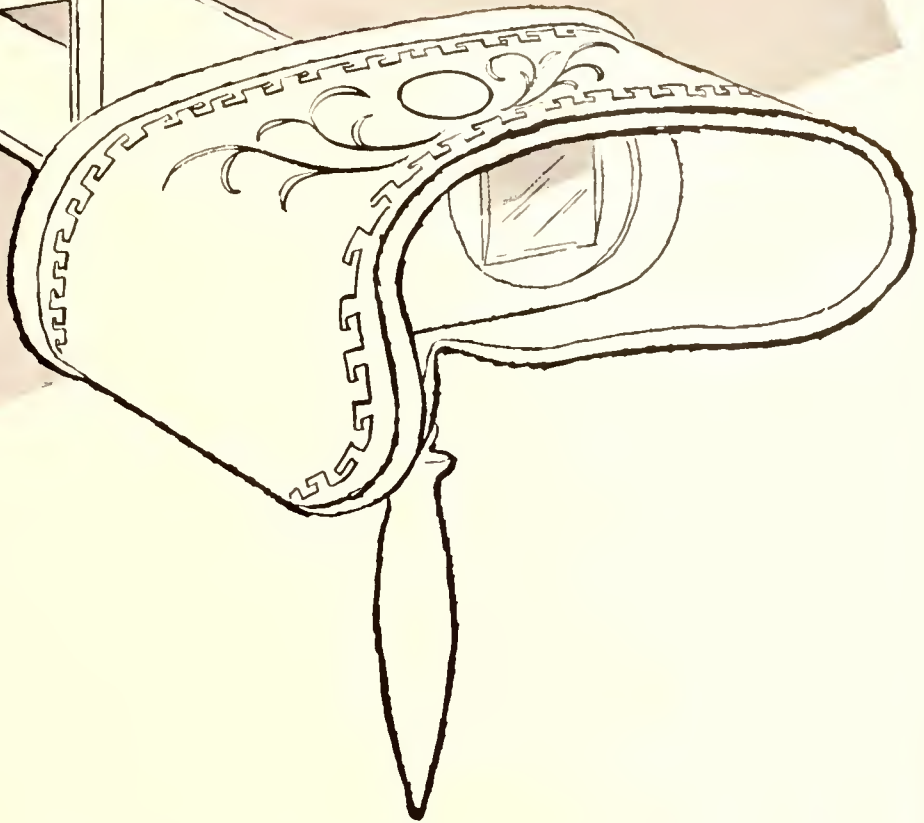
5000 WATTS • NBC AFFILIATE



SPOT SALES  
Exclusive National Representatives



**wfmy-tv**  
 MAXIMUM POWER ON CHANNEL 2  
 Greensboro, N. C.

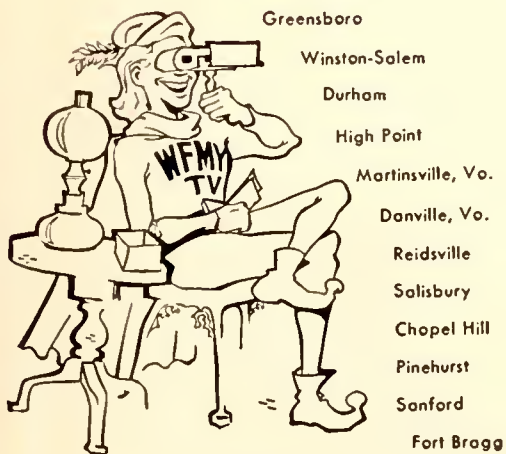


get the true picture ...

Of increased sales and profits in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. No matter how you look at it — *there's no station or group of stations that gives complete coverage of this fabulous market as does WFMY-TV*

50 prosperous counties • 2 million population  
 \$2.5 billion market • \$1.9 billion retail sales

Call your H-R-P man today.



WFMY-TV...Pied Piper of the Piedmont

**wfmy-tv**  
*Channel 2*

GREENSBORO, N. C.

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





**CODE 3**

**#1 SYNDICATED**

**SHOW IN**

**LOS ANGELES**

**16.9 RATING,**

**25.1% AUDIENCE**

**SHARE**

and in San Diego: 27.4 rating,  
47.8% audience share

Highest rated in its time segment:

Sacramento: 16.5

Portland: 17.8

Seattle-Tacoma: 22.7

San Francisco: 12.3

Several east coast and mid-west  
markets sold for fall start.

Many good markets from coast to coast  
already bought. Yours still available?

Rating source on request

Write, wire, phone  
**ABC FILM SYNDICATION, INC.**

10 East 44th Street  
New York City  
OXford 7-5880



## EASY GLAMUR

(Continued from page 46)

Glamur Products first major step towards expansion on a national level came just two years ago this November. At that time, a stock issue was sold over the counter for about \$300,000. The purpose of the issue was mainly to provide the company with capital so that it could expand its advertising.

Following the stock issue, the first advertising embarked upon by Glamur was a spot tv campaign and co-op advertising. The spot was purchased in the same markets that were later covered in the spring campaign earlier this year. They included upstate New York, New York City, Chicago, Minneapolis and St. Paul, Milwaukee and Madison, Spokane, Seattle and Portland.

Glamur joined the Rockmore Agency in January of this year and at the same time added Easy to its name. As agency v.p. and director of radio and tv, Charles Lewin explained to SPONSOR, Rockmore's job was, of course, to create a campaign that would sell Easy Glamur. But, in selling Easy Glamur the agency had to shape a campaign that would pinpoint their client's product and avoid selling the competition's. Obviously the similarity in names shared by Easy Glamur and Glamorene was an obstacle to be reckoned with.

The solution to the problem came partially out of Lewin's thinking on space media which involved leaving plenty of white space so that the advertiser's message stood out immediately for a quick, emphatic impression. How to transfer this concept of white space to radio was the riddle that the Rockmore copy staff set out to solve.

Adapted to radio, white space turned out to be a calculated amount of "silent air."

To recap the evolution of the Easy Glamur commercial, it's first necessary to take a backward step. The initial impetus for the Easy Glamur radio commercial came from a recollection the Rockmore people had of Disney's version of the Sorcerer's Apprentice in *Fantasia* in which a bewitched broom sweeps endlessly to the accompaniment of a repetitive strain of music. From this germ of an idea the Easy Glamur radio commercial was developed and later translated into a tv commercial.

It was decided that the Easy Glamur commercial should concentrate on two

sales points: the name of the product, and the cost. A western-style singer, Ed McCurdy, was hired by Rockmore to perform the commercial. His only "lyrics" consisted of repeating the name, "Easy Glamur," to his own guitar accompaniment. The white space or silent air came after he'd sung the product's name. Norman Brokenshire broke the silence with the spoken pitch for Easy Glamur in a controlled, low tone of voice. He emphasized only the price at 98¢.

The silence presented something of a problem because Rockmore was not sure just how much quiet the radio listener could take before turning to another station. The Rockmore people were by no means trying to discourage listening, though. Their intention was to focus it. The idea was to emphasize name and price as though they were buying a full page ad in the *Times* for a two-word message in 36 point type.

Station managers weren't too receptive at first about the idea of a commercial that would momentarily give the impression that their transmitters had blown a fuse. The problem of the right amount of silent air was solved by experimenting with varying lapses of time. Each finished radio commercial, including the silent air, ran five or so seconds short of a full minute to allow local announcers to tell where Easy Glamur was available in their area.

The first Easy Glamur campaign under the Rockmore wing commenced on 2 April of this year and wound up the last week in June. As planned at the outset it was devoted entirely to radio and newspapers. "About midway through the first 13 weeks, however," says Charles Lewin, "we found radio so much more effective than newspapers that we dropped a number of newspapers and expanded our radio coverage. While newspapers weren't eliminated, larger unit ads at less frequency replaced the more frequent smaller unit ads. Some tv announcements were used to make up for the visual impact lost when the newspapers were cut down.

"In New York we added a two week tv extension to the campaign using some live participations and a film we put together based on the jingle."

Programs in which Easy Glamur participated in New York were *Jinx's Diary*, *Richard Willis* and *Josie McCarthy* on NBC, and *The Ted Steele Show* over WOR.

The tv commercial ran for just 20



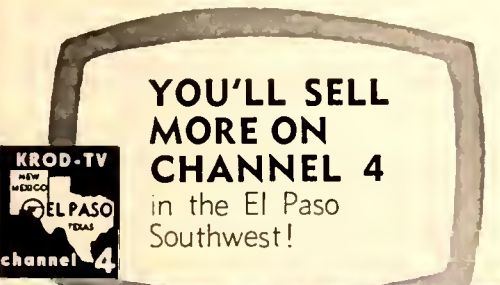
Buffalo's **BEST**  
Double Feature



Basic ABC

National Representatives

**PETERS, GRIFFIN, WOODWARD, INC.**



**YOU'LL SELL MORE ON CHANNEL 4**  
in the El Paso Southwest!

- KROD-TV dominates El Paso County\*
- KROD-TV is the only station to reach Alamogordo (set penetration 80%) and Silver City (61).
- 98% reported Excellent or good reception for KROD-TV in Las Cruces (81.3 penetration) while only 10% reported the same for station "B"

\*March 1956. Telepulse and Telepulse on net ownership.



**KROD-TV**  
CHANNEL 4  
EL PASO TEXAS  
CBS - ABC

AFFILIATED with KROD-600 kc (5000w.)  
Owned & Operated by El Paso Times, Inc.

Rep. Nationally by the **BRANHAM COMPANY**

seconds and contained basically the same message that the radio announcements did. The difference was that where the radio commercial used silent air the tv commercial used illustrated silence.

This fall the Rockmore agency is guiding Easy Glamur along a somewhat different tack than it did last spring. There will be a greater depth of radio saturation with as many as 230 announcements a week in the New York market. Another 20 a week will be used on tv. In all markets covered by Easy Glamur, there will be a total of 1,500 spots a week at the peak of the campaign. All markets covered last spring will be used again this fall.

The backbone of the Easy Glamur campaign is a saturation of the basic markets where the product is already distributed and designed to solidify and build them. Says Easy Glamur executive v.p. and account executive, Leonard J. Shaub, "Our main job is to back up distribution with advertising. We want to convince the dealers that they are being supported by the company and we want to sell consumers. In that way we are also adding to the number of distributors. It has been a case of building consumer demand and a trade awareness."

Shaub pointed out that Rockmore's Easy Glamur campaign has been carefully planned in specific markets where the product has gained a toehold or was well established. Furthermore the campaign has been limited to the traditional heavy housecleaning periods in the spring and fall. Easy Glamur officials feel it has been a good time for a nationally distributed rug and upholstery cleaner to become established because such home cleaning aids are a "burgeoning business."

This fall Easy Glamur's ad budget topping \$200,000 will be distributed among 35 radio stations and 15 tv stations in nine markets. Women's shows and music-and-news shows are the staples of the fall campaign, explains Rockmore Timebuyer Al Sessions. Time has been consistently purchased between 8 a.m. and 5:30 p.m. Only occasionally was time bought as late as 6 p.m. 60% of the commercials will run between eight in the morning and 12 noon.

Now going into their second semester with newly named Easy Glamur, Rockmore and client Glamur Products are hanging their dollars on one hope: "Easy will do it." ★ ★ ★



**"SHEENA"**  
**FIRST WITH AUDIENCES IN 80% OF MARKETS RATED**

Highest in sales opportunities for sponsors, the highest rated show in its time segment in most markets against local and network competition.

- Atlanta: 53.9% share of audience;
- Chattanooga: 63.5% share;
- Cleveland: 58.3% share;
- Columbus: 45.6% share;
- Los Angeles: 32.8% share;
- Memphis: 45.9% share;
- Phoenix: 36.7% share

For rating and sales success stories on

**SHEENA, QUEEN OF THE JUNGLE,**

Source: ARB, June, 1956

Write, wire, phone  
**ABC FILM SYNDICATION, INC.**  
10 East 44th Street  
New York City  
OXford 7-5880





**THE SMART  
ADVERTISING  
MONEY  
IS ON  
CODE 3**

**Brewers:** Liebmann, Miller, Stroh

**Coffee Roasters:** Fleming, Dining Car

**Bakers:** National Biscuit,  
Mrs. Smith's Pies

**Appliances:** Crosley-Bendix

**Various:** Lee Optical, Petri Wine,  
Gem Jewelry, Signal Oil,  
Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone  
**ABC FILM SYNDICATION, INC.**  
10 East 44th Street, New York City  
OXford 7-5880



## TV'S NEXT FIVE YEARS

(Continued from page 33)

know they are guessing. After all, nobody is going to throw a planner (or SPONSOR editor) in jail if he turns out to be wrong and, besides, the predictions for 1961 can be changed (and will be) year by year as new facts come to the fore.

The simplest (and most common) method of projection is merely to extend what has been happening in the past and then push the curve up or down a little based on a few expectations that are not likely to be argued with. This can be dangerously wrong, as witness what happened to the population predictions made during the 30's by the top men in the field. However, the most fertile source of grist for the projection mill must be what happened in the past and if that's what you have to work with then that's what you have to work with.

And that's exactly what SPONSOR did in working up its estimate of tv advertising for 1961. To get this figure, an estimate for all advertising was made first. It was noted that from 1949 to 1955 total advertising, according to the McCann-Erickson figures as published in *Printers Ink*, went from \$5,502.2 to \$9,194.4 million. Increases varied year by year but the average was \$650 million.

Another assumption was then brought into play, namely, that about the same annual average dollar increase would prevail through 1961. Is this a reasonable assumption? SPONSOR thinks so. First of all, it is a conservative assumption in that a \$650 million average annual increase in all advertising during the 1955-61 period would equal a rate of increase about half that which took place during the 1949-55 period.

To put it more plainly: The 1949-55 increase of \$3,992 million is equivalent to a jump of 76.7% in six years. Now, if we assume that total advertising will equal \$13 billion in 1961 (a jump of \$3,806 million in six years), then the increase is equal to 39.2%.

It must also be kept in mind that the ratio of advertising to national income has been increasing. That is, expenditures for advertising are rising faster than the rate of increase in turning out consumer goods. It is generally accepted in the advertising profession that this trend will continue for a while. Certainly, there is no evidence it will not continue.



**TIMBER-R-R**  
POWER  
LUMBER  
AGRICULTURE

**CBS Radio**  
5,000 WATTS - 1280 KC  
**KERG**  
EUGENE, OREGON  
WANT MORE FACTS?  
- CONTACT WEED & CO.

"CLIMB ON THIS BANDWAGON"



FOR BIG RESULTS IN  
THE RICH  
TULSA MARKET!

look at these Ratings \*

7:00 am - 12:00 noon	31.0
12:00 noon - 6:00 pm	26.4
6:00 pm - 11:00 pm	26.3

\* HOOPER - JUNE 1956  
ASK YOUR BLAIR MAN ABOUT  
OUR PERSONALITIES & ECONOMICAL  
RATES...

**KRMG**  
740 KC - Tulsa, Okla.

## This is the Place



Iowa is an Indian word meaning "this is the place" or "beautiful land."

The first Europeans known to have entered Iowa country were Marquette and Joliet in 1673. In 1680 Father Hennepin travelled

across the area. Julien Dubuque established the first white settlement after 1785, to mine lead, but Indians drove most of the miners permanently underground in 1810. In 1804 the Lewis and Clark expedition camped in "Ioway," as it was then known, and roasted buffalo without benefit of charcoal. Fort Madison, built in 1808, was temporarily abandoned in 1813 because of the tonsorial talent of its reluctant Indian host.

Iowa was governed as part of the Territory of Indiana in 1804 and 1805; by the Louisiana Territory from 1805 to 1812; by the Missouri Territory to 1821. Unorganized for the next thirteen years, it was part of the Michigan Territory from 1834 to 1836, then part of the Wisconsin Territory until 1838, when it became a separate territory. No matter which body administered it, the Indians insisted on their right to practice archery and roast settlers. Not until peace pipes were smoked after the Black Hawk War in 1842 did warwhoops begin to subside and corn start growing in earnest.

Iowa's 55,586 square miles of soil are drained to the east by the Skunk, Iowa, Wapsipinicon and Des Moines Rivers into the Mississippi, which forms the entire eastern boundary. Westward drainage is into the Missouri, which separates Nebraska from Iowa, and the Big Sioux, which comes between South Dakota and you know what. The northern, or Minnesota, boundary is entirely, and the southern, or Missouri, boundary, is almost all legal fiction; each runs due east-and-west as the surveyor flies.

About one-tenth of the nation's food supply currently comes from the area that entered the Union as the 29th state in 1846. Over 95% of the state is in farms. Soil fertility is unsurpassed; 25% of all the Grade A land in the country is in Iowa. The first president of the U.S. to be born west of the Mississippi came from Iowa (hint: he wears high collars). Yet,

puissant though Iowa be in the agriculture department, the value of her manufactured products exceeds that of farm products. This is a handy thing to remember when you hear someone singing "that's where the tall corn grows." It is, but we're poly-sided.



*CBS for Eastern Iowa • Channel 2*

**WMT-TV** Mail Address: Cedar Rapids

*National Representatives: The Katz Agency*

Furthermore, continued population increases and continued growth in the percentage of people with middle class incomes can be counted on—unless a number of hot-shot economists are way off the beam. Both of these trends are strategic buttresses supporting a continued boom in advertising.

So, we have a figure of \$13 billion for advertising in 1961. Next, SPONSOR examined television's share of all advertising expenditures. This rose from 1.1 to 11.1% from 1949 to 1955, an increase of 1,000%. Naturally, this kind of increase will not continue since

the 1.1% represents a low base. However, we find that tv's share rose an average of 1.6 percentage points annually during the 1949-55 period. Projecting this rate of increase to 1961 would mean a 20% share of all advertising in 1961 or about \$2.6 billion in tv billings.

Is it reasonable to assume that tv's percentage share of advertising will continue to climb at the same rate? SPONSOR feels the answer must be no, that it cannot climb at the same fantastic rate as during the early years.

So—and here's another assumption

coming—it was assumed that tv's share of all advertising would rise at half the rate it did in the past. This would mean a tv share of about 15% or about \$1,850 million in tv billings in 1961. But that's not all. There's color tv advertising costs to be taken into account. SPONSOR took a rough cut at this and could do no better than guess that color would cost advertisers an additional \$100 million in 1961. Thus, SPONSOR's final figure for tv advertising five years hence is \$1,950 million. (Note that TvB's President Oliver Treyz predicts just about the same figure in the interview accompanying this story.)

Projecting color tv spending is particularly difficult because there is little in the past history of tv to go on. Such a projection must be based on estimated color set saturation, which makes the projection a guesstimate based on a guesstimate. This, however, is better than nothing.

The two estimates of color set sales shown on page 33 mean that through 1961 (and including 1955 sales), total color set sales will be 19,550,000 in one case and 10,860,000 according to the lower estimate. This could mean about 18 million homes with color in the former estimate or 10 million in the latter. Since SPONSOR projects a total home figure of 54 million in 1961, the two estimates thus figure out to color saturation percentages of 33 and 18, respectively. Assuming (there we go assuming again) that color will increase tv advertising costs 20% (a figure often bruited about) and that color spending will be in proportion to the number of homes with color tv, this means color tv spending may range between \$70 and \$120 million. So \$100,000 comes out as a good, round figure.

There are some sources that consider even the lower of the two color set estimates as optimistic. However, SPONSOR considers its projection of tv ad spending on the conservative side and will stick to it.

There are some things about tv that can't be reduced to figures. One of these is the fact of tv's newness. Because of this, tv has even more impact than its sight-sound-motion parlay indicate. There are plenty of lousy newspaper ads but people don't pay any attention to them. Newspapers have been around too long. But, put on a lousy commercial and—brother! ★ ★ ★

## 30 YEARS AGO . . . we said:



Today, on our 30th anniversary, these words are truer than ever. Personalized service to both the advertiser and the Kansas farm families that we serve, has made WIBW the most powerful single selling force in Kansas.

### TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka

KCKN in Kansas City

Rep. Capper Publications, Inc.



Our 30th Year

**ROUND-UP**

(Continued from page 70)

Sciences held its first annual "Night to Remember Moonlight Boatride" on 13 September. Entertainment was provided in part by "The Many Splendored Stompers of Kenyon & Eckhardt."

\* \* \*

Radio personality Ted Haas has joined KOA, Denver. For the past three years Haas has been master of ceremonies of a tape recorded show which took him to a different town each day in Kansas, Nebraska and Eastern Colorado.

\* \* \*

A new course in color tv has been added to the curriculum of the Academy of Advertising Arts in San Francisco. The course was inspired by local station KRON-TV's closed circuit color clinics for advertisers, prospective advertisers and ad agencies.

\* \* \*

Another station that has gone western is WAMO, Pittsburgh. Abbie Neal will be the distaff member of a quartet of country and western disc jockeys. Other country and western stars on WAMO include Slim and Lopy Bryant and Carl Stuart. ★★ ★

**RADIO BY EAR**

(Continued from page 39)

a program that interests him is phone his NBC Spot Sales radio salesman in New York and make his request. An operator then places a transcription of the program on a turntable that is connected with the telephone. The time-buyer can listen to as much as 15 minutes of the program or hang up anytime during the audition if he decides the show is not for him.

Transcriptions made for auditions by timebuyers are edited versions of each station's local programming. Records are filed in a specially built console containing the telephone transfer equipment. The entire range of radio programming is included on the transcriptions, including news shows, women's programs and music and news features.

Reber explained that although at present the service is available only in New York, it will gradually be expanded to other cities where NBC has sales offices such as Chicago, San Francisco and Los Angeles. ★★ ★

Now . . . by a Wider Margin

# NO. 1

**HOOPER-RATED RADIO STATION**

*in Houston*

# K-NUZ

Hooper May thru July 1956

Monday thru Friday  
7 A.M. - 12 Noon  
(Sample Size—18,628)

<b>KNUZ</b>	<b>23.0</b>
Net. Sta. "A"	12.1
Net. Sta. "B"	9.4
Net. Sta. "C"	11.7
Net. Sta. "D"	13.8
Ind. Sta. "A"	5.9
Ind. Sta. "B"	6.7
Ind. Sta. "C"	13.8

Monday thru Friday  
12 Noon - 6 P.M.  
(Sample Size—23,010)

<b>KNUZ</b>	<b>23.2</b>
Net. Sta. "A"	12.5
Net. Sta. "B"	8.4
Net. Sta. "C"	11.8
Net. Sta. "D"	7.7
Ind. Sta. "A"	7.2
Ind. Sta. "B"	9.6
Ind. Sta. "C"	11.1

Now . . . K-NUZ is the Leader by a GREATER MARGIN—Yet the rates are Low, Low, Low! Join the Rush for Choice Avails.

In Houston the swing is to RADIO and Radio in Houston is . . .

# K-NUZ

Houston's 24 Hour Music and News  
National Reps.: Forjoe & Co.—  
New York, Chicago, Los Angeles, San Francisco,  
Philadelphia, Seattle

Southern Reps.: Clarke Brown Co.—  
Dallas, New Orleans, Atlanta

IN HOUSTON, CALL DAVE MORRIS  
Jackson 3-2581

## TREYZ LOOKS AT TV

(Continued from page 33)

television is, of course, a natural sequence to the immense programing improvements that have occurred. In television, as in all advertising media, the advertiser's dollar follows the audience. And the audience is already there, in the wake of the new improved programing.

**Q.** Do you believe that television home saturation will go much above 80% in the next five years?

**A.** Certainly. On a national basis, television penetration is now about 75% of all homes. It's already well above 80% in such states as Connecticut, Delaware, Illinois, Indiana, Maryland, Massachusetts, Michigan, New Jersey, New York, Ohio, Pennsylvania and Rhode Island. As a matter of fact, tv's penetration in Ohio is 87%, according to the new ARF tv ownership data as of Winter, 1956. We are already above 80% penetration in the Northeast, at about that level in the North Central, and well above 80% in metropolitan areas.

**Q.** What is your guess as to television saturation in 1961?

**A.** Certainly higher than 80%.

**Q.** Do you expect much of a growth in multi-set television homes within the next five years?

**A.** Yes, I think that development will be almost as important as the switch to color. We just read, for example, that Pulse has determined that in the New York market, something like 20% of the television homes have two or more television sets in the household.

**Q.** One industry estimate predicts cumulative color retail set sales totalling about 19.5 million in 1961. Assuming an estimated color set saturation of 33%, what effect will this have on the type of advertisers who buy television?

**A.** It will bring to television those who put such a high value on color that heretofore they have concentrated on four-color in magazines: people in the rug business, the apparel trades, draperies, fashions—a whole host of product lines where the emphasis is on color, and furthermore, color coming into television is bound to increase food billings, because as we all know, color is a tremendous factor in appetite appeal.

**Q.** What's the outlook in general for attracting department store and other retail advertising to television?

**A.** I am turning that question over to Howard Abrahams, our director of retail sales, who has worked, for many years, with most of the nation's leading retailers.

**ABRAHAMS:** Among retailers generally, department stores were the slowest to adjust themselves to two of the greatest changes in the retail revolution which we have been experiencing. First, they lagged behind other operators, particularly the chains, in moving branches to the growing suburbs and their lush, young family market. Second, they were slow to put quick-selling self-selection displays into their stores.

Today, this is all changed because they have seen the tremendous strides which the king-sized chains—riding these trends—have made in their sales volume.

Similarly, in their sales promotion, department stores have been slow to move from their tradition-bound media into television. Today, they are see-

# WGN-TV

## Number 2 Station in Chicago!!

Yes, on WGN-TV you have network size audiences—and you buy them at the lowest published rates in Chicago television. The latest Nielsen for July shows WGN-TV a strong second!

Share of Audience\*  
July, 1956  
6:00 A.M. — Midnight  
Sunday thru Saturday

Network Station B	29.4%
<b>WGN-TV</b>	<b>25.4</b>
Network Station C	25.2
Network Station D	20.8

Top audiences at low cost—with no network preemption problems.

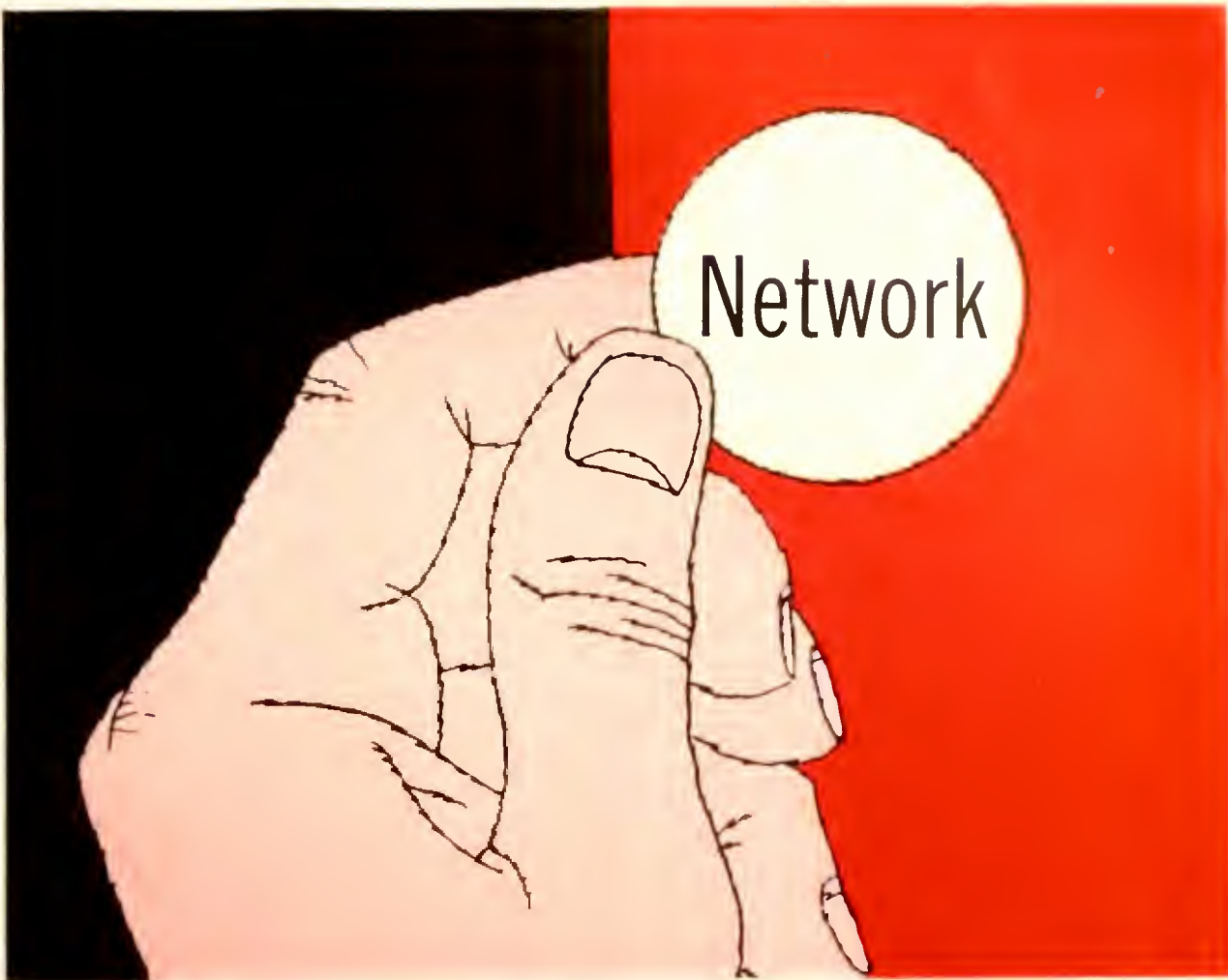
Now is the time to select prime periods for fall. National advertisers already set with new programs on WGN-TV include Hamm's Beer, Kelloggs, Mars Candy, 7-Up and Miller's Beer. (Several others have renewed)

\*NSI Area—Adjusted



Chicago Office—441 N. Michigan Ave., Chicago 11  
Eastern Advertising Solicitation Office—220 E. 42nd St., New York, 17  
West Coast Only—Edward Petry & Company, Inc.





The word's the same, but we've coined a new meaning!

*NETWORK* means many things to many people . . . but we here at Keystone have a new concept that we think you should know about.

*NETWORK* is Keystone's over 900 radio stations—covering a prosperous pattern of non-metropolitan America that reaches from coast to coast and border to border.

*NETWORK* is the term that applies to any neat parcel of Keystone stations that best suits *your* marketing needs. Keystone delivers these markets to you with an amazing absence of red tape . . . makes *your* job twice as easy.

*NETWORK* a la Keystone means 87 million pairs of ears . . . in rich Hometown and Rural

America—a grass roots, loyal listening audience *localized* for better response thru more intimate communication.

*NETWORK* merchandising thru Keystone's facilities is a wide vista of *local impact* results that are unique in concept and overwhelming in response.

*NETWORK* advertising for your product with Keystone will open your eyes to how BIG Hometown and Rural America really is . . . what a slice, sized to your choice, can do for your *market exposure* where the *media* merchandises, the audience listens, and the customers buy!

Send for our new station list

**CHICAGO**  
111 W. Washington St.  
STate 2-8900

**NEW YORK**  
580 Fifth Ave.  
PLaza 7-1460

**LOS ANGELES**  
3142 Wilshire Blvd.  
DUnkirk 3-2910

**SAN FRANCISCO**  
57 Post St.  
SUtter 1-7440

• **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.

• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.



ing the sales results by such chains as Robert Hall and Montgomery Ward and wondering if they should use the television media to the degree that pace-setters such as these are using it.

Department stores and other retailers too are moving mountains and mountains of merchandise which are television-promoted. These same stores are asking themselves if they can't repeat the manufacturer's successes by their own individual advertising efforts. And many stores are already scheduling television appropriations to find their answers.

And, of course, the big bonanza is due to come when color is here. Store after store reports to us at TvB that this will be the big medium to move the colorful fashions which they have in their stores. Many stores are now planning to get their feet wet in black and white in anticipation of the big colorful days. Television has been a slow starter in retailing's selling attacks. Unlike national tv advertising, its big boom is to come.

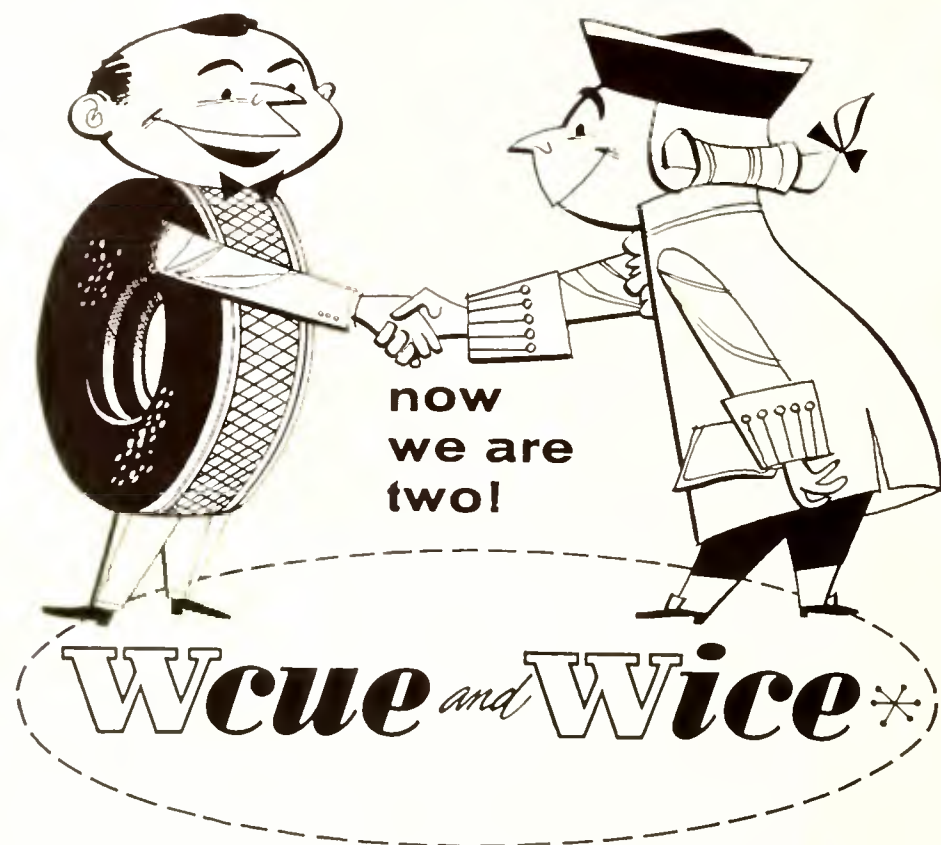
**Q.** *The seven top industry categories using television accounted for 85% of*

*all network television billing in 1955. These same industries accounted for 66% in 1950. Will this dominance of network television by a limited number of industries continue, or will other groups of advertisers become more important?*

**A.** Well, I think you are begging the question. First of all, there's not a dominance in network television of a limited number of industries. As a matter of fact, the number of industries using network television has grown rather than declined. Now when you point out that seven industry categories accounted for 85% in 1955, and only about two-thirds or 66% in 1950, what you are really saying is that all the remaining categories account for only 15% today but accounted for 34% in 1950. Actually, 15% of 1955's volume is a lot more than 34% of 1950's volume, and it seems to me that what you have done here is to just give some statistics which indicate that certain categories have grown at a faster rate than others, which is typical of any growth industry.

**Q.** *In spot tv, TvB figures show that the top five categories accounted for 59% of gross time sales, the top seven, 68.5% and the top ten, 79.7%. Is this likely to continue or will other industry groups come to the fore?*

**A.** Spot tv accounted for a gross volume in the second quarter of this year, of about \$105 to \$106 million. The largest advertiser, Procter & Gamble, accounted for less than 6% of that total. The categories that you talk about, the five, the seven, and the ten -



We're proud as Roger Williams . . . crowing like a Rhode Island Red, because now we are two. And you, you're "right on cue" whether it's in Akron, Ohio or Providence, Rhode Island. You're right with our music and our news. You're right with our solid policy of local programming, local service and warm interest in each community — Tiredtown, U. S. A., and rich, little Rhody's capitol city.

**Wcue**

---

**Wice**

1150  
ON YOUR RADIO  
AKRON, OHIO  
NATIONAL REP. - JOHN E. PEARSON CO.

---

TIM ELLIOT, PRESIDENT

---

1290 ON YOUR RADIO  
PROVIDENCE, RHODE ISLAND  
NATIONAL REP. -  
JOHN E. PEARSON CO.

\*Subject to FCC approval



"I heard over KRIZ Phoenix he was coming up from the miners."

**2 heads are better than 1**



**Especially when they're watching your commercials**

**and in the**

**Portland, Oregon Market**

**KOIN-TV**

**delivers over**

**TWICE**

**the audience of any other station!**

**TOP RATINGS**

- 55% Share-of-Audience in Metropolitan Portland.
- 84% More Audience than Station B.
- 151% More Audience than Station C.
- 86% Preference at 45-Mile Radius.

Sources: June 1956 Portland ARB

1956 Salem ARB

**MORE PROOF KOIN-TV IS YOUR BEST BUY IN THE OREGON MARKET**

**KOIN-TV**  
**Channel 6**  
**Portland, Oregon**



Represented Nationally by  
CBS Television Spot Sales

which account for almost 80% of spot tv buying, are huge categories embracing a tremendously large number of industries, and spot television and television as a whole is far from dominated by any advertiser or group of advertisers.

**Q.** Assuming that station allocation is solved, do you foresee a substantial growth in the number of television stations during the next five years?

**A.** We are unable to answer that "iffy" question. It depends on Government decisions, the availability of capital and any answer that we could give would border on metaphysics.

**Q.** Do you foresee any important changes in buying and selling patterns on television?

**A.** No.

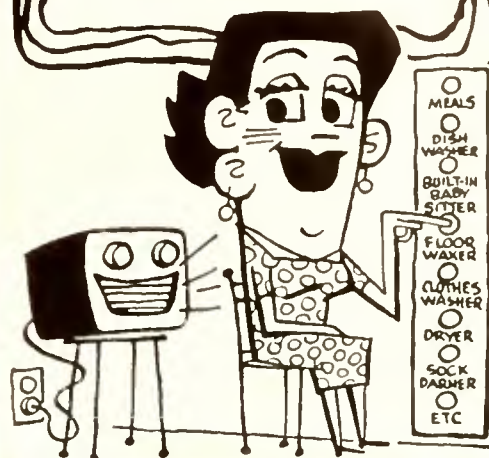
**Q.** Is the magazine concept likely to increase in importance on network television?

**A.** What do you mean by the magazine concept?

**Q.** I mean buying of participations rather than a complete show.

**A.** I don't like that word participation particularly, but if you mean, by the magazine concept, an advertiser spreading his investment among many programs, and the networks, on the other hand, spreading the sponsorship of a program among many advertisers—yes. Because there is a strengthening trend in that direction, whereby an advertiser with his television budget will spread his investment among a variety of programs just as the network will spread its revenue for a particular program among a variety of advertisers. The radio concept of exclusive ownership of a program is less important in television. Television is so strong that an advertiser can enjoy high identification when he has far less than complete ownership or dominance of a given program. As a matter of fact, even within programs owned completely by one advertiser, such as the *Kraft Theatre*, you have in effect, from the standpoint of the advertiser, the magazine concept because to use your own word, participation, various products of that company participate in the program. In the *Kraft Theatre*, there are different types of cheese products which in

**3 ears are better than 2**



**ESPECIALLY**  
*when they're listening to your commercials*

**and in the**

**Portland, Oregon Market**

**KOIN-Radio**

**delivers**

**1/3 MORE audience**

**than any other station**

**SOLID LEADERSHIP**

- ☆ Morning, Afternoon, Night.
- ☆ 46 of the 48 top weekday quarter hours.
- ☆ All 10 top daytime shows.

\* March-April 1956 Pulse, Inc. Portland Metropolitan Area.



**KOIN Radio**

**Portland, Oregon**

Represented Nationally by  
CBS Radio Spot Sales

themselves, to a great extent, are competitive to each other, participating in that program. I think that the whole world of television advertising has embraced the magazine concept, in the broad sense of that term.

**Q.** Will there be any change in emphasis in spot television insofar as announcements versus program are concerned?

**A.** There certainly will be a considerably greater emphasis on program, or program participation sales, in spot television. ★ ★ ★

## BRIDEY APPLEBAUM

(Continued from page 43)

tern dangling.

"It's beautiful!" I managed to whisper.

"Impresses the clients," Bridey said. The next instant, she was off across the acres of carpeting. She passed Miss Rheingold with the slightest of nods, and disappeared through a golden door.

"Hey, buster!" Miss Rheingold was calling to me. Her voice was flat. She seemed terribly annoyed with me.

I crept up to her desk like a peasant, cap in hand.

"That little creep that just scooted past here," she said. "Is she with you?"

"She was until a moment ago," I said. I leaned closer, partly in confidence and partly to savor her perfume. "Fact is," I whispered, "she's a timebuyer."

Miss Rheingold started. "She's a what?"

"It's a long and complicated story," I said. First of all, have you got a timebuyer here named Bridey Applebaum?"

"Just a sec," said Miss Rheingold, and began to thumb through a directory. While she thumbed, I studied the massive hanging over the desk. A sort of golden dog-tag imbedded in the frame was engraved: "GB&G's first advertisement for its first client—1948." The advertisement in the frame, for the Shenandoah Stove Bolt Co., carried a single picture of a much-magnified stove-bolt along with the simple legend: "If you don't use our bolts, you're nuts!"

So this was Madison Avenue!

"We got no Bridey Applebaum working here," said Miss Rheingold. "But we do seem to have a Birdie Tannenbaum."

It happens sometimes that subjects under hypnotic trance don't get all their spellings quite right. Anyhow, it seemed clear that it was this Birdie Tannenbaum's astral existence that my own Bridey had shared in.

"Is Miss Tannenbaum in?" I inquired.

"I'll check," said Miss Rheingold, and picked up the phone. Suddenly her carefully-plucked eyebrows crawled half-way up her forehead. She hung up and glared at me.

"Birdie Tannenbaum eloped yesterday with a station manager from Rhode Island," she said. "But they tell me in there that there's a freckle-faced kid with a pony-tail who reeks of meadow hay sitting at Birdie's desk tossing around rate cards and kidding with some station reps."

"That would be Bridey," I gasped.

Just then another golden door I hadn't noticed before opened with a crash, and a beefy, red-faced man bore down upon us. He wore a Tyrolean green suit and the most upset expression I have ever seen. If Madison Avenue was the street of ulcers, this was the boy who had started the fad.



**IT WOULD TAKE A MIGHTY BIG SCALE . . .**

**TO WEIGH ALL THE WHEAT IN A KANSAS ELEVATOR**

*But*

....it is possible to weigh **RESULTS** achieved by **KTVH** in Wichita and 14 other important communities.

This basic CBS station reaches a market that produces 195 million bushels of wheat annually, bringing \$390,000,000 into the pockets of Kansans.

Wheat is just one source of income in this productive area, where spending power is also derived from oil, cattle, agriculture, and the aircraft industry.

To sell in this thriving Kansas market, buy **KTVH** with *unduplicated* CBS-TV coverage.

**KTVH**  
**KANSAS**  
CBS BASIC

VHF CHANNEL 12

Represented Nationally by H-R Television, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita. Howard O. Peterson, General Manager.

# SPONSORS\*

The radio station most advertisers use

## KSFO

560 FIRST IN SAN FRANCISCO

The **BIGGEST** in-home package of listeners of any independent in **NORTHERN CALIFORNIA**

See your latest Pulse report

The **BIGGEST** out-of-home package of listeners of any independent\* in **NORTHERN CALIFORNIA**

\*independent or network

The **BIGGEST** coverage of any independent station in all of big **NORTHERN CALIFORNIA**

... and KSFO is getting BIGGER!  
KSFO-560 San Francisco's **BIGGEST** independent, joins KMPC-710 Los Angeles' **BIGGEST** independent, to give you the **BIGGEST** combination BUY in all of CALIFORNIA.

# SFO

FIRST IN  
FRANCISCO

Call HEADLEY-REED CO.  
Call A-M RADIO SALES  
Call KSFO San Francisco

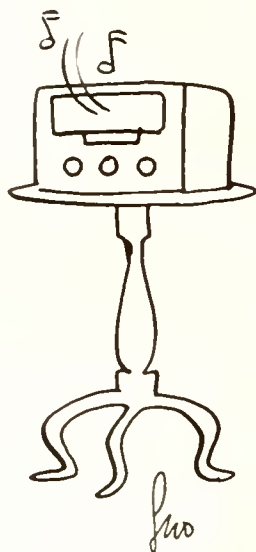
\***MORE** advertisers buy KSFO-560 than any other station in San Francisco.

KSFO's current list of NATIONAL and Regional advertisers include:

ALLSTATE INSURANCE  
AMPRO PRODUCTS  
BAFFLE BAR CANDY  
BELFAST BEVERAGES  
BENDIX APPLIANCES  
BURGERMEISTER BEER  
BLUE SEAL BREAD  
CALIFORNIA PACKING  
CALSO WATER  
CERTO-SURE JELL  
CHEVROLET DEALERS  
CRIBARI WINE  
CROSLEY APPLIANCES  
EVEREADY BATTERIES  
EXLAX  
FALSTAFF BEER  
FOLGER'S COFFEE  
FORD DEALERS  
GREYHOUND BUS  
HOUSEHOLD FINANCE  
INTERSTATE BAKERIES  
KRAFT FOODS  
LOCAL LOAN  
MANISCHEWITZ WINE  
MENNEN BABY OIL  
MOTOROLA APPLIANCES  
MYSTIK TAPE  
MODE O DAY  
NATIONAL VAN LINES  
NORGE APPLIANCES  
PACIFIC SOUTHWEST AIRLINES  
PACKARD DEALERS  
PALL MALL  
PEPSODENT  
PHILCO PRODUCTS  
PLYMOUTH DEALERS  
REAL GOLD  
REGAL PALE BREWING  
SATURDAY EVENING POST  
SCHWEPES  
SEVEN UP  
SENDERALLA  
STOKELEY VAN CAMP  
SOUTHERN PACIFIC  
TANGEE  
TAREYTON FILTERS  
TWA  
WEBCOR  
WINSTON CIGARETTES

... plus 91 local advertisers who listen to KSFO 560 as well as buy it

Folks lose their heads over WWDC!



"1st on week ends, 2nd on week days  
in Washington, D.C."— May-June Pulse

**WWDC** Radio

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

IN EVANSVILLE

*We Are There!*

**200,400 Watts**



We are there, and you can be there with us at WEHT-TV in the estimated 75,000 new homes included in the new coverage area. Contact our representatives about availabilities on the Big Eye—Channel 50—for the best in coverage in Evansville and the Tri-state.

*WEHT-TV—Channel 50—has boosted its power from 11,000 to 200,400 watts*

WEHT-TV is your FOLLOW-THRU STATION IN THE EVANSVILLE MARKET. Only WEHT-TV offers (1) Guaranteed On-the-Air promotion, (2) Newspaper advertising, (3) Newspaper Publicity, (4) Letters to Retail Trade, (5) Daily News-Letters to hotels and hospitals, (6) Lobby Displays, (7) Monthly house organs, (8) Window Banners, Posters and (9) Billboards.

**WEHT-TV** also operating **WEOA CBS RADIO**

Represented by

**YOUNG TELEVISION**

"What the hell's going on here, time-buying-wise?" he demanded.

Miss Rheingold cringed prettily, and I myself shook so badly I could hear the kerosene splashing around in the lantern I still held.

"What's the trouble, Mr. Slook?" Miss Rheingold asked. In an aside to me, she whispered. "Mr. Slook's an account supervisor, and if it's something that brat of yours did—"

"I'll tell you what's the matter," Slook roared. "I was sitting at my desk creating thoughts agency-wise, when my phone rang and it was the station rep for WEAK-TV. *He thanked me for the buy we just made.*"

Slook turned on me. "Who are you?" he snarled. I waggled my lantern helplessly.

"Well, shut up!" he thundered. "In the entire history of GB&G—and I speak experience-wise—we have never bought WEAK-TV! It is the tiniest, most insignificant outlet, audience-wise, in the Metropolitan area. It boasts the lowest power, weakest signal, and shortest antenna west of the Mississippi! They could print their coverage map on a postage stamp! The ratings services ignore it! And we—God help us—just bought it! Bought it for our new Cap'n Freddy's Frozen Fish-Sticks account! I want to talk to that nut of a timebuyer, Birdie Tannenbaum!"

"Miss Tannenbaum eloped with a station manager," said Miss Rheingold. "So she isn't in."

"Impossible!" shouted Slook. "She made this fool buy not five minutes ago. So she must be in!" He stalked off through the golden door. "I'll get to the bottom of this," he bellowed, "and when I do, somebody'll pay—through-the-nose-wise!"

I followed, trembling, in his wake. It was increasingly clear what had happened. I had unwittingly created a Frankenstein. Just a little, 11-year-old Frankenstein—but a Frankenstein all the same. And I had loosed it on Madison Avenue!

Sure enough, there was Bridey seated at a big desk in the Timebuying Department. She was idly building availability sheets into paper airplanes and sailing them off across the office, while she regaled three jovial station reps with the story of her life in air media.

"—and so," she was saying, "when this fresh a.e. grabbed my hand in his hot little paw, I let him have it with

my attaché case right on his fat—”

Her audience suddenly noticed the wrathful Mr. Slook charging down upon them like the wolf on the fold and they scattered before him. Bridey sat alone, looking very small but not very pathetic. It is impossible for Bridey to look pathetic. Loathesome, yes; but pathetic—never.

“How long have you been at this desk?” Slook shouted at her. “Have you spoken to anyone on the phone?”

“Uh huh. To a guy named Benny. He sounded cute.”

“Did he ask you to buy WEAK-TV?”

“Uh huh.” said Bridey.

“And what did you say?”

“Uh huh.”

“So you *did* buy WEAK-TV! Why?”

“Because Benny sounded cute, that’s why!”

Slook flushed to the shade of smoked pastrami. His shoulders shook and sobs racked his massive frame. “Well, this is the end for me, media-wise,” he gurgled.

“It’s a low cost-per-thousand,” Bridey said.

“They haven’t got a thousand!” Slook retorted. “How much time did you buy?”

“Thirteen weeks. Monday through Friday across the board, 1:00 to 1:15 a.m.” Bridey said. “That’s right after their late movies.”

“After late movies! Well, what show did you buy into?”

“I just bought the time,” Bridey said. “We can create our own material.”

Slook studied a distant window. I knew what he was thinking about. At length he picked up the telephone.

“Get me Mr. Galway, please,” he said. “Or Mr. Bay. Or Mr. Grommet.” He loosened his collar, or perhaps I should say he tore at his throat and his collar came loose. “Hello, Galway. Slook here. Look, chief, something has just happened down here in Timebuying—tragedy-wise. Oh, no, sir, nothing I could help, administrative-wise. Just one of those things, broadly speaking-wise. Well, you know that new account of ours—Cap’n Frozey’s Fishy Bread Sticks . . . er, I mean, Cap’n Fishy’s Frozen Stish Fricks . . . er, yes, sir, that’s the one. Well, this nasty little girl wanders in here, parks herself at a desk, and buys them time on WEAK-TV. But I think we can weasel out of it, chief. No con-

**T**hat little rustler on the horse has been trying to stompede the ratings (and claiming that he has) but we shore would be proud for you to look over the July 16-20 Pulse Report.



## ***Still San Antonio's Leading Independent!***

See Your H-R or Clarke Brown Man

**CKLW-TV**

---

**BIG STORY BREAKS IN DETROIT**

---

**WHO? . . .** WRIGLEYS!—one of the nation's largest food chains!

**WHAT? . . .** Wrigleys are now selling food to housewives via CKLW-TV channel 9.

**WHERE? . . .** Wrigleys have 92 stores in the Detroit Area.

**WHY? . . .** Wrigleys are determined to sell more of the 1,710,000 housewives covered by CKLW-TV.

Wrigleys has just purchased a one hour full length movie feature to be aired each Thursday at 1 p.m. for the next 52 weeks. THAT'S TYPICAL OF THE CONFIDENCE FOOD LEADERS IN THIS MARKET HAVE IN THE SELL-APPEAL OF CKLW-TV: There's sure to be an answer to your sales problem here, too. Get the facts by phone, mail, or wire, today.

**FOR RESULTS IN THE DETROIT AREA, IT'S**

**CKLW-TV**  
Channel 9  
325,000 Watts

**CKLW**  
800 KC  
50,000 Watts

GUARDIAN BLDG. • DETROIT 26, MICH.  
ADAM YOUNG, INC. National Representative

Philadelphia

# QUIZ

**QUESTION . . . .**

What Radio Station offers Outstanding Personalities that Sell as well as Entertain.

**ANSWER . . . .**

WIBG personalities like Doug Arthur, Fred Knight, Joe Niagra, Tom Donahue, Bob Knox, Tony Bourg, Ray Walton **SELL** as well as **ENTERTAIN**.

**QUESTION . . . .**

What Radio Station offers its Advertisers **EXTRA BONUS** features to advertise their product.

**ANSWER . . . .**

WIBG, Phila. includes at **NO EXTRA COST**, **BILLBOARDS, TRANSIT CARDS, DIRECT MAIL** and Trade Paper Advertising.

**QUESTION . . . .**

What **INDEPENDENT** programs **MUSIC & NEWS** and has the **TOP POWER**.

**ANSWER . . . .**

WIBG'S **POWER** is **10,000 WATTS**; **MORE** than **TWICE** the power of the next largest independent.

*Pennsylvania's most powerful independent!*

# WIBG | 990

**10,000 WATTS**

SUBURBAN STATION BLDG., PHILA. 3, PA., RI 6-2300

NAT'L REP.: RADIO-TV Representatives

## had a unicorn ride lately?



Get on the winner...  
get on **WFBR**—the radio  
station with the most  
listeners in Baltimore

# WFBR

## Baltimore's Best Buy

REPRESENTED BY JOHN BLAIR & CO.

tracts have been signed. It was all done on the phone. . . . Yes, chief, I know that GB&G's word is as good as their bond, that we never back down on a buy. But there's another angle we might use to squeeze out of this mess. This girl, she's an imposter so that should make the whole deal null and void, ethics-wise. Her name?" Slook turned to Bridey. "What's your name?"

"Bridey Applebaum," she said.

"Hello, chief," Slook said, "her name's Bridey Applebaum. . . . No, sir, I'm not getting things confused. Yes, I know *she's* a bona-fide timebuyer, only *her* name's Birdie Tannenbaum and—" He replaced the phone gingerly, and in a voice strangled with emotion, addressed nobody in particular: "He hung up on me. Policy-wise we're stuck with this buy. Oh, dear, this is the end of client relations with Cap'n Freddy!"

"You can make it up to them in marketing services," Bridey suggested.

"I'll marketing services you!" snarled Slook, reaching out and hauling her across the desk.

I tapped him on the shoulder. "Sorry old chap," I said. "but one just never spans a timebuyer." Then I started to explain all about my experiments in hypnosis and the big bridge.

Slook seemed impressed. "So you achieved all this," he said, "with your little lantern?"

"Yes," I said modestly.

"Let me see your lantern, please," Slook said.

I handed it to him.

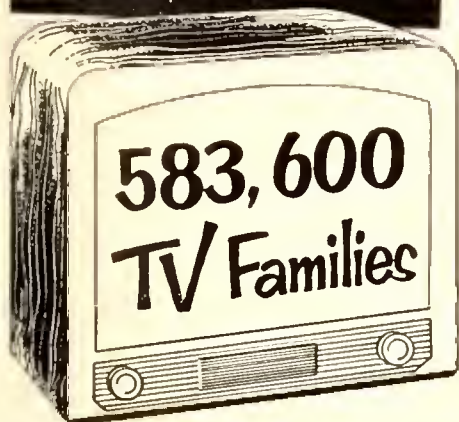
The next instant, there came an arc of light with all the brilliance of a comet, and something exploded in or



"I've noticed that KRIZ Phoenix advertisers get fat, bald and prosperous!"



IS  
PENNSYLVANIA'S  
4<sup>th</sup> TV MARKET  
IN YOUR PICTURE



WJAC-TV is the Number One Station not only in Johnstown, but in Altoona as well, and this one-two punch covers an area that rates 4th in the rich state of Pennsylvania, and 28th in the entire country.

Well over half a million (583,600 to be exact) television families look to WJAC-TV for the best in television entertainment.

Add to this the free bonus of WJAC-TV coverage into Pittsburgh, and you have a total market for your sales message that just can't be overlooked, if you really want to tap the potential of Southwestern Pennsylvania.



Get full details from your KATZ man!

on my head. There are many ways to induce a trance.

Several days later, in my sterile cot at Bellevue, I picked up the paper and began reading Frisby's column on tv and radio. The following item caught my eye—the one that hadn't closed all the way.

"If one short week ago, someone had said that tonight three million New Yorkers would be sitting up past midnight to watch an 11-year-old local personality conduct a farm show slanted at urbanites who dream of one day becoming exurbanites. I would have scoffed. Yet that is the case with the sensationally-successful *Bridey Applebaum Show* on WEAK-TV. Much of the format's charm is due to Bridey herself who operates as a one-girl show, even taking over the operation of the cameras for difficult shots and delivering the commercials for Cap'n Freddy's Fish Sticks. I personally was enthralled last night by Bridey's hints on spreading fertilizer the easy way and can scarcely wait for the promised fare tonight—"The right and wrong way to attach a milking machine."

It would seem that timebuying holds more opportunities for advancement than mesmerism. ★ ★ ★

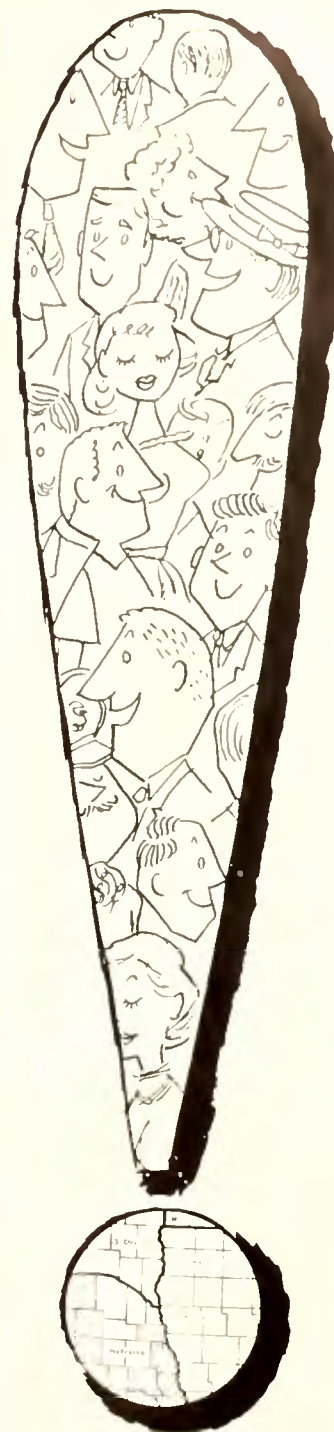
## COMPARAGRAPH NOTES

(Continued from page 92)

Toni Co., North, Tatham-Laird: CBS, alt M 8:30-9 pm; alt W 8:30-9 pm; Th 10:15-10:30 am; Th 3:30-3:45 pm; NBC alt, Sat, 7:30-8 pm; alt M 8:30-9 pm; alt F 8:30-9 pm  
 Union Carbide & Carbon, Mathes: ABC, Su 9-10:30 pm  
 U. S. Rubber, F. D. Richards: NBC, Sa 1:15-5:15 pm approx, 10/6 & 10/27  
 U.S. Steel, BBDO: CBS, alt W 10-11 pm  
 Vick Chem, BBDO: NBC, alt F 9:30-10 pm; alt Tu 7:30-7:45 pm  
 Warner-Lambert, K&E: NBC, alt Sat 10:30-11 pm  
 Welch Grape Juice, DCSS: ABC, Tu 5:15-5:30 pm  
 Wesson Oil, Fitzgerald: CBS, Tu 12:15 pm; alt Tu 3:30-4 pm; NBC, alt Sa 9-10 pm 3 wks in 4  
 Westinghouse, McE: CBS, M 10-11 pm; K-McL-G: CBS, W 7:30-8 pm  
 Whitehall Pharm., Bates: CBS, M-W-F 6:45-7 pm & 7:15-7:30 pm; alt Tu 7:30-8 pm  
 White Owl, Y&R: NBC, Sun 10:30-11 pm  
 Zenith, BBDO: NBC, Sa 1:15-5:15 pm approx, 10/6 & 10/27

100%  
NEGRO  
PROGRAMS

**WSOK**  
in NASHVILLE, TENNESSEE



In Sioux City you  
buy 'em at the lowest  
cost per thousand on

**KVTV CHANNEL 9**

... the station that dominates  
the rich Siouxland market  
like this:

46 of the top 50 shows  
all of the top 32 local, live shows  
34 of the top 35 network shows  
9 of the top 10 syndicated shows\*

**KVTV**  
Channel 9

A Cowles station. Under the same management as WNAX-570 Yankton, South Dakota, Don D. Sullivan, Advertising Director.

\*Source: 1956 Sioux City Telepulse survey.

LOWEST COST-PER-1000 IN COLUMBUS

**lowest  
cost-per-thousand**

in  
Columbus, Ohio

**WVKO**

cost-per-1000  
is 49% lower  
than closest rival

**WVKO**

delivers 5.4  
average between  
8 am and 5 pm

Pulse: Dec.-Jan. '56

**WVKO**  
Columbus, Ohio

Use the slide-rule  
and call Forjoe

**BMI**

"Milestones" for  
October

BMI's series of program  
continuities, entitled "Mile-  
stones," focuses the spot-  
light on important events  
and problems which have  
shaped the American scene.

October's release features  
four complete half-hour  
shows—ready for immedi-  
ate use—smooth, well writ-  
ten scripts for a variety of  
uses.

"KEEPING FIRE IN ITS PLACE"  
(Fire Prevention Week)  
October 7-13, 1956

"COLUMBUS DAY"  
October 12, 1492

"IT'S YOUR WORLD, MISTER"  
(United Nations Day)  
October 24, 1956

"HALLOWEEN PARTY"  
October 31, 1956

"Milestones" is available for  
commercial sponsorship—see your  
local stations for details.

**BROADCAST MUSIC, INC.**

NEW YORK • CHICAGO • HOLLYWOOD  
TORONTO • MONTREAL

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This index is intended as a service feature, as complete and accurate as possible; but SPONSOR cannot be responsible for changes too late to be recorded here.



Buckey Walters, platter-spinner deluxe, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano background. ONE announcement on his "Tune Time" produced 3,653 replies!

**LISTEN** the New Sound of  
**KMBC - KFRM**

The big news in Kansas City radio is the New Sound on KMBC-KFRM. By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Colonel from Peters, Griffin, Woodward, Inc. can tune you in on the New Selling Sound of KMBC-KFRM.

**KMBC of Kansas City**  
**KFRM for the State of Kansas**

**1st** in the Heart of America

IN AND AROUND  
COLUMBUS, GEORGIA

CHANNEL **4** CBS  
ABC  
**WRBL-TV**

**PREFERRED  
VIEWING\***

11-COUNTY AREA - NOV. '55

**402 of 404**

METROPOLITAN FEB. '56

**298 of 416**

\* COMPETITIVE QUARTER HOURS  
WEEKLY - - TELEPULSE

**CALL HOLLINGBERRY CO.**

# Little Rock's **POWER PACKAGE...**



# KARK-TV

Channel 4

## • POWER PREFERENCE • POWER PROGRAMMING • POWER FACILITIES

### Power Preference

Across the board, Little Rock viewers choose KARK-TV—

ARB Survey, June 1956—KARK-TV has 7 of the top 12 nighttime shows selected by Little Rock viewers—

1. Highway Patrol—KARK-TV\*
2. Your Hit Parade—KARK-TV
3. \$64,000 Question—Station B
4. Perry Como Show—KARK-TV
5. You Bet Your Life—KARK-TV
6. I've Got a Secret—Station B
7. Badge 714—Station C
8. \$64,000 Challenge—Station B
9. Lux Video Theatre—KARK-TV
10. Ed Sullivan Show—Station B
11. George Gobel Show—KARK-TV
12. This Is Your Life—KARK-TV

\*Shown during same time period on KARK-TV and station C. Combined rating scores first place. Breakdown: KARK-TV, 26.9; Station C, 19.1.

5 of the Top 5 Multiweekly Shows — Network and local, KARK-TV viewers voted for Channel 4 programming—sweeping the first five places with—

1. I Married Joan—3:00 p.m. Mon. thru Fri.
2. News Final—10:00 p.m. Sun thru Sat.
3. Queen for a Day—2:00 p.m. Mon. thru Fri.
4. Tennessee Ernie Ford Show — 12:30 p.m. Mon. thru Fri.
5. Evening News & Weather—6:00 p.m. Mon. thru Fri.

Major Share of Nighttime Audience — From 6:00 to 10:00 p.m. KARK-TV captures the largest overall share of Little Rock viewers. 62 quarter-hour firsts of 119 quarter-hours per week—the largest audience in Little Rock.

Power Preference—Power Programming—Power Facilities . . . the KARK-TV Power Package means Sales Power in Arkansas.

### Power Programming

Network and local, quality programming is increasing the already proven Pulse audience lead of KARK-TV —

NBC Television — Programming voted best by Little Rock viewers in the June 1956 ARB survey . . . and KARK-TV represents NBC's only exclusive outlet in the entire state.

Top-Rated Local Programming—Specialized local programming for everyone—from Pat's Party for the children to News Final, the program 10:00 p.m. viewers voted in the top Multi-Weekly programs in Little Rock.

### Power Facilities

KARK-TV facilities complete the power package in programming and preference —

Higher Tower-Maximum Power—KARK-TV's new tower-power package delivers your message to almost all of Arkansas.

Operating on Maximum Power—100,000 watts.

Full network color facilities.

One of the Tallest Towers in the Nation —1,693 feet above average terrain, —1,175 feet above ground.

### Little Rock Plus 44-County Coverage . . .

Now your sales message to thousands of new viewers . . . the facts inside the 100 mv/m contour —



	KARK-TV Coverage	State Total
Counties	44	75
Population	1,028,300	1,785,000
Households	289,150	503,060
Spend. Inc.	\$1,094,231,000	\$1,876,635,000
Retail Sales	805,057,000	1,399,436,000
Gross Farm Inc.	284,375,000	592,572,000

(Source: '56 SRDS Estimates of Consumer Markets)



CHANNEL 4 NBC Affiliate

Little Rock, Arkansas

Represented by

**Edward Petry & Co., Inc.**

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

# Good Spots TO BE IN...

**PULSE PROVES IT!**  
Take a look at WTVP's delivery in the booming "Land 'O' Lincoln"

**SAT. 8:00**  
Open now—preceding Lawrence Welk  
49% Share in Springfield  
48% Share in Decatur

**Thurs. 7:00**  
56% Share in Decatur  
39% Share in Springfield

**Mon. thru Fri. 5:30**  
In the heart of Mickey Mouse Club—  
45% Share in Springfield  
47% Share in Decatur  
All 5 Spots—\$150

**Wed. 7:30**  
33% Share in Springfield  
55% Share in Decatur

**HOOK TWO IMPORTANT MARKETS FOR THE PRICE OF ONE**

**SPRINGFIELD, ILL.      DECATUR, ILL.**

**WTVP**  
**DECATUR, ILLINOIS**

This is just a sampling—get more "Good Spots to be in" from The Bolling Company

# Newsmakers in advertising



**Sylvester L. (Pat) Weaver, Jr.**, has resigned as chairman of the NBC board, after a seven-year career with the company which rapidly shot him up these executive stages: v.p. in charge of programing; NBC president and NBC vice-chairman. Historically, Weaver will hold this niche in television: the creator and activator of the initial big money, big conception extravaganzas— whether it be musical (the spectaculars) the 90-minute dramatic show, based on Broadway boxoffice properties, or the great travelog technical projects, a la "Wide, Wide World." Weaver, as a pioneer, gave tv a sense of unlimited scope, flamboyant showmanship and a cause for wonder among admen "how long will NBC go on pouring out this way?"



**Oscar Katz** has been promoted to v.p. in charge of daytime programs for CBS TV. Announcement of the promotion came from J. L. Volkenburg, CBS TV president. Katz appointment was followed closely by the naming of Gilbert A. Ralston to the newly created post of director of network programs, New York, for CBS TV. Katz joined the CBS research department in 1938 and has been with that branch of the network until now. He will report to Hubbell Robinson, Jr., executive v.p. in charge of network programs. Ralston joined CBS TV in March of 1955 after five years as an independent producer.

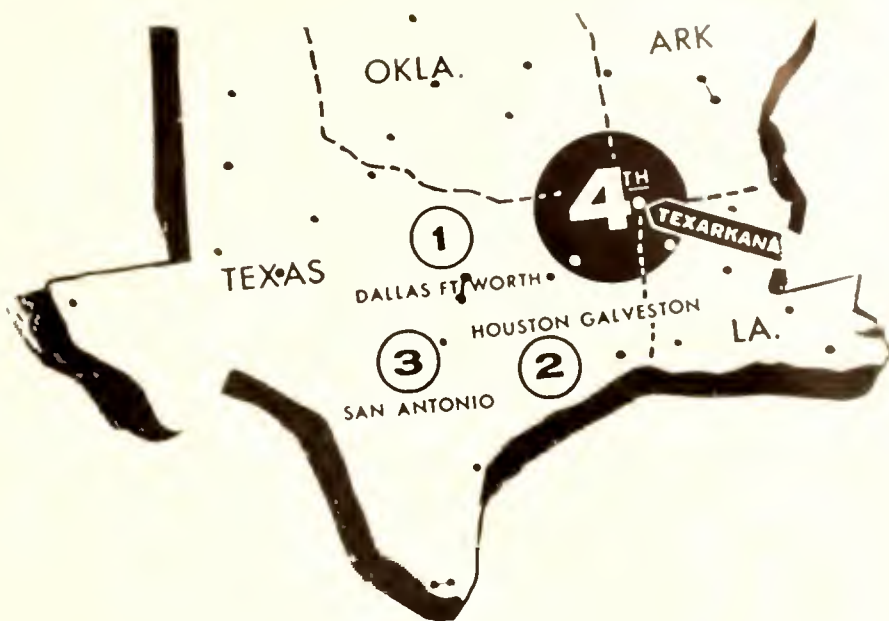


**Arthur C. Schofield**, director of advertising and sales promotion for the Storer Broadcasting Company, was elected v.p. for advertising and promotion by the company's board of directors. Lee B. Wailes, executive v.p., announced earlier this month. Schofield joined Storer in February 1952, bringing with him a diversified background in advertising and broadcasting. In the early 30's he was an artist and feature writer for the Philadelphia Inquirer and later joined the promotion department of the Crowell-Collier Publishing Company in New York.



**Tom Lewis**, formerly a writer and producer of the Loretta Young show, MGM producer and a v.p. in charge of tv and radio for Young and Rubicam, has joined C. J. LaRoche as v.p. in charge of the radio and tv department. As an independent producer Lewis has maintained offices in Beverly Hills, and will continue to have offices there. Lewis will divide his time between Hollywood and New York. In Hollywood the LaRoche tv offices are managed by Stuart Ludlum who also supervises the Walt Disney Productions and Disneyland accounts and directs LaRoche's Hollywood tv productions.

**4th  
Television  
Market  
In  
Texas**



*. . . and growing all the time!*

**165,000 SETS** NOW IN RANGE OF THE MAXIMUM POWER KCMC-TV SIGNAL

- 28,000 Sets In the Recently Designated Texarkana Metropolitan Area In Which KCMC-TV Registers 85% Total Weekly Share of Audience.
- 100,000 Sets In 26 Counties Where KCMC-TV Has 58% Total Weekly Share of Audience.
- Plus Substantial Penetration of 17 Other Counties.

**Only KCMC-TV Can Deliver this 4 State Market**

*because . . .*

- 250 Hours per Month Sponsored Network Programs
- 100,000 Watts on Channel 6
- Over 3 Years On-the-Air
- 18 Hours per Day Service
- Network Color Facilities

**KCMC-TV**

**CHANNEL 6**

**Texarkana, Texas-Arkansas**



**INTERCONNECTED**



Represented By  
Venard, Rintoul & McConnell, Inc.

Walter M. Windsor  
General Manager

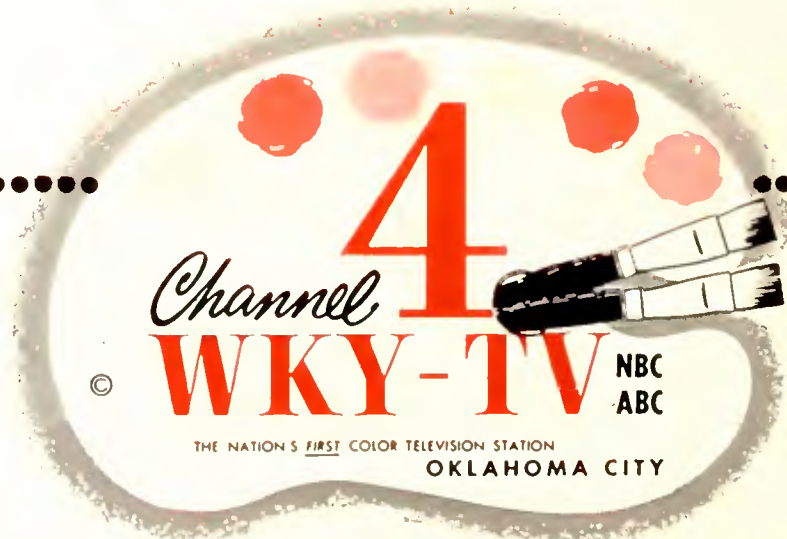
Richard M. Peters  
Dir. Natl. Sales & Promo.



*You don't have to ring doorbells  
when you advertise in Oklahoma*

**FOLKS GAVE US THEIR  
HOUSEKEYS YEARS AGO**

Owned and Operated by  
THE OKLAHOMA PUBLISHING CO.  
The Daily Oklahoman • Oklahoma City Times  
The Farmer-Stockman • WKY Radio  
WSFA-TV, Montgomery, Ala.  
Represented by THE KATZ AGENCY, INC.



## REPORT TO SPONSORS for 17 September 1956

(Continued from page 2)

### Kent steps out on Hit Parader

Lorillard's stepping up the D-day of its new Kent campaign through Y & R has all the earmarks of a competitor beating another to the punch. The obvious target is American Tobacco, which recently revealed it was putting a filter of its own on the market, supposed to be the Hit Parader. Meantime American - keeping its plans closely under wraps - had drawn up a blueprint for air testing. Lorillard anticipated this campaign by moving faster than it had originally figured. It broke its announcement 7 September that (1) the price of Kent was being cut 4 to 5¢ retail and (2) a saturation air media and newspaper campaign on this would be launched 18 September. The Kent splurge runs for minimum of 8 week, using around 120 tv and radio markets. Ranks as biggest campaign for Kent and the billings are estimated to go well over \$3 million for air and print. Kent's using a new animated commercial and new jingle. Lorillard is also reported to be readying a mentholated brand. Suggested reason for Kent's price cut: after a skyrocketing start, the filter hasn't been doing so well.

-SR-

### TvB dramatizes new daytime tv dimensions

Indications that television is girding itself for an aggressive campaign to sell daytime facilities: TvB is exposing to admen a newly developed presentation demonstrating the latest dimensions of television's daytime audience. First showing, with Oliver Treyz, TvB president, as mentor, was in Philadelphia last week. Citing Nielsen as his source, Treyz said more homes now regularly view tv in the morning alone than watched evening tv three years ago. Also in tv homes more families view daytime tv in one week than listen to all of radio, day and night. He added: "the new Nielsen comparison doesn't make radio look small; it merely puts the new dimensions of daytime tv in accurate and dramatic focus."

-SR-

### NBC upheaval affects 3 v.p.'s

Intermediate executive reshuffle at NBC affects at least 3 v.p.'s. Fred Wile, who came in with Pat Weaver, has resigned as west coast head of programs. George Frey, in charge of tv network sales, goes to SSCS as v.p. in charge of network operations. Richard A. Pinkham, in charge of programs, will resign from the network when he returns from a European vacation. Frey came to NBC 26 years ago.

-SR-

### Can pre-emption lose voters?

Agencies with political campaign clients are beginning to show a leeriness about pre-empting regularly scheduled tv shows this fall. The cause: resentment that blanketing of the three networks with convention coverage had apparently evoked among viewers deprived of their favorite shows. These agencies are now wondering whether substitution of a full half-hour political program for a high-rated commercial show is worth the price of irritating a goodly percentage of the tv audience. (See "Is blanket convention coverage an audience bust?" page 36.)

-SR-

### Poll-O-Meter needs sampling development

The Poll-O-Meter could develop into a valuable tool for tv measurement of audiences, if it solves the statistical problem of sampling procedure. The Poll-O-Meter, mounted on a truck chassis, records the oscillations of home sets while cruising a neighborhood. From these oscillations the channels tuned in are determined. For the device to be competitive with A. C. Nielsen's audimeter it is imperative that it be flexible enough to furnish accumulative audience figures.

# SPONSOR SPEAKS



## Negro radio maturity

Negro radio is one of the hardest advertising media to understand. In a sense the advertiser has to turn sociologist in order to comprehend the ways in which Negroes are different as listeners and consumers—and yet the same.

This is the fifth year in which SPONSOR has embarked on a task-force treatment of Negro radio (which is published this year for the first time as a completely separate part two to this issue).

If we could boil down the essence of what we have learned about Negro radio it would come to this:

1. The mass-product advertiser who feels he reaches Negroes via his regular advertising media is quite correct. Negroes listen to radio and tv programs of all types, read printed media of all types. But when it comes to Negro radio advertising, people who have tried it point out that they get better results per dollar spent when reaching the Negro via a medium which has an accentuated meaning to him. As one specialist put it to us, the

the Negro audience simply represents far more customers per each 100 listeners than the white audience.

2. Many mass-product advertisers may have more than average chances of selling to Negroes than they would to white listeners in the same economic circumstances. The Negro spends his dollar differently. As an example, he may be restricted to lower-income housing by social factors thus leaving him more money for other purchases.

It behooves the advertiser in every product category to carefully appraise his opportunities with Negroes by studying them as a separate market. When you consider that this is a market of 17 million people whose economic standing has risen steadily over recent years, you realize that this is no case of a fringe minority to be given passing attention.

3. When all the differences in the circumstances of Negroes have been evaluated, in the end you discover that he is not so different after all. As far as the ways in which he reacts are concerned, he cannot be sold by flash-in-the-pan gimmicks. He cannot be appealed to through corny attempts at "Negro dialect."

What is true for the white consumer today is true for the Negro. The approach must be based on reason-why, on the promise of providing a tangible product benefit.

For the advertiser who recognizes the importance of planning a sound marketing strategy among Negroes and a sound selling platform, Negro radio is a sales vehicle of dynamic character. And it is maturing in programing and sales technique.

It behooves the advertiser himself to be increasingly mature in his understanding and use of Negro radio and

it's our hope that SPONSOR's fifth Negro radio issue will be valuable in the stimulation of such understanding.

\* \* \*

## Impulses to mayhem

Did you ever get the impulse to pound on your radio or television set with a hammer? We did recently and twice in one week.

*Hammer impulse number 1:* We were driving home from the office one evening and listening to the car radio. In quick succession we heard an arresting news commentary as forthright and stimulating as anything we've read or listened to lately: an informative set of questions and answers on the election; and a report from Moscow on the insurance Russian citizens can and cannot buy. It made the drive home a pleasure. Why the hammer then?

Simply because there was all this good radio listening on the air at a time when we're not accustomed to listen: it had been going by, wasted as far as we were concerned, because nobody had sold us on listening. The programs referred to here happen to be on the NBC radio network. But on each of the networks and on hundreds of stations across the country there is radio to be found of a quality undreamed of just a few years ago.

*Hammer impulse number 2:* We watched a children's program in the afternoon. And we were shocked. The commercials were sophisticated, perhaps enough so to enthrall a roomful of art directors. But they did not speak to children. They could not have spoken to children unless since our youth the nation's kids have graduated to the level of Museum of Modern Art devotees. We wonder just how much the desire to be different is motivating some of the agencies and their clients.

## Applause

### Salon pioneering

When a company grows, as Slenderella did, from a 63-salon to an 150-salon chain in less than two years, applause is certainly indicated. But we point to Slenderella Co. and its founder and president, Larry Mack, not only for its success, but for the manner in which he capitalized creatively (via Management Associates of Connecticut) on the selling power and

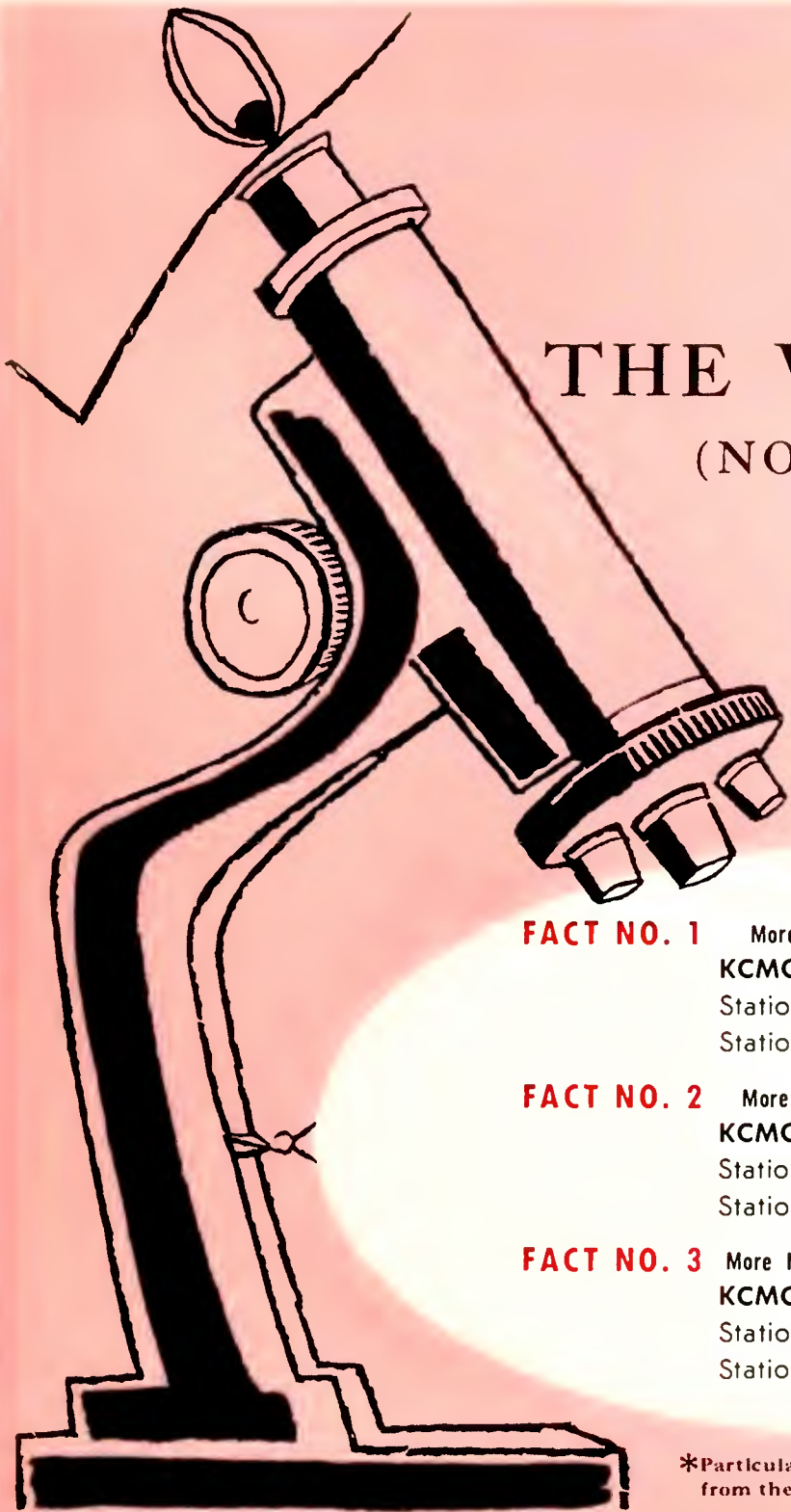
tremendous coverage of the air media.

We first visited Slenderella a couple of years ago, when the company, against the trend of the moment, put over half of its \$500,000 advertising budget into spot radio. Larry Mack applied the simple philosophy that women would listen to men where their looks were concerned and bought as many local male radio personalities to talk to women as his budget at the time would permit. This year, he plans

to spend \$6 million in radio and tv alone to increase the business in his 150 salons.

It's our feeling that Larry Mack has understood a fundamental concept of business today and we applaud him for it: The opportunities for business success in this country are as great as Mack's post-war enterprise demonstrated. But the frontiers for outstanding growth today are reached through the creative application of advertising.





# THE WHOLE TRUTH (NOT 1/2 TRUTHS)

about who's  
watching who\*  
in Kansas City

**FACT NO. 1** More ARB quarter-hour firsts for KCMO-TV  
**KCMO-TV 264 Channel 5**  
 Station B 137 As surveyed by  
 Station C 113 ARB, July 1956

**FACT NO. 2** More PULSE quarter-hour firsts for KCMO-TV  
**KCMO-TV 261 Channel 5**  
 Station B 158 As surveyed by  
 Station C 50 PULSE,  
 July 1956

**FACT NO. 3** More NIELSEN quarter-hour firsts for KCMO-TV  
**KCMO-TV 225 Channel 5**  
 Station B 137 As surveyed by  
 Station C 131 NIELSEN,  
 July 1956

\*Particularly KCMO-TV, telecasting at full power from the world's tallest self-supporting tower.



KCMO-TV . . . ONE OF MEREDITH'S BIG 4 . . . ALL-FAMILY STATIONS

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
<b>K</b>	<b>K</b>	<b>W</b>	<b>W</b>	<b>K</b>	<b>K</b>	<b>W</b>	<b>W</b>
<b>C</b>	<b>C</b>	<b>H</b>	<b>H</b>	<b>P</b>	<b>P</b>	<b>O</b>	<b>O</b>
<b>M</b>	<b>M</b>	<b>E</b>	<b>E</b>	<b>H</b>	<b>H</b>	<b>W</b>	<b>W</b>
<b>O</b>	<b>O</b>	<b>N</b>	<b>N</b>	<b>O</b>	<b>O</b>	<b>W</b>	<b>W</b>
<b>RADIO</b> 810 kc. CBS	<b>TV</b> Channel 5 CBS	<b>RADIO</b> 620 kc. CBS	<b>TV</b> Channel 8 CBS	<b>RADIO</b> 910 kc. ABC	<b>TV</b> Channel 5	<b>RADIO</b> 590 kc. CBS	<b>TV</b> Channel 6 CBS

Represented by KATZ AGENCY INC

JOHN BLAIR & CO. BLAIR TV, INC

**MEREDITH** *Radio and Television* **STATIONS**  
 affiliated with *Better Homes and Gardens* and *Successful Farming* magazines

YOUNG TELEVISION CORP.

*Welcome*



**WEHT-TV** Joins the exclusive group of top TV stations represented by

**YOUNG TELEVISION CORP.**

TELEVISION STATION REPRESENTATION

New York • Chicago • St. Louis • San Francisco • Los Angeles • Boston

HOME OFFICE: 477 Madison Avenue, New York 22, New York

# SPONSOR

## FIFTH ANNUAL NEGRO RADIO ISSUE

SPONSOR 17 SEPT. 1956

PART TWO

17 September 1956

# 40%



OF THE  
MEMPHIS  
TRADE AREA  
IS

# negro

and the only way  
to reach them is with

# INDIA

**MEMPHIS'  
ONLY  
50,000  
WATT STATION**

Represented Nationally by John E. Pearson Co.  
**TOP HOOPER AND PULSE RATED 1070 KC**

### **1** NEGRO RADIO'S MARKETING ROLE

Facts on the Negro  
market and tips on  
how to reach it

PAGE 3

### **2** THE STATUS OF NEGRO-APPEAL RADIO

Program and selling  
trends, city types  
and station patterns

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John E. Pearson Co.  
offers buyers new  
market analyses

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### **4** CASE HISTORIES OF NATIONAL ACCOUNTS

Agency and client people  
outline their methods  
of reaching Negroes

PAGE 10

### **5** CASE HISTORIES ON LOCAL ADVERTISERS

Stations report  
successes of Negro  
radio at local level

PAGE 12

**COVERS THE "GOLDEN MARKET" OF 1,230,724 NEGROES —  
NEARLY 1/10TH OF AMERICA'S TOTAL NEGRO POPULATION!**

# WDAS Philadelphia's Most POWERFUL and ONLY Fully Programmed NEGRO STATION

Ratings . . .

Each and every one of these Top Personalities

has the highest rated Negro

program in Philadelphia

(PULSE JUNE 1956)

## WDAS

The Leader . . . all day and night



Randy Dixon 6:00-9:00 A. M.



Bill Mercer 9:00-10:30 A. M.  
11:30 A. M.-1:30 P. M.



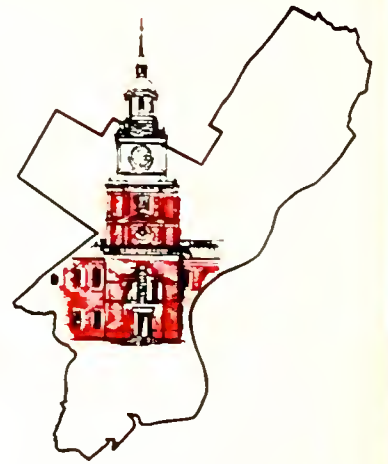
Bernice Thompson 9:30-11:30 A. M.



Mitch Thomas 1:30-4:00 P. M.



Jocko 4:00-7:30 P. M.



SOME OF THE NATIONAL AND REGIONAL USERS OF WDAS NEGRO ARE:

- BC Remedy
- Black Draught
- Camels
- Carnation Milk
- Dolcin
- Drano-Windex
- Ex-Lax
- Feenamint
- Ford
- Gillette
- Hires
- Italian Swiss Colony
- Jello
- Kreys
- Lit Bros.
- Lucky Strike
- Lydia Pinkham
- Manischewitz
- Mrs. Filbert's Margarine
- Mrs. Schlorers Mayonnaise
- Old Gold
- Ortliebs Beer
- Parks Sausage
- Pepsi-Cola
- Pet Milk
- P.S.F.S.
- Pio Wine
- Quaker Oats
- Rem & Rel
- Schmidt's Beer
- 666
- Snows Clam Chowder
- Stanback
- Strawbridge & Clothier
- Sulfur 8
- Sunbeam Bread
- Tetley Tea
- Thom McAn Shoes
- Vaseline
- John Wanamaker
- Wrigleys

## WDAS

The voice of America's third largest Negro market a population of over 600,000 brand-conscious consumers with a spendable annual income of \$100,000,000

REPRESENTED NATIONALLY BY JOHN E. PEARSON CO.



When You Buy

# WILY

Pittsburgh

It's Just Like

Buying

THE

ONLY

STATION

IN A

CITY

OF

200,000!

WILY (and ONLY WILY) serves the Pittsburgh Negro community . . .

WILY showed the biggest audience increase of any Pittsburgh station in the past 12 months.\*

WILY listeners listen longer\* and harder than listeners to any other Pittsburgh station.

Bernie Howard of STARS NATIONAL (N.Y. Phone PL 8-0555) Has the FULL STORY.

# WILY

The Station That SELLS in Pittsburgh!

John W. Kluge  
President

Ernie Tannen  
Vice-President & General Manager

1000 Watts 1080 K.C.

\*Guidepost Research

**SPONSOR** September 1956

## Negro Radio Issue

**Editor and President**  
Norman R. Glenn

**Secretary-Treasurer**  
Elaine Couper Glenn

**Vice President-Genl. Manager**  
Bernard Platt

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Now at last . . .

The ANSWER to the

# INDIANAPOLIS

## PROBLEM!

When your  
salesmanager  
says:

**"100,000 NEGROES  
in this rich market  
—is there any way  
we can reach them?"**

Now you  
can say:

# W G E E

5000 WATTS

The FIRST and ONLY  
Negro programming  
in Indianapolis

Another great Rollins  
Station, reaching  
Negroes with real  
buying power!

ROLLINS BROADCASTING, INC.

National Sales Mgr. Graeme Zimmer  
New York Office: 565 Fifth Ave. EL 5-1515  
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# **KSAN** **SAN FRANCISCO**

*delivers the Bay Area Negro Market an  
**EXTRA \$1,000,000** in daily income to*

**COMPLETE your  
S. F. BAY AREA  
coverage**

**KSAN**  
*and only*  
**KSAN**  
*has*  
*the*

## **\*PROGRAMMING**

(94%  
Negro)

## **\*PERSONALITIES**

(4 LEADING  
NATIONAL  
D. J.'s)

## **\*MERCHANDISING**

- Movie Trailers
- Direct Mail
- Point of Purchase Displays
- Taxi Cabs
- Personality Endorsements

## **\*PEOPLE**

(The Listening Loyalty  
of the Market . . .  
See Pulse, April '56)

**KSAN** **STUDIOS AND OFFICES**  
Market 1-8171 • 1111 Market Street • San Francisco, Calif.

(Owner and Operator of KSAN-TV . . . Channel 32)

*Capture this Rich EXTRA Market*

**FOR FREE  
BROCHURE: write, wire, phone**

Len Cinnamond, Manager  
or  
Stars National, Inc.



**NEGRO FAMILY** spends more for food than white family at same income level. WCIN, Cincinnati's George White with shoppers at Kroger opening

## NEGRO RADIO'S MARKETING ROLE

*BUYERS FIND NEW WAYS TO USE MASS*

*RADIO FOR THIS SPECIALIZED MARKET*



**POWER** of Negro radio is in community relations. DJ Theo Wade, WDIA, Memphis, helps crippled child into school bus. Station supplies buses, helped found first school

*Project editor: Jane Pinkerton*

**A**n increasing number of advertisers are projecting their sales messages to the Negro market via so-termed Negro radio. And the biggest gain today is among major national advertisers—the companies which make products with a general, mass appeal.

They're turning to Negro radio for very specific reasons. It gets an audience, it convinces them, it sells them. Radio inherently is the most massive of the mass media because it reaches into more homes than any other method of communication.

Negro radio, specifically designed to

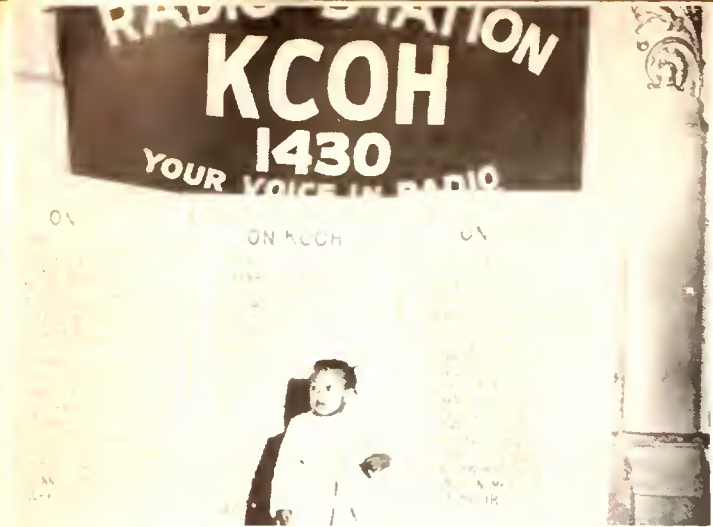
reach a market within a market, has a dual-edged advantage which advertisers are recognizing with increasing frequency—and added conviction. This dual-edged and unique advantage: being able to reach a segment of the

● *This fifth annual SPONSOR report on Negro radio is the first to be published as a separate issue, reflecting greatly increased interest in Negro radio since SPONSOR first covered this growing and vital market in its 1949 article "The forgotten 15 million."*

mass audience with mass communication techniques.

Supplemental to this marketing basic is the fact that radio offers a warmth and a personality, via the spoken word and its local performers, which are of special importance to the advertiser seeking a positive response from a specialized audience.

Yet the Negro market is a paradox. The reasons it is paradoxical are the same reasons why many an advertiser is confused as to how to advertise to the Negro market, and how to use Negro-appeal radio to sell his product.



Home Exposition display of KCOH, Houston, promotes sponsors and station to the public



The seeming inconsistency in analysis of the Negro market boils down to this: The Negro is different from the white person . . . and yet he isn't. The Negro market is a specialized market . . . yet it's also a mass market. People are people, and respond to the same appeals and are driven by the same motivations, regardless of their color.

And yet Negroes, because of their unique experience as a minority group must be approached in a tailor-made kind of way.

National advertisers, in the main, are farther removed from the feeling of the Negro community than most regional and local accounts. Geography and contact are the simple answer. Advertisers, to reach and to sell the massive Negro market, must know the difference and the sameness of that

market and consider them carefully.

An increasing number of national advertisers and, particularly, of general product advertisers, are buying radio to reach the Negro market. For many years, the national accounts making merchandise of obvious appeal to Negroes have advertised consistently and successfully via Negro-appeal radio. It's just in recent years that the automobile manufacturers, the cigarette companies, the general food products makers have started to make a specific appeal to the most specialized of mass markets—the 17 million Negroes.

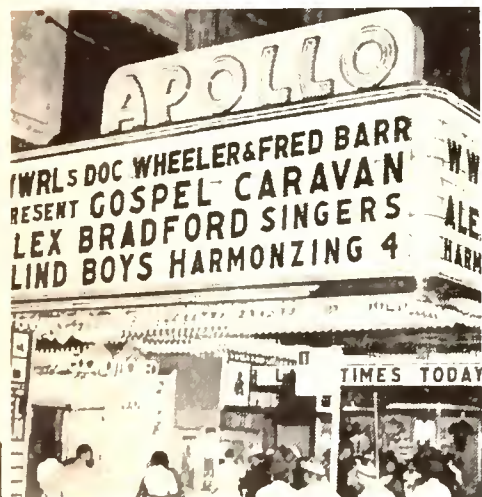
SPONSOR queried many representatives of advertising agencies and client companies, visiting executives along Radio Row in New York City and Chicago, where the buying power is

concentrated. Queried, too, were Negro marketing consultants, specialists in their knowledge of the people in the market and how advertisers can reach them.

This report is a compendium of what they had to say. Their counsel primarily concerns two subjects. The first—why the advertiser is missing a bet in not advertising to the Negro. The second—what the buyer of Negro radio can keep in mind to make that time and talent purchase most effective in moving merchandise.

The Negro is different, but it isn't his color which makes him that way. He's different because of his personal experiences, his associations and his psychology. All these factors influence such marketing factors as buying motivation, brand loyalty and product

## Radio is integrated into patterns of Negro community and its people



SRO crowds go to Harlem's Apollo for WWRL, N. Y. show

Voters in Texas pay their poll taxes to a collector in mobile unit sent to Negro neighborhoods by KNOK, Fort Worth



Sports cars, station wagon are sent out as mobile units by Mgr. Morse, KWBR, Oakland, Cal.



0 people attended 2nd  
 ersary celebration  
 ANV, Shreveport, La.

preference. They stem from the Negro's role as a member of a minority group.

Only recently has the Negro gained experience in economics, in the day-to-day practice of barter and exchange. is the way Leonard Evans puts it. Evans, a consultant to agencies and advertisers in Chicago, says this inexperience encouraged "imitation"—the process by which the naive Negro bought the same items the white people around him did.

"Many national advertisers have enjoyed these imitative sales without advertising," he says, but now "for the first time the Negro is beginning to exercise his freedom of choice." He's learning about competitive brands of the same basic quality, and he's buying them.

The Negro market can make the margin of difference between top and second position in any field, he asserts. "A slight shift of only 50,000 Negroes in the direction of Ford would have made it the leader over Chevrolet. The same is true for Budweiser and Schlitz—and any other national advertiser,"

(Please turn to page 26)

## Negro populations of 25,000 and over\*

AREA	TOTAL POPULATION	NEGRO POPULATION	% NEGRO	NEGRO PROP. TO TOTAL
<b>Total 60 areas</b>	<b>58,998,154</b>	<b>7,141,405</b>	<b>12.1</b>	<b>1 to 8</b>
<b>Over 300,000</b>				
New York	12,911,994	1,013,424	7.9	1 to 13
New York Portion	9,555,943	820,227	8.6	1 to 12
New Jersey Portion	3,356,051	193,197	5.8	1 to 17
Chicago	5,195,364	586,598	10.7	1 to 10
Philadelphia	3,671,048	480,075	13.1	1 to 8
Detroit	3,016,197	357,800	11.9	1 to 10
Washington	1,464,089	337,757	23.1	1 to 4
<b>200,000 to 299,999</b>				
Baltimore	1,337,373	265,415	19.8	1 to 5
Los Angeles	4,367,911	218,770	5.0	1 to 20
St. Louis	1,681,281	215,436	12.8	1 to 8
Birmingham	558,928	208,459	37.3	1 to 3
<b>100,000 to 199,999</b>				
New Orleans	685,527	199,527	24.0	1 to 4
Memphis	482,393	180,002	37.3	1 to 3
Atlanta	671,797	165,591	24.6	1 to 4
Cleveland	1,465,511	152,118	10.4	1 to 10
Houston	806,701	149,286	18.5	1 to 5
San Francisco	2,240,767	147,223	6.6	1 to 12
Pittsburgh	2,213,236	136,285	6.2	1 to 15
Norfolk-Portsmouth	446,200	121,854	27.3	1 to 4
<b>50,000 to 99,999</b>				
Cincinnati	904,402	95,059	10.5	1 to 10
Kansas City	814,357	87,483	10.7	1 to 10
Richmond	328,050	87,087	26.5	1 to 4
Dallas	614,799	82,922	13.5	1 to 8
Jacksonville	304,029	81,648	26.9	1 to 4
Mobile	231,105	77,591	33.6	1 to 3
Charleston, S. C.	164,856	68,268	41.4	1 to 3
Shreveport	176,547	66,361	37.6	1 to 3
Louisville	576,900	66,265	11.5	1 to 10
Indianapolis	551,777	65,010	11.8	1 to 10
Miami	242,101	64,947	13.1	1 to 8
Nashville	321,758	64,381	20.1	1 to 5
Jackson	142,164	63,888	44.9	1 to 2
Montgomery	138,965	60,952	43.6	1 to 2
Savannah	151,481	58,450	38.6	1 to 3
Tampa-St. Petersburg	409,143	56,895	13.9	1 to 8
Augusta, Ga.	162,013	55,824	24.6	1 to 3
Columbia, S. C.	170,541	53,544	31.1	1 to 3
Baton Rouge	158,236	52,262	33.1	1 to 3
Columbus, Ohio	503,410	51,636	10.3	1 to 10
Boston	2,369,986	51,568	2.2	1 to 46
Columbus, Ga.	142,565	50,462	35.4	1 to 3
<b>25,000 to 49,999</b>				
Charlotte, N. C.	197,052	49,923	25.3	1 to 4
Macon	135,043	48,219	35.7	1 to 3
Little Rock	196,685	47,131	24.0	1 to 4
Chattanooga	246,453	44,814	18.1	1 to 5
Buffalo	1,089,230	44,269	4.1	1 to 21
Beaumont-Port Arthur	195,083	44,122	22.6	1 to 5
Dayton	147,333	42,718	9.3	1 to 10
Winston-Salem	146,135	41,402	28.3	1 to 4
Raleigh	136,450	39,949	29.3	1 to 3
Fort Worth	361,253	39,674	11.0	1 to 10
Greensboro-High Point	191,057	37,264	19.5	1 to 5
Youngstown	528,498	35,006	6.6	1 to 15
Durham, N. C.	101,639	33,781	33.2	1 to 3
San Antonio	500,640	32,565	6.5	1 to 15
Wilmington, Del.	268,387	31,943	11.9	1 to 10
Greenville, S. C.	168,152	31,478	18.7	1 to 5
Charleston, W. Va.	322,072	27,061	8.4	1 to 12
Toledo	395,551	26,500	6.7	1 to 15
Akron	410,032	26,379	6.4	1 to 15
Knoxville	337,105	26,095	7.7	1 to 14
Oklahoma City	325,352	25,989	8.0	1 to 12

\*Based on U. S. Census Bureau computations, 1950



\$64,000 winner, spelling champion Gloria Lockerman, headlines Baltimore event, WEBB



*Sophisticated singer* Eartha Kitt is one of most lauded Negro performers. She's interviewed by Hal Jackson for special WLIB, N. Y., salute to Negro radio.

## NEGRO RADIO:

## ADOLESCENT

## HEADING FOR MATURITY STATIONS AND

### OF EXPANDING NEGRO MARKET AND ITS NEED FOR SERVICE

**N**egroes and Negro radio—have been around a long time. They're both getting closer scrutiny from marketers and admen these days, however.

Seventeen million Negroes, with an estimated annual income of \$15 billion, warrant a closer marketing appraisal. And Negro radio, reaching most of the people in this mass market in the course of a week, is getting a much closer advertising appraisal.

SPONSOR has tried to make this general reappraisal of Negro radio a bit easier for advertising agents and for clients. It queried 710 radio stations who reported some type of Negro programming early this year to SPONSOR's *Buyers' Guide*. The questions, more than 50 in all, were answered in time-consuming detail by 220 of these radio stations carrying programming of direct appeal to Negroes.

Some of the results of these questionnaires are detailed in the chart which begins on page 15. Others will be covered in this status report on the size and scope of Negro radio today. The specifics, in combination with the generalizations, we hope will serve as yardsticks to media men in

the measurement of Negro radio.

In both analyses, SPONSOR's editors believe generalizations, supported by specifics, can provide an index to advertiser buying and station selling. These generalizations point to one over-all conclusion: Negro Radio is far past the toddler stage. It's emerging from the nervous adolescent period to one of calm maturity.

Here's the quantitative profile of the 220 radio stations responding to the six-page SPONSOR questionnaire.

Most of the stations broadcasting Negro-appeal radio programming are independents. As the number of network hours carried decreases, the number of Negro-appeal hours increases. Station management seems to believe that the more local the character and the personality of the station, the more convincing the appeal to local groups. Many of the stations report full-time Negro programming as much as 18 hours a day every day of the week. Others, combining programming of various community appeals, will slot as little as one hour weekly.

Negro stations range in power from 250 watt to 50 kw, with the balance

concentrated in the 250 watt and 1 kw group. Some 49% of the outlets responding are 1 kw: 31%, 250 watt: 11%, 5 kw: 4%, 10 kw, and 2%, 50 kw.

The average Negro-appeal station carries 109 hours of programming weekly, of which 31.5 hours—or 28%—is directed toward the Negro audience. Of those stations reporting on the number of Negro-appeal hours which were sponsored, the average was 24 hours.

Most of these stations, as strong local operations independent of network affiliation, report the bulk of their sales to local accounts. Averages, again: analysis of those stations reporting on local, regional and national advertisers shows the typical station carries 77% of its business from local advertisers, 10% from regional accounts and 13% from national accounts. The range, of course, shows great variation. Many of these Negro-appeal stations are sold 100% to local advertisers. Others, particularly those with more power and a stronger signal reaching into a greater coverage area, will have a proportion which shows

## Local personalities are key to Negro audience gains



Jockey in action at WGES, Chicago, is Richard Stams on his *Open Door*



Two broadcast hours weekly at W, Phila., is Kae Williams' stint



Karolyn, with *Kitchen Club* on WOKJ, Jackson, Miss., outpulls Godfrey show

Brother Joe May, WLOK, Memphis, gives concert for full house



### PROGRAMS MEET CHALLENGE

50% of the business originating nationally.

The most popular type of programming in the Negro community is the disk jockey show, or some variation of it. Music is an important part of Negro life, and in many instances it takes the form of Negro spirituals or religious music programs. In almost all cases, however, Negro-appeal programming features a personality who has a strong identification with listeners.

This pattern of using a popular personality extends to all types of programming—news, homemaking, variety, chatter. The Negro responds to the appeal of a local personality even more directly and more intensively than does the white audience. Marketers use a variety of words to describe this—empathy, rapport, sympathy, identification. The advertising concept of strong identification is nothing new. But the depth and type of response, loyalty and identification seen among Negro listeners is unique.

**Qualitative areas:** It's when you get into these areas—of personality, of responsive patterns—that the emphasis

and the analysis shifts from the quantitative to the qualitative.

There's no disputing the facts that (1) there are some 17 million Negroes, (2) that about 95% of them have radios, (3) that most of them listen to radio at one time or another and that (4) many advertisers are now trying to sell their goods and services to this particular market. The two plus two equals four is easy to figure.

After this premise, however, come such questions as:

Why do Negroes listen? Why do they buy—or not buy? How do you reach them? How do you know they represent an important sales target in a given community? How much money do they have to spend?

Only generalizations will serve here. Each market differs, as does each radio station and each listener.

Here are some of the over-all trends in Negro radio which SPONSOR has found predominant in its study of the medium.

Negro-appeal radio stations are developing their own personalities.

It's old hat that people respond to that with which they associate them-

selves. But it's a newer hat among many radio stations which want to reach particular segments of their total listening audience or which want to concentrate on only one segment.

Ernie Tannen, v.p. and general manager of WILY, Pittsburgh, puts it this way:

"One of the greatest weaknesses on radio today is the anonymity of most stations. Everybody is going music and news, yet the music is the same and the news is the same on most stations. As a result, many stations are tuned in—but few are listened to.

"But this is certainly not the case in Negro radio. I have suggested to one of the major rating services that they attempt to measure the degree of listening intensity. They told me this was impractical, though I don't think it is."

The type of listening intensity, and personal identification which means audience and sales is epitomized by the acknowledged pace-setter in Negro radio, WDIA, Memphis. Since 1948, WDIA has broadcast a full schedule to and for Negroes only. It hires only Negro talent, including announcers and

Easter parade in Baltimore, with fashion contest, was WSID event



Fans greet Hoppy Adams, WANN, Annapolis, at site of Carrs Beach remote



Boy Scouts cite Hilda Simms, Ladies Day commentator, WOV, N. Y., for Harlem fund effort

disk jockeys as well as live and recorded vocal and instrumental soloists, quartets, groups and bands.

As an example of its tune-in: A typical Pulse survey shows the station with 69 firsts, two seconds and one fourth out of a total of 72 quarter-hours from 6 a.m. to midnight, reports Manager Bert Ferguson. He sees this tune-in as a direct result of the station having developed its own local personality. It has become a part of the local Negro community, and to gain this position—as well as to enhance it—WDIA sponsors Little League baseball team, a Negro Mardi Gras and many other community events which improve the lives of its Negro listening audience.

Ferguson reports on a typical WDIA Goodwill project, and its outcome.

"A little crippled girl went to school for the first time in her life last September. She was retiring, shy, had no confidence in her ability, and little reason for optimism about the future. After being carried into the WDIA Goodwill bus by one of our air personalities four times a day for several weeks for the ride to school and back, she was a completely different young lady with a bright smile, a warmth for people and with a glow of optimism which had been nowhere in evidence before. Picture for a moment the mother of that child, multiply that by dozens of others also effected by this

program and you will have some conception of the tremendous impact all this has had."

Despite its dominance in the total Memphis radio market, WDIA attracts an estimated 90 Negroes in every 100 listeners. At any given time, some 200 accounts use the station's facilities, of which 45% represent national business, 45%, local and 10%, regional.

**Have Negro programing:** The amount of Negro-appeal programing is on the rise.

Most stations report the number of hours in which they program to Negroes is steady or increasing.

If it's steady, the biggest reason is because schedules are already filled! If such programing is increasing it's because station management realizes the potential of the Negro market and is servicing it in response to advertiser interest.

WNOK, Baton Rouge, La., reports that in 1953 and 1954 its programing was 50% hillbilly and 50% Negro, whereas today the balance is 85% Negro and 15% hillbilly. Some 99% of its programing is disk jockey, and 75 of its 90 weekly broadcast hours are directed to the Negro audience.

Programing at KPRS, Kansas City, Mo., typifies the schedule which remains on a steady plateau. The reason: the daytime-only station has a limited number of hours in which to

program. Yet it's a 100% Negro-appeal station for the 84 hours it is on the air every week. Its manager Edward H. Pate, reports the city is becoming integrated.

And he characterizes the Negro community in all parts of the country: "What *was* last year is not true *today*." The Negro market is an ever-changing one.

Jack R. Howard, commercial manager of KGKO, Dallas, agrees. "We are completely satisfied with our Negro programing. Not only is it profitable and growing, but it is an easily handled program requiring none of the vast preparation one sometimes encounters in regular programing."

He cites the power of a local Negro personality, who can have the ability "to clown with the best but still maintain the dignity that the Negro audience in our area prefers."

Music hits the jackpot among Negro listeners.

Typical of all-Negro-appeal stations is WJLD, Birmingham, Ala., which emphasizes music programing. It's atypical, however, in that its entire schedule of 132 hours weekly is Negro programing and 91% of this programing involves some kind of music.

Some 40% of its program schedule features a disk jockey spinning rhythm-and-blues and popular music; 17% presents a disk jockey in spiritual and

(Please turn to page 29)



**NEW STUDY:** Dick Allen, l, sls. dev. mgr., John E. Pearson Co., previews Negro market survey before, l to r. Owner John Pearson; Herb Stott, med. dir., Harry B. Cohen agency, N.Y.C.: Bob Kelly, Cohen t.b.: R. F. Henze Jr., JEPSCO v.p.

### 3 SELLING TREND

## SIGNPOST ON ROAD TO MATURITY

*NEWEST MOVE IN THE RADIO INDUSTRY TOWARD COLLECTION OF BASIC MARKET DATA FOR BUYERS IS MADE BY PEARSON STATION REP FIRM*

**T**he buying and selling techniques of Negro radio are maturing as the Negro market itself matures. Buyers and sellers are becoming more professional, and their work is more interrelated as they comprehend the growth and the stature of the market which encompasses 17 million Americans.

One of the more overt manifestations of this maturity is the surging interest in market data. Radio station management people, station representatives, agency personnel and clients—all are more conscious of the need for market data. They're hungry for it.

One of the biggest—and most recent moves—in the direction of appeasing this marketing hunger is being taken by the John E. Pearson Co. sta-

tion representative firm. Under the direction of Pearson at New York headquarters, the firm is launching two Negro-radio projects which will feed market-hungry buyers.

First, it is completing an all-encompassing presentation of the national Negro market, with specific county-by-county data. Second, it is readying a package sales plan by which the 13 Negro-appeal radio stations represented by JEPSCO will be purchased by a national advertiser with one contract. The one buy, says Pearson, would gain a potential audience of 43.7% of the Negro population.

The over-all presentation provides measurement of the Negro market and, by indirection, measurement of a large

portion of Negro radio. This study is based on research compiled by Sam Fitzsimmons, a New York consultant on the Negro market.

It will be shown to advertising agencies and advertisers, and the information from it will be available to agency and client executives without charge. The basic Negro market data includes the following:

1. A U.S. county outline map showing the Negro population in counties with 500 or more Negroes.

2. An overlay map showing the top 52 retail trading areas in terms of Negro population.

3. Overlay map showing the coverage of the 13 JEPSCO Negro stations.

*(Please turn to page 41)*

# HOW NATIONAL CLIENTS USE NEGRO RADIO

*EVER-WIDENING RANGE OF NATIONAL ADVERTISERS IS BUYING*

*RADIO TAILOR-MADE TO THEIR NEGRO MARKET NEEDS*

*SPONSOR talked with agency and client people in the nation's two biggest buying centers, New York and Chicago, to find out why they use Negro-appeal radio and how they use it. The following summaries present the contrasting radio advertising techniques of soft and hard goods, small and large manufacturers, general and specialized-appeal items. All have one goal: to sell merchandise to members of the Negro community via radio.*

**Food product:** Quaker Oats, Chicago, for its Aunt Jemima Family Flour, has purchased Negro-appeal radio for more than five years—and every year its advertising appropriation has been increased. Today, Clinton E. Frank agency, Chicago, which services the Aunt Jemima account, buys announcement schedules in 35 markets, an increase from the 25 carried last year.

Jack L. Matthews, media director of the agency, explains the buying philosophy this way:

“Negroes consume about twice as much flour as do whites. Why? For one thing, it's economical, and it's less of an investment for them to make their own biscuits than to use a prepared mix. Negroes, generally, eat more starches and in a variety of forms than whites do.

“We use local personalities, because local performers are even more important to Negroes than to whites. These local personalities have more influence, proportionately, among

most members of a minority group.”

Some of the Quaker Oats principles for buying Negro market radio:

- Buy in “sufficient quantity.” in this case a combination of five- to 15-minute programs supplemented by announcements.
- Concentrate the advertising emphasis on Thursday and Friday before weekend shopping.
- Maintain 52-week schedules on all stations, and add stations for the heavy season from September through March.
- Buy daytime radio, preferably early-morning, because in one out of three Negro families both the husband and the wife work.
- Use a copy platform rather than “a cold, hard script” so that the personality can adopt the outline to his own “inimitable style.”
- Use an on-the-air signature, which in Quaker Oats' case is an original jingle with colored audience appeal. This is used in conjunction with all announcements and programs to identify the flour.

Insistent on buying in sufficient quantity, Matthews says “if we don't have enough money to buy good schedules in three markets, we put all the money in one market.”

Most of Quaker Oats' five-, 10- and 15-minute program segments are spotted in gospel or spiritual programs. “They are the most productive for us,” says Matthews. “Rock-and-roll isn't good for a flour product be-

cause it tends to attract a lot of teenagers. That's the same reason we don't buy nighttime. These music shows at night pull a big audience, but it's composed of too many kids. In addition, women just aren't flour-minded at nighttime!

“All in all, we avoid a lot of pat rules. We move with the market, and with the local need. Our jingle, for example, which might be described as a sort of spiritual rock-and-roll number, is fabulous! It comes in 30- and 60-second variations. We'll use it alone or in combination with a live announcement by a personality on our shows.”

**Coffee:** Thomas J. Webb Coffee, a regional account headquartering in Chicago and serviced by the Arthur Meyerhoff agency there, concentrates most of its advertising in the greater Chicago metropolitan area.

It has used Negro radio since early this year. As a result of its intensive saturation announcement schedules in Chicago, it is doubling its Negro radio advertising appropriation this fall. The schedule: a total of 111 minute commercials weekly on six stations, WAIT, WAAF, WGES, WOPA, WBEE and WSBC, with provision for dealer mentions.

The radio schedule is backed up with special in-store demonstrations in such key chains as Sears, Roebuck and Co.'s retail food stores, the Hillman  
(Please turn to page 42)



Hundreds of national and regional accounts are investing heavily in Negro-appeal radio. Represented in pictures at 1, from the top—Winston cigarettes buys Ed Cook, "Nassau Daddy" at WLOU, Louisville. Pet Milk gets a WDAS, Philadelphia display and lots of traffic at booth manned by top station personality. Advertisers on WDIA, Memphis, get product exposure before 75,000 people every year who watch stage event such as talent search contest. Promotion boost goes to WMRY, New Orleans, sponsors with prominent listings in booth at Negro State Fair. See partial list of Negro market advertisers below.\*

## National-regional accounts on Negro radio



- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>A &amp; P</li> <li>Act-On</li> <li>Adam Hats</li> <li>Admiral</li> <li>Alaga Syrup</li> <li>A'faeze</li> <li>All</li> <li>Almond Joy</li> <li>Amco Fence</li> <li>American Beer</li> <li>American Express</li> <li>American Income Insurance</li> <li>American Meat Institute</li> <li>American Sheep Producers</li> <li>American Snuff</li> <li>Anacin</li> <li>Antler Brand Salmon</li> <li>Apex Hair Products</li> <li>Aqua Filter</li> <li>Arrow 77</li> <li>Artra Skin Tone Cream</li> <li>Ashley Sewing Machine</li> <li>Aunt Jemima Flour</li> <li>Bacco Wine</li> <li>Bake Rite Shortening</li> <li>Barkers Life &amp; Casualty</li> <li>Bardahl</li> <li>Bardenheir Wine</li> <li>Barton's Dyanshine</li> <li>Bathrltis</li> <li>Bayer Aspirin</li> <li>B. C. Remedy</li> <li>Bell Telephone</li> <li>Bendix</li> <li>Bef Mor Cured Meats</li> <li>Big Seven Cold Remedy</li> <li>Birdseye Frozen Foods</li> <li>Blue Bonnet Margarine</li> <li>Blue Jay</li> <li>Bond Bread</li> <li>Borden</li> <li>Braumeister Beer</li> <li>Breast O'Chicken Tuna</li> <li>Brew 102</li> <li>Broadway Packing Co.</li> <li>Bruce Wax and Polish</li> <li>Bruton Snuff</li> <li>Bubble-Up</li> <li>Budweiser</li> <li>Buick</li> <li>Burger Beer</li> <li>Busch Lager</li> <li>Cadillac</li> <li>Calo Dog Food</li> <li>Caloric</li> <li>Calotabs</li> <li>Calumet Baking Powder</li> <li>Camel Cigarettes</li> <li>Cameo Starch</li> <li>Canada Dry</li> <li>Cannon Products</li> <li>Carling's Beer</li> <li>Carnation Milk</li> <li>Carters Little Liver Pills</li> <li>Castoria</li> <li>Cavalier</li> <li>Certo</li> <li>Champale</li> <li>Charles Antell</li> <li>Charter Finance Co.</li> <li>Chase &amp; Sanborn Coffee</li> <li>Cheer</li> <li>Chesterfield</li> <li>Chevrolet</li> <li>Chevy Ala Beer</li> <li>Chicago Metropolitan Insurance</li> <li>China Doll Products</li> <li>Chooz</li> <li>Cloverleaf Milk</li> <li>Coca-Cola</li> <li>Coleman Finance Co.</li> <li>Colgate Dental Cream</li> <li>Colonial Bread</li> <li>Contadina</li> <li>Continental Trailways</li> <li>Copeland Sausage</li> <li>Country Club Beer</li> <li>Crawford Clothes</li> <li>Creomulsion</li> <li>Cre-ozets</li> <li>Cresyl 110 Gasoline</li> <li>Crisco</li> <li>Crosley</li> <li>Dazzle Bleach</li> <li>d-Con</li> <li>Deep Magic</li> <li>Dil Mist</li> <li>Dixie Beer</li> <li>Doanes Pills</li> <li>Domino Sugar</li> <li>Dr. Caldwell's Laxative</li> <li>Dr. Pepper</li> <li>Dr. Pierce's Golden Med. Disc.</li> <li>Dodgo Dealers</li> <li>Donovan Coffee</li> <li>Double-Cola</li> <li>Dulany Frozen Foods</li> <li>Ebony Magazine</li> <li>Edelweiss</li> <li>Erskine's Triple A</li> <li>Eso Standard Oil</li> <li>Ex-Lax</li> <li>Falstaff Beer</li> <li>Farm Crest Bakeries</li> <li>Faultless Starch</li> <li>Feanamint</li> <li>Firestone Products</li> <li>Florsheim Shoes</li> <li>Flor De Melba Cigars</li> <li>Fluffo</li> </ul> | <ul style="list-style-type: none"> <li>Folgor's Coffee</li> <li>Ford Dealers</li> <li>4-Way Cold Tablets</li> <li>Frankenmuth Beer and Ale</li> <li>Frosty Morn Meats</li> <li>Full-O-Pep Foods</li> <li>Garrett Snuff</li> <li>Gillette</li> <li>Gladiola Biscuits</li> <li>Gloss 8</li> <li>Godchaux Sugar</li> <li>Goebel Beer</li> <li>Goetz Country Club Malt Liquor</li> <li>Gold Medal Flour</li> <li>Good Luck Margarine</li> <li>Grand Prize Beer</li> <li>Greenwood Packing Co.</li> <li>Gretz Beer</li> <li>Griesedieck Beer</li> <li>Gulf Oil</li> <li>Gunther Beer</li> <li>Hadaol</li> <li>Halo</li> <li>Happyvale Flour</li> <li>Hebrew National Wine</li> <li>Heat</li> <li>Helz Baby Food</li> <li>Hills Brothers Coffee</li> <li>Hires</li> <li>Holsum Sunbeam Bread</li> <li>Hoyt Sullivan's Hair Products</li> <li>Huber's Bread</li> <li>Hubig Pies</li> <li>Hudepohl Beer</li> <li>Hunt's Foods</li> <li>Ice Follies</li> <li>Illinois Bell Telephone</li> <li>Independent Insurance</li> <li>Instant Sanka</li> <li>International Harvester</li> <li>Italian Lines</li> <li>Italian Swiss</li> <li>Japaco Meat Products</li> <li>Jarrels</li> <li>Javar Coffee</li> <li>Jax Beer</li> <li>Jell-O</li> <li>Jewel Shortening</li> <li>Jitney Jungle</li> <li>J &amp; J Back Plasters</li> <li>Johnson &amp; Johnson</li> <li>Kellogg Corn Flakes</li> <li>K &amp; K Tonic</li> <li>Karo Syrup</li> <li>Kilpatrick's Bread</li> <li>Kool-Aid</li> <li>Kraft Mayonnise</li> <li>Krey Packing</li> <li>Kroger Stores</li> <li>L &amp; M</li> <li>Ladco Syrup</li> <li>Ladies' Home Journal</li> <li>Lance Inc.</li> <li>Lanolin Plus</li> <li>Larieuse Hair Coloring</li> <li>Lava Soap</li> <li>Life Magazine</li> <li>Lighterust Flour</li> <li>Lincoln-Mercury</li> <li>Log Cabin Syrup</li> <li>Lone Star Beer</li> <li>Lucky Lager Beer</li> <li>Lucky Strike</li> <li>Lydia Pinkham</li> <li>Luzlanne Coffee</li> <li>Madera Wine</li> <li>Maine Sardines</li> <li>Mama's Cookies</li> <li>Mann's Potato Chips</li> <li>Manischewitz Wine</li> <li>Margo Wines</li> <li>Mason Root Beer</li> <li>Maxwell House Coffee</li> <li>Medigum</li> <li>Mercury Gasoline</li> <li>Mid Florida Gas</li> <li>Midwest Milk</li> <li>Miller High Life</li> <li>Monarch Sewing Machine</li> <li>Mounds</li> <li>Mrs. Filbert's Margarine</li> <li>Muntz Television</li> <li>Muriel Cigars</li> <li>Murine</li> <li>Nadina Bleaching Cream</li> <li>National Bohemian Beer</li> <li>Nehi</li> <li>Nesbitt Orange</li> <li>Nescafe</li> <li>New York Telephone Co.</li> <li>North Carolina Mutual Insurance</li> <li>Nu-Maid Margarine</li> <li>Nu-Soft</li> <li>Obelisk Flour</li> <li>O'Connor Coffee</li> <li>Octagon Detergent</li> <li>Old Gold</li> <li>Old Judge Ice Tea</li> <li>Omega Flour</li> <li>Oregon Fruit Growers</li> <li>Oertel's 92 Beer</li> <li>P &amp; R Macaroni</li> <li>Pabst Beer</li> <li>Packard Dealers</li> <li>Pal Blades</li> <li>Pall Mail</li> <li>Palmer's Skin Success</li> <li>Pamper Shampoo</li> <li>Pan Am Gas and Oil</li> </ul> | <ul style="list-style-type: none"> <li>Paper Mate</li> <li>Parker House Sausage</li> <li>Parks Sausage</li> <li>Patrick Henry Ale</li> <li>Pearl Beer</li> <li>Pepsi Cola</li> <li>Pepto-Bismol</li> <li>Perkerson's Flour</li> <li>Pet Milk</li> <li>Peter Paul</li> <li>Petri Wine</li> <li>Petrolane Gas</li> <li>Philadelphia Coke</li> <li>Phlco</li> <li>Phillip Morris</li> <li>Phillips Petroleum</li> <li>Plymouth Dealers</li> <li>Plymouth Mutual Insurance</li> <li>Pontiac</li> <li>Powerhouse Candy Bars</li> <li>Premium Saltine Crackers</li> <li>Pride of Illinois Corn</li> <li>Prince Albert</li> <li>Purex Bleach</li> <li>Pyro Anti-Freeze</li> <li>Pyrofax</li> <li>Quaker Oats</li> <li>Quality Clothes</li> <li>Quick Elastic Starch</li> <li>Ralston Purina</li> <li>Reader's Digest</li> <li>Real-Kill Insect Spray</li> <li>Red Cross Beans</li> <li>Red Cross Macaroni</li> <li>Reddi-Wip</li> <li>Red Star Flour</li> <li>Regal Beer</li> <li>Regal Shoes</li> <li>Regent Rice</li> <li>Rcm</li> <li>Rheingold Beer</li> <li>Rinso</li> <li>Robin Hood Flour</li> <li>Roller Champlon Flour</li> <li>Roma Wine</li> <li>Royal Crown Cosmetics</li> <li>Royal Finance</li> <li>Rybutol</li> <li>SSS Tonic</li> <li>Safeway Food Stores</li> <li>Salem Cigarettes</li> <li>Sal Hepatica</li> <li>Schaefer Beer</li> <li>Schaeffer's Bread</li> <li>Schlitz Beer</li> <li>Scott's Emulsion</li> <li>Seaboard Finance</li> <li>Seven-Eleven Stores</li> <li>Seven-Up</li> <li>Shell Oil</li> <li>Silver Dust</li> <li>Sinclair Refining</li> <li>666 Cold Remedy</li> <li>666 Malaria Remedy</li> <li>Slim Magic</li> <li>Snow's Clam Chowder</li> <li>Southern Bell Telephone</li> <li>Spearmint Beer</li> <li>Squirt</li> <li>SSS Tonic</li> <li>Stag Beer</li> <li>Staley's Sta Puff</li> <li>Staley Starch</li> <li>Starback</li> <li>Star Gasoline</li> <li>Star Kist Tuna</li> <li>Starling Meat Products</li> <li>Star Provision Packers</li> <li>Stroh's Beer</li> <li>Sulfur-8</li> <li>Sunbeam Bread</li> <li>Sunkist Growers</li> <li>Super Suds</li> <li>Sure Jell</li> <li>Swamp Root</li> <li>Sweet Peach Snuff</li> <li>Swift's Jewel Shortening</li> <li>Tangee Lipstick</li> <li>Tappan Gas Ranges</li> <li>Taysteo Bread</li> <li>Tetley Tea</li> <li>Tide</li> <li>Tip Top Bread</li> <li>Thom McAn Shoes</li> <li>Thomas Bon Ton Welners</li> <li>Top Snuff</li> <li>Top Value Trading Stamps</li> <li>Trop-artie Motor Oil</li> <li>Tube Rose Snuff</li> <li>20 Grand Ale</li> <li>Vaseline Hair Tonic</li> <li>Vaseline Petroleum Jelly</li> <li>Viv Lipstick</li> <li>Webb Coffee</li> <li>Westinghouse</li> <li>White Cross</li> <li>White Lily Flour</li> <li>White Shield Insurance</li> <li>White Tulip Flour</li> <li>Wildroot</li> <li>Wilen Wine</li> <li>Wilson Milk</li> <li>Winston</li> <li>Wish Bone Salad Dressing</li> <li>Wonder Bread</li> <li>Wriqley's Spearmint</li> <li>Zippy Liquid Starch</li> </ul> |
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\*Reported by radio stations as a cross-section of accounts

# LOCAL-LEVEL PROOF OF PERFORMANCE

*FULL GAMUT OF ADVERTISERS SCORES LOCAL SALES SUCCESSES  
WITH PURCHASE OF NEGRO-APPEAL RADIO SCHEDULES*



**Bradford Tire's** Art Grant, left, checks copy points with WAOK, Atlanta, DJs



**Jax beer** buys Tony Davis, KGKO, Dallas, who holds Ph. D. degree in humanities



**Line-up** for Discounts Inc. sale event resulted from WILY, Pittsburgh, schedule

*Whether it's selling slacks, furniture or cosmetics, radio at the local level reaches the Negro market and sells them. SPONSOR has collected a cross-section of case history reports which typify the impact and effectiveness of Negro-appeal radio advertising. These reports cover many types of products and services in all price ranges. They point to one conclusion: whether it's a national spot account or a local-level business firm, there's impact at the point of purchase.*

**Slacks:** A baseball game broadcast sold 76 pairs of slacks for Rex the Tailor in Houston. The Giant-Dodger game was aired on Houston station

KCOH at the beginning of summer, with Rex commercials spotted at each half-inning. In response to its radio special on slacks, Rex received 150 phone calls. Over 50% became sales.

**Jewelry:** Analysis of its advertising costs over a four-month period has convinced Hurst's Diamond Shop, Kansas City, of the effectiveness of local station KPRS. Said Alvin Hurst: "Our sales records show that KPRS advertising has brought in more new customers than all other media we use. Percentage-wise, our cost of advertising has fallen from 12.5% to 5.2%. Dollar-wise, not only has our cost decreased, but our sales volume has increased steadily. In all the years we

have been in business, our advertising dollar has never done so much for us."

**Autos:** After a local automobile dealer tested KNOK, it reported the following results from the Ft. Worth-Dallas station: Usually, Porter Pontiac sold two cars per month with its standard ad schedule. However, with the addition of a regular announcement scheduled on KNOK, nine cars were sold the first month to Negroes. Seven were the expensive Star Chiefs.

**Apparel:** Four one-minute Sunday announcements resulted in more than \$1,000 in sales of church choir robes and suits. Sponsor was Solomon's, Inc., of Baltimore. Agency was Gus



Berle, which placed the schedule on Annapolis outlet WANN. In speaking of results, Berle says: "Our client, Solomon's, using WANN with a moderate spot schedule, has consistently pulled inquiries and sales from Baltimore, Annapolis and the Eastern shore of Maryland. In one week, Solomon's recorded more than \$1,000 in sales on clerical garments, choir robes and suits—nearly half of the total men's wear volume for that week."

**Tires:** Bradford Tire Co., a Seiberling tire dealer in Atlanta, Ga., had been using standard copy supplied by Seiberling in its radio appeal to the Negro market. Sales had been steady, but WAOK, Atlanta, felt they could be

tured the station's two Negro disk jockeys. As a direct result of the drive, General Wholesale experienced what the client calls a "huge success," selling "thousands of cases" at an advertising cost of only five cents per case of beer.

**Insurance:** Over one weekend, Full Coverage Insurance Co., of Birmingham, Ala., ran an announcement promotion to increase its policy writing. Station was WBCO, Bessemer, Ala. Don R. Orr, of Full Coverage, reports these results: "During a three-day period, as a direct result of this advertising on WBCO, using no other advertising media, we wrote over 100 policies, and more come in every day."

Sales had "always been good." However, after a copy change, C. Howard Allison of O.K. said: "We had the best Saturday and Monday business we ever had. We have had customers whom we have never seen before drive in for tire recapping and new tires. Some of these folks came from other counties as a direct result of the announcements." This was the company's only advertising.

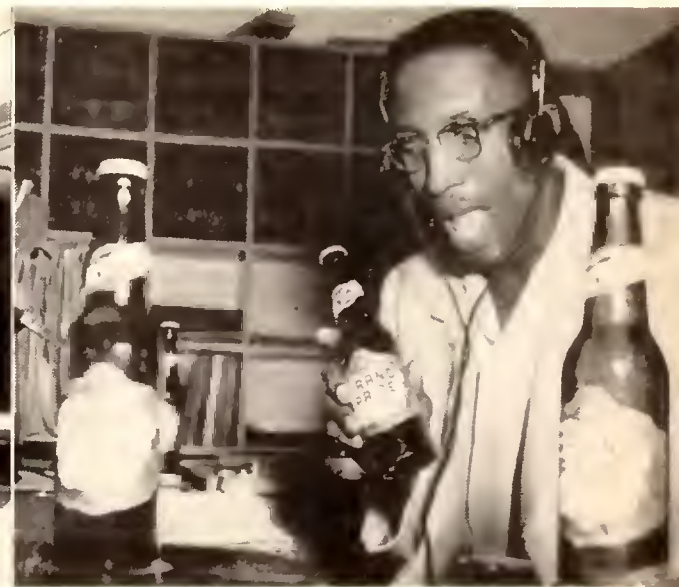
**Farm:** In 1952, a young man from Arkansas walked into WDIA, Memphis, with a product called Cotton Picker's Friend—a preparation for use on the hands to reduce damage to the fingers and to make cotton picking easier. It was a seasonal product.



**Moon Pies** go to Sid Wood fans at WMFS, Chattanooga picnic and fish fry for listeners



**Lincoln-Mercury** dealer in Miami Beach signs for Mr. Butterball, 260 $\frac{3}{4}$ -lb WBM star



**Grand Prize** beer brings ahs from Ray 'Diggie-Doo' Meaders, WXOK, Baton Rouge

higher. Cooperating with the company, station staffers devised a tailor-made jingle for a new type campaign. Copy utilized direct selling know-how with past experience in radio pull. The first month of the jingle saw sales rise by \$4,000—directly attributable by the client to the commercials. In the first 15 days of the second month, "dog days for most tire companies," radio's direct leads resulted in a sales increase of \$4,300.

**Beer:** To introduce its Golderest 51 Beer to the Augusta, Ga., Negro market. General Wholesale Company Distributors placed two programs and eight announcements on WAUG. Shows were 15 minutes each and fea-

**Hair preparation:** To introduce its new hair preparation to the Negro market, Hoyt Sullivan Products chose one means of advertising: a 15-minute evening program on WBML, Macon, Ga. Show was aired at 8 p.m. Monday through Friday, under the title, *Songs of Faith*. Said one variety store proprietor in the area: "Hoyt Sullivan Products has been the fastest moving product I've ever put in my store." The client continues to use the station as only ad vehicle in the market.

**Tires:** Change of copy once again proved a sales booster for a company. O.K. Rubber Welders, Charlotte, had been running multiple spot announcements daily on WCGC, Belmont, N. C.

The first year, he spent only \$100 for advertising on the station. The next fall he returned with a \$150 budget, stating he was using some smaller radio stations as well. The third year, he spent \$225 for WDIA advertising. In 1955, he spent \$350 on the Memphis outlet exclusively. And recently, he was back with a 1956 budget of \$500 for the one station. He reported that even though he employs no salesman, he had gained distribution where he hadn't expected it.

**Cleaners:** One Hour Cleaners, of Charlotte, N. C., had been running in the red for a year. Owner Bill Anderson had used a limited schedule of two announcements per week on

WGIV, Charlotte, during this time. Last spring, Anderson decided to try "all-or-nothing" and increase his announcements. He upped the schedule to 28 commercials weekly, 10 of which were aired on Sunday morning. Within four weeks, he had paid off \$5,000 in back bills and for the first time in five years, One Hour Cleaners was operating in the black. Anderson has maintained a weekly 28-announcement schedule. He uses no other advertising.

**Furniture:** In writing to station WHAT, Arnold Horn of Family Furniture Co., Philadelphia, said: "Our accountants have recently analyzed our advertising expenditures and have submitted the following information: Our

the storm repair service offered by M. Lifsher. S. Lawrence Rothman of Lifsher's agency, Rothman & Gibbons, had this to say: "Our client received over 40 telephone calls. We couldn't possibly ask more than that."

**Hats:** Sam Bonart, a store specializing in uniforms for servicemen, had been airing announcements on WMRY, New Orleans, for several weeks. Harry Lopp, company liquidator, commenting on the radio's success, added: "This past weekend, the unbelievable occurred. Using 10 announcements Sunday and 10 on Monday, we sold 868 hats in less than three days. This is what I call an amazing result."

**Automotive:** A Bennettsville, S. C., storeowner reports that his business has tripled since he began using radio consistently 18 months ago. The Tire Co., a Goodyear franchise store handling appliances, power tools, toys and automobile accessories, uses a minimum of two announcements nightly six nights a week on WBSC. In spring and fall, when income is highest, the Tire Co. buys an additional 15 minutes of time on Fridays.

**Magazine:** *Ebony* Magazine has been successful in garnering subscriptions through many radio stations, three of which are WEBB, Baltimore; WJLD, Birmingham, Ala., and KATZ, St. Louis, Mo. Allan Marin & Associates is agency for the national publication. In the words of Allan Marin: "*Ebony* is now on 83 stations all over the United States. Orders are being produced by these stations at the rate of 1,200 to 1,500 a day, which is a phenomenal return, particularly during the summer months."

In the campaign, WEBB has been airing 36 announcements per week at \$189. The schedule has produced an average of 250 orders per week for five-month subscriptions, representing a 1,000-family increase in subscribers since initiation of the campaign in the Baltimore area.

At the same time, WJLD has produced 2,242 orders for *Ebony* at \$1.00 each. These sales cover a 24-day period in the Birmingham market.

And in the St. Louis Negro market, *Ebony* has increased circulation more than 33.3% by using a saturation announcement schedule on KATZ. In 10 weeks, the station has produced 4,568 orders.

**Fish:** When Cannarella Fish Market, of Columbia, S. C., ran a series of announcements on WOIC of that city, it expected to move about 100 pounds of fish. However, R. E. Floyd, owner of the market, reports that 600 pounds of fish went to 400 waiting customers the morning of the announcements. Says Floyd: "Not only did our sales increase, but we gained new customers as well."

**Furniture:** O'Neil-Helmy Furniture, of Miami, purchased a schedule of 10 announcements per week on WMIE of the same city. No other media were used. At the end of a year, the company found that the radio commercial lineup had produced a sales increase of almost 20%.

**Autos:** In 1953, Farr Lincoln Mercury, Newark, was one of the first automobile dealers to sign on local outlet WNJR to sell cars to Negroes. Farr never before had advertised via any Negro-appeal media. Beginning with a relatively small announcement schedule, the firm immediately got results. By 1956, Farr was sponsoring a 15-minute program on the station and is supplementing this schedule through newspaper advertising.

**Snuff:** When Brown & Williamson Tobacco Corp. began advertising Tube Rose Snuff via KVRC, Arkadelphia, Ark., a competitive brand of snuff had a 90% share of total sales locally. Tube Rose and 13 other brands competed for the remaining 10% of the market. That was four years ago. Since then, using a schedule of seven announcements per week in the morning, Tube Rose has gained more than 50% of area sales, according to tobacco dealers.

**Hosiery:** Using 20 station-break announcements over a three-day period, H. L. Green Co., Columbia, S. C., sold 1,614 pairs of nylon hose. The sole advertising was local outlet WOIC. Average volume when other media (newspaper, window display) had been used was 300 pairs of hose in a corresponding time period. The radio advertising was in the nature of a test and the sale item was placed on an inconspicuous counter in the store.

**Shoes:** To increase sales of its line of women's shoes, Cinderella Shoe Store placed an announcement sched-  
(Please turn to page 46)



**Coronet** convert-a-bed gets showroom test by John Hardy, KJAN, San Fran., performer

contract with WHAT was for a total expenditure of \$609, covering a period of seven weeks to advertise Caloric gas ranges. We based the average sale at \$225 per range. We sold 122 gas ranges, which resolved itself in the following breakdown: for every \$1 spent, the yield was \$45.07 in sales. For the \$609 there was a total sales volume of \$27,450, or an advertising cost of .022 of sales."

**Lumber:** As a result of a last-minute radio copy change, 40 telephone calls were received by M. Lifsher & Son's, of Pittsburgh. The announcement, aired on WJLY following a Friday morning storm, bypassed the standard theme, with the announcer highlight-

# KEY FACTS 220 NEGRO RADIO STATIONS

Programing, sales, other highlight facts about stations replying to SPONSOR'S 1956 Negro issue survey. Stations surveyed included entire list of 700 Negro radio stations shown on page 22.

State	Call letters	City	No. air hrs. per wk.	No. hrs. Neg. prog.	Types of shows aired, as % of total					No. Neg. -c. sold	% billing local, regional or national			Station rep
					DJ	News	Variety	Home maker	Relig. & Misc.		L	R	N	
ALA.	WAUO	AUBURN	125	15	100						100			Interstate United
	WBCO	BESSEMER	123	123	100					60	75	25		Forjoe & Co.
	WEOR	BIRMINGHAM	84	84	100					93	60	10	30	John E. Pearson
	*WJLO	BIRMINGHAM	132	132	57	5			38					W. G. Rambeau
	WWWF	FAYETTE	80	4 1/2	100									H. F. Best
	WOWL	FLORENCE	125	7	90	10				5 1/2	80	12	8	Rambeau, Oora-Clayton
	WETO	GAOSDEN	72	11 1/4	80				20					J. H. McGillvra
	WGYV	GREENVILLE	90	6 1/2	85				15		100			H. F. Best
	WJAM	MARION	92 1/2	19	90	5			5		12	15	73	None
	*WMOZ	MOBILE	108	108						80	60		40	J. E. Pearson
	*WRMA	MONTGOMERY	90	90	85	5		5	5					J. H. McGillvra
ARIZ.	KTYL	MESA	133	10 1/2	100									None
ARK.	KVRC	ARKAOELPHIA	118	28	70	20			10	14	85		15	H. F. Best
	KOMS	EL OORAOO	73	7	70					3 1/2				H. F. Best; Clyde Melville; Oora-Clayton
	KFFA	HELENA	133	42	70	5	15			36	80	10	10	H. F. Best
	KBTM	JONESBORO	126	1	100					1	80		20	Burn-Smith
	KGHI	LITTLE ROCK	161	16	80				20	5	70	30		Burn-Smith
	*KOKY	LITTLE ROCK	84	84	50	8			42					J. H. McGillvra
	KXLR	LITTLE ROCK	121	18 1/4	80			5	15	12		60	40	J. E. Pearson
	KVMA	MAGNOLIA	90	6	80				20	6	90		10	J. E. Pearson
	KVOM	MORRILTON	70	4 1/2	100					1 1/2				None
	KCLA	PINE BLUFF	122 1/2	11	75				25	4 1/2	98		2	H. F. Best
	KOTN	PINE BLUFF	110	20	50	50					50	40	10	None
CAL.	KAFY	BAKERSFIELD	164	6	100					5	10	90		J. E. Pearson
	KFOX	LONG BEACH	168	35	95				5	23				W. G. Rambeau
	KGfJ	LOS ANGELES	164	31	90				10	29 1/2	75		25	None
	KPOL	LOS ANGELES	84	10	100					10	100			R. S. Keller
	KWBR	OAKLAND	156	101	83	1/4		5 3/4	11		80		20	Forjoe & Co.
	KALI	PASADENA	84	21	28				72	18	90	6	4	None
	KXOA	SACRAMENTO	133	1/2	100					1/2				Branham Co.
	KSAN	SAN FRANCISCO	140	132	55	5			40	120	56	30	20	Stars National
	KTIM	SAN RAFAEL	66	15	100					15				H. F. Best
COLO.	KFSC	DENVER	84	12	100					8				National Time Sales
DEL.	WAMS	WILMINGTON	129	27	100						50		50	Rollins Broadcasting
	WILM	WILMINGTON	133	17	95	5					85	10	5	Bolling Co.
D.C.	*W00K	O. C.	126	126	80	15	5				55	10	35	United Broadcasting
	*WUST	O. C.	84	84	70			15	15	63	80	5	15	Forjoe & Co.
FLA.	WKKO	COCOA	84	6	100					5	95		5	H. F. Best
	W0BF	DELRAY BEACH	90	4 1/2	100					3				None

\*Stations programing 100% to Negroes.

# NEGRO-APPEAL RADIOSTATION DATA (Continued)

Types of shows aired, as % of total

State	Call letters	City	No. air hrs. per wk.	No. hrs. Neg. prog.	D J	News	Variety	Homemaker	Relig. & Misc.	No. Neg. hours sold	% billing local, regional or national			Station rep	
											L	R	N		
FLA.	WIRA	FT. PIERCE	126	9	80	20					100			None	
	WGGG	GAINESVILLE	122 <sup>1</sup> / <sub>2</sub>	1 <sup>1</sup> / <sub>2</sub>	100					1 <sup>1</sup> / <sub>2</sub>	95		5	H. F. Best	
	WGMA	HOLLYWOOD	84	11	100						100			H. F. Best	
	WOBS	JACKSONVILLE		44	38	6		2	54		84	9	7	Gill-Perna; Oora-Clayton	
	WRHC	JACKSONVILLE	136	47	85			15		46 <sup>1</sup> / <sub>2</sub>	99		1	Interstate United	
	WNER	LIVE OAK	90	11	50	10			40		100			H. F. Best	
	WFEC	MIAMI	84	84	100						60		40	G. Rambeau; J. S. Ayers	
	WMIE	MIAMI	133	17 <sup>1</sup> / <sub>2</sub>	30	10			60	11				Stars National	
	WMBM	MIAMI BEACH	91	91	90		2		8	68	90		10	Gill-Perna; Oora-Clayton	
	WMOP	PALATKA	112	8 <sup>1</sup> / <sub>2</sub>	90	10				8 <sup>1</sup> / <sub>2</sub>	100			Oora-Clayton	
	WHGO	OCALA	91	7 <sup>1</sup> / <sub>2</sub>	98	2									
	WWPF	ORLANDO	125	11 <sup>1</sup> / <sub>2</sub>	67				33					Forjoe & Co.	
	WTRR	SANFORD	118	12 <sup>3</sup> / <sub>4</sub>	99					9 <sup>3</sup> / <sub>4</sub>	94	1	5	None	
	WMEN	TALLAHASSEE	92	13 <sup>1</sup> / <sub>2</sub>	89				11					Oora-Clayton	
	WIOK	TAMPA	84	84	80	10		5	5					J. H. McGillvra	
	WOCL	TARPON SPRINGS	82 <sup>1</sup> / <sub>2</sub>	<sup>1</sup> / <sub>2</sub>						100				T. F. Clark	
	WNTM	VERO BEACH	84	24	90		10			3	90		10	C. Brown	
	GA.	WAOK	ATLANTA	136 <sup>1</sup> / <sub>2</sub>	136 <sup>1</sup> / <sub>2</sub>	80	10		5	5					Forjoe & Co.
		WAUG	AUGUSTA	91	45	100					40				Interstate United; C. Brown
WMOG		BRUNSWICK	122	28	80		10	10						Indie Sales	
WGRA		CAIRO	84	15	90	10				12	90		10	Indie Sales	
WCLS		COLUMBUS	95	95	40	10	20	5	25					T. F. Clark	
WGFS		COVINGTON	91	12	100						8	2	90	Sears & Ayers	
WFPM		FORT VALLEY	84	39	100									Indie Sales	
WOUN		GAINESVILLE	126	5					100	1	80	20		T. F. Clark	
WLAG		LA GRANGE	126	9	70	10			20	9	65	8	27	Indie Sales; Oora-Clayton	
WTRP		LA GRANGE	91	8	75	7			18	5 <sup>1</sup> / <sub>2</sub>	75	10	15	J. H. McGillvra	
WBML	MACON	127	45 <sup>1</sup> / <sub>2</sub>	90	10				12	50	10	40	Forjoe & Co.; Oora-Clayton		
ILL.	WGES	CHICAGO	132	72	84	5			11	57			100	None	
	WOPA	OAK PARK (CHIC.)	162	50	65				35	50	95		5	Interstate United; Oora-Clayton	
	WTMV	EAST ST. LOUIS	126	24	80		20				80		20	Bogner & Martin	
	WBEE	HARVEY (CHIC.)	100	100	45	10			45		75		25	Rollins Broadcasting	
IND.	WJPS	EVANSVILLE	45	40 <sup>1</sup> / <sub>2</sub>	97	3					50	50		G. P. Hollingbery	
	WWCA	GARY	94	25 <sup>1</sup> / <sub>2</sub>	92				8	25 <sup>1</sup> / <sub>2</sub>	48	22	30	J. E. Pearson	
	WGEE	INDIANAPOLIS	84	35										Rollins Broadcasting	
	WJOB	HAMMOND	168	22	60	10		10	20	18	45	25	30	W. G. Rambeau	
	WIMS	MICHIGAN CITY	115	2	100					1 <sup>1</sup> / <sub>2</sub>				W. G. Rambeau	
IA.	KWDM	DES MOINES	128	7 <sup>1</sup> / <sub>4</sub>	90			10		7 <sup>1</sup> / <sub>4</sub>	100			None	
KY.	WFKY	FRANKFORT	126	7 <sup>1</sup> / <sub>2</sub>	75				25		100			Burn-Smith	
	WKOA	HOPKINSVILLE	84	6	100					4 <sup>1</sup> / <sub>2</sub>	80		20	H. F. Best	
	WLOU	LOUISVILLE	72	72	75				25		70		30	Gill-Perna	
	WFMW	MADISONVILLE	126	6	100					6	100			None	
	WPAO	PADUCAH	132	30					100		100			Sears & Ayers	
	LA.	WXOK	BATON ROUGE	96	75	99			1		61	79	19	2	Forjoe & Co.

\*Station's programming 100% to Negroes

# THE ROUNSAVILLE RADIO STATIONS

Serving over a million negroes

**WCIN**

Cincinnati, Ohio, 1000 W, 1480 KC  
Cincinnati's only All Negro Programmed Station.

**WLOU**

Louisville, Kentucky, 1000 W, 1350 KC  
Louisville's only All Negro Programmed Station.

**WOBS**

Jacksonville, Florida, 5000 W, 1360 KC  
Jacksonville's only All Negro Programmed Station.

**WMBM**

Miami Beach, Florida, 1000 W, 800 KC  
South Florida's most powerful All Negro Programmed Station.

\* **WSOK**

Nashville, Tenn. 1000 W, 1470 KC  
Nashville's only All Negro Programmed Station.

\* **WIOK**

Tampa, Florida, 1000 W, 1150 KC  
Tampa's only All Negro Programmed Station.

*All of these stations have All Negro Air Personalities These stations are All Negro Programmed This group of stations sells and serves over a million Negroes, that are loyal and attentive listeners to their "Home Town" stations.*

*\*(Transfer subject to F.C.C. Approval)*

**Popular music, news and sports station is WQXI, 5000 W, 790 KC.**

**WQXI**

is a popular music station having an exclusive on the Atlanta cracker baseball games, and the Atlanta high school football games.

Top personalities that have the "Know How To Sell" approach to the market which is spelling success for many advertisers.

**Stations sold singly or as a group with multiple station discounts for two or more stations.**

**National Representatives: Negro Stations Representative in the Southeast:**

Gill-Perna Inc.  
654 Madison Avenue  
New York 21, N.Y.  
Templeton 8-4740

Dora-Clayton Agency  
502 Mortgage Guarantee Bldg.  
Atlanta, Ga.  
Jackson 5-7841

**National Sales Manager: Home Offices:**

Lee R. Smith  
Rounsaville Radio Stations  
Peachtree at Mathieson  
Atlanta, Georgia  
Cherokee 2195

Rounsaville Radio Stations  
Peachtree at Mathieson  
Atlanta, Georgia

# NEGRO-APPEAL RADIO STATION DATA (Continued)

State	Call letters	City	No. air hrs. per wk.	No. hrs. Neg. prog.	Types of shows aired, as % of total					No. Neg. hours sold	% billing local, regional or national			Station rep
					Dj	News	Variety	Homemaker	Relig. & Misc.		L	R	N	
L.A.	WFPR	HAMMOND	101	7							100			
	KVOL	LAFAYETTE	120	4	88				12	3	50	50		Meeker Co.
	KAOK	LAKE CHARLES	123	19½	100					15	75		25	Forjoe & Co.
	KLOU	LAKE CHARLES	133	3	100					3	100			J. E. Pearson
	KAPB	MARKSVILLE	91	12	95				5	6	60	40		
	KNOE	MONROE	133	6	100						80		20	H. R. Representatives
	WBOK	NEW ORLEANS	84	70										Forjoe & Co.
	*WMRY	NEW ORLEANS	84	84	40				60	70	60	15	25	Gill-Perna
	KSLO	OPELOUSAS	120	10	90				10	7½				Sears & Ayers
	*KANV	SHREVEPORT	95	95							60		40	United Broadcasting
MD.	*WANN	ANNAPOLIS	84	84	70	10			20		80		20	Dora-Clayton
	WNAV	ANNAPOLIS	126	12	100						100			Forjoe & Co.
	*WEBB	BALTIMORE	98	98	80	5		5	10		93		7	Gill-Perna
	WITH	BALTIMORE	168	22	83				17		60		40	Select; Forjoe & Co.
	*WSIO	BALTIMORE	84	84	75	5	15		5		80	5	15	United Broadcasting
MASS.	WBMS	BOSTON	90	12	25			25	50	6	50		50	Indie Sales
MICH.	CKLW	DETROIT	137½	12	80				20		50		50	Adam Young
	WJLB	DETROIT	168	87	75	1		3	21		65	10	25	Forjoe & Co.
	WMRP	INKSTER (DETROIT)	84	84	50	10	10	10	20	2	50		50	
	WCHB	FLINT		10	25				75	6	65	10	25	H. F. Best
MINN.	WISK	ST. PAUL-MINN	100	12	100					4	100			
MISS.	WGLC	CENTREVILLE	84	5	100									Continental Radio Sales
	WKDL	CLARKSDALE	95	35	90				10		70		30	Dora-Clayton
	WROX	CLARKSDALE	130	25	70	3	7		20		80		20	J. H. McGillvra
	WACR	COLUMBUS	84	3½	33		34		33		80		20	H. F. Best
	WBKH	HATTIESBURG	91	15	90				10	15	80		20	Indie Sales
	WHSY	HATTIESBURG	127	5	100						60	25	15	T. F. Clark
	*WOKJ	JACKSON	98	98	72	8	12	8	1		70	13	17	J. H. McGillvra; Dora-Clayton
	WLAU	LAUREL	120	5	100					5	100			J. H. McGillvra
	WMOX	MERIDIAN	128½	11	100									J. H. McGillvra
	WEGA	NEWTON		19	60		20		20	5	60	30	10	
	WHOC	PHILADELPHIA	119	7	90	10								H. F. Best
	WELO	TUPELO	126	2	100					½	100			J. H. McGillvra
	WROB	WEST POINT	121½	12	60				40					J. H. McGillvra
MO.	*KPRS	KANSAS CITY	84	84	75	8	2		15		85		15	J. H. McGillvra
	KATZ	ST. LOUIS	118	118	58				42	88½	80	8	12	Forjoe & Co.
	KSTL	ST. LOUIS	90	8½	100						80	15	5	Everett-McKinney
	*KXLW	ST. LOUIS	95	95	97	3				76		85	15	J. E. Pearson
N. J.	WLOB	ATLANTIC CITY	150	20	100					10	100			Broadcast Time Sales
	*WNJR	NEWARK	133	133	98		2			110	80		20	Rollins Broadcasting
N. MEX.	KWEW	HOBBS	119	3¾	75				25		100			Branham Co.
N. Y.	WKBW	BUFFALO	160	16	100					13	90		10	Avery-Knodel
	WLIB	NEW YORK	100	75	30	14		10	46	67½	29	8	63	Forjoe & Co.
	WOV	NEW YORK	150	81								15	85	John E. Pearson
	WWRL		168	48½	74	10		5	11					Nono
N. C.	WCGC	BELMONT	91	2	100					1	100			H. F. Best
	WBBO	BURLINGTON	70	13¾	100						100			Interstate United
	WWIT	DANTON	105	7	100						80		20	

\*Stations programming 100% to Negroes.

# The Edwin H. Estes Stations

## The Two Top Negro Stations in Alabama

### WMOZ Mobile

CITY: MOBILE, ALA.

MONTHS: FEBRUARY, 1956

### HOOPER RADIO AUDIENCE INDEX

City Zone

### SHARE OF RADIO AUDIENCE

	RADIO SETS IN USE	A	B	C	D	E	WMOZ	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M. - 12:00 NOON	8.7	15.7	15.7	12.8	6.4	22.4	23.2	3.8	9,723
MONDAY THRU FRIDAY 12:00 NOON - 6:00 P.M.	6.7	14.3	13.3	19.4	6.4	18.5	23.1	6.7	11,714

### WEDR Birmingham

- ★ Nation's first Negro Station (Started 1949)
- ★ Serving the largest and wealthiest Negro market in the South
- ★ First in Hooper and Pulse
- ★ 1000 watts
- ★ clear channel
- ★ 1220 kc
- ★ The only Negro station in Birmingham that has 4 times the power of its nearest competition

Represented by

John E. Pearson Co.

# NEGRO-APPEAL RADIO STATION DATA (Continued)

State	Call letters	City	No. air hrs. per wk.	No. hrs. Neg. prog.	Types of shows aired, as % of total					No. Neg. hours sold	% billing local, regional or national			Station rep	
					DJ	News	Variety	Homemaker	Relig. & Misc.		L	R	N		
N. C.	WWOK	CHARLOTTE	84												
	WGIV	CHARLOTTE	91	54					50					Forjoe & Co.	
	WCKB	OUNN		2	100					100					
	WUNC	OURHAM	129	5	70				5	75	17	8		P. H. Raymer	
	WSRC	OURHAM	97	97	50			10	40	50	20	30		W. G. Rambeau	
	WTIK	OURHAM	126	15	80		15		5	60	40			Bolling Co.	
	WFMO	FAIRMONT	91	30	70	5			25						
	WFNC	FAYETTEVILLE	127	10	75	10	5	5	5	6	80	20		Walker Co.	
	WHNC	HENDERSON	117	22	70				30	22	96	4			
	WHKY	HICKORY	131	9 <sup>3</sup> / <sub>4</sub>	100					7 <sup>1</sup> / <sub>4</sub>	90	6	4		Dora-Clayton
	WHPE	HIGH POINT	108 <sup>1</sup> / <sub>2</sub>	7	100						90	6	4		Media Sales
	WKMT	KINGS MOUNTAIN	80	10	100						100				H. F. Best
	WELS	KINSTON	84	11	80				20						Oervey & Co.
	WLOE	LEAKSVILLE	116	1			100			1	100				
	WREV	REIOSVILLE	82	10 <sup>1</sup> / <sub>2</sub>	80		20				100				Interstate United
	WADE	WAQESBORO	133	10	80	5	15			8 <sup>1</sup> / <sub>2</sub>	80	20			
	WIAM	WILLIAMSTON	70	11	50	10			40	11	85	13	2		Media Sales
	WGTM	WILSON	128	12	100					8	80	15	5		J. E. Pearson
	*WAAA	WINSTON-SALEM	90	90	90	5		2	3	70	76	13	11		Stars National
	OHIO	*WCIN	CINCINNATI	94 <sup>1</sup> / <sub>2</sub>	94 <sup>1</sup> / <sub>2</sub>	80	2	6	1	11	70		30		Gill-Perna
WJMO		CLEVELAND	94	74	60	10	20		10	65		35		United Broadcasting	
WCOL		COLUMBUS	161 <sup>1</sup> / <sub>2</sub>	18	100					9				H. R. Representatives	
WVKO		COLUMBUS	95	12 <sup>1</sup> / <sub>2</sub>	93				7	12 <sup>1</sup> / <sub>2</sub>	90		10		Forjoe & Co.
WING		DAYTON	163	15	100					15	100				H. R. Representatives
WTOD		TOLEDO	84	5	80				20	5	100				Forjoe & Co.
OKLA.		KBIX	MUSKOGEE	115	12	90				10	100				V. R. & M Inc.
	KMUS	MUSKOGEE	121	9 <sup>1</sup> / <sub>2</sub>	100				3	100				J. E. Pearson	
PA.	*WDAS	PHILADELPHIA	142	142	99	1				60	22	18		J. E. Pearson	
	WHAT	PHILADELPHIA	145	108	70	5		10	15	17	89	3	8	Stars National	
	WJMJ	PHILADELPHIA	84	9	100									Indie Sales	
	WILY	PITTSBURGH	110	102	90	10				90	25		75	Stars National	
S. C.	WAIM	ANDERSON	125	4 <sup>1</sup> / <sub>4</sub>										Headley-Reed	
	WAKN	AIKEN		1			100			1/2	100			None	
	WBAW	BARNWELL	84	8	80	20				7				H. F. Best	
	WBSC	BENNETTSVILLE	89	12	100					11	97	3		Indie Sales	
	WACA	CAMDEN	92	6 <sup>3</sup> / <sub>4</sub>	100					6	85	15			
	*WPAL	CHARLESTON	70	70	45				55					Forjoe & Co.	
	WQSN	CHARLESTON	70	50	75	10	10	5		50				J. E. Pearson	
	WOIC	COLUMBIA	97	91 <sup>3</sup> / <sub>4</sub>	54	4		4	39	84	84	8	8		Forjoe & Co.
	WOSC	OILLON	93	6	84				16	6	50	25	25		Gill-Perna
	WESC	GREENVILLE	85	13	90				10	10 <sup>1</sup> / <sub>4</sub>	56	28	16		W. G. Rambeau
	WGSW	GREENWOOD	90	15	80				20	15	70	20	10		Indie Sales; Dora-Clayton
	WJAY	MULLINS	84	9	100						100				None
	WDIX	ORANGEBURG	122	6	100					6	95		5		Denvy & Co.
	WTNO	ORANGEBURG	84	11	60				40	4	100				T. F. Clark
	WTYC	ROCK HILL	84	24	100					24	98	2			Indie Sales

\*Stations programming 100% to Negroes.



# NEGRO-APPEAL RADIO STATION DATA *(Continued)*

State	Call letters	City	No. air hrs. per wk.	No. hrs. Neg. prog.	Types of shows aired, as % of total					No. Neg. hours sold	% billing local, regional or national			Station rep
					DJ	News	Variety	Homemaker	Relig. & Misc.		L	R	N	
S. C.	WJAN	SPARTANBURG	140	14	100						85	15		
	WSSC	SUMTER	126	18	80				20	16	100			H. F. Best
	WBOU	UNION	94	7	90				10	2	80		20	Interstate United
TENN.	*WMFS	CHATTANOOGA	89	89	44	4	10	5	37		82	8	10	J. E. Pearson
	WKRM	COLUMBIA	116	15½	100						100			Walker Co.
	*WJAK	JACKSON	97	97	65	9		5	21					H. F. Best
	*WOIA	MEMPHIS	140	140	88	6		3	3	120	45	10	45	J. E. Pearson
	*WL0K	MEMPHIS	98	98	60				40	70	96	10		Oora-Clayton; Forjoe & Co.
	*WSOK	NASHVILLE	91	91	61	5		8	21		80	10	10	Gill-Perna
	WTRB	RIPLEY	88	17	85				15		80		20	
TEX.	KA CT	ANDREWS	85	8	100									
	*KJET	BEAUMONT	98	98	40	6	2	6	48		70	20	10	Forjoe & Co.
	WTAW	COLLEGE STATION	87	5¾	100						100			
	KWBU	CORPUS CHRISTI	98	7	50	20			30	7	80	10	10	Branham Co.
	KGKO	DALLAS	133	33	80	10			10		65	35		Forjoe & Co.
	*KNOK	FT. WORTH-DALLAS	98	98	70	5		5	25	79	50	30	20	Gill-Perna
	KGVL	GREENVILLE	119	60	100						90		10	J. E. Pearson
	KMLW	MARLIN	80	3½	85				15	1	60		40	Gill-Perna
	*KCOH	HOUSTON	98	98										Stars National
	*KYOK	HOUSTON	116	116										
	KMHT	MARSHALL	119	10	80		20			10	97	3		H. Falter
	KJBC	MIDLAND	84	7	100					4	100			H. F. Best
	KANN	SINTON	91	1			100							
	KTAE	TAYLOR	84	8½							100			
	KTFS	TEXARKANA	118	1½	100					1½				Indie Sales
	KVOU	UVALDE	111¼	6	100						100			
KVIC	VICTORIA	133	14	100					11	100			C. Brown	
VA.	WKLV	BLACKSTONE	80	15	97	3				12	75	15	10	
	WBTM	DANVILLE	130	9	100									Gill-Perna
	WFLO	FARMVILLE	80	7	100					3	100			T. F. Clark
	WHAP	HOPEWELL	118	14	95				5		100			Indie Sales
	*WYOU	NEWPORT NEWS	91	91	70	15		10	5		75		25	United Broadcasting
	*WRAP	NORFOLK	126	126	75				25	80				Rollins Broadcasting
	WJMA	ORANGE	105	5½	100									
	*WANT	RICHMOND	94	94										United Broadcasting
	WROV	ROANOKE	108	21	100					15	95	4	1	Burn-Smith
	WHLF	SOUTH BOSTON	126	6½	70				30		100			
WASH.	KNBX	KIRKLAND	100	8	50				50	8	100			H. F. Best
	KTW	SEATTLE	30	1					100	1				
W. V.	WJLS	BECKLEY	125	3			100			2	100			Weed & Co.
	WOAY	OAK HILL	98	12	80		20							J. E. Pearson
	WELC	WELCH	92½	5½	100					5½	100			J. H. McGilvra

## Radio stations carrying 100% Negro-appeal programs\*

<p><b>ALABAMA</b></p> <p>Bessemer WBOC 123 Birmingham WEDR 84           WJLD 132 Mobile WMOZ 108 Montgomery WRMA 90</p> <p><b>ARKANSAS</b></p> <p>Little Rock KOKY 84</p> <p><b>CALIFORNIA</b></p> <p>San Francisco KSN 132</p> <p><b>DISTRICT OF COLUMBIA</b></p> <p>Washington WOOK 126           WUST 84</p> <p><b>FLORIDA</b></p> <p>Jacksonville WOBS 47 Miami WFEC 84 Miami Beach WMBM 91 Tampa WIOK 90</p>	<p><b>GEORGIA</b></p> <p>Atlanta WAOK 136½           WERD 86 Columbus WCLS 95</p> <p><b>ILLINOIS</b></p> <p>Harvey WBEE 100</p> <p><b>KENTUCKY</b></p> <p>Louisville WLOU 72</p> <p><b>LOUISIANA</b></p> <p>New Orleans WMRY 84           WWEZ 126 Shreveport KANV 95</p> <p><b>MARYLAND</b></p> <p>Annapolis WANN 84 Baltimore WEBB 98           WSID 84</p>	<p><b>MICHIGAN</b></p> <p>Detroit KCHB 83</p> <p><b>MISSISSIPPI</b></p> <p>Jackson WOKJ 98</p> <p><b>MISSOURI</b></p> <p>Kansas City KPRS 84 St. Louis KATZ 118           KXLW 95</p> <p><b>NEW JERSEY</b></p> <p>Newark WNJR 133</p> <p><b>NORTH CAROLINA</b></p> <p>Durham WSRC 97 Winston-Salem WAAA 90</p> <p><b>OHIO</b></p> <p>Cincinnati WCIN 94½</p> <p><b>PENNSYLVANIA</b></p> <p>Philadelphia WDAS 142</p>	<p><b>SOUTH CAROLINA</b></p> <p>Charleston WPAL 70</p> <p><b>TENNESSEE</b></p> <p>Chattanooga WMFS 89 Jackson WJAK 97 Memphis WCBR 84           WDIA 140           WLOK 98 Nashville WSOK 91</p> <p><b>TEXAS</b></p> <p>Beaumont KJET 98 Fort Worth KNOK 98 Houston KCOH 98           KYOK 116</p> <p><b>VIRGINIA</b></p> <p>Newport News WYOU 91 Norfolk WRAP 126 Richmond WANT 84</p>
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## Stations carrying 30 or more hours of Negro programming weekly\*

<p><b>ALABAMA</b></p> <p>Talladega WHTB 60 Tuskegee WTUS 36</p> <p><b>ARKANSAS</b></p> <p>Helena KFFA 42</p> <p><b>CALIFORNIA</b></p> <p>Long Beach KFOJ 35 Los Angeles KGFI 31 Oakland KWBR 101 Santa Monica KOWL 30</p> <p><b>FLORIDA</b></p> <p>Jacksonville WRHC 44</p>	<p><b>GEORGIA</b></p> <p>Atlanta WAKE 36 Augusta WAUC 45 Fort Valley WFPM 39 Macon WBML 49½ Savannah WJIV 41</p> <p><b>ILLINOIS</b></p> <p>Chicago WGES 72 La Grange WTAQ 30 Oak Park WOPA 50</p> <p><b>INDIANA</b></p> <p>Evansville WJPS 40½</p> <p><b>KENTUCKY</b></p> <p>Paducah WPAD 30</p> <p><b>LOUISIANA</b></p> <p>Baton Rouge WXOK 75 New Orleans WBOK 70</p>	<p><b>MISSISSIPPI</b></p> <p>Clarksdale WKDL 35</p> <p><b>MICHIGAN</b></p> <p>Detroit WJBK 30           WJLB 87</p> <p><b>NEW JERSEY</b></p> <p>Camden WCAM 84</p> <p><b>NEW YORK</b></p> <p>New York WLIB 75           WOV 51           WWRL 48½</p> <p><b>NORTH CAROLINA</b></p> <p>Charlotte WCGI 54 Fairmont WFMO 30 New Bern WOOW 35</p> <p><b>OHIO</b></p> <p>Cleveland WJMO 74</p>	<p><b>PENNSYLVANIA</b></p> <p>Philadelphia WHAT 108 Pittsburgh WHOD 54           WILY 102</p> <p><b>SOUTH CAROLINA</b></p> <p>Charleston WQSN 50 Columbia WOIC 91¾</p> <p><b>TENNESSEE</b></p> <p>Nashville WLAC 33</p> <p><b>TEXAS</b></p> <p>Baytown KREL 63 Dallas KGKO 33 Greenville KGVV 60 Texas City KTLW 30</p> <p><b>VIRGINIA</b></p> <p>Norfolk WLOW 37</p>
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## Stations carrying less than 30 hours of Negro programming weekly\*

<p><b>ALABAMA</b></p> <p>Alexander City WRF5 10 Andalusia WCTA 3 Anniston WHMA 3           WSPC 5 Athens WJMW 3 Auburn WAUD 15           WEZB 10           WVOK 4 Decatur WAJF 5           WHOS 3           WMSL 5 Dothan WDIG 9           WOOF 13 Eufaula WULA 7 Fayette WWWW 4½ Florence WJOI 7           WOWL 7 Gadsden WETO 11¼           WGAD 5 Greenville WGYV 6½ Hamilton WERH 4 Huntsville WBHP 4           WFUN 6 Marion WJAM 19 Mobile WKAB 18 Monroeville WMFC 6 Montgomery WCOV 5           WMCY 8 Muscle Shoals WLAY 3 Opelika WJHO 5 Opp WAMI 2 Selma WGWC 8           WHBB 5 Sylacauga WFEF 3           WMLS 6 Tallahassee WTLS 6 Tuscombia WVNA 6</p> <p><b>ARIZONA</b></p> <p>Flagstaff KCLS 1 Mesa KTYL 10½</p> <p><b>ARKANSAS</b></p> <p>Arkadelphia KVRC 28 Crossett KACH 4</p>	<p><b>ARKANSAS</b></p> <p>El Dorado KDMS 7 Fort Smith KFPW 3           KWHN 6 Hot Springs KBLO 2           KWFC 6 Little Rock KCHI 16           KTHS 5           KXLR 18¼ Magnolia KVMA 6 Malvern KDAS 3 McGehee KVSA 6 Monticello KHBM 3 Morrilton KVOM 4½ Newport KNBY 5 Osceola KOSE 5 Pine Bluff KCLA 11           KOTN 20 Texarkana KTFS 3 Warren KWRF 3</p> <p><b>CALIFORNIA</b></p> <p>Bakersfield KAFY 6           KMAP 14 Berkeley KRE 20 Blythe KYOR 4 Burbank KBLA 5 Fresno KGST 7 Long Beach KGER 9 Los Angeles KPOL 10           KPOP 18 Pasadena KALI 21 Pittsburgh KECC 3 San Bernardino KCSB 7           KRNO 15 San Rafael KTIM 15 Stockton KXOB 10 Vallejo KCYW 1</p> <p><b>COLORADO</b></p> <p>Denver KFSC 12           KIMN 6</p> <p><b>CONNECTICUT</b></p> <p>Waterbury WATR 12</p>	<p><b>DELAWARE</b></p> <p>Wilmington WAMS 27           WILM 17</p> <p><b>DISTRICT OF COLUMBIA</b></p> <p>Washington WOL 6           WVDC 12</p> <p><b>FLORIDA</b></p> <p>Cocoa WKKO 6 Delray Beach WDBF 4½ Fernandina Beach WFBF 6 Ft. Lauderdale WFTL 20 Fort Pierce WARN 11           WIRA 9 Gainesville WDVH 6           WRUF 3 Hollywood WGMA 11 Lakeland WLAK ½           WONN 3 Live Oak WNER 11 Miami WMIE 17½           WWPB 18 Milton WBEY 2 New Smyrna Bch. WSBB 7 Ocala WMOP 7½           WTMC 3 Orlando WABR 16           WHOO 11½           WVPC 8½ Paiatka WPCF 5 Panama City WCOA 3 Pensacola WCNH 8 Quincy WSTN 10 St. Augustine WTSP 10 St. Petersburg WTRR 12¾ Sanford WSTU 2 Stuart WMEN 13½ Tallahassee WEBK 7 Tampa WDCL ½ Tarpon Springs WNTM 24 Vero Beach WIRK 12 W. Palm Beach WSIR 5 Winter Haven</p>	<p><b>GEORGIA</b></p> <p>Albany WJAZ 21 Americus WDEC 5 Athens WRFC 4 Atlanta WEAS 10           WCLS 8 Augusta WBBQ 9           WBLA 6           WRDW 2 Bainbridge WMGR 7 Baxley WHAB 7 Brunswick WMOC 28 Cairo WGRA 15 Columbus WDAK 20           WGBA 20           WPNX 21 Cornelia WCON 4 Covington WGF5 12 Douglas WDMC 3 Dublin WMLT 7 Fitzgerald WBHB 2 Gainesville WDUN 5           WCCA ¼ Griffin WHIE 12 Jesup WBCR 3 La Grange WLAG 9           WTRP 8 Macon WIBB 26 Madison WMGE 6 Monroe WMRE 6 Newnan WCOH 2 Rome WLAQ 14 Savannah WCCP 12           WSAV 7 Swainsboro WJAT 3 Thomasville WPAX 7 Tifton WPCS 5 Valdosta WGOV 12 Warner Robins WRPB 5 Waycross WACL 9           WAYX 6 Waynesboro WBRO 9 Winder WIMO 3</p> <p><b>ILLINOIS</b></p> <p>Belleville WIBV 2</p>
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\*Based on information supplied to SPONSOR by radio stations for its 1956 Buyers' Guide and this Negro market issue. There may be additional Negro-appeal stations which have not reported to SPONSOR.

# Stations carrying less than 30 hours of Negro programming weekly\*

<p><b>ILLINOIS</b></p> <p>Chicago ..... WAAF 14                      WGN 7                      WSBC 20</p> <p>East St. Louis ..... WTMV 24</p> <p>Evanston ..... WEAW 2</p> <p>Metropolis ..... WMOK 4</p> <p>Sparta ..... WHCO 3</p> <p>Urbana ..... WKID 4</p> <p><b>INDIANA</b></p> <p>Ft. Wayne ..... WANE 3</p> <p>Gary ..... WGRY 22                      WWCA 25½</p> <p>Hammond ..... WJOB 22</p> <p>Michigan City ..... WIMS 2</p> <p><b>IOWA</b></p> <p>Des Moines ..... KWDM 7¼</p> <p>Waterloo ..... KXEL 1</p> <p><b>KANSAS</b></p> <p>Concordia ..... KFRM 2</p> <p>Lawrence ..... KLWN 2</p> <p>Wichita ..... KANS 2</p> <p><b>KENTUCKY</b></p> <p>Bowling Green ..... WLJB 10</p> <p>Campbellsville ..... WTCO 2</p> <p>Central City ..... WMTA 5</p> <p>Covington ..... WZIP 12</p> <p>Cumberland ..... WCPM 2</p> <p>Frankfort ..... WFKY 7½</p> <p>Fulton ..... WFUL 5</p> <p>Hopkinsville ..... WKOA 6</p> <p>Lexington ..... WLEX 5</p> <p>Madisonville ..... WFMW 6</p> <p>Radcliff ..... WSAC 14</p> <p><b>LOUISIANA</b></p> <p>Alexandria ..... KDBS 25                      KSYL 8</p> <p>Baton Rouge ..... WBR 10</p> <p>Bogalusa ..... WHXY 3</p> <p>WIKC 4</p> <p>Crowley ..... KSIG 8</p> <p>De Ridder ..... KDLA 5</p> <p>Hammond ..... WFPR 7</p> <p>Houma ..... KCIL 10</p> <p>Lafayette ..... KVOL 4</p> <p>Lake Charles ..... KAOK 19½</p> <p>KLOU 3</p> <p>Mansfield ..... KDBC 8</p> <p>Marksville ..... KAPB 12</p> <p>Monroe ..... KLIC 10</p> <p>KMLB 2</p> <p>KNOE 6</p> <p>Morgan City ..... KMRC 14</p> <p>New Iberia ..... KVIM 5</p> <p>New Orleans ..... WJBW 2</p> <p>Oakdale ..... KREH 6</p> <p>Opelousas ..... KSLO 10</p> <p>Shreveport ..... KENT 10</p> <p>KWKH 7</p> <p>Tallulah ..... KTLD 16</p> <p>Thibodaux ..... KTIB 3</p> <p>Winnfield ..... KVCL 3</p> <p><b>MARYLAND</b></p> <p>Annapolis ..... WNAV 12</p> <p>Baltimore ..... WBAL 12</p> <p>WITH 22</p> <p>Lexington Park ..... WPTX 2</p> <p><b>MASSACHUSETTS</b></p> <p>Boston ..... WBMS 12</p> <p>WMEX 14</p> <p>Springfield ..... WJKO 12</p> <p><b>MICHIGAN</b></p> <p>Ann Arbor ..... WHRV 3</p> <p>WPAG 3</p> <p>Detroit ..... CKLW 2</p> <p>WXYZ 18</p> <p>Flint ..... WBBC 23</p> <p>WMRP 10</p> <p>Grand Rapids ..... WLAV 3</p> <p>Port Huron ..... WHLS 2</p> <p>WTTH 3</p> <p>Saginaw ..... WKNX 3</p> <p><b>MINNESOTA</b></p> <p>Minneapolis ..... WSGW 5</p> <p>Minneapolis-                      St. Paul ..... WCOW 4</p> <p>WISK 12</p>	<p><b>MISSISSIPPI</b></p> <p>Aberdeen ..... WMPA 6</p> <p>Batesville ..... WBLE 4</p> <p>Booneville ..... WBIP 6</p> <p>Canton ..... WDOB 10</p> <p>Centerville ..... WGLC 5</p> <p>Clarksdale ..... WROX 25</p> <p>Cleveland ..... WGLD 18</p> <p>Columbia ..... WCJU 1</p> <p>Corinth ..... WCMA ½</p> <p>Grenada ..... WNAG 6</p> <p>Gulfport ..... WCGM 4</p> <p>Hattiesburg ..... WBKH 15</p> <p>WSHY 5</p> <p>Hazlehurst ..... WMDC 7</p> <p>Houston ..... WCPC 8</p> <p>Indianola ..... WNLA 8</p> <p>Jackson ..... WRBC 26</p> <p>Laurel ..... WAMI 3</p> <p>WLAU 5</p> <p>Louisville ..... WLSM 10</p> <p>Meridian ..... WMOX 11</p> <p>WTOK 5</p> <p>Newton ..... WEGA 19</p> <p>Oxford ..... WSHU 5</p> <p>Philadelphia ..... WHOC 7</p> <p>Tupelo ..... WELO 2</p> <p>Vicksburg ..... WVIM 6</p> <p>Waynesboro ..... WABO 3</p> <p>West Point ..... WROB 12</p> <p><b>MISSOURI</b></p> <p>Charleston ..... KCHR 4</p> <p>Kansas City ..... KFRM 2</p> <p>St. Louis ..... KSTL 18</p> <p>WIL 6</p> <p>Sikeston ..... KSIM 3</p> <p><b>NEVADA</b></p> <p>Las Vegas ..... KORK 2</p> <p><b>NEW JERSEY</b></p> <p>Asbury Park ..... WILK 2</p> <p>Atlantic City ..... WFPC 5</p> <p>WLDB 20</p> <p>WMID 9</p> <p>Camden ..... WKDN 6</p> <p>Newark ..... WAAT 10</p> <p>WHBI 19</p> <p>Trenton ..... WBUD 16</p> <p>WTNJ 3</p> <p>WTTM 3</p> <p><b>NEW MEXICO</b></p> <p>Clovis ..... KCLV 3</p> <p>Hobbs ..... KWEW 3¾</p> <p><b>NEW YORK</b></p> <p>Batavia ..... WBTA 4</p> <p>Buffalo ..... WKBW 16</p> <p>New Rochelle ..... WNRC 7</p> <p>New York ..... WEVD 1</p> <p>Patchogue ..... WALK 2</p> <p>Rochester ..... WHCC ¼</p> <p>WSAY 2</p> <p><b>NORTH CAROLINA</b></p> <p>Asheville ..... WSKY 12</p> <p>Beaufort ..... WBMA 6</p> <p>Belmont ..... WCGC 2</p> <p>Brevard ..... WPNF 2</p> <p>Burlington ..... WBBB 13¾</p> <p>WFNS 4</p> <p>Canton ..... WWIT 7</p> <p>Dunn ..... WCKB 2</p> <p>Durham ..... WDNC 5</p> <p>WSSB 24</p> <p>WTIK 15</p> <p>Edenton ..... WCDJ 2</p> <p>Elizabeth City ..... WCNC 3</p> <p>WGAI 6</p> <p>Fayetteville ..... WFAI 16</p> <p>WFLB 15</p> <p>WFNC 10</p> <p>Goldsboro ..... WFMC 10</p> <p>Greensboro ..... WGBG 17</p> <p>Greenville ..... WGTC 5</p> <p>Henderson ..... WHNC 22</p> <p>WHVH 20</p> <p>Hendersonville ..... WHKP 5</p> <p>Hickory ..... WHKY 9¾</p> <p>High Point ..... WHPE 7</p> <p>WMFR 3</p> <p>WNOS 24</p> <p>Kings Mountain ..... WKMT 10</p> <p>Kinston ..... WELS 11</p> <p>WISP 13</p> <p>Laurinburg ..... WEWO 7</p> <p>Lexington ..... WBUY 2</p> <p>Lumberton ..... WAGR 3</p> <p>Mount Airy ..... WSYD 4</p> <p>N. Wilkesboro ..... WKBC 3</p>	<p><b>NORTH CAROLINA</b></p> <p>Reidsville ..... WRAL 10</p> <p>WFRC 6</p> <p>WREV 10½</p> <p>Rockingham ..... WAYN 6</p> <p>Rocky Mount ..... WCEC 8</p> <p>Roxboro ..... WRXO 4</p> <p>Salisbury ..... WSAT 10</p> <p>Sanford ..... WWGP 8</p> <p>Siler City ..... WNCA 5</p> <p>Smithfield ..... WMPM 4</p> <p>Southern Pines ..... WEEB 17</p> <p>Tarboro ..... WCPS 12</p> <p>Tryon ..... WTYN 7</p> <p>Wadesboro ..... WADE 10</p> <p>Wallace ..... WLSE 7</p> <p>Washington ..... WRRF 6</p> <p>Whiteville ..... WENC 4</p> <p>Williamston ..... WIAM 11</p> <p>Wilmington ..... WUNI 15</p> <p>Wilson ..... WGTM 12</p> <p>WVOT 14</p> <p>Winston-Salem ..... WAIR 6</p> <p><b>OHIO</b></p> <p>Akron ..... WADC 2</p> <p>WHKK 8</p> <p>Chillicothe ..... WBEX 10</p> <p>Cleveland ..... WJW 17</p> <p>Columbus ..... WCOL 18</p> <p>WVCO 12½</p> <p>Dayton ..... WAVI 4</p> <p>WING 15</p> <p>WONE 2</p> <p>Fostoria ..... WFOB 2</p> <p>Gallipolis ..... WJEH 3</p> <p>Springfield ..... WIZE 3</p> <p>Toledo ..... WTOD 5</p> <p>Youngstown ..... WBBW 2</p> <p><b>OKLAHOMA</b></p> <p>Guthrie ..... KWRW 12</p> <p>Muskogee ..... KBIX 12</p> <p>KMUS 9½</p> <p>Oklahoma City ..... KBYE 2</p> <p>KLPR 6</p> <p><b>OREGON</b></p> <p>Oregon City ..... KCON 10</p> <p><b>PENNSYLVANIA</b></p> <p>Beaver Falls ..... WBVP 2</p> <p>Chester ..... WDRF 18</p> <p>Johnstown ..... WARD 2</p> <p>WJMJ 9</p> <p><b>RHODE ISLAND</b></p> <p>Newport ..... WADK 3</p> <p><b>SOUTH CAROLINA</b></p> <p>Anderson ..... WAIM 4¼</p> <p>WANS 3</p> <p>Barnwell ..... WBAP 8</p> <p>Beaufort ..... WBEU 7</p> <p>Bennettsville ..... WBSC 12</p> <p>Bishopville ..... WACS 6</p> <p>Camden ..... WACA 6¾</p> <p>Cheraw ..... WCRC 4</p> <p>Columbia ..... WCOS 6</p> <p>WIS 3</p> <p>Darlington ..... WPED 4</p> <p>Dillon ..... WDSC 6</p> <p>Easley ..... WELP 7</p> <p>Florence ..... WJMX 6</p> <p>WOLS 9</p> <p>Greenville ..... WESC 13</p> <p>Greenwood ..... WCRS 3</p> <p>WGSW 15</p> <p>Greer ..... WEAB 3</p> <p>Laurens ..... WLBG 8</p> <p>Mullins ..... WJAY 9</p> <p>Myrtle Beach ..... WMYB 3</p> <p>Newberry ..... WKDK 12</p> <p>Orangeburg ..... WDX 6</p> <p>WTND 11</p> <p>Rock Hill ..... WRHI 2</p> <p>WTYC 24</p> <p>Spartanburg ..... WJAN 14</p> <p>WWORD 10</p> <p>Sumter ..... WSSC 18</p> <p>Union ..... WBCU 7</p> <p>Walterboro ..... WALD 6</p>	<p><b>TENNESSEE</b></p> <p>Knoxville ..... WIVK 7</p> <p>WKGK 10</p> <p>Lewisburg ..... WJIM 3</p> <p>Lexington ..... WDXL 7</p> <p>McMinnville ..... WMMT 2</p> <p>Memphis ..... KWEM 26</p> <p>WHHM 22</p> <p>Murfreesboro ..... WGNS 7</p> <p>Nashville ..... WKDA 6</p> <p>Paris ..... WTPR 3</p> <p>Ripley ..... WTRB 17</p> <p>Rogersville ..... WRGS 3</p> <p>Springfield ..... WDBL 8</p> <p><b>TEXAS</b></p> <p>Andrews ..... KACT 6</p> <p>Atlanta ..... KALT 2</p> <p>Austin ..... KTXN 20</p> <p>Bay City ..... KIOX 6</p> <p>Beaumont ..... KRIC 12</p> <p>KTRM 6</p> <p>Center ..... KDET 5</p> <p>Cleveland ..... KVLB 6</p> <p>College Station ..... WTAW 5¾</p> <p>Conroe ..... KMCO 6</p> <p>Corpus Christi ..... KUNO 11</p> <p>KWBU 7</p> <p>Crockett ..... KIVY 7</p> <p>Dallas ..... KLIF 18</p> <p>KSKY 15</p> <p>Denison ..... KDSX 7</p> <p>El Campo ..... KULP 3</p> <p>Fort Worth ..... KCNC 11</p> <p>Galveston ..... KGBC 23</p> <p>KLUF 5</p> <p>Gonzales ..... KCTI 1</p> <p>Houston ..... KNUZ 12</p> <p>KPRC 6</p> <p>Huntsville ..... KSAM 3</p> <p>Jacksonville ..... KEBE 9</p> <p>Longview ..... KLTI 6</p> <p>Marshall ..... KMHT 10</p> <p>Midland ..... KJBC 7</p> <p>Pasadena ..... KLVL 21</p> <p>Rosenberg ..... KFRD 3</p> <p>San Antonio ..... KCOR 9</p> <p>KISS 12</p> <p>KMAC 12</p> <p>KTSA 5</p> <p>Taylor ..... KTAE 8½</p> <p>Terrell ..... KTER 3</p> <p>Texarkana ..... KTFS 1½</p> <p>Uvalde ..... KVOU 6</p> <p>Victoria ..... KVIC 14</p> <p>Wichita Falls ..... KTRN 10</p> <p><b>VIRGINIA</b></p> <p>Bedford ..... WBLT 3</p> <p>Blackstone ..... WKLV 15</p> <p>Charlottesville ..... WINA 5</p> <p>Christiansburg ..... WBCR 3</p> <p>Clifton Forge ..... WCFV 2</p> <p>Crewe ..... WSVS 12</p> <p>Danville ..... WBTM 9</p> <p>WDVA 4</p> <p>Farmville ..... WFLO 7</p> <p>Front Royal ..... WFTR 2</p> <p>Hopewell ..... WHAP 14</p> <p>Martinsville ..... WHEE 6</p> <p>WMVA 10</p> <p>Newport News ..... WACH 5</p> <p>Orange ..... WJMA 5½</p> <p>Radford ..... WRAD 3</p> <p>Richmond ..... WLEE 10</p> <p>Roanoke ..... WRIS 6</p> <p>South Boston ..... WHLF 6½</p> <p>South Hill ..... WJWS 5</p> <p><b>WASHINGTON</b></p> <p>Kirkland ..... KNBX 8</p> <p>Tacoma ..... KTAC 3</p> <p><b>WEST VIRGINIA</b></p> <p>Beckley ..... WJLS 3</p> <p>Charleston ..... WCAW 9</p> <p>WCHS 2</p> <p>WGKY 3</p> <p>WKNA 7</p> <p>WTIP 1</p> <p>Logan ..... WVOW 5</p> <p>Oak Hill ..... WOAY 12</p> <p>Parkersburg ..... WPAR 3</p> <p>Princeton ..... WLOH 3</p> <p>Welch ..... WELC 5½</p> <p><b>WISCONSIN</b></p> <p>Milwaukee ..... WMIL 15</p>
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\*Based on information supplied to SPONSOR by radio stations for its 1956 Buyers' Guide and this Negro market issue. There may be additional Negro-appeal stations which have not reported to SPONSOR.

The **OK** group  
 now has  
**1,500,000 Negroes in  
 its coverage area**

Reach your Negro audience with a primary signal and a locally accepted Negro DJ that is the leader in his area.

The dollar per thousand is the lowest cost of any station or group of stations in this area. No other station or group of stations can match The OK Group offer.

Located in the hottest sales potential area in the Mid-South and the Gold Coast of the Gulf Coast, this group of stations reaches Negro buyers with outstanding Negro personality air salesmen in each market . . . a proven and tested formula for increased sales.

**SALES** are what you'll

- WBOK** No. 1 Negro & Hillbilly
- WXOK** No. 1 Negro Station
- KAOK** No. 1 Negro - Hillbilly
- KYOK** No. 1 Negro Station
- WLOK** A Good No. 2 Station

**\$2206\***  
**A SPOT**  
\*312 TIME RATE

**FOR 5 OF THE HOTTEST SALES  
 POTENTIAL CITIES in the SOUTH**

**A Low Cost Buy . . . One Contract . . . One Affidavit . . . One Billing**

Nobody . . . but nobody can reach more people or sell more goods at a lower cost per thousand on the Gold Coast of the Gulf Coast and the Mid-South than The OK Group stations. Make the 3 or 5 station buy and save money . . . give your advertiser high powered local coverage at low priced cost.

**Write or Call**

George and [unclear] for Lake and Texas  
 Stars National for Texas  
 Stanley W. Ray, Jr., Vice Pres.  
 [unclear] Manager, [unclear] Baronne,  
 Orleans 12 La.

**WBOK** New Orleans      **WXOK** Baton Rouge      **KYOK** Houston      **KAOK** Lake Charles

# Special Offer

Top Mid-South markets

**Memphis**

Low Cost Negro Buy

**New Orleans**

No. 1 Negro Station

**Houston**

No. 1 Negro Station

All Primary Coverage

All Local Personalities

**MEMPHIS**

**NEW**

**MEMBER**

**OF THE**

**GROUP**

**WLOK**

**DIAL 1480**

1000 WATTS WITH 5000

WATTS APPLICATION

PENDING

# Like about the South!

**250,000  
NEGROES**

**\$1492\***

**FOR ONE SPOT  
IN ALL 3 MARKETS**

\*312 TIME RATE

Extra Promotion! Extra Sales!  
Extra Listeners!  
Not matched by competition.

**the OK Group**

## Brother Joe May

America's Greatest  
Negro Male Spiritual  
Singer. Known and  
Loved by all Negroes.



## Hunky Dory

A frantic knocked out  
jive air salesman that  
has brought a new  
breath of fresh air  
to Memphis



**Featuring  
Two  
Great Air  
Personalities**

CANE COLE, a hot jive man.

R. L. WEAVER, a live spiritual DJ.

JAY STORM, skilled Negro News Announcer.

**WLOK**  
**Memphis**

## 1. AS ADMEN SEE IT

(Continued from page 5)

says Evans, a long-time marketing expert.

An analysis of the Negro market tends to be confused, says Joe Wootton, head of the radio division of Interstate United Newspapers in New York. Why? "Because marketers approach such a study with a psychological barrier rather than the normal consumer barrier. They don't apply the same principles of reaching and covering this market as they do any other segment of the population.

"An advertising medium is designed simply to showcase a product to a market and to get a showcase big enough so that the greatest number of people will come wandering in. The Negro market has the same relationship to the total market that the Cadillac market has to the soup market. The Cadillac market is a part of the soup market, but it takes a special knowledge and a special appeal to sell an expensive Cadillac to people who buy inexpensive soup.

"The one thing the buyer needs to know is market facts—facts about the people who happen to be Negro, not facts about Negroes."

The first thing to know about the Negro, according to Clarence Holte, supervisor of the Negro Marketing department at BBDO, New York, is the type of thing with which he identifies. The Negro is the "same as anyone else, in wanting to be recognized and in responding to that which represents him." He's different from other ethnic groups in that his habits, customs and thought patterns are conditioned by a completely different environment. "Motivations are the framework upon which the Negro consumer market is constructed," and a study of these human motivations will lead an advertiser to a selling approach which will be effective.

Knowledgeable agency people agree that the Negro has been—and is—conditioned by the same elements which influence Albanians, Americans or Afghanistanians. These conditioning elements are rudimentary: education, economics, social status, family relationships, heritage.

How do some of these differences show up, in terms which a marketer can appraise?

They are evident in a United States Department of Labor report on food

consumption and expenditures. Negroes spend more money for food than do whites at the same income level (at this point, 27.9¢ of every spendable \$1). They eat far more meats, poultry and fish. The ratio: 12.7 pounds purchased by Negroes for every 8.3 purchased by white.

Negro women buy more hoisery, and spend more for it, than do white women. A BBDO survey, conducted over a five-year period, shows white women buying 5.4 pair and Negro women 8.8 pair every six months. In this five-year period, Negro women purchased 50% more hose than did white women, a total of 78 pair compared with 53. They paid more for the hose, too, so that the reason for frequent purchase is not inferior or lower quality merchandise. On the average, Negro women paid from \$1.26 to \$1.50 per pair, whereas most of the white women spent \$1 or under. Negroes bought at about the same price consistently, whereas white women were erratic in picking a cheap hose one time and a higher grade the next.

BBDO has some gleanings from another survey, this time on cosmetics. Again traced over a five-year period, the study shows Negro women buying 8.43 boxes of face powder for every 6.94 purchased by whites; 16.4 bottles of hand lotion as related to 13.8; 50.88 deodorants for every 29.40.

When it comes to canned soup, the white family is a much bigger consumer—40 in every 100 white families buy canned soup, only 22 in every 100 Negro families, according to one survey. Yet Negro families eat more starchy foods than do the white. They do more home baking, and they're conditioned to eating heavy desserts and baked goods.

This is the type of market information which the client wants to know and which the sponsor of Negro radio is beginning to probe.

Agency buyers of Negro-appeal radio have a sound idea as to what they are buying and for whom. They can draw an accurate profile of the Negro market, but they keep adding to that profile with three-dimension information of this type all the time.

Madeleine Allison, media director of Herschel Z. Dentsch agency, New York, plans time schedules for a variety of Negro radio accounts. Some of her philosophy:

"The Negro woman, more than the

white, controls the family budget. We advertise to her. She's an even better prospect if she and her family have migrated to a metropolitan area, because it shows they have 'get up and go'. Negroes have great loyalty and feeling for the station which is part of their community, and which shows them they don't have to be in an intellectual ghetto. As the stature of the station grows, so does its listening—and its advertising.

"When I buy Negro radio, I know for every 20,000 Negro listeners I'm going to get 20,000 customers. In regular radio, I figure I'll get 20,000 customers for every 40,000 listeners. That's why I don't care about ratings, or the fact that specialized radio is more expensive. I don't want listeners; I want customers. You always pay a premium for a specialized audience, but it's a good buy because per capita sales are more important than cost-per-1,000."

Buyers and marketers are guided in their market and media selections in Negro radio by some of these considerations.

1. The Negro buys high-quality products, and he buys by brand. Much of the "imitative" element of which Evans spoke is inherent in the attraction to known brands. For many years the Negro was exploited by offer of inferior merchandise of shoddy quality. He's formed the habit of buying a brand which everyone knows about, and which is reputable.

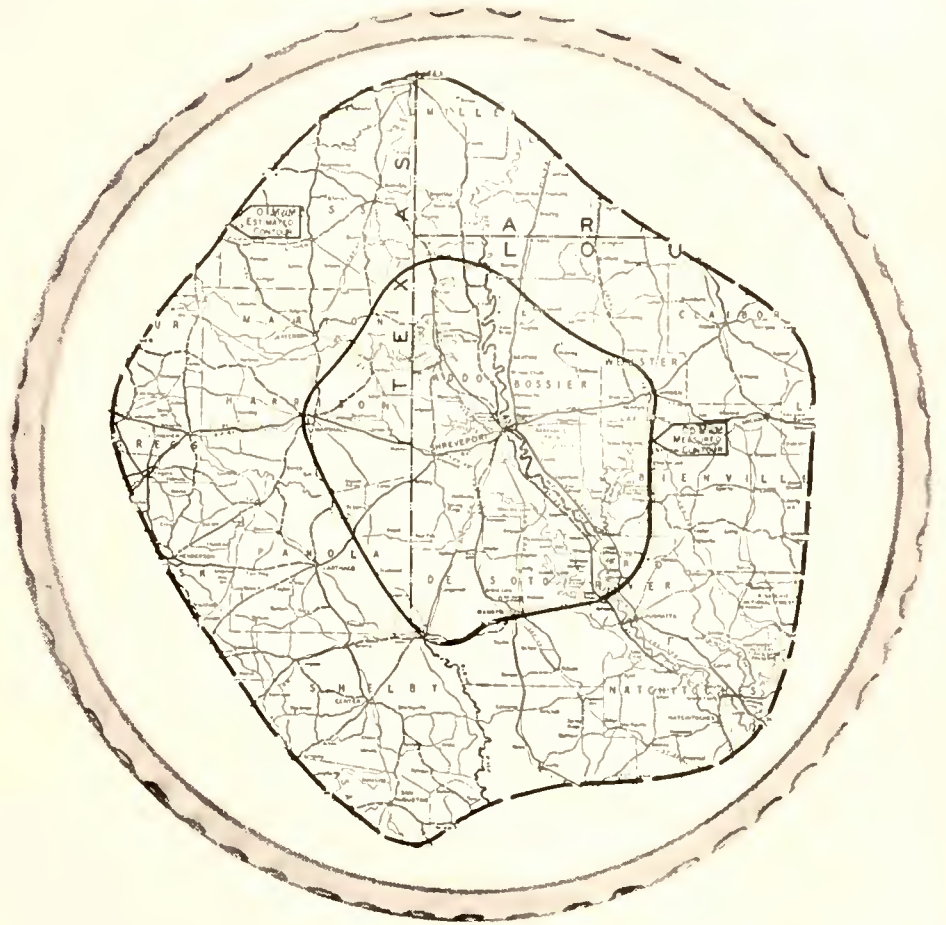
He's also conditioned to spending more for consumer products than his income would warrant, and very often he buys out-and-out luxury goods. Two of the biggest reasons: he's limited geographically to a certain residential area, and is frequently unable to buy a house, so he'll siphon this money into an expensive car; he's limited also in the type of entertainment which he can enjoy, as many theatres, night clubs and the like are closed to him. So he may buy expensive fishing tackle, or clothing, or furnishings.

2. He establishes strong loyalties to advertisers and to radio stations and their personalities. Use of local Negro radio personalities, operating in the Negro milieu, ensures immediate identification. He trusts them; he buys the products they endorse.

3. He likes to be appealed to directly, but at the same time he doesn't want to be isolated from the total com-



# TAKE YOUR CUT OF THIS RICH CHOCOLATE PIE



Population Coverage Area: (C. L. Polk Div. 1956 Issue)

Total: 646,000; Negro: 298,000—46%

Effective Buying 1955 Total: 592,750,000  
(SRDS) Negro: 145,250,000

**BUY—The True Negro Voice that Reaches the Rich Negro market of the Red River Valley.**

**SHREVEPORT'S ONLY ALL-DAY ALL-NEGRO PROGRAM STATION**

*Qualified Negro Air Personnel, Six Men and Two Women.*  
3-Hrs. Morning Spirituals, 2-Hrs. Morning Blues & Populars, 1-Hr. Afternoon Gospels, 4-Hrs. Blues & Populars, 2¼-Hrs. News, 1¼-Hrs. Sports.

# KANV

1050 K. C.  
250 WATTS  
DAYTIME

TELEPHONE 2-3122

2730 TALBOT STREET

SHREVEPORT, LOUISIANA

P. O. BOX 3611

Represented by Bob Wittig, UBC New York—Richard Eaton, UBC Wash., D.C.—Sy Thomas, UBC Chicago; Harlan Oakes, Los Angeles, Cal. Dora-Clayton, Atlanta, Ga.; Joe Harry, San Antonio, Tex.



**THE ONLY 24 HOUR  
 NEGRO PROGRAMMED STATION IN  
 \* OAKLAND-S.F.  
 BAY AREA REACHING  
 100% OF THE  
 NEGRO AUDIENCE**

\* Oakland and the East Bay lead San Francisco in Negro population as well as in total population

Availabilities around the clock!

National Reps: Forjoe & Co.



munity. He's not out in left field, even though he's in a different part of the field than is the white. He doesn't respond to condescension or to attitudes of superiority. He *never* responds to use of Negro dialect when it's phony.

4. The Negro is interested in bettering himself and his way of life. Any advertising appeal which can convince him it *will* improve his status will be received enthusiastically. This applies particularly to the migrant Negro, the one who has moved into metropolitan areas where there are more job opportunities and where credit is extended to him.

The theory of economic betterment, and of acquisition of goods, has to be backed up with the tangible prospect of income and employment and credit.

5. Negro income is soaring. Although its still considerably below that of the white nationally, in many areas there's little discrepancy between incomes of the two groups. Negro credit is being extended, as banks, loan companies and retailers realize there is a minimum credit risk.

6. Any appeal should be to the Negro in his own idiom. Or, "Don't use a Guy Lombardo to sell people who go to the Savoy Ballroom." Copy should be slanted to reach the Negro market and everyday situations in his life should be stressed. Positive motivation comes from positive association, one agency man said.

Two examples of "ineffective" appeals: Negroes didn't react favorably to the Lucky Strike "be happy, go Lucky" theme. Why?

Because, in the explanation of one buyer, "the Negro, since slavery days, has always been described as happy-go-lucky." And a commercial announcement situation which refers to an executive in a big manufacturing plant obviates any possible rapport with most Negro listeners. Why? "Because he doesn't know any such executives and doesn't ever expect to be one."

7. The Negro, in some ways, is a "captive consumer." He's captive for food and drug stores, particularly, because he's often limited to a relatively small area of a community, and he shops in that community. The density of population in Negro neighborhoods is higher than for any other, so that a retailer has an unusually large number of prospects to attract within a limited radius—a great potential.



8. In an estimated one-third of all Negro families, both the husband and the wife work. This has many implications: the aggregate family income is higher; there is a need for more effort-saving devices and services; shopping must be done at off-hours and more hastily.

9. Negroes are particularly responsible to music and religious radio programming. Some buyers de-emphasize the out-and-out "rock and roll" audience, figuring it attracts non-buying teens. But most buyers aim for participation in music and d.j. shows, and for gospel and spiritual programs. Negroes are deeply religious, and they like to listen to religious programming and religious music.

10. They're especially conscious of their personal grooming. This is a result of many Negro stereotypes. Both men and women are more acutely aware of cosmetics, toiletries and apparel than are whites at the same income and socio-economic level.

11. Negroes are inclined to spend more, proportionately, for goods than are whites at the same income level. Thus, a Negro wage earner making \$3,000 a year may spend as much for shoes as does the white person earning twice as much. ★ ★ ★

## 2. STATION REPORTS

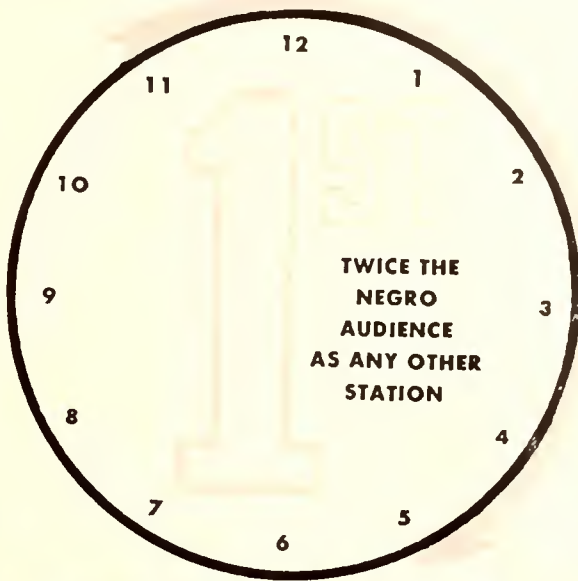
(Continued from page 8)

gospel songs another 17% includes musical programs featuring local church choirs; still another 17%, live broadcasts with local singing groups, some four hours daily. The remainder of the schedule: 5% news, of which there are nine five-minute shows daily Monday through Friday, five on Saturday and seven on Sunday; 3% church broadcasts, four hours each Sunday; 1% miscellaneous, including a five-minute birth announcement show every day, and a half-hour Sunday program of labor news and forum discussions.

One of the characteristics of Negro radio is the imaginative and attention-getting names used by local Negro personalities, and for the programs themselves. A random selection from KWBR, Oakland, Calif., shows: *Sepia Serenade* (for a 7:30-8:30 a.m. and 2-5 p.m. show six days weekly), with a d.j., Bouncin' Bill; the *Night Hawk Show* (midnight to 5 a.m. Wednesday

# WEBB ...

## BALTIMORE'S NEGRO RADIO STATION!



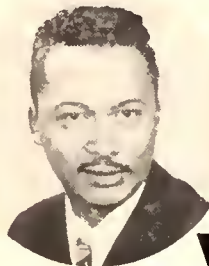
Buddy Young



Alan Freed

# FIRST EVERY MINUTE OF THE DAY...

...from March, April, May 1956 Issue of NEGRO PULSE.



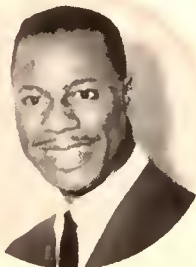
Frank Graham



# WEBB



Danny Daniels



William Dupre

## ON THE DIAL!

POST OFFICE BOX 26  
BALTIMORE 6, MD.  
PHONE: MURdock 6-3180



Duke of WEBB

REPRESENTED NATIONALLY BY GILL-PERNA

through Sunday) with Rockin' Robert. It airs nine and a quarter hours of spiritual programs weekly, another two hours of religious shows.

Its "definitely the personality" which sells!, according to WBCO, Birmingham. It hits hardest on spirituals and rhythm-and-blues music, reaching an estimated 90 Negroes for every 100 listeners—with 60% of these adult.

WANN, Annapolis, Md., is a full-time Negro station, programming 34 hours weekly and attributing 100% of its revenue to sale of time to clients interested only in reaching Negroes. One of the reasons it pulls a steady Negro audience is that it programs directly to them. An example: This summer it broadcast remotes directly from a Negro beach on the ocean near Annapolis. M. H. Blum, president and general manager of the station, reports "Some of the greatest names in the Negro entertainment world appear at this beach during the summer months.

WANN is unique in that it serves both the rural and the urban Negro. Located between Baltimore and Washington, it sends a signal into a market covering all or parts of five states.

Says Blum: "In the urban areas, many Negroes are employed in shipping, and are well paid. Others work in white collar, business, domestic, professional, manufacturing and service occupations. In the rural areas, Negroes work in farming, chicken raising, tobacco growing, oystering, crabbing, cannery work, general agricultural work."

Programming at WGES, Chicago, on the other hand, appeals to the completely urban Negro—some 800,000 of them in the market. Chicago typifies, in exaggerated terms, the influx of the Negro into Northern and Western industrialized areas. Chicago's Negro population has almost doubled in the past decade, and WGES owner John A. Dyer estimates the current gain at between 50,000 and 60,000 annually.

On the air for 32 years, WGES has been programming to Negroes since 1944. Its current Negro-appeal schedule: 6-7 a.m., Mondays through Saturdays; 9:30 a.m. to 1 p.m., Mondays through Saturdays; 3 to 6 p.m., Mondays through Sundays; 9:30 p.m. to 1 a.m., Monday through Saturdays; 6:30 to 7:30 p.m., Sundays; 9:30-11:30 p.m., Sundays.

He says: "Our view of the future

of the programs directed to the Negro audience is very optimistic. Our success is best exemplified by our mushrooming from one half-hour a week to 11 hours per day, and a contemplated further expansion attests to the accuracy of our judgment."

KNOK, Fort Worth-Dallas, has a salient quote on programming.

"The music is the bread and butter" in programming, "but the dj is the meat in the sandwich. A strong personality will swallow up a lesser personality if they both play identical music."

The station gets about 100 fan letters daily in response to its Negro programming. Why? "Negroes regard KNOK as *their* station. They bring their gripes to us in the hope that we can help. They believe what we tell them. It makes for careful advertising policy. You can't fool 'em, however tantalizing the time order might seem!"

WDIA, Memphis, has an interesting breakdown on its time orders. A list of national accounts running on the station last year totals 101, of which 98 purchased announcements and 11 bought programming. And 40 of these advertisers were on 52-week contracts. Most of these advertisers represented



*A new arrival*

# It's a buy!

Opening October 1st  
Michigan's first station with  
**ALL NEGRO PROGRAMMING**  
by a complete, experienced staff

## WCHB

"The Voice Of Progress"  
500 WATTS 1440 KC

**COMPLETELY COVERING DETROIT'S RICH NEGRO MARKET**

BELL BROADCASTING COMPANY • INKSTER, DETROIT      REPRESENTED BY JOHN E. PEARSON COMPANY

general-appeal products using specific-appeal radio.

The trend is for more general-appeal products to use Negro radio, although there is, of course, a steady flow of business from those products which are more closely identified with the Negro consumer. These include the proprietary drugs for "home treatment," the skin creams and hair straighteners.

J. B. Wilder, manager of WBAW, Barnwell, S. C., notes that any "advertiser will find the average Negro responding favorably to his appeal, except for those who make luxury products." The so-called luxury products sell well, however, depending on the habit pattern and the income level of the Negro community. In Barnwell, "the Negro economic level is generally several steps below that of their white neighbors."

Typical of a high-income area is Detroit, where WJLB reports the city Negro there has the highest average income per Negro family in the U. S., some \$3,750. "Detroit Negro income is higher than the national average for white families. Negro family income compared with Detroit non-Negro in-

come is considerably less, but credit buying expands the dollars spent far beyond actual income."

This brings up the iffiest question in all of Negro radio.

**Facts needed:** How many Negroes are there in Broomstick, Wyo.? And how much money do they earn? How much do they spend, on what and why? What are the social and economic influences which make them a more potent marketing force with which to reckon?

Every radio station in the country has *some* of the answers which buyers want to know. Many radio stations have tidbits of market information which are sufficient to indicate the strength and the potential of their areas. Others have the full story, gleaned from such various (and inconsistent) sources as the Chamber of Commerce, the state government, the Urban League, the Real Estate Board, the Welfare Department, state universities.

All of the nation's Negro-appeal radio stations are conscious of the need for specific data on the Negroes in their communities. And they're mak-

ing ever more strenuous efforts to collect this data.

Here's the type of information which most Negro-appeal stations, programming more than 25 hours a week to Negroes, know about their communities.

WBCO, Birmingham, Ala., knows that one in every three dollars spent there is spent by a Negro. In this trading area of more than a million persons, 43.3% are Negroes, 50.7% of the Negro homes have television, 93.8% have radios, 54.0% have telephones, there are 4.4 persons in each family.

Some of the stations have found these answers over a long period of time. WJOB, Hammond, Ind., for example, has been on the air broadcasting Negro-appeal programming since 1932. Says Joseph R. Fife, commercial manager, "We are one of the pioneer stations in the broadcasting of specific Negro programs, airing our first from the Chicago World's Fair. We have been doing it continuously and profitably ever since."

Typical only of a big-city Negro station is WLIB, New York, reporting a 99% Negro audience in a market which has one and a third million

## WRMA

950 k.c. 1,000 Watts Montgomery, Alabama

## WRMA

Montgomery's ONLY Negro Radio Station—serving over 200,000 Negroes in Central Alabama—constituting 53% of area population.

## WRMA

Serving only the Negro Population—YET—rated the NUMBER 2 station in the latest HOOPER survey among 5 other existing radio stations.

## WRMA

has increased its National Advertisers by 150% since Sponsor's last all-Negro issue—advertising daily for such National Advertisers as: General Foods . . . Armour & Company . . . Standard Brands . . . The Pet Milk Company . . . Monticello Drugs . . . American Tobacco . . . Manhattan Soap . . . Reynolds Tobacco . . . Union Pharmaceutical Company . . . United States Tobacco . . . Studebaker . . . Brown and Williamson . . . Johnson and Johnson . . . and many others. . . .

## WRMA

has proven Sales Results . . . Responsive Listeners . . . and a vast consumer audience . . . why don't you become our next success story. . . .

Judd Sparling  
Commercial Manager

Joseph Hershey McGillvra, Inc.  
National Representative

Negro families. Its audience "is more responsible to advertising, more brand conscious and more loyal to advertisers it trusts than the average audience."

New York Negroes are "more educated, more sophisticated and have a higher standard of living." How high? Since 1941, the income of all Negro earning groups has tripled, contrasted with that of the total population, which has doubled. New York Negroes spend \$250 million annually on food, 8% own their own homes, bottled beer is used in more than 50% of the homes, 56% of the men and 46% of the women smoke cigarettes.

This is the type of information which the local, regional and national advertiser wants to know about a market. And this is the type of data they are getting in greater quantity and quality.

Here's what WITI, Baltimore, knows about itself, for example.

The Negro community there is the sixth largest in the country, having grown 16% since 1950 to 310,000. It spends \$285 million annually, has more people of prime buying age than the white group, has more wage earners per family than the white. It has 60%

as much income as the white family, but its home ownership is increasing three times faster than the white. Most of the Negroes are in the skilled wage earning class.

Many markets not only have a large Negro population, they have a high proportion of Negro to non-Negro. Washington, D. C., as an example, has about 45 Negroes for every 100 residents. In the deep South, many counties still have a high density. WROJ, Clarksdale, Miss., reports 71% of its market is Negro, ranging from 60% in Quitman county to a high of 81% in Tunica county.

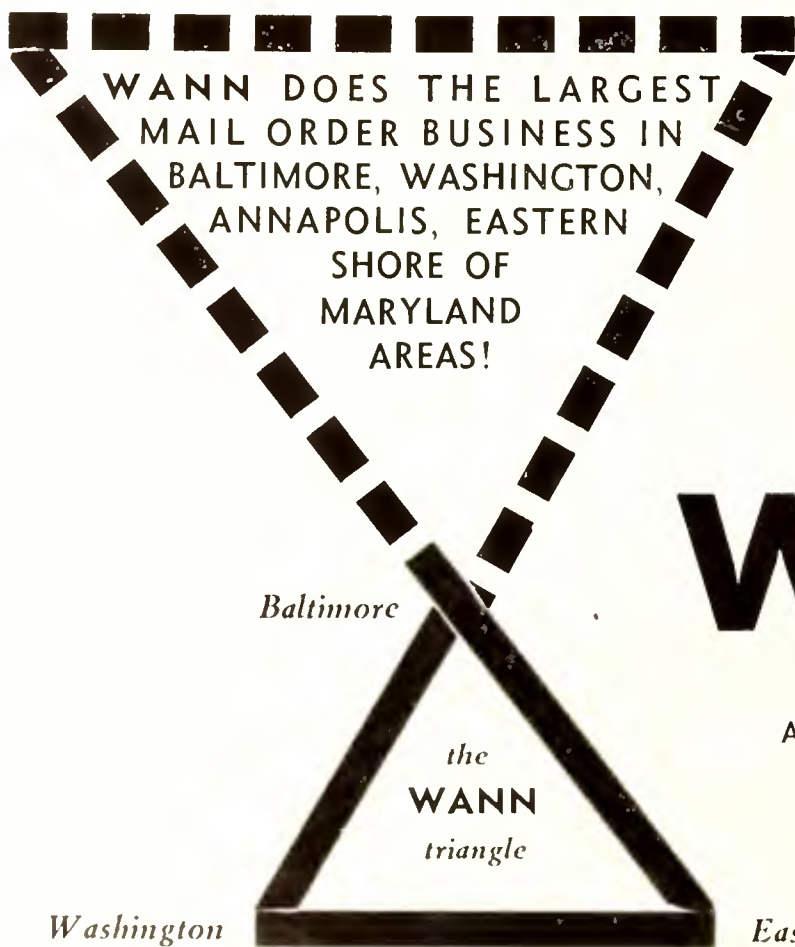
Philadelphia is one of the cities which is growing rapidly with the influx of Negroes from the South. Termed a "receiving station," the city attracts the Southern immigrant who remains there some time and then moves on to other Northern cities, usually those in New Jersey or New York City itself.

WHAT, Philadelphia, broadcasts "the oldest Negro program" there. It's *Snap Club*, on the air Monday through Saturday from noon to 7 p.m., and "the highest-rated Negro program" in Philadelphia. In the past 25 years,

WHAT has established its program format so that local people "know exactly what program they are tuning in at exactly what time." It has conducted "thorough and complete research of the Negro market in terms of population, income and audience preference."

KSAN, San Francisco, cites growth in Negro population there. Since 1939, the Negro population in the Bay area has increased by 700%. KSAN, unusual for a West Coast radio operation, programs 133 hours weekly—94% of its schedule—to Negroes. Car ownership is high, one reason being that many Negroes are employed in industry and a car is needed for commutation, and 33% of the Negro families own their houses.

Many of the Negro markets are progressive communities which are attracting new industry. This, in turn, offers more employment to more Negroes, and gains them a higher earning capacity. WJAK, Jackson, Tenn., reports that in its most recent election, people in Madison county authorized the sale of \$5 million worth of industrial bonds. The money is to be used to attract more industry by erecting



## THIS PROVES IT ALL!

Mail order sales take the guesswork out of media selection. Here in the WANN triangle, a marketer's dream combining rural and urban Negro areas, WANN does the biggest job. That's all you need to know.

# WANN

1190 ON THE RADIO DIAL  
ANNAPOLIS BROADCASTING CORP.  
P. O. BOX 749, ANNAPOLIS, MD.  
PHONE COLONIAL 3-2500

a building to the manufacturer's specifications.

This particular area already has an aluminum paint company, a garment factory, a wood veneering plant, a meat packing company, two railroad machine and repair shops, a cotton oil mill and a cotton bagging mill, a distillery stove mill and three large lumber mills.

The South is trying to lessen the industrial gap between it and the North, and with this lessening is the tendency for Negroes to remain in Southern towns as new job opportunities open up.

As the Negro income goes up, the standard of living and the educational levels rise. With the over-all gain in these realms, the Negro becomes a more stable, responsible and integral member of the business community. SPONSOR asked Negro-appeal radio stations where they got their market data. It also suggested the possibility of radio stations working in cooperation with local Negro colleges to collect and analyze Negro market information, such as income levels, buying habits, intention to buy.

Most of the stations seemed to

think this a workable idea, providing there were Negro colleges located in the area. Some stations have already used facilities and personnel of such colleges. WMRY, New Orleans, has worked with the marketing department of Dillard University, and is contemplating another project during this new school year. WYOU, Newport News, is planning a project with Hampton Institute because 55% of its city residents are Negro. WITH, Baltimore, has worked with Morgan State College, while KCOH, Houston, has collaborated with two schools, Prairieview and Texas Southern University.

WJAK, Jackson, Tenn., offers its facilities to journalism students at Lane College, and WDAS, Philadelphia, cooperates with the staff of Lincoln University in the exchange of ideas on the Negro market. WGIV, Charlotte, N. C., has conducted several such projects in the past, and is now formulating another plan with Carver College and Johnson C. Smith University.

The more usual sources for market data for any station are those used by WLOK, Memphis, which goes to the Chamber of Commerce, the Urban

League, the Better Business Bureau, the Tennessee Department of State, as well as other local and national sources. It is a 100% Negro-appeal station, scheduling its shows from 5 a.m. to 7 p.m. Its schedule is entirely disk jockey, with 60% devoted to rhythm-and-blues and 40% to spiritual.

KWBU, Corpus Christi, Texas, from time to time hires such local research firms as Consumer & Opinion Surveys of Corpus Christi to research a problem. Another activity it has is continual contact between station management and its Negro talent, and some 67 local Negro groups. These groups counsel the station on its programming, and aid with merchandising in behalf of station accounts.

Many stations are able to get figures on the type of products Negroes buy and the brands which they prefer. WEDR, Birmingham, as typical of these stations, reports that 94% of the Negro families in its area use a deodorant, 97%, instant coffee: 91%, powdered milk; 95%, canned corn; 36%, cigars.

**Market variations:** The national buying potential of Negroes is estimated

# 2 LEADING NATIONAL RATING SERVICES GIVE WHAT TOP NEGRO AUDIENCE

## THE TRUTH ABOUT NEGRO RADIO IN PHILADELPHIA . . .

- WHAT talks to more Negroes than any station south of New York City. The 13 year acceptance of more than a HALF MILLION NEGROES has boosted WHAT ratings up to some network stations.
- No other local station, network or independent, can deliver so many Negro buyers so inexpensively. Lowest cost per dollars spent, now enjoyed by a multitude of national as well as local accounts.
- WHAT is the only Negro station, regardless of power and directionality, whose signal reaches every Negro neighborhood. The highest non-directional AM tower in Philadelphia.
- WHAT offers the most complete REAL MERCHANDISING bonus ever developed for the local Negro market.
- WHAT is the only local station with a fulltime seven day Negro broadcast schedule. Established top Negro personality salesmen catering to every age group and income bracket.
- WHAT is the only local Negro station to win McCall's Golden Mike Award. . . "In recognition of performing the greatest public service in broadcasting programs to promote a better understanding of the needs and problems of the Negro community of Phila."
- WHAT-FM offers Philadelphia's only high fidelity FM Negro program service. (20,000 watts)

Represented by: Stars National Inc.



Philadelphia 31, Penna.

at \$16 billion, but the local buying potential varies enormously.

In Washington, D. C., WUST reports total spendable income of Negroes is \$400 million in the District and \$500,000 in suburban areas. The median income for the Negro is \$3,900; for the white, \$5,200. 25% of all Negro workers earn from \$5,000 to \$6,999; 18% from \$4,000 to \$4,999; 16% from \$3,000 to \$3,999; 15% from \$7,000 to \$9,999; 9% each, from \$2,000 to \$2,999 and under \$2,000; 8% 10,000 and over.

In Baltimore, which has about 500,000 Negroes in the coverage area, WEBB knows these market characteristics: "there is a tremendous amount of industrial employment for skilled labors," "Negroes are getting an opportunity to live much better than ever before" because of new housing accommodations, "more and more Negroes are finishing high school," the "buying potential is on the upgrade in tremendous leaps and bounds every single year."

And in Houston, reports KCOH, 53.9% of the Negroes own cars. The city "offers a tremendous job potential, with good income. White and Negro

salaries compare very favorably with the Negro getting perhaps \$1,000 less than the white collar workers."

In Charleston, S. C., Negroes comprise 45.2% of the population, reports WQSN. But this same proportion of the population consumes 73.7% of all patent medicines, buys 44.1% of the clothing, 43% of tobacco products, 45% of all foods. The high food figure is partially attributable to the fact that many Negro women are employed as domestics and, as such, they do a lot of the buying for white families and control the brands of food purchased.

Many radio stations are hiring Negro time salesmen and Negro consultants, in addition to Negro talent. WGES, Chicago, typifies the trend. It has six full-time Negro men selling time in the Chicago area.

Most Negro-appeal stations long since have hired Negro performers. But even these well established stations are hiring *more* Negro performers and more Negroes to work behind-the-scenes at the station. The entire announcing staff at WSID, Baltimore, is Negro, and the station schedules several Negro news shows.

Use of a Negro air personality has long been advocated by WTOD, Toledo. It recommends "for good results in Negro programing, use a Negro personality and find out what the community wants." It used a white announcer when it started to program for Negroes several years ago, and "we didn't get the right response because we didn't have the pulse of the community."

It now uses a personality well known in the Negro community. "Commercials are carefully screened for the show, using a different approach than for the usual announcement, and results are always satisfactory. We have found that slapdash programing to any group does not pay off, nor does it perform any community service, which is the civic responsibility of the broadcaster."

All technicians and announcers at WMOZ, Mobile, Ala., are Negro. Its coverage is some 215,000 Negroes in Southern Alabama, Northern Florida and Southwest Mississippi, providing "the Negro with a station where he can express himself religiously with educational programs and with entertainment where they now have a fuller life."

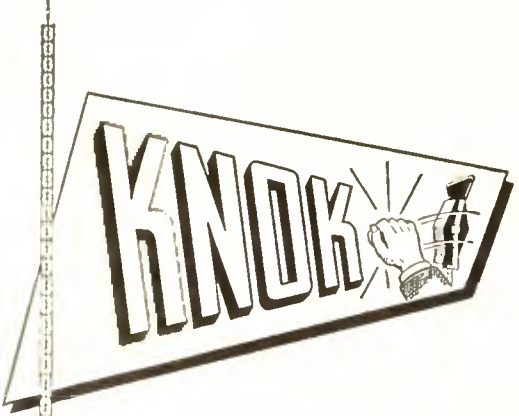
WLOU, Louisville, works on this theory: "Who knows what appeals to Negroes better than a Negro?" As a result, the staff is 70% Negro, including "all air people, the program director, the copy department. Says William Arthur Selley, Jr., vice president and station manager, "We program what Negroes are interested in, including *their* news." He has a full-time Negro salesman and a full-time Negro public relations director.

**Listener characteristics:** What are some of the things which characterize Negro listeners?

"Negroes are the most loyal and responsive of all audiences," reports KATZ, St. Louis, Mo. As a result, we are very careful about misleading statements by advertisers. Many times we have cautioned an advertiser about living up to his copy, and in a few instances we have cancelled those who will not do so."

Programing at WNOK, Baton Rouge, is about evenly divided between rhythm-and-blues music and spiritual music. Yet "spiritual fans are more sincere than r and b or hillbilly fans."

An example of listener impact comes



**Now . . . the Top Hooperated daytimer in the rich 1,000,000 + Dallas-Ft. Worth Market 315,000\* Negroes call **KNOK** their station and 1,000,000\* Whites give **KNOK** second preference in Texas' lushest market. John Pearson will supply the details.**

\*1950 census figures

from WILY, Pittsburgh. Terming the city "peculiar, in that merchants do not promote in depth nor with the imagination used in comparable markets," Manager Ernie Tannen adds "when a merchant *does* apply a spectacular technique in a promotion, the response is spectacular."

Last February, the station proposed a George Washington birthday sale promotion to a new appliance firm, Discounts Inc. The buy: 60 announcements at the rate of 20 daily for the three days preceding the 22 February sale. Listeners were told the doors would be open at 10 a.m. that morning. The temperature dropped to below freezing, yet at 9 p.m. the evening before 60 people were waiting to get one of the radio specials. By opening time on the morning of the sale, there were 600 people in line. This was the only advertising used—and the crowd netted the advertiser a front-page story in one newspaper and a picture spread in another.

Most of the radio stations report an audience which is largely adult. This, of course, is the type of audience composition they seek, because teens and youngsters have relatively little buying power in contrast to the adult group. WMRY, New Orleans, estimates 75% of its Negro listeners are over 21, with teens comprising about 15% and youngsters about 10%.

KNOK, Fort Worth-Dallas, has a similar estimate: 70% adults; 25% teens; 5% children. According to the local Pulse report, 47,500 Negro families tune to the station in a week.

Negro personalities draw a consistent flow of mail from their fans, and the quantity is usually impressive even without the use of special gimmicks or mail-pulls. WHNC, Henderson, N. C., gets an average of 3,000 cards and letters weekly. And, on a special offer such as a photo giveaway, it pulls as many as 69,000 requests.

**Merchandising:** Almost all stations offer some kind of merchandising. A more prosperous operation, broadcasting in a community with a large number of Negro families, will offer such extensions of merchandising as store audits and shelf checks. Other stations, operating on slimmer margins, will offer extra service only if an advertiser requests it or if the size of the contract makes such an investment in time and personnel worthwhile.

Typical promotional features are offered clients by WAOK, Atlanta. Among its "extras": announcements in the six Negro theatres, with recorded plugs by station personalities heard at the end of each feature film; ads in the local Negro paper; mailings to the trade; product displays in grocery or drug stores, arranged by the station's promotion man; product giveaways at weekly remote broadcasts, originating on the stage of a theatre; display of sponsors' products in station studios from which a nightly three and one-half hour show is broad-

cast before the regular studio audience.

WMRY, New Orleans, has what it calls its MP (market penetration) Plan, which includes merchandising in stores catering primarily to Negro customers, special research through the station's Hostess Service, special display material, support through newspaper ads and advertising on large attraction boards which front the WMRY Building and which are seen by 80,000 persons daily. The Hostess Service conducts consumer studies, with analyses of product preferences and product standing in the market.



Whooper-Snooper, Pumpkin Pie

Where do the actual figures lie?

We're good on Pulse, you see, my friend

We get results, and that's the end.

Robert "Browning" Meeker, Pres.

Robert "Browning" Mulvey, Comm. Mgr.

### TIME BUYING IS POETRY WHEN YOU BUY KCOH AND HOUSTON'S \$960,000,000 NEGRO MARKET

KCOH has continued for four years to lead all other media in coverage of this vital economic segment of the Houston market. Over 391,000 Negroes with an annual spendable income of \$960,000,000. This audience is yours when you buy KCOH. More coverage and lowest cost per thousand makes KCOH your best buy.

- FIRST** all Negro station in Texas
- FIRST** in Pulse rating
- FIRST** in Results
- FIRST** in public service to the Negro market

**WRITE TODAY FOR OUR FREE DETAILED REPORT  
ON HOUSTON'S NEGRO MARKET**

# KCOH

**M & M Bldg.  
Houston,  
Texas**

National Representatives — John E. Pearson Co.

# SPONSOR GOES WEEKLY 27 OCTOBER WITH A FOUR-POINT EDITORIAL PROMISE

1. essential reading
2. useful reading
3. fast reading
4. easy reading

A complete weekly wrap-up  
in depth for very busy executives.

WWRL, New York, which started programming to Negroes in 1940, has been on the air 30 years. It nets some 6,000 letters weekly from Negro listeners, and gains about 35% of its revenue from the sale of Negro-appeal programs. It maintains a close relationship with the Negro community, and with Negro businessmen.

Its merchandising services include in-store displays, shelf checks and item promotion in 500 WWRL Stores, on-the-air contests which require the listing of the advertiser's product name on each listener entry, release of pictures of the station personalities to salesmen in the client organization, circulation of such special promotion as 10,000 shopping bags featuring a local program, visits to jobbers and personal appearances. The station maintains four full-time merchandising men who cooperate with retailers, druggists and food stores particularly.

**Selling:** An increasing number of radio stations are making direct calls to agency buyers and account people, and to executives at the client company. This technique supplements activity of the national station representative, and pinpoints a specific sales recommendation to the local market needs of a national or regional advertiser.

Desk presentations are made to timebuyers by WJLD, Birmingham, which also has an average of 14 mailings to timebuyers every year.

For the past three years, WDAS, Philadelphia, has been showing an elaborate Negro presentation to clients in the East. Prepared in cooperation with a Negro consultant and researcher, the over-all Negro presentation pinpoints the Philadelphia Negro market in such terms as (1) residence, by Census tract; (2) proximity to food and drug stores; (3) population density; (4) average rents and value of houses which are owned; (5) employment; (6) income.

WDAS offers a national advertiser such pluses as a trade mailing to stores stocking a specific product, setting up in-store displays, urging grocer cooperation in pushing the displayed item, getting distribution in new stores, surveying the product in relation to the competition.

The hinge on which the sales door swings is community relations. If a



# TOPS

in

# NEGRO

*Listening  
Coverage  
Merchandising*

*in Washington, D. C.  
Metropolitan Area*

# WOOK

*in Baltimore Metropolitan  
Area*

# WSID

*in Cleveland Metropolitan  
Area*

# WJMO

*in Norfolk Metropolitan  
Area*

# WYOU

*in Richmond Metropolitan  
Area*

# WANT

*Also*

# KANV

*Shreveport*

# WCLS

*Columbus*

# WBUD

*Trenton*

Phone or write

UNITED BROADCASTING CO.

Plaza 59145—270 Park Ave., New York  
Randolph 65464—75 E. Wacker Dr.,  
Chicago

Jackson 57841—502 Mortgage Guarantees  
Building, Atlanta

station works for and gets community identification, it is a cinch to get listeners, then sponsors, then sales.

There are many components to bettering community relations. KOKY, Little Rock, hires a full time public relations man and a Negro consultant.

Two years ago, WHAT, Philadelphia, received the *McCall Magazine* Golden Microphone award for "performing the greatest public service in broadcasting programs to promote a better understanding of the needs and problems of the Negro community." It hired its first Negro staff announcer in 1942, and it now has five in top program spots. One of its program innovations is *Talk of the Teens*, handled by high school students and moderated by a Negro high school teacher. Sooner or later, the station claims, every Negro high school student tunes to the half-hour Saturday morning broadcast. The show averages 300 pieces of mail weekly.

Teens are a big part of the community relations program of WSID, Baltimore. The morning man, Kelson Fisher, asks kids to the studios on Saturday. They throng to the station, answer phone requests, read dedications on the air, introduce songs, sing jingle station breaks they've written. Says Helen Wherley, traffic and program manager, "To the unimaginative, this might seem like complete confusion. However, we feel that in some small way we are helping to combat juvenile delinquency, for here the youngsters are gathering together under proper supervision and since it is their program they enjoy it to the fullest.

"Some of these fine young people may be active in the field of entertainment or advertising in the years to come. It's a fine thing to help shape young people along creative lines so that in time they can decide for themselves how to apply their natural aptitude in their chosen fields."

As the Negro market grows, more and more stations are taking to the air as Negro-appeal outlets, and many regular stations are switching to this type of programming.

One of the newest outlets is KOKY, Little Rock, Ark., which has a mid-October target date for taking the air. It's affiliated with WOKJ, Jackson, Miss., and is managed by John McLendon. The 1 kw daytimer will maintain an all-Negro staff and appeal to 160,000 Negroes in the trading area

For Best Results

Use Vitamin

# DEE

On Station **WSID**

In Baltimore.



Mary Dee comes to Baltimore. Mary Dee has been long recognized as one of America's outstanding Negro personalities. She is moving to WSID where she will have her own show known as "Movin Round with Mary Dee". If you know Mary Dee you know she is tops. Sponsors who have used her and have been identified with her shows in other markets, rave about her and you will too.

FOR THE FACTS,  
TALK TO YOUR U.B.C.  
REPRESENTATIVE.

*In*  
**Mississippi** \*

**\*45.3% NEGRO**

Higher than ANY state . . . center of the New South . . . making fantastic industrial strides.

*and in*  
**Jackson** \*

**\*THE ONLY MAJOR MARKET**

45% NEGRO higher than ANY U. S. City. The Capital—Industrial & financial center—crossroads of the South.

**WOKJ**  
*is*  
**Negro Radio**  
*and 1st in every Survey*  
**1955 O'Connor**  
**1956 Hooper**

**MISSISSIPPI'S ONLY NEGRO STATION**  
*Call McGillvra*  
**For The WOKJ Story**

with a schedule of male and female disk jockeys (50% of total schedule), religious music and sermons and daily devotionals (30%), agricultural and educational programs (3%), news (8%), forums and discussions (8%).

**Groups:** There are several broadcasting groups which program to Negroes. The largest of these is the Keystone Broadcasting System, of which Sidney Wolf is president. KBS, since July 1955, has sold its Negro Network Division of 343 stations as a package to national advertisers. At this point, its stations cover 85% of the Negroes in the "Southern area of concentrated coverage" and 55% of all Negroes in the U.S. Both figures allow for a 7% increase over 1950 Census figures.

KBS, according to Wolf, "is making plans to expand the Negro Network Division's over-all coverage" with the addition of new affiliates and additional sales to national advertisers. Noel Rhys, vice president, reports a dozen national accounts are buying the network to reach both Negro and white listeners, and several have signed only to reach the Negro population. KBS is the only non-wired or transcription network in the country.

Rhys characterizes the Negro market in this way.

"A national advertiser needs special copy to tap the vast and increasing expanding Negro market, which has an ever rising earning capacity. The Negro customer is discriminating, and he buys the best of everything. He's willing to pay for the very best on the market, and quality counts a lot. It's a mistake for the national advertiser to take for granted that price is the dominant factor.

"How fast is the market growing? Well, three years ago there were perhaps 100 national advertisers who in one way or another were interested in this expanding market. By the end of 1957, there will be 300 to 400 national advertisers who will feel they must appeal to the Negro population, wherever it is, with a message specially designed to tap this market."

Three years ago, there was the first and short-lived — National Negro Network, a group of stations in 43 major Negro markets which was sold as a package to national advertisers. Buyers bought segments of a daytime serial, *Ruby Valentine*, or agencies

**KOKY**  
*Arkansas'*

*Only*  
**Negro Station**  
*begins*  
*broadcasting*  
*To The*  
**72,000**  
*Negroes of*  
**Greater**  
**Little Rock**  
*(1/3 of the total population)*  
**OCTOBER 15**  
*Call*  
*McGillvra*  
**NOW!**  
**KOKY**  
**1000 WATTS 1440 K C**  
**LITTLE ROCK**



**PAL** says:

**In South Carolina  
only two stations  
program 100% for a  
vast Negro Audience  
of almost 1,000,000**

**WOIC**

Columbia, S. C.

1470 KC                      5000 W

Walker Representation Co., Inc.

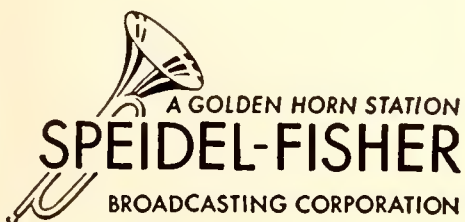
**WPAL**

Charleston, S. C.

730 KC                      1000 W

Forjoe & Co., Inc.

Southeastern Representatives  
Dora-Clayton Agency



to it. The network was disbanded after about a year, but plans for its re-formulation are being made by its former president, Leonard Evans.

Evans, who has his own consultancy business in Chicago and who is an account executive at Arthur Meyerhoff advertising agency there, hopes to re-vamp the program and the sales structure and get the network back into operation early next year. Most of the programming would be transcribed and produced especially for the network in New York. Some special shows, however, could originate live and be fed to the network affiliates.

O. Wayne Rollins owns several radio and tv properties, of which three radio outlets are programed to Negroes: WNJR, Newark-New York; WBEE, Harvey-Chicago, and WRAP, Norfolk. A fourth, WGEE, Indianapolis, takes the air 1 Oct.

Says Rollins: "There are two reasons why Negro radio has such unlimited possibilities now and in the future.

"First: the fact that the Negro is not content and is constantly seeking ways and means to improve himself makes him very receptive to advertising that shows him the way to accomplish this improvement. If Negro radio stations so program their stations to reach the Negro — and particularly the buying part of the Negro audience—they will have success stories from their sponsors. This, of course, means success for the station.

"Secondly: the Negro population is concentrated in the metropolitan areas, and each day becomes more concentrated as the moving trend from rural areas continues, and there are so few advertising media directing their advertising to this concentrated audience which makes it possible for the advertiser to get undivided attention. Therefore, the ability of Negro radio to deliver the advertising message to a receptive audience at a very low cost-per-1,000 certainly fills an advertising need. I do not believe that we have even begun to take advantage of this opportunity as radio station operators, nor has the advertiser even scratched the surface of this concentrated market potential."

Richard Eaton of United Broadcasting Co. represents five radio stations which program to Negroes exclusively: WOOK, Washington; WSID, Baltimore; WJMO, Cleveland; WANT,

**WWRL**

**New York's No. 1  
Station for America's  
No. 1 Negro Market**



*"Dr. Jive"  
One of WWRL's  
sales-producing  
personalities*

WWRL has a larger audience in the 1,100,000 New York Negro Market than any other station—network or independent.

WWRL moves merchandise FAST . . . that's why more and more national advertisers are using WWRL's great Negro audience shows to outsell all competition.

They include:

Camel Cigarettes  
Carolina Rice  
Coca Cola  
Carnation Milk  
Heinz Baby Foods  
Aunt Jemima Flour  
Rheingold Beer  
Italian Swiss Colony Wine

Discover today why WWRL's specially designed programs plus sales-creating station merchandising can produce greater sales for you in New York's one million Negro market— at a cost of 12c per thousand listeners.

Pulse Reports on request.

DEfender 5-1600

**in New York City  
at 5,000 Watts**

**WWRL**

# Dallas, Tex.

NATION'S 12TH LARGEST  
MARKET

•  
—315,000 Colored—In—  
Trade Area

## KGKO

5000 Watts 1480 On Dial

Offering

“The Top DJ”

## “Tony Davis Shows”

“Rock Festival”—9-1 a.m.  
Niteley

“Spiritual Hour”—7-8 a.m.  
Sunday

**SORRY**

**OTHER SHOWS SOLD OUT**

**Only** Negro  
Personality

On **DALLAS  
RADIO**

Phone: Fairdale 6441 —Collect  
Or: Avery-Knodel, Inc.

New York — Chicago — Atlanta  
Dallas — Los Angeles

Richmond, and WYOU, Norfolk, Va. They are all 100% Negro-appeal, and many of the staff is Negro (including managers, chief engineers, program directors and salesmen).

Says Eaton: “We feel most encouraged about the growing interest in Negro radio, both nationally and locally. We have more accounts buying than ever before, and we are 90% S.R.O.” UBC stations cover an estimated 13% of the total Negro population, based on corrections to the 1950 Census Bureau material.

John E. Pearson Co. represents 13 Negro-appeal stations covering some 47% of the Negro population (see separate story, page 9).

The OK station group includes five outlets, WBOK, New Orleans; KYOK, Houston; WLOK, Memphis; WXOK, Baton Rouge, and K AOK, Lake Charles, La. Jules J. Paglin, president of the OK Group, reports the stations cover a potential audience of 1.5 million Negroes, 10% of the total Negro population as based on the last Census report.

This year, Paglin says, “national advertisers have come to a greater realization of the value of Negro radio, and are rapidly realizing that there are few places they can go for increased sales to meet the rising cost of operation. They must seek out new consumer areas they have not formerly reached to get their increased sales. They are learning that the Negro does not respond to this general mass push that reaches the middle class general audience, and that the Negro must be reached with a specific appeal that has his type of copy approach and his type of preferred programming.

“The Negro is not ordinarily a print media reader. He prefers to get his education, information, entertainment and news from radio. Negro radio is growing, but it is only possible by delivering to this specialized audience new and more intensive ideas to create an awareness among these people that radio serves them better and more effectively through their own people in giving them an honest and truthful story.”

There are six Negro-appeal stations in the Rommsville Group. They are WCIN, Cincinnati; WLOU, Louisville; WMBM, Miami Beach; WOBS, Jacksonville, Fla.; WIOK, Tampa, Fla., and WSOK, Nashville. ★ ★ ★

## WANTED

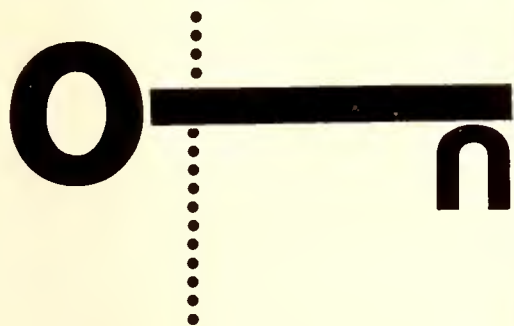
**SPONSOR** needs a live-wire promotion/business manager for its ad department.

Now that SPONSOR is going weekly 27 October, our expansion blueprint calls for an alert, experienced promotion business manager for our busy sales and advertising department. The man we need is alert to opportunities for increased sales, a sales stimulator, an experienced idea-getter, and a good administrator. Some of his key requisites will be the ability to provide strong sales ammunition, to take an internal load off the sales manager's shoulders, and to initiate constructive projects. He'll headquarter in New York. This is a brand-new job at SPONSOR—and a choice opportunity. Please RUSH full details including salary requirements.

**BOX 917, SPONSOR, 40 E. 49,  
NEW YORK 17**

# K P R S

is the KEY to  
Kansas City's 127,600  
Negro Market



## SALES RESULTS PROVE IT!

### ITALIAN SWISS COLONY WINE

"Sales in ten months with KPRS from zero to 57% coverage and 25% of available market business."

### AUTOMOTIVE SUPPLIES

"Use of KPRS our finest method of advertising. Shows loyalty of listeners to station advertisers."

(U.S. Royal Tires)

### JEWELRY

"KPRS has brought us more new customers than all other media used. Saved us 7.3% of advertising budget."

### CLOTHING

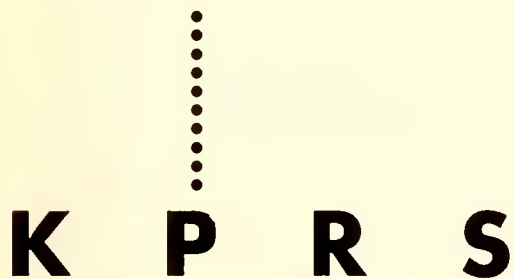
"After 21 years as a radio advertiser we find KPRS outpulls all others in actual business and in cost."

### TIRES

"Switching from two local stations to KPRS achieved our greatest sales results with only 2.8% expense."

(Goodyear & Penn. Tires)

The **ONLY** station in the rich Kansas City Metropolitan area beamed exclusively to the Negro Market...



1000 W. — 1590 KC.

Kansas City, Missouri

Represented nationally by  
Joseph McGillvra, Inc.

### 3. SIGNPOST

(Continued from page 9)

4. A fact sheet indicating the combined market data of all the Pearson stations.

This national data is supplemented with regional and local information. Each of the Pearson-represented stations will be outlined in fact-sheet form as to growth of the market, education, occupation, estimated purchasing power, median income and age distribution.

The final presentation section takes the form of retail trading area maps which include individual market statistics and on which the millivolt contour pattern of each of the 13 radio stations is superimposed.

This study is the kick-off point for organization of the stations into a package for buyers. Pearson plans to meet with the station managers this month and to present a one-contract sales plan which offers national advertisers a potential audience of some eight million Negroes.

Pearson explains: "We'll propose the stations keep the same rate they now have. We want to sell the buyer on the basis of this mass coverage by signing one contract and paying with one check. How much the package will cost, or how we will process the contract and the check, we don't know."

Many of the stations represented by Pearson have long compiled local market data to back up their sales arguments to prospective sponsors. Outstanding among them is WDIA, Memphis, which has taken a leadership role in the Negro community life there. It sponsors such things as free movies, a Negro Mardi Gras, Little League baseball teams, a school bus for crippled Negro children (see picture page 3).

And "I'll wager WDIA had 170 different national advertisers on the air between 1 April, 1955 and 1 April, 1956," says Pearson. "Memphis is an outstanding success, but it just didn't happen. Any other major market station can do the same, but it has to know its local market and program to it."

He cites a station scheduled to go on the air next month as an example of "a natural to succeed." WCHB, Inkster-Detroit, will program 84 hours weekly as "Michigan's only 100% Negro station." It's owned by Dr.

# 601,990

## NEGRO LISTENERS EVERY WEEK (CPA)

# WLIB

is

# TOPS

in

# RATING

## (8.2 PULSE)

Highest in history of  
N.Y. Negro radio audience  
ratings—MARCH '56

✓ WLIB has more Negro  
listeners than any other  
New York radio station  
—network or independent.

✓ WLIB is the only station  
with studios in Harlem.

If you want to sell the  
N.Y. Negro Market

CALL • WRITE • WIRE

1190 ON THE DIAL

HARLEM RADIO CENTER

2090 Seventh Avenue, New York 27  
MONument 6-1800

Haley Bell, a practicing dentist there for 34 years who has long been identified with the Negro community and as a leader of it.

WCHB is the most recent addition to the Pearson lineup.

Others: WOV, New York; WWCA, Gary, Ind.; WDIA, Memphis; WDAS, Philadelphia; KCOH, Houston; KNOX, Fort-Worth-Dallas; WEDR, Birmingham; KNLW, St. Louis; WMOZ, Mobile; WMFS, Chattanooga; WQSN, Charleston, S. C., and KXLR, Little Rock, Ark.

Pearson has created two new job assignments to back up its heightened activity in the Negro market. In New York, Dick Allen, formerly with Radio Advertising Bureau, has been designated head of the new business and sales development department. In Chicago, Frank Reed, veteran Midwest manager of the company, has been promoted to the same type of developmental assignment. They will visit agencies and clients, presenting the National Negro market story and the stories of the 13 stations. ★ ★ ★

#### 4. NATIONAL CASES

(Continued from page 10)

food store group and Wieboldt's department store. Webb is interested in maintaining a steady growth in Negro acceptance and purchase. One of its primary aims: to reach the migrant Negro family, a major factor in Chicago's population picture. It is estimated some 8,000 Negroes move to the city every month.

**Canned fish:** Maine Sardine Industry, Augusta, Me. is comprised of a group of packers of domestic sardines caught in the waters off Maine. The account is handled by BBDO, Boston. A long-time buyer of Negro radio, the account now sponsors minutes and participations at the rate of 10 to 12 weekly on each of 97 stations in more than 50 markets.

G. Wright Briggs Jr., radio and tv director of BBDO in Boston, explains the account's advertising approach this way:

"Maine Sardines is anxious to reach the Negro audience because Negroes have in the past proved to favor this type of food product to a marked degree. Spot radio does an effective job of covering the areas in which a great portion of the Negro population resides. There are many stations today

which devote either all or a considerable portion of their programming to informing and entertaining Negro audiences. Obviously, these stations are the best for our purpose. Likewise, television saturation is still not extensive enough in the Southern area to warrant the use of that medium as a general thing for this purpose."

Although minutes and participations are standard, Maine Sardines' schedule sometimes includes chainbreaks. This choice is determined by availabilities and the type of station being purchased, the latter including "a good many clear-channel, wide-coverage stations as well as those with specialized Negro appeal." The client prefers announcements to be scattered from Tuesday through Friday, usually from 9 a.m. through 4:30 p.m.

Briggs, discussing programming, says: "Well known personality types are the best vehicles to carry the sponsor's message to the Negro audience. With radio programming as it is today, at least a modest announcement saturation in the daytime hours will reach the housewife to best advantage."

**Beer:** Stag Beer, made by Carling Brewing Co., St. Louis, approaches the Negro market with this concept. "We treat Negroes as people, absolutely no differently. We use the same commercials we use in the white-appeal advertising." So says Joseph B. Bengel, account executive on Stag at Erwin, Wasey & Co., Chicago.

The regional beer has a five-state distribution area: Illinois, Missouri, Tennessee, Arkansas and Oklahoma. Its Negro-appeal radio schedules are limited because "we think we cover colored people with regular media. We know Negroes listen to other than all-Negro stations, and we buy Negro radio as supplemental."

Stag maintains a continuous advertising schedule, but peaks its various media according to season. Radio's seasons: spring and summer. Transcribed announcements are released by the agency in 20- and 60-second variations.

**Margarine:** Good Luck Margarine a Lever Bros. product, buys Negro radio in a few selected sales areas.

"New Orleans is one of its most productive markets," says Jim McCaffrey, timebuyer at Ogilvy, Benson & Mather agency, New York. There seem to be two main factors. The ratio

of Negro to white population is high there, and New Orleans radio offers "unusually good" on-the-air salesmen. The client likes the fact that there is a heavy white tune-in to the rock-and-roll shows in which Good Luck buys participations.

**Chewing gum:** Wrigley's Spearmint Gum, made by the William Wrigley Jr. Co., Chicago, and serviced by the Arthur Meyerhoff agency there, buys Negro-appeal radio in more than 40 selected markets. The total number of markets is understood to range as high as 68 to 70 at certain times.

Wrigley started using Negro radio for the first time in 1953, when it purchased the National Negro Network of 43 stations. It bought adjacencies following the daytime serial, *Ruby Valentine*, using such phrases as these in copy: "refreshing, delicious treat freshens—cool and clean—relaxed—pressure of a rough day—chew Spearmint every day."

According to Henry Webster, vice president and secretary of the company who served as its advertising manager for many years, Wrigley chooses its broadcast time according to individual market tastes. Minutes and station breaks are purchased as early as 5 o'clock in the morning. The usual frequency is one announcement daily, five days weekly on 52-week schedules.

Spearmint copy is especially written for the Negro audience. Wrigley sends out transcribed announcements which feature such Negro personalities as Sed McCoy and Elwood Smith.

Webster, explaining Wrigley's advertising concept of reaching the Negro market, says:

"For a long time we didn't want to advertise to the specialized market. We figured people are people, and that we could reach the most people the most economically with a mass medium rather than small, specialized media."

Field representatives of the company, however, alerted Wrigley management to the fact that its general advertising message "wasn't getting through" with certain groups. And that's when the gum concern started using specialized radio, aiming particularly at the Negro and the Spanish-speaking audiences.

An agency spokesman explains that the transcribed commercials gain an audience identification because they are written for the Negro and feature Negro personalities.

# WGES

Established in 1924

There are only 10 cities in the United States with a total population greater than the Negro population of Chicagoland.

Eleven years ago we began a half hour daily broadcast directed to the Negro population. Today we devote 11 hours daily.

## Why?

The Negro population of Chicagoland is now more than 721,500.\*

The buying power of this responsive segment is immense . . . more than 3/4 billion dollars.

The personalities to broadcast your advertising message:

### Bill Fields—

6:00 AM to 7:00 AM  
Monday thru Saturday

### Stan Ricardo—

9:30 AM to 12 noon  
Monday thru Saturday

### Richard Stams—

12:00 Noon to 1:00 PM  
Monday thru Saturday

### Al Benson—

3:00 PM to 6:00 PM  
Monday thru Saturday

### Sam Evans—

9:30 PM to 12:00 midnight  
Monday thru Saturday

### Sid McCoy—

12:00 Midnight to 1:00 AM  
Monday thru Saturday

A Big Market  
with  
Big Buying Power  
in a  
Concentrated Area.

\*SRDS Consumer Markets

# WGES

5000 Watts

2708 W. Washington Blvd.  
Chicago 12, Illinois

"We want a uniform presentation of our commercials, because we can then control the sales message and see that it is in keeping with the dignity of the product. A lot of times the local personality has a style which is undignified even though he might sell very, very well. This policy of dignity in the commercial presentation adheres to a long standing Wrigley policy."

**Shoes:** Announcements are bought by Thom McAn Shoes in several major markets, four of the most productive of which are New York, Detroit, Baltimore and Philadelphia. The client is Melville Shoe Corp., New York, and the agency is Ogilvy, Benson & Mather, same city. The shoe firm prefers participations in local personality shows, especially the disk jockey music and chatter type of program.

**Beer:** Rheingold Beer, long a heavy user of broadcast advertising, this summer started its first intensive use of Negro-appeal schedules in New York City after working out a step-by-step formula for reaching the Negro market over the past three years. Its specific broadcast pattern was smoothed out in Los Angeles, where Negro-appeal radio has been running for some time.

The beer is produced by the Rheingold Brewing Co., Los Angeles, and its advertising is directed by Foote, Cone & Belding, New York.

This buying pattern typifies the summer schedule which Rheingold has been carrying in New York City.

According to Broadcast Advertisers Reports for that market, based on radio station monitoring during the week ending 23 June, Rheingold announcement buying looked like this.

It purchased a total of 88 announcements of which 24 were minute breaks, 50 were participation minutes, 13 were station breaks and one was a 30-second participation. The beer, in addition, sponsored three 10-minute time periods. Five stations were used.

There was a fairly even spread of radio business on the first six days of the week, excluding Sunday. The specific number of sponsored announcements and time periods, by day: Monday, 16; Tuesday, 13; Wednesday, 14; Thursday, 16; Friday, 18; Saturday, 14, giving good coverage to each day.

Rheingold prefers daytime time slots, with 76 of the 91 buys scheduled before 6 p.m. and only 15 slotted at 6

## Pulse Hooper and Nielsen Prove WAOK 1st in the Atlanta Negro Market!

In the full 72 quarter-hour period surveyed . . . WAOK leads ALL stations in Negro Homes with 56 quarter hours (plus 4 ties). (Negro Pulse . . . March-April, 1956) Latest Hooper and Nielsen reports also show WAOK is the number 1 Negro programmed station.

Remember: WAOK is  
Atlanta's Only  
Full Time Negro  
Programmed Station  
and 5,000 Watts

For Availabilities Call  
Your FORJOE Man

**WAOK** ATLANTA  
GEORGIA  
5,000 WATTS | 1380 KC

there's only  
**ONE** way  
 to reach the  
 fabulous  
**NEGRO**  
**MARKET**  
 of Durham -  
 Raleigh  
 and Eastern  
 North Carolina

and that's with  
**W S R C**  
 Durham, N. C.

"Only station programming exclusively to the NEGRO Market"

**SERVING OVER A QUARTER OF A MILLION NEGROES**

These top rated Personalities really do the job. . . .

- ★ NORFLEY WHITTED
- ★ HONEYBOY FORD
- ★ DR. JIVE

TAKE A LOOK AT THE FACTS

Call our Reps for a peek at the new August 1956 "5 County PULSE" or the new August 1956 "HOOPER"

The Greatest selling station in America

**W S R C**

1410—The hottest spot in Eastern Carolina

Call RAMBEAU

Southeastern—Dora-Clayton

or after. From 6 a.m. until noon there were 49 buys from noon to 6 p.m., 27.

**Breakfast food:** Kellogg's Corn Flakes at this point buys only one market, Memphis, to reach a Negro audience. Joe Hall, timebuyer at Leo Burnett agency, Chicago, explains that Negro-appeal radio has been recommended by the agency for next year. The plan: Negro radio in areas with "poor tv penetration." Several markets have been suggested for early '57.

**Soft drink:** Kool-Aid, a soft drink powder made in different flavors by Perkins Products Co., Chicago, a division of General Foods, uses Negro-appeal radio in five Northern markets. Time is purchased by Foote, Cone & Belding, Chicago, which three years ago conducted an extensive survey of radio in Negro markets. Dorothy Fromherz, agency timebuyer, says the buying pattern this year is for participation in programs conducted by Negro disk jockeys.

This is Kool-Aid's second year for Negro-appeal radio and, because of the type of product, this advertising is scheduled only during the summer months. The objective: to reach the Negro audience in specialized Negro markets. The results: "a tremendous sale among Negro families, according to the sales figures," says Mrs. Fromherz.

FC&B sends out special radio copy for Negro-appeal programming so that local personalities can use their own phrasing, based on fact sheets as well as on finished commercial copy. All announcements are one-minute participations.

**Toiletries:** Shulton Inc., New York, through its New York agency, Wesley Associates, buys Negro-appeal radio in selected markets. Its key cities: New York, Chicago, Detroit and Memphis.

Its advertising pattern started with a Negro radio test in Memphis two years ago, getting what Joe Knap, media director of the agency, terms "excellent results in terms of sales." The initial test was a 13-week campaign from September through Christmas on behalf of its line of Old Spice stick deodorant and after-shave lotion.

The findings, according to Knap: "The Negro radio schedules brought stronger results because of our use of white stations at the same time. Negroes got a double impact from

hearing the Shulton advertising on general stations as well as on Negro-appeal outlets.

"As for programming, we prefer participations in a personality show, with local talent—usually a disk jockey—handling the live copy."

Live copy is backed by a transcribed Old Spice jingle, a familiar ditty which was rewritten and revamped for the Negro market. Daytime announcements, during the morning and late afternoon hours, are preferred, at the rate of from five to 10 weekly. The pattern is one station per city.

Says Knap:

"A lot of Negroes have heard our Old Spice jingle on general stations, and we get added impact and added identification from the instrumental variation aired on Negro-appeal stations. The disk jockeys get the record for background, and then we give them sales points which they phrase in their own words and styling."

**Cosmetic:** Nadinola Cream, a skin bleach made by the National Toilet Co. of Paris, Tenn., is a long-time buyer of Negro-appeal radio. The cream is essentially a Negro-appeal product.

Frank Hakewill, vice president of Nadinola's agency, Roche, Williams & Cleary, Chicago, explains that the 40-year-old product buys twice-yearly schedules in some 20 markets. The spring campaign starts in February and continues into June, and a fall schedule continues from September through November. Each seasonal budget allocation is based on sales during the previous six months.

The client is looking for "a 100% Negro audience." Hakewill reports, buying an average of one station per market with a schedule of 60-second participations and adjacencies. Nadinola prefers participations within shows so that the "name" performer on a disk jockey or spiritual show, for example, can deliver the bleach cream commercial.

All commercials are handled live, with the local performer selecting copy points from a complete commercial script which the agency sends out. The typical station buy is six announcements weekly for the 24 weeks yearly in which Nadinola schedules its radio.

The company has been buying Negro-appeal radio for some 20 years, and last year for the first time scheduled tv announcements.



As a result of this tv schedule, it found that the skin bleach was gaining distribution in stores patronized by white persons and that some white people were buying it. This fall, the company plans to go into seven or eight tv markets.

Although most of the Nadinola radio markets are in the South, many of the "better" markets—from a sales viewpoint—are in the North, says Hakewill. He cites New York, Cleveland, Newark, Philadelphia and San Francisco as good Northern areas for Nadinola sales. In general, all markets are chosen on the basis of the density of Negro population.

The budget for each market is set by F. M. Allen, sales manager and part owner of National Toilet Co. He maintains close contact with all retailers and wholesalers, and knows where all the sales are coming from.

**Drug product:** Vasline Petroleum Jelly, made by Chesebrough-Pond's, New York, was recommended a radio schedule to reach the Negro market by McCann-Erickson agency in 1953. Starting that year with an eight-market schedule, Vasline Petroleum Jelly today is buying a 38-station list. Each station is in a market area of 50,000 or more Negroes.

The jelly, which is odorless, tasteless and pure, has many uses. McCann-Erickson attempts to get a great variety of these uses included in the live copy handled by local station talent. Negro radio for Chesebrough continues to be one-minute participations in local shows, and these are usually music programs featuring popular disk jockeys.

According to Bill Pellenz, timebuyer on the account, Negro market radio has proven so effective that Negro print schedules were dropped this year in favor of broadcasting. He supervises the buying of announcements in the early morning, afternoon and evening time periods.

"The most effective use of Negro-appeal radio," says Pellenz, "is with local personalities. We give them fact sheets to work from, because a canned commercial doesn't ever seem to fit the personality."

**Insurance:** Negro-owned insurance companies have a problem in gaining consumer confidence and consumer acceptance among Negroes. Originally, white insurance companies declined to accept business from Negroes be-

cause they had a higher mortality rate and a lower income than whites. This is when Negro-owned companies began operating.

In the past years, however, as the Negro economic level has bettered and as sanitation measures and personal health have improved, the white-owned insurance companies have fought a competitive battle with Negro companies for the Negro policy-holder. Today, Metropolitan Life Insurance Co., for example, is understood to have more Negro policy-holders than all Negro-owned insurance companies combined.

Four national Negro insurance concerns—owned by Negroes and aimed at the Negro market—are serviced by the Arthur Meyerhoff agency out of Chicago. These companies, with the number of branch offices, include: the Chicago Metropolitan Assurance Co., 23; Supreme Liberty Life Insurance Co., 38; North Carolina Mutual of Durham, 45; and Mammoth Life and Accident Co. of Louisville, Ky., 19.

All of these insurance companies sponsor Negro-appeal radio to gain acceptance for their salesmen in the local market. And, as a backstop to

their radio selling efforts, they buy space in so-termed "white" newspapers to gain Negro reader acceptance. The theory is that Negroes, accepting white persons as expert and reliable in the realm of finance, will translate that same acceptance to Negro insurance companies after seeing their ads in a general circulation newspaper.

Each of these insurance companies buys local-level programming and announcements, tying the radio effort to local sales drives which are usually two weeks long. The four companies have used Negro-appeal radio for the past five or six years. They prefer to reach an older, more mature prospect and to do this they sponsor spiritual shows and newscasts.

In all cases, the buying technique is designed "to give identity to the Negro insurance representative when he calls on the family. It makes it easier for him to get beyond the front door, and into the living room to talk with members of the family." So says an agency spokesman.

The four concerns also buy national consumer magazines in conjunction with the radio and newspaper schedules, here again to gain acceptance.

**IN NEW ORLEANS...**

**The KEY to Greater Listener Response**

now 1000 watts (non-directional)

**WINERY**

**RESULTS**

**for 6 straight years:**

- ★ New Orleans ONLY All-Negro Programmed Station!
- ★ Top-rated station in New Orleans area Negro Homes

**"THE SEPIA STATION"**

MORT SILVERMAN • • • Exec. V-P & Gen. Mgr.  
JOHN REVISORE • • • Station Manager

**Gill-Perna—Nat'l. Rep.—N. Y., Chi., L. A. & S. F.**

# WJLD

THE NATION'S  
FINEST  
NEGRO RADIO STATION



## IN THE HEART OF METROPOLITAN BIRMINGHAM

- ★ The South's Richest  
Negro Market
- ★ With the Highest Negro  
Family Income in the  
Southeast
- ★ Highest Percentage of  
Negro Population of the  
Nation's Larger Cities

40% of Birmingham's  
Population is Negro.

Of the 240,000 Negro  
Population—

Half of the Negro families own  
their own homes

38% of the Negro families own  
automobiles

and

All of the Negro families listen  
to the only Negro-programmed  
station covering Birmingham

Full time

DAY AND NIGHT

# WJLD

Represented by Rambeau

**Wine:** The Chicago area distributor for Roma wine (made by CVA Corp., San Francisco, a division of Schenley Industries) asked a Chicago consultant on Negro advertising, Leonard Evans, to help determine its local advertising strategy.

The distributor's problem: (1) to make inroads against the sales of a competitively priced wine, which was preferred by Negro consumers 10 to one over the Roma brand, and (2) to gain new distribution and larger orders from stores already stocking the brand.

The formula called for Negro radio in saturation announcement quantities during the first six months of this year. Minutes were scheduled during two-hour intervals, usually with a one-hour lapse.

Thus announcements were slotted between 7 and 9 a.m., 10 to noon, 1 to 3, etc. (The hours from 3 to 5 p.m. were omitted because Evans thinks this is largely a teen-age group.) Schedules continued through midnight. A big part of the buying plan provided for inclusion of four or five dealer mentions on each of six radio stations every day. This insured dealer as well as consumer attention. ★ ★ ★

## 5. LOCAL CASES

(Continued from page 14)

ule on WJLD, Birmingham, Ala. Announcements were aired on the *Tru-mon Puckett* program, and integrated into the continuity. Since the beginning of the drive, Cinderella Shoe Store reports 100 sales per week to listeners in Birmingham's Negro market. Only first-quality and top-fashion shoes are advertised.

**Tv sales-service:** Muntz Tv slated a schedule on WEBB, Baltimore, before the station took to the airwaves. Placed through Brahms-Gerber Advertising, the contract ran for a year. Sales success was apparent from the outset, says Jack Brahms of the agency, and at the end of the year, Muntz renewed. Today, company's WEBB schedule totals 100 announcements weekly, plus three 30-minute shows—a doubling of the initial air time purchased on the station. The current annual budget: more than \$18,000. A special credit survey of WEBB leads showed only a one per cent variation between white and Negro people when it came to the degree of credit risk. Cost of WEBB-

delivered leads "is lowest per call of any media used in Baltimore." The "round" figure: \$4.50 per call.

**Appliances:** Horatio's Esso Service, Baton Rouge, La., has increased its radio outlay since 1953 by \$12,000. Owner Horatio Thompson debuted as a WXOK advertiser in 1953 with a \$3,000 annual budget to advertise appliances. In 1954, the allotment was \$6,000; in 1955, \$9,000; this year, \$15,000. Thompson places 12 to 15 announcements per day on the Baton Rouge outlet. In 1955, the client averaged sales of 14 tv sets and five major appliances per month. This year's average: 30 tv sets and 10 major appliances. His estimates for January, 1957: 40 and 15, respectively.

**Taxicabs:** The Allen Cab Co. improved its business by 33%, and uncovered some important business statistics as a result of advertising via KATZ, St. Louis, Mo. The increase of business came in the first month, and has continued on the upswing. In addition, two commercials, geared to recruiting cab drivers, produced 50 job applicants. Statistics, as reported by B. A. Foster, v.p. of Allen, are: 80,000 telephone orders per month and an additional 75,000 street pick-ups, totaling 155,000 orders for cab service. The average "load" is 1.7 passengers per order, for a total of 263,500 passengers per month. Each passenger spends an average of 11½ minutes in a cab. Further, Foster says, "Our company began advertising on KATZ in January, 1955. At that time we had 55 cabs and our number of passengers per month totaled 119,000." Radio in this market had more than doubled business for the company.

**Cars:** When this used car concern was three months old, it began advertising on one station with a budget of \$100 a week. After two weeks, it doubled its schedule. Big Hearted Eddie, a used car dealer in Birmingham, Ala., signed for a saturation announcement schedule on WJLD. After three days, results were outstanding, according to the dealer. And on Saturday of the third week, 24 automobiles were sold as a direct result of the radio announcements. Consequently, the budget was increased to \$198 per week.

**Furniture:** Rogers Outfitters credits growth of its furniture business mainly to WNJR, Newark, N. J. And it has

increased its expenditure 800% in only three years. No furniture outlet in Newark had used Negro radio to any extent, when Rogers placed a modest announcement schedule on the station in 1953. Since that time, the relatively small furniture outlet has branched out, until now its home office is a six-story store equipped to handle the increase in business. It is now one of the four largest-volume furniture stores in Northern Jersey. Most of Rogers' ad budget goes to radio.

**Loans:** The Royal Loan & Finance Co. operates 58 offices in 11 states. After using a Negro-appeal schedule on KATZ, St. Louis, Joseph H. Pollak of the company stated: "The first 12 days produced 151 loans as a direct result of KATZ commercials." Satisfied with the results, company renewed its radio contract.

**Automotive:** Warren C. De Guire, proprietor of a San Francisco automotive repairing firm bearing his name, had his doubts about advertising to one segment of the population. Nevertheless, to test Negro radio, he selected a schedule on San Francisco outlet KSAN. The \$550 per month schedule had been in effect for six months, when De Guire reported the following: "During the past six months my business has more than doubled, and I have had no more problem with credit than I would have had using any other form of advertising to reach the general public."

**Cameras:** A Jackson, Tenn., photographic supply company used radio geared to the Negro market. The method: advertise an item not displayed in the store and use radio advertising only. The Camera Shop contracted for spot announcements to be run for 13 weeks, four a day across the board, on WJAK, Jackson. Announcements featured a camera-flash-case package for \$9.95, regularly priced at \$13.95. In the first 30 days there were 60 sales, higher than anticipated. George Walker, manager of The Camera Shop, stocked all of the radio test merchandise in a store room so the customer would have to ask for it.

**Construction:** The United Construction Co., Birmingham, Ala., which repairs and remodels houses, selected WJLD of that city to determine whether Negro home-owners would be inter-

ested in firm's home repair credit plan. Two factors were stressed in the commercials: (1) types of services, such as remodeling, repairing or adding rooms and (2) the credit plan tie-in with a local bank. As a direct result of the announcements, an average of 50 calls per week are received requesting that an estimator call. The average repair job costs \$300.

**Skin cream:** To create a demand for its \$1 per tube skin cream, Artra scheduled announcements on WOIC, Columbia, S. C. In addition, the station mailed out some 150 tubes of the product to surrounding drug stores as a sales aid.

According to Robert R. Bischoff of the agency bearing his name, this product was "off the ground" as a result of the station's dual effort. Bischoff cited the following sales: One store moved more than three dozen tubes of Artra in the first week of the campaign; another retailer sold 14 dozen tubes in the first six weeks. WOIC was the only medium used in the Columbia area.

Bischoff cited the following sales: One store moved more than three dozen tubes of Artra in the first week of the campaign; another retailer sold 14 dozen tubes in six weeks.

**Tv-appliances:** When Starlite, a Manhattan television and appliance store, started out four years ago, Robert Crespi, its founder, decided to use a schedule of six weekly participations on a six-week trial basis on WLIB, New York. Sales results proved so successful that the original six weeks have stretched into four consecutive years—and the daily participations expand into more than a \$25,000 annual billing. Crespi has seen his sales volume grow to \$1.5 million per year.

**Wine:** Melody Club Wine had used only point of purchase advertising material when, in early 1955, it was approached by WSID, Baltimore. Suggested for partial sponsorship were daytime Brooklyn Dodgers' games. With only part sponsorship of these games, Melody Club Wine saw sales increase by 50% in 1955, and before the baseball season ended, had asked for an option on 1956 season games for complete sponsorship.

**Sewing machines:** C. J. Vermillion, owner of Peoples Sewing Machine

☆ **WMFS** ☆

NEGRO—RADIO  
FOR

**30%**

OF

**CHATTANOOGA  
TENNESSEE**

THE ONLY POSSIBLE WAY TO  
REACH 125,000 NEGROES IN  
THIS MARKET IS THROUGH

1950 CENSUS

**WMFS**

REP. JOHN E. PEARSON CO.

**WCLS**

1,000 WATTS

Columbus,  
Georgia

*NO W . . .*

*a 100% Negro  
Station*

- ★ All-Negro talent
- ★ All programs beamed to the Negro audience
- ★ Only all-Negro programmed station in this \$299 million market

Total Negro population reached by  
WCLS— **198,578**

For full details contact:

United Broadcasting Company  
National Representatives  
Dora-Clayton Agency  
Southeast Representatives



ANNOUNCING  
**“MAHALIA JACKSON PRESENTS”**

\*DAILY HOUR PROGRAM OF MAHALIA JACKSON'S FAVORITE GOSPEL AND RELIGIOUS RECORDINGS SELECTED AND INTRODUCED BY THE “QUEEN OF GOSPEL SINGERS”

**SOLD OUT—** CHICAGO - WBEE  
**SELLING—** NEWARK - WNJR; NORFOLK - WRAP  
 INDIANAPOLIS - WGEE

\*AVAILABLE—Your market on hour or 1/2 hour basis.

**WRITE-WIRE-CALL** Mahalia Jackson Enterprises  
 123 W. Madison—Chicago—Fra 2-1276

**FIRST CHOICE**  
 OF SOUTHERN CALIFORNIA'S  
**300,000 NEGROES**  
 HUNTER HANCOCK'S "HARLEMATINEE"  
 NO.1 IN EVERY SURVEY



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

Store, Louisville, Ky., gives the following report after using local outlet WLOU. for the first time. "We spent \$36 as a trial. The response was terrific. We traced 152 calls directly to the Negro radio advertising. What's even more important, we sold \$2,500 worth of merchandise to these respondents. This is the best dollar-for-dollar results we have ever received from any advertising."

**Food product:** The agency servicing the Aunt Jemima Self Rising Flour account wanted documentation that the product was being purchased in New York area stores as a result of its schedule on WWRL there. For a test, the station recommended a 15-minute segment in a morning spiritual show, across the board, and an offer of a flour measuring spoon every day for two weeks. Listeners were asked to send in a flour label to get the free premium.

The station received more than 4,800 labels, and a mail analysis showed returns from New York, New Jersey, Connecticut and Long Island. Client, as a result, bought an additional strip with *Dr. Jive*. Reports the station: "Starting with very little distribution in New York, the flour today has 100% distribution in every grocery store and super market for their two-, five- and 10-pound sacks. And sales are at an all time high."

**Real estate:** The Hollywood Heights Development Co., operators of a new Negro subdivision in Shreveport, La., used a program and announcement schedule on KANV there. The advertiser bought a daily show, supported with six one-minute announcements daily for a 10-week period. It advertised new homes costing from \$9,500 to \$12,000. The result: sale of 168 new houses, directly traceable to the radio schedule. Because of these results, the developers are expanding the subdivision and will build another 100 homes in the \$11,500 to \$16,000 price range.

**Appliances:** WMFS, Chattanooga, Tenn., reports this results story from Grant & Merritt T. V. store there:

"... With one five-minute program each day, we received 10 leads for a one-night trial of a television set. Each day we would install a tv set for the leads furnished by you, and the next morning we would close better than six out of every 10." ★ ★ ★

**3 MILLION  
NEGROES WITH  
REAL MONEY**

**1/5 of U. S. Negro POPULATION  
1/3 of U. S. Negro DOLLARS!  
are in these markets . . .**

**NEW YORK**

**CHICAGO**

**NORFOLK**

**WNJR**

Newark N. J.  
5000 watts

The Only All-Negro Station in the  
World's Biggest Negro Market

**WBEE**

Harvey Ill.  
1000 watts

The Only All-Negro Station in  
the Enormous, Rich Chicago Area

**WRAP**

Norfolk Va.  
5000 watts

The Only All-Negro Station in  
the prosperous Tidewater Area

**NOW YOU CAN REACH  
THEM AT NEW LOW COST!**

*(Actually as little as 1¢ per thousand!)*

**GET THE FACTS ABOUT THE GREAT  
ROLLINS "SINGLE-TRACK" PLAN**

ROLLINS BROADCASTING, INC.  
National Sales Mgr.: Graeme Zimmer

New York Office 565 Fifth Ave., EL 5-1515  
Chicago: 6205 S. Cottage Grove Ave., NO 7-4124

*For Big  
News About  
INDIANAPOLIS  
See page 1*



**FOR** **J P** **THE** **FIRST TIME**  
**E C**

**JEPCO** knows  
how the  
wind blows

The complete, factual story  
of the 17,000,000 Negro Market of the Nation.

Facts, figures, listening habits, educational factors,  
median income, household ownership, everything on paper  
that proves that the Negro market is in fact a "market within a  
market" that is a "must" for every advertiser.

This is available free to all advertisers, all agencies.

Just call JEPSCO's 7 offices throughout the nation and  
whatever information you desire will be at your disposal  
immediately.

**John E. Pearson Company**

RADIO AND

TELEVISION STATION REPRESENTATIVES

New York • Chicago • Minneapolis • Dallas • Atlanta • Los Angeles • San Francisco