

WFRV 12-57 125000 155
C. I. JOY-RM 214
NBC
30 ROCHESTER PLAZA
NEW YORK 20, N.Y.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Wisconsin's
2nd largest
market
... any way you figure it.

One of the
First 50
Markets
in the U.S. in TV Homes*

357,340
TV Homes*

*Television Magazine, April 1957

ABC
and
CBS

more than
a million
people
a billion
dollars
retail sales

Lowest Cost-
any way you
figure it!

STATION REPS RATE THE TIMEBUYERS

What makes a good timebuyer and which agencies have the most of them? SPONSOR went to reps for the answer. Most felt timebuyer's status should be raised.

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Getting the most "sell" out of a tv campaign

Page 30

Do movie-men know how to use radio?

Page 34

SPECIAL SECTION: Radio and tv in Canada

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WFRV-TV

Green Bay, Wisconsin

Wonderful Fox River Valley... the Valley of the Industrial Giants

HEADLEY-REED TV
Nat'l Rep.

Soren H. Munkhof
Exec. Vice-Pres.
& Gen'l. Mgr.

CONTINUED ON PAGE 2

26 MEN

***thundering
out of
the West***



... The 26 daring Arizona Rangers tamed America's last wild territory... rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN... filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

new! **ADULT** *action!*
WESTERN

SOLD, within first two weeks of release in over 60 markets, to such advertisers as:

- Brylcreem
- A & P
- Kroger Co.
- Coca Cola
- Fritos
- Bardahl
- H. P. Hood & Sons
- Standard Oil of Texas
- Freihofer Baking
- Max Russer Meats
- Nic-L-Silver Battery
- Mrs. Smith's Pies
- Humpty-Dumpty Stores

CONTACT:

**ABC FILM
SYNDICATION**

1501 Broadway, N.Y.C.
Lackawanna 4-5050

WPEN

IN PHILADELPHIA
MORE PEOPLE LISTEN TO
WPEN THAN TO ANY
OTHER RADIO STATION*

**WE DID IT
AGAIN!**

FIRST!

WPEN was years ahead in establishing itself as Philadelphia's Music and News station.

We are an independent station, free to program to local tastes. We offer **SEE MAY-JUNE** Entertainers—

not platter spinners. And we program them in long blocks of time to give the audience an opportunity to form lasting listening habits.

We are dedicated to the proposition that only top calibre entertainers provide top flight entertainment. And the music they play is selected with loving care.

Commercial messages are not delivered between network shows by nameless announcers. Our clients' sales are managed by Star Entertainers whose names inspire loyalty and confidence in the products they sell.

We are first. There is no other place to go—so we intend to stay right here.

**The Best in Radio Entertainment
24 Hours a Day—7 Days a Week**

The Station of Personalities



**Pulse March-April 1957*

6 A. M. to Midnight Monday thru Saturday

REPRESENTED NATIONALLY BY GILL PERNA, INC. New York, Chicago, Los Angeles, San Francisco and Boston

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

Reps rate the timebuyers

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It takes follow-through for a tv sales success

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Those 30 vital days

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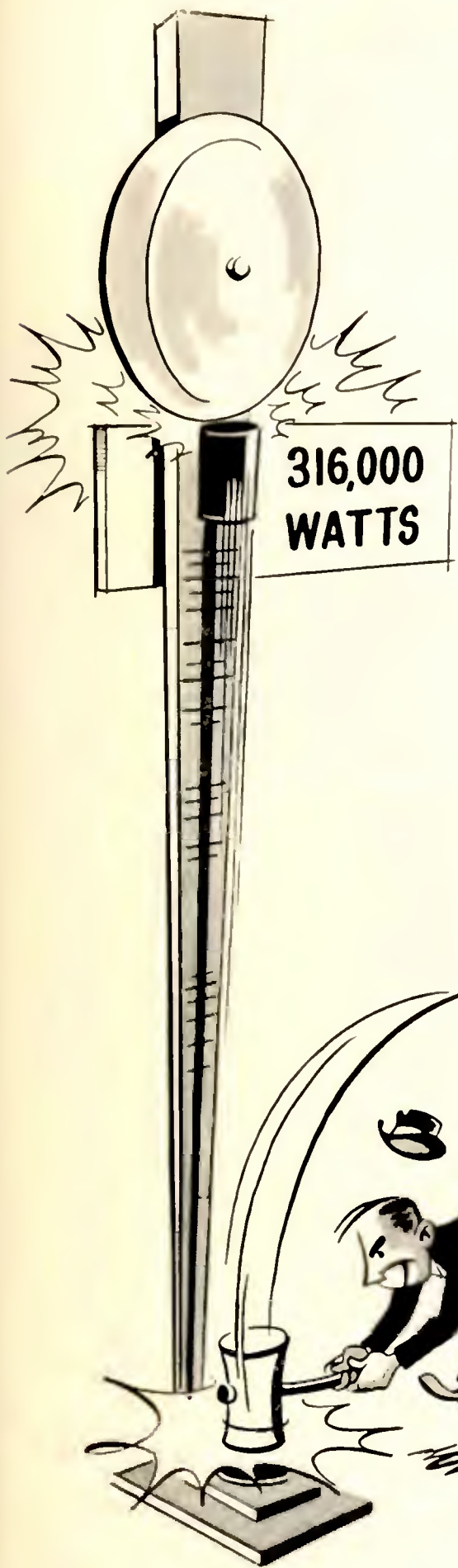
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Sponsor Publications Inc.



You 'Ring the Bell' with

KTHV

**Channel 11
LITTLE ROCK**

KTHV's 316,000 watts carry our programs to *most* of Arkansas. But *maximum power* is only one of *eight* reasons why KTHV is your best television buy in this State!

The other seven:

1. *Over 240,000 TV Homes*
2. *CBS Affiliation*
3. *Channel 11*
4. *Highest Antenna in Central South (1756' above average terrain!)*
5. *Center-of-State Location*
6. *Superb New Studios*
7. *Know-How Management*

Your Branham man has *all* the details. Ask him!



316,000 Watts Channel




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

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT




561,050 Larry Egans...

Larry lives and works in Houston, Texas. He's the plant manager for a local food packer. Proud of his city, loyal to his friends, Larry is a responsible citizen. When it comes to entertainment, he and his family watch KGUL-TV  their favorite television station.



The Larry Egans symbolize the 561,050 families that constitute the Galveston-Houston television market . . . a market of \$3¾ billion in effective buying income; a market of over \$2½ billion in retail sales; a market that accounts for ¼ of all the income, sales and business, in the state of Texas.

To reach and sell the 561,050 Larry Egans and their families . . . use KGUL-TV  . . . the only station delivering city-grade service to both Houston and Galveston. Represented by CBS Spot Sales.

Sources: TV Mag. 3/57 & 8/57; Copyrighted . . . Sales Management 1957.

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

NEWSMAKER of the week

Eduund F. Buryan, newly appointed marketing v.p. of the W. A. Sheaffer Pen Co., made the first significant major change in company marketing and advertising policy with his 15 August assignment of a new ball point pen to be advertised through BBDO. Until this time the entire account was handled by the Russell M. Seeds Co., Chicago. Major reason for BBDO's appointment: proven ability to market new products and the agency's emphasis on television.

The newsmaker: Ed Buryan, who became the W. A. Sheaffer Pen Co.'s v.p. in charge of marketing in mid-July, has begun shifting gear in this tv advertiser's marketing and advertising strategy. Behind his 15 August agency appointment (BBDO to handle a new ballpoint pen) is his emphasis on the importance to the firm of catching up on the ballpoint market, rather than relying on its traditional and established pens.

"Tv is an invaluable medium in introducing new products these days, and particularly products with demonstrable features," he told SPONSOR. (BBDO was chosen for both its tv contact and experience and track record in new product and marketing handling. The bulk of the account continues to be handled by Russel M. Seeds, Chicago, which has had the entire Sheaffer account for more than a decade.)

The agency change in itself is just the first of a number of major changes the trade expects to see emerge as a result of Buryan's appointment. This appointment highlights once again two major trends in advertising management and marketing approaches of top air media advertisers.

In the past year there've been a number of new top-level jobs as marketing directors or v.p.'s created in major companies, partly under the pressure of product diversification and new product introduction and partly to coordinate advertising better with sales in these days of peak tv advertising expenditures.

Ed Buryan's own background as a former Booz, Allen, Hamilton marketing consultant underscores the growing influence of management consultants upon the clients who hire them. It's become almost the rule rather than the exception for the management consultant on an account to eventually make the shift over into a top position with the firm he's helped to streamline. John J. Burns, new president of RCA, is another Booz, Allen, Hamilton alumnus.

Prior to becoming a marketing consultant with Booz, Allen and Hamilton, in 1956, Buryan had been general manager of Revlon International for seven years, having transferred from Bristol Laboratories in a similar capacity after a two-year tenure. A native New Yorker, Buryan is a Columbia graduate.

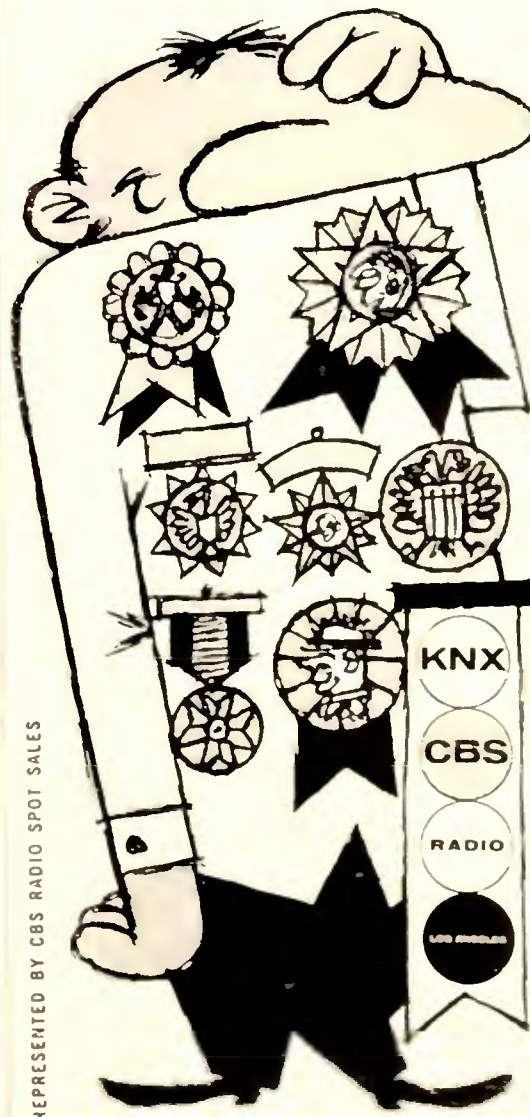


Edmund F. Buryan

Nothing succeeds like . . .

An advertiser puts his money where he gets results obviously! Well, 15 of the most famous, successful and respected advertisers in So. Calif. and the nation have advertised on KNX for 3 to 8 years continuously, consistently. The proof is in the putting. Knowledgeable advertisers, as always, are putting their chips on Southern California's #1 radio station, the CBS 50,000 watt

KNX • LOS ANGELES



WTVJ is
your

Dominant
sales medium
in
S. Florida

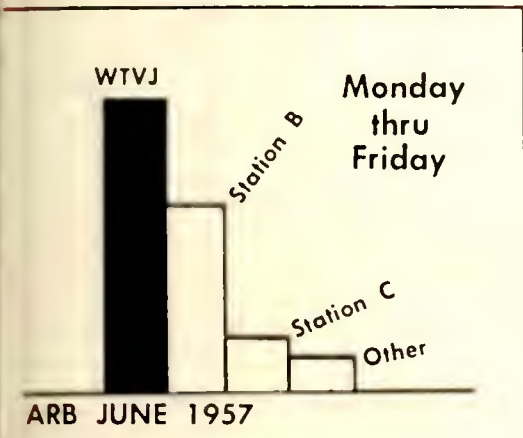
See your Peters,
Griffin, Woodward
Colonel now for Fall
availabilities



Basic Affiliate

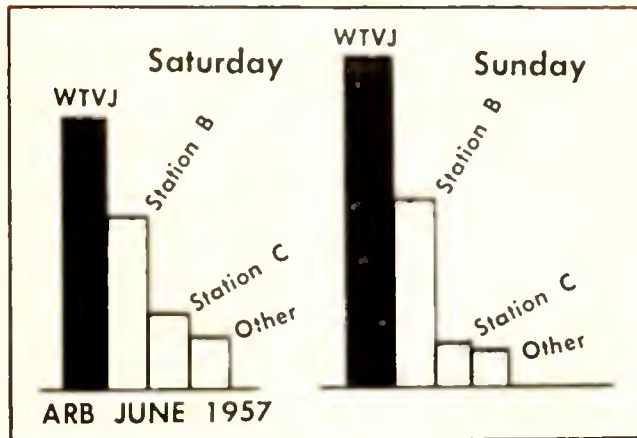
Florida'

WEEKDAYS



Station share of Audience • 6 P.M. to 10 P.M.

WEEKENDS



Station share of Audience • 6 P.M. to 10 P.M.

During June 1957 WTVJ Captured 339 (67.7%) of the total of 501 quarter-hour "firsts"

... and remember, in the competitive South Florida market which includes 3 newspapers, 11 radio stations and 4 television stations, WTVJ is the only medium giving complete total coverage of the 15 county area.

Best Television Station

SERVING 416,000 FAMILIES
• 1,400,000 PERSONS





starring **JOHN HOWARD**

NO. 1 PULSE JUNE
NO. 1 ARB JUNE
NO. 1 VIDEODEX JUNE

DR. HUDSON'S SECRET JOURNAL

**HIGHEST RATED
FILM DRAMA IN THE U. S.
WITH A 21.1
NATIONAL AVERAGE**

**"Realistic and dignified portrayal . . .
an outstanding contribution to the
public interest and welfare."**

American Medical Association

**"These human interest tales have an
uncommonly high degree of credibil-
ity."**

Variety (recent issue)

**"Can't recommend the show or John
Howard's cooperation too highly."**

Wilson & Co. (29-market sponsor)

RENEWED by Wilson & Co. in 29 markets
. . . **RENEWED** by Bowman Biscuit Co. in
17 markets . . . **RENEWED** by Carolina
Power & Light in 4 markets . . . **RENEWED**
by Sunshine Biscuits, General Electric,
Drewrys Ale & Beer, Sears Roebuck,
Meister Brau, Kraft Foods, Sun Drug Co.,
General Tire & Rubber Co. and scores
more!

"TOP 5" EVERYWHERE!

	Rating	Rank
BOSTON	27.1	1
MILWAUKEE	25.5	1
BIRMINGHAM	36.4	1
CHICAGO	17.0	2
KNOXVILLE	27.4	2
SAN FRANCISCO	20.6	3
CINCINNATI	23.8	1
DALLAS	23.6	1
OMAHA	34.1	2
GRAND RAPIDS	30.1	1
OKLAHOMA CITY	29.2	2
LITTLE ROCK	37.0	2
SAN ANTONIO	25.2	4

78 HALF-HOURS NOW AVAILABLE!

Be "No. 1" in Your Market with

mca tv

*Film Syndication
598 Madison Avenue
New York 22, N. Y.*

PLaza 9-7500

and principal cities everywhere

SPONSOR-SCOPE

24 AUGUST

Copyright 1957

SPONSOR PUBLICATIONS INC.

To put it simply: This was spot radio's week.

All the seed the faithful have sown these long months started to sprout at once. The many persistent arguments paid off: Radio is cheaper; radio sticks with you wherever you go like the skin on your back; radio induces imagery transfer; nothing is harder to break than a habit.

Radio's saturation campaign in its own behalf was a success at last.

Note this right off: There's going to be a big spill-over business. That's because of orders such as this:

- **The Chrysler Corp.** is embarking 1 October on a four-week saturation campaign in 150 markets. The burst covers all Chrysler lines (McCann-Erickson is the agency).

- The margarine set, namely Blue Bonnet and Nucoa, is buying big. Blue Bonnet (GB&B) is aiming for 20 to 30 announcements a week, while Nucoa (Ted Bates) will take about the same amount.

- **Dole Pineapple** is splurging deeply for 12 weeks. The campaign extends from the West Coast to the Mississippi.

- **Raindrop Water Softener** (Butav Products) is setting a 26-week schedule in about 60 markets through the Dan Minor agency.

Typical rep comment to SPONSOR-SCOPE: "I wonder how my stations will be able to accommodate much more of this flood for the fall. However, there's this happy prospect: The business may start flowing over into the after-7 p.m. terrain."

To illustrate once more the spot radio situation:

The Peel Bros. beer people informed WDRC, Hartford, that they were in the market for 20 announcements a week, but were willing to settle for nine.

Said WDRC: Sorry, we can't take any. We've already got eight beer accounts on tap.

Look for a sizeable spot radio push in behalf of Lever Bros. Spry shortly.

K&E is sitting on a mass of availabilities covering a long list of markets. The schedule (when it breaks) will be for around 15 spots a week.

Some radio buyers are shifting their business to the tv spot side of the street.

White King, a regular user of substantial radio campaigns, will use tv during the final 1957 quarter.

It will be daytime minute announcements.

National spot tv, in all, had a flurry of its own this week.

It didn't measure up to radio, but it had the reps hopping on quite a number of availability calls and orders from such accounts as American Chicle, Grove's Four-Way, and Bissel Carpet Sweeper.

(See Spot Buys, page 90, for further details.)

There's a limit to the number of advertisers that CBS Radio will take in its segmented programing, which breaks up into five-minute periods.

The maximum: Five different advertisers within each half hour. In practice the limit actually works out to four.

To marketers the Gillette Company's latest diversification move into the proprietary drug field—seems logical and inevitable.

They cite these motivations:

- After its long experience with drugstores via razors and hair-grooming aids, Gillette's sales and promotional staff has built a solid foundation in thousands of such outlets.

- Gillette is in an increasingly competitive market with two of its products: (1) the safety razor is feeling competitive pressure from electric shavers, and (2) sales of hair sprays have been declining around 10% the past two years.

As announced by Gillette's president Carl J. Gilbert this week, the first proprietary will be a cough remedy.

More and more, top-ranking agencies like McCann-Erickson and BBDO have come to depend on collateral services for a substantial share of their income. In many cases, it's their main way out of the cost squeeze.

About two-thirds of income now derives from media commissions; the balance comes from fees and charges on special marketing assignments, research, public and dealer relations, and similar services.

When the fiscal officer of one of the top agencies recently read a statement by Paul Willis, American Grocery Association president, to the effect that agencies better get on the marketing ball or else, he gloomily observed:

"One thing Willis overlooked is how the agencies are going to be compensated for all this counsel."

This week the SRA Trade Practices Committee said in effect that there's nothing wrong in having two advertisers alternate on the same spot schedule (a la Bristol-Myers and General Foods)—provided the same deal is open to all. SRA said the practice does not involve time brokerage for granting advertisers an "hiatus" since "contracts have definitely established when each advertiser will use the spot schedule purchased." Statement rebuts critical comment from some admen like Newman F. McEvoy, Cunningham & Walsh media director (see SPONSOR-SCOPE 27 July).

The air media's No. 1 advertiser, P&G, this week issued its report for the 1956-57 fiscal year, and the story turned out as expected—record sales and earnings.

Here's a thumbnail of this fiscal year with the one before it:

YEAR	NET SALES	NET EARNINGS
1956-57	\$1,156,389,726	\$67,807,376
1955-56	1,038,290,374	59,316,471

Does tv advertising really sink in? General Electric executives now have tangible evidence that the answer is yes.

SPONSOR-SCOPE learned this week that GE became convinced after a survey conducted in two towns of about the same population and per-capita income but with this difference: one, Valley City, N. D., has been exposed to tv for three years; the other, Glendive, Mont., has no tv.

The test: Playing back GE's advertising themes and general approach to groups in both towns to determine awareness.

In Glendive (where the group was exposed only to GE newspaper and magazine ads) the response was nominal. In Valley City, the degree of recognition was so overwhelming that the comparison resulted in no contest.

Fall sales continued to pile up for ABC, CBS, and NBC Radio this week.

Including the latest batch of orders, NBC Radio figures it will start off the fall with at least \$6.5 million (net) in billings.

Latest NBC customers include Quaker Oats (W,B&T), Whitehall (John J. Murray), Massey-Harris-Ferguson, Inc. (N.L.&B), RCA (Grey), Chrysler (McC-E), Edison Electrical Institute (F&S&R), Pepsodent (FCB), and Sterling Drug (DSF).

CBS Radio's contracts, beside Home Insurance (AF-GL), are Kelvinator (Geyer), American Bird Products (G. H. Hartman), Kent cigarettes (Y&R), Pharma-Craft (JWT), and Dodge (Grant).

ABC Radio's newcomers: Nestle (Bryan Houston), Lewyt Corp. (Hicks & Greist), Thos. B. Richardson (Chew, H&T), and Charles Pfizer & Co. (Burnett).

Behind Home Insurance Co.'s buy of Jack Benny on CBS Radio is a theory that is gaining more and more credence:

When you buy a name in network radio, the advantages of internal and external merchandising and promotion are to be weighed almost equally with the value of the vehicle itself.

Home Insurance wanted something that could be merchandised to its agents, as well as policy prospects, at an economical cost. Benny seemed a sound name.

(See News Wrap-up for more details on the Jack Benny deal.)

Diverse as radio and network tv may be, they have this big headache in common: Fitting in daytime orders without running into product conflicts.

On the network tv side, the problem has been aggravated by the trend toward alternate-weeking and vertical buying. The networks thought they had the problem of adjacencies licked when they used brands—not whole companies—as criterion. But now it turns out that even that device isn't fine enough.

CBS TV this week solved one of the conundrums in curious fashion.

The "conflictors" were the frozen pies of Birdseye (General Foods) and Armour. As adjacent advertisers on the morning Godfrey show, each was interested in selling the meat variety. The method of untangling: When one sold meat pies, the other would concentrate on fruit pies.

Happy sidelight: Birdseye buys much of its meat from Armour.

The air media's share of total media billings in Canada went up again last year.

Data just issued by the Dominion Bureau of Statistics shows that radio billings remained at the same level (\$21 million) for 1955 and 1956, while tv billings during that span jumped from \$24 million to \$34 million.

In terms of percentages the Bureau's breakdown of billings reported by ad agencies looks like this:

YEAR	ALL-MEDIA BILLINGS	TV SHARE	RADIO SHARE
1955	\$174,942,772	13.5%	11.9%
1956	201,797,434	16.6%	10.3%

(See Canadian Issue, page 39, for other Dominion media data.)

Despite all the heckling from the sidelines about the quality of this summer's programming, tv viewing nevertheless managed to maintain last summer's levels.

Note these comparisons of average viewing of all programs (winter vs. summer) as furnished by Nielsen to SPONSOR-SCOPE this week:

PERIOD	TOTAL AUDIENCE %	AVERAGE AUDIENCE %
Nov.-April 1955-56	24.1	21.1
June-July 1956	17.1	14.4
Nov.-April 1956-57	24.8	21.7
June-July 1957	17.2	14.4

NBC Radio apparently is thinking seriously about changing its traditional system of affiliated station compensation.

Instead of paying off according to the number of commercial hours, the network's new system of compensation would be based on units.

A unit would consist of **20 one-minute spots a month**, regardless of where placed.

The rate of compensation for such units would be based on the **amount of income the affiliated stations had received for the prior three months.**

To many in the trade, NBC Radio would seem to be switching from a programing economy to a spot regimen.

The Pat Weaver network has postponed the start of **Ding Dong School** and **Mary Margaret McBride.**

No date has been substituted for the 26 August target.

The reason: **Not enough sales** have been made to meet each program's minimum participation quota of five advertisers.

If you're looking for a bargaining position with the networks, one possible way to get it is to persuade your trade association to send out a questionnaire to stir up its members.

The ANA's radio-tv committee obligingly did that very thing on the subject of firm 52-week network tv contracts.

Of the 470 members who got the questionnaire, 69 answered. Here is what they had to say about their obligations:

NO. WEEKS "FIRM"	ABC	CBS	NBC
52 weeks	26	20	21
39 weeks	1	0	1
35 weeks	1	0	0
26 weeks	5	5	4

How the 69 would like to contract for network time: 45 weeks, 1; 39 weeks, 7; 26 weeks, 23; 13 weeks, 27; not specified, 3.

ABC TV will tee off its **Monday-through-Friday 5-5:30 p.m. kid strip** which consists of five separate half-hour shows) as a sell-out next month.

Ovaltine (Wander Co.), through Tatham-Laird, this week took over the remaining lone segment. Other nine quarter-hour segments are held by **Kellogg** (6) and **Sweets Corp. of America** (3).

ABC Radio has cooked up another goodwill builder for its affiliates.

The network will provide stations with a list of future musical numbers—the idea being to avoid as much duplication on the local scene as possible.

General Electric thinks that it has found the most effective way of selling a tv show via tune-in advertising and other means, but it's keeping the details close to its chest.

Here's how GE discovered the right technique: It conducted an extensive survey to find out why people turn to particular programs.

Said a GE researcher to SPONSOR-SCOPE this week: "When we decide to release our findings, the facts will revise a lot of concepts on the subject of attracting audiences."

For other news coverage in this issue, see Newsmaker of the Week, page 5; New and Renew, page 37; Spot Buys, page 90; News and Idea Wrap-Up, page 96; Washington Week, page 111; SPONSOR HEARS, page 114; and Tv and Radio Newsmakers, page 120.

**Double
take
in the
Twin
Cities**

**WDGY takes over first place . . .
. . . takes on more and more advertisers, too.**

WDGY has taken over first place in Minneapolis-St. Paul. June-July Hooper says it: WDGY has 28.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

June Trendex says it: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Pulse says it: WDGY has 189 first place quarter hours against 128 for next station.

Storz Station programming excitement has overturned radio listening and time-buying habits of a generation. See your Blair man . . . or talk to WDGY General Manager Jack Thayer.

WDGY
50,000 Watts
Minneapolis-St. Paul



**STORZ
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*

REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*

REPRESENTED BY ADAM YOUNG INC.

Foremost in
LITTLE ROCK
and Central Arkansas!



Leadership in 16 consecutive "Hoopers" proves it. And here's the latest "Pulse" which gives KVLC leadership in 180 out of 220 quarter-hours weekly!

Station	7AM-12Nn	12Nn-6PM
Sta. "A" *	19	18
Sta. "B" *	13	14
Sta. "C" *	10	12
Sta. "D"	10	12
Sta. "E" *	16	13
KVLC	22	20
Sta. "F"	9	9

*Network affiliation. Figures represent percentages of relative popularity during day.

Get the KVLC Success Story today!
New York: Richard O'Connell, Inc.
South: Clarke Brown Company
Chicago: Radio-TV Rep., Inc.
West Coast: Tracy Moore & Associates

KVLC
LITTLE ROCK

Timebuyers at work

Roger Bumstead, media director, MacManus, John & Adams, New York, timebuyer for Good Humor ice cream products, Noxzema Shaves, White Rock beverages and Virginia Dare Wines, feels strongly that "broadcasters, agencies and advertisers must work together to better radio-tv research. "Not only is there that ever present dream of a one-rating service which'll come about some day, supported in the same manner as the newspapers' Audit Bureau of Circulation," Rogers says, "but there must be greater depth in current research efforts." Radio, Roger thinks, is being short-changed by every current measurement. Its audience, particularly out-of-home listeners, is much larger than shown. Both television and radio need in-depth studies, like print, encompassing audience composition data on sex, age, income and ethnic backgrounds. "Everyone in this business," Roger is emphatic, "should get firmly and financially behind ARF's plan for an 'All-Media study', to take the 'apples and oranges' comparisons out of media buying, selling. The industry will take on a new, great scope when this is accomplished."



Jack Bray, Cunningham & Walsh, timebuyer for Texaco, points out "it's an unhappy truth that many buyers don't take advantage of a salesman's services and knowledge. Yet today, it's imperative because spot is becoming increasingly complex. The rep's cooperation is important in almost every stage of the buying." Too



often, Jack says, the timebuyer only provides the rep with a fragmentary picture of his buying objectives. So the rep must grope in the dark to come up with a schedule that'll have impact. Given a little data, the rep can usually prepare a schedule for his stations with regard for both the quantitative and qualitative factors—and take less time in submitting the availabilities and getting order confirmations. "Obvi-

ously," Jack adds, "I'm assuming that the rep knows his stations, his rate cards and his markets. Consequently, it's up to him to make the timebuyer confident of his knowledge and services. Once accomplished, everyone benefits from this close working relationship—the advertiser with concrete schedules; buyer with better understanding of station markets; rep with better understanding of the product."

FIRST AGAIN in the entire area!

First we were first in metropolitan Richmond. Then we were first in ARB's 35-county Grade B area survey. And now ARB has conducted a survey covering every single county in the 100-mv. area of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results of that survey.

*Out of a weekly total of 490 quarter hours
when 2 or more stations were on the air:*

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

WXEX-TV was first in 60%

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York; Forjoe & Co. in Chicago, Los Angeles,
San Francisco, Seattle; Clarke Brown in Atlanta, New Orleans, Miami, Dallas

NIGHT and DAY...



this is the ONE!

In the Columbus, Georgia market

WRBL-TV Channel 4

LEADS IN

ALL

competitive quarter hours

Monday through Friday
in the 11 county area
MAY TELEPULSE

WRBL RADIO

IS TOPS IN

42 of 48

competitive quarter hours
Source: May 1957 Metro-
politan area PULSE

NIGHT and DAY...

this is the ONE!



WRBL
AM - FM - TV

CALL HOLLINGBERY CO.

COLUMBUS, GEORGIA

Sponsor backstage

Once bitter rivals now swap stories

In the almost quarter century that I have been observing the show business scene one of the most interesting aspects of the industry, to me, has been the interchange of properties between one amusement field and another. And this interchange is particularly fascinating to watch when it takes place in two fields which start out bitterly competitive and antagonistic, and gradually work through a series of stages to the point where they set new highs in interchanges. This seems to me to be true of television and the motion picture industry.



It wasn't too many years ago that tv was a nasty word around the Hollywood studios (let alone in theatre managers' offices all around the country). But we soon reached the point where television impresarios were utilizing film-created names, characters, stories, etc., and theatrical motion picture producers were returning the compliment. Thus such television-created properties as *Marty*, *Patterns*, *Twelve Angry Men*, *Bachelor Party*, *Man on Fire* and other tv plays became theatrical motion pictures, and such theatrical motion picture staples as "Lassie," "My Friend Flicka," "Rin Tin Tin," "Blondie," "Fu Manchu," "Cisco Kid" and numerous others became television film series.

The interchange, of course, continues at a merry clip.

Ziv's *Highway Patrol* is going to become a full-length Hollywood feature film, just as *Dragnet* and *Foreign Intrigue* did before it. And some of the greatest of the old feature films continue to be translated into series especially made for television.

Two have been purchased by Colgate

Four of the latest of these are *The Thin Man* and *Min and Bill* (both MGM TV productions), and *The New Adventures of Charlie Chan* and *The Adventures of Tugboat Annie* (both Television Programs of America productions). The first two, *Thin Man* and *Min and Bill* are notable, among other reasons, because both of them have already been purchased by Colgate, and the latter two are interesting from a number of other viewpoints.

Both *Chan* and *Annie*, for one thing demonstrate how Milton Gordon, acknowledged to be one of the great financial minds of the picture business, occasionally meets the problem of high production costs. In the case of the series about the lovable lady of the tugs, Gordon (who, incidentally, recently bought out Ed Small's interest in TPA) worked out a co-financing deal with a major advertiser and a British commercial television programming group.

The \$1,250,000 cost (for 39 half hours) of the series is being underwritten jointly by TPA itself, Lever Bros. of Canada and Associated Rediffusion, Ltd.

The three partners will, of course, share in whatever profits the series turns in, but in the meantime Lever Bros. of Canada, through the J. Walter Thompson Toronto office, will sponsor the series via



CLEAN SWEEP



WRC-TV's share of audience: 37.9%. A 20.7% advantage over second station. A 23.4% advantage over both of the other two stations combined!

WRC-TV's share of audience 36.3% A 5.5% advantage over second station A 16% advantage over both of the other two stations combined!

WRC-TV's share of audience 36.5% A 6.4% advantage over second station A 25.4% advantage over both of the other two stations combined!

This clean sweep is clear evidence that your product stands to gain a greater share of customers on WRC-TV.

ALL REPORTS TOTAL WEEK, MAY 1957 **WRC-TV • 4** WASHINGTON, D. C.

SOLD BY  SPOT SALES

114% MORE audience
than Station B ALL DAY!*



Mar.-Apr. '57 Hooper in Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1



MORE listeners than all other
stations heard in
Lansing combined

*Mar. thru Apr.
average C. E. Hooper, Inc.



Represented Nationally
by
Venard, Rintoul &
McConnell, Inc.



the Canadian Broadcasting Corporation network beginning in October. Associated Rediffusion, Ltd., which is one of the leading program contracting groups in British commercial television, will have distribution rights to the series for the United Kingdom, and TPA will have distribution rights for the rest of the world.

Among the interesting sidelights of *The Adventures of Tugboat Annie* series are these:

(1) More stories about Tugboat Annie were published in the Saturday Evening Post, than about any other character the magazine ever featured in its entire history . . . 63 individual fictional pieces to be exact. (Talk about your ready-made audiences.)

(2) A sixty year old character actress named Minerva Urecal is playing Annie, and though this lady has been a fine thespian for close to a half century, it could easily be that the Annie tv series will bring her long-delayed stardom, in the same way that the Annie film played so great a part in making Marie Dressler a star. Annie's playmate, gruff old Captain Bullwinkle is being played by Walter Sande, who is the Skipper of the *Dragnet* series.

Chan is all-time high grosser

Milton Gordon, incidentally, set the pattern for intercontinental financing in the tv film business with the bankrolling of *The Last of the Mohicans*, which was jointly underwritten by TPA and Canadian interests. The *New Adventures of Charlie Chan* series, too, is getting production money from organizations in two nations. Here again TPA is putting up half the loot, and another leading British commercial television programming group, Incorporated Television Programmes, Ltd. ITP is footing the other half. ITP gets the United Kingdom distribution rights to the new series.

The brand new telefilm *Chan* shows might also be said to have somewhat of a built-in, ready-made, pre-sold audience. There were 40 different Charlie Chan feature length theatrical motion pictures. Each of them were low-budget produced for somewhere between a half million and a million dollars, and while no exact figures are available, they are reputed to be the all-time greatest grossers of any series ever produced in the film business.

Some 20 of the old feature length films found their way into television, and you no doubt recall the days when you had the feeling the Charlie Chan films were the only movies on video.

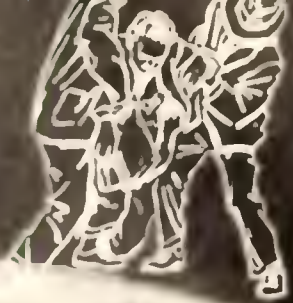
In the first six weeks, the series has been up for sale it's been sold in approximately 78 markets. Some of the sponsors who are hiring the wily old Oriental sleuth to sell for them are Coca Cola (Atlanta), Bowman Biscuit (Denver), and Prescription 1500 (10 Midwest markets).

The interchange of showbusiness properties continues, and no doubt always will, and smart advertisers and agencies are likely to continue to recognize the values in the familiarity of these favorites created by motion pictures.

Letters to Joe Csida are welcome

Do you always agree with what Joe Csida says in SPONSOR Backstage? Both Joe and the editors of SPONSOR will be happy to receive and print your comments. Address them to Joe Csida, c/o SPONSOR, 40 E. 49th, New York 17, New York.

NEW



CHARLIE CHAN SELLS!



See the NEW Charlie Chan—you'll share critics' acclaim: "fresh and entertaining"—"crisp scripting and sharp direction." J. Carrol Naish "the best ever to do the role." The Coca-Cola Company (McCann-Erickson, Inc.) has signed up the new Chan for its world-wide home market! Regal Beer (Tracy-Locke Company, Inc.)! Bowman Biscuit (Ball & Davidson, Inc.)! KRCA-TV, NBC's O-&O in Los Angeles! WCAU-TV, CBS in Philadelphia! Other sponsors have already snapped up 78 key markets! North! South! East! West! Cleveland! New Orleans! Detroit! St. Louis! Denver! Dallas-Ft. Worth! Southern markets like Miami, Atlanta, Jacksonville, Tampa-St. Petersburg, Mobile, etc. Pittsburgh, Columbus, Wilkes-Barre-Scranton, Youngstown, etc., in the East! Albuquerque, Oklahoma City, Tulsa-Muskogee, Little Rock, Pine Bluff, etc., in the West! Indianapolis, Madison, Wichita-Hutchinson.

Hannibal-Quincy, etc., in the Mid-West! For a private showing of "The Case of the Profit-Building Program," wire or phone Michael M. Sillerman at 488 Madison Avenue, New York 22, Plaza 5-2100.



A black and white photograph capturing a large, circular ripple in a body of water. The ripple is the central focus, showing concentric rings of water that have been disturbed. From this central point, a path of smaller, more closely spaced ripples extends towards the top of the frame, suggesting a source of disturbance that has moved away. The water's surface is dark, and the ripples are highlighted by bright, shimmering reflections of light. The overall effect is one of dynamic movement and energy.

nothing stands still...

▼

**With This Issue SPONSOR Reduces Its
Subscription Rates From \$10.00 to \$3.00 Per Year.**

With this simple statement travels an awareness of the dynamic industry of which we are a part and which we have helped to clarify and graph through the years—and a knowledge, too, that nothing stands still.

At the prestige price of \$10.00 SPONSOR attained the highest readership of its kind in the entire broadcast publishing field.

Without question it is the most widely quoted book in the industry, carrying a reputation that has no approachable peer. But this is an age of expansion. In the publishing business, as in every other byway of endeavor, tomorrow must be bigger than today.

We hope to take every advertiser and agency man off a routing list and on to a "personal copy basis" delivered at home. That's why this historic move. That's why—in the face of everything "going up"—SPONSOR's price has been cut to the core.

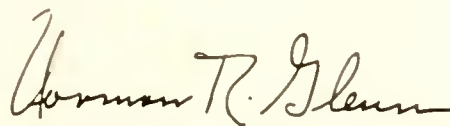
For you, too, nothing stands still.

That's why SPONSOR is so vital to your future. Every agency man and advertiser knows that no other publication covers the entire broadcast field as factually—as fully—as deeply. 52 weeks a year SPONSOR delivers the industry for your thoughtful consideration.

Packed with ideas—with analyses of trends—with penetrating studies in depth, it's the sort of publication that will bring you richer rewards if you thumb it through away from office pressures—relaxed—AT HOME. Read it—tear out what you like—file the things of value. You'll find something of profit and interest in every issue.

The entire cost—now—is less than a penny a day. 52 weekly issues delivered to your home—only \$3.00 a year. All our present subscribers will have their present copies extended at a ratio of 10 to 3.


To both old and new readers—we enter our second decade of publication with an even richer enthusiasm than when we began and with the hope that we shall continue to contribute our share in an industry where truly nothing stands still.


—Editor and Publisher

SPONSOR—THE WEEKLY MAGAZINE TV RADIO ADVERTISERS USE.

Women's week

1150 KC



Why should I buy—**KFJI?**

Because, while YOU may not know where Klamath Basin is . . . 150,000 people with above-average incomes live here . . . and listen to us.

We penetrate! We're rich; we're isolated; we spend home dollars at home. Get your share the easy way . . . a package deal beyond compare!

Take advantage of 1957 rates . . . so much for so little! 8000 square mile, round-the-clock coverage of balanced industry and agriculture. Your best buy . . . **KFJI!**

Dominates . . .
SOUTHERN NORTHERN
OREGON • CALIFORNIA
"money markets"

Best Buy
KFJI
KLAMATH FALLS, OREGON
Ask the Meeker Co.

5000 W

Decision-making course for executives: Wives tired of hearing their spouses say, "Can't you make up your mind?" can point out that some top executives suffer from the same difficulty. This is highlighted by an American Management Association "Executive Decision-Making Course" starting this fall at the Trudeau Sanatorium in the Adirondacks.

Some 125 businessmen are expected at the first two-week session (7-18 October). Admen faced with indecision might investigate the subsequent seminars offered 28 October to 8 November, 11 to 22 November and 2 to 13 December.

As AMA management consultants put it: "Participants in the course will spend nearly half their time playing a highly competitive business 'war' game that simulates top management's decision problems in the struggle of the industrial world."

Tips on tips: Giving the wrong kind of tip can cause considerable embarrassment.

Admiral Corp.'s sales manager of the refrigerator division, W. D. Krauter, gives this example:

"The hotel taxi starter only opens the cab door, but if you don't tip him, he tries to trip you, slams the door so hard it almost falls in your lap and is, in general, the meanest, orneriest person possible."

These are recommended tips, although allowance should be made for hotel or restaurant and situation:

Bell boys—a quarter for one bag, 50 cents for two or more.

Room service—quarter minimum, then 15% of the check.

Maid—\$1.00 minimum, or average 75 cents for two nights or more.

Waiters—15% of the check.

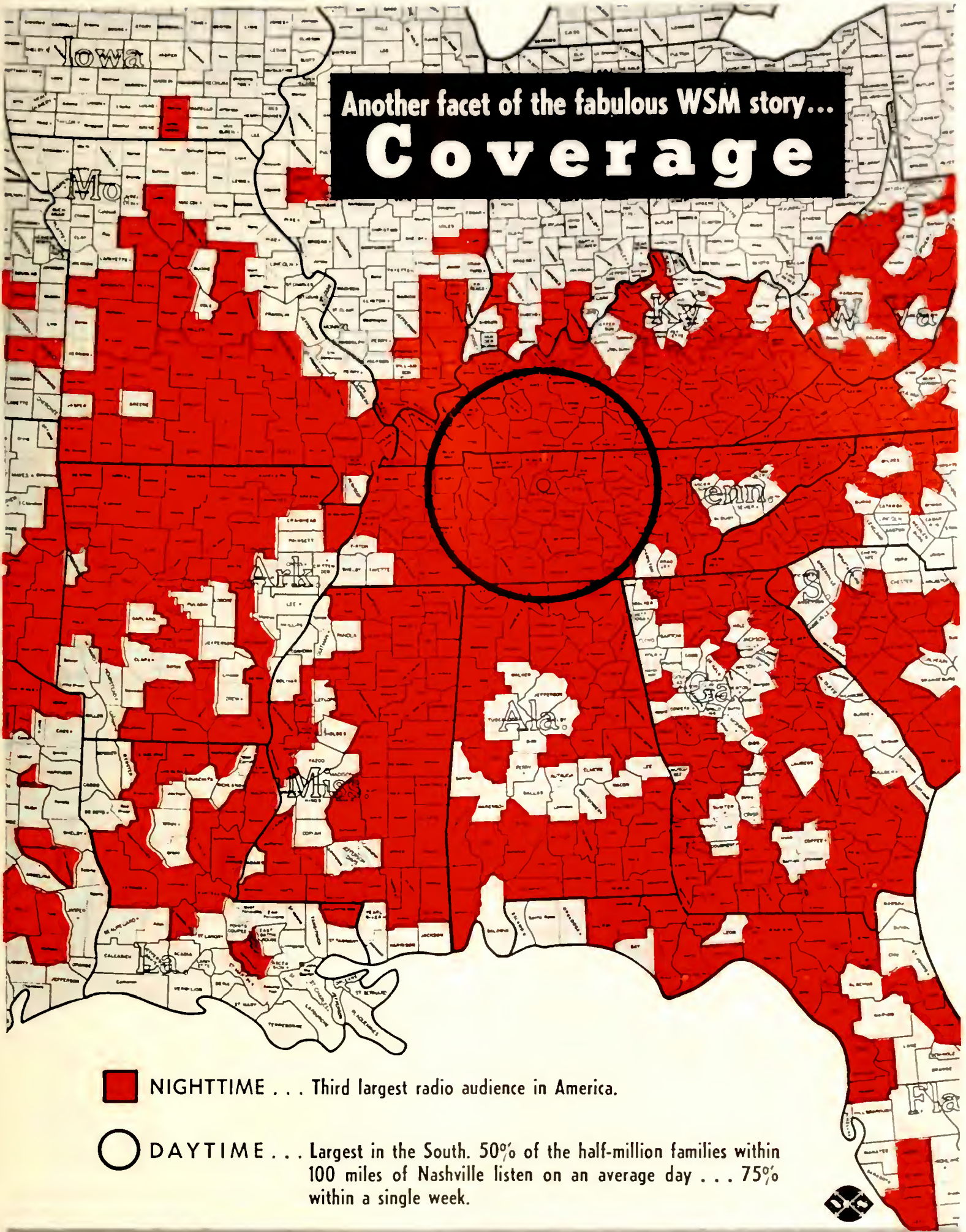
Rule of thumb for hotel or resort tips—Aggregate tips should total about 10% of the total bill.

Agency wives are diet wise: The current "health fright" that's hitting tv commercials has taken hold on Madison Ave. Since agency wives are more health-conscious than most other wives (because of greater awareness of pressures upon their husbands) many have been insisting upon the new "fat-free-fad" in their husbands' daily menu.

Reason: Medical researchers pin arterial heart disease on excessive fat in the diet.

Wives avoiding "harmful" saturated fats, cut down on use of lard, vegetable shortening, eggs, many dairy products and fatty meats. According to other medical theorists, the medical basis of most of these diets is on the level of the Hollywood diet fads which shake the West Coast up from time to time.

Said the wife of one account executive: "If they'd just take less time over the lunchtime drink and then not have to gobble the food, we wouldn't have to worry about their diets so much."



There is a difference...it's WSM radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER



OF VIEW...

If you count all the people in Los Angeles, you've got a statistic.

If you move in close and take them one by one, you've got a story...

Paul Coates gets the story—and gives it—each night at 10:15 in a compelling new KTTV series, "Hot Light".

Coates has the spot, too.

10:00 George Putnam
10:15 "Hot Light"
10:30 "First Show"

Here's television journalism by a pro... Paul Coates... whose Mirror column and syndicated "Confidential File" show guarantee a proven product.

An exposé or a crusade. Maybe a missing person story.

Controversial? Maybe...

Whatever happens, you can be certain that "Hot Light" will shove through the crowd and get some answers, because *people listen to Coates*...

Minutes and *Twenties* are available, within the show.

KTTV
Los Angeles Times-MGM Television

Represented nationally by **BLAIR-TV**



49th and Madison

More on North American

We all greatly enjoyed the article on North American Van Lines in your August 3 issue. We should like to make arrangements to send a reprint of this article to each of North American's 1,100 agents in the United States, Canada, and throughout the Free World.

One addition to your otherwise thorough report: The article should have mentioned the important work done by the NAVL Advertising Department. This is in the charge of Louis E. Hoffman, who came to North American Van Lines from Toastmaster Division of McGraw Electric. His assistants are Robert Smith, Sales Promotion, and William Kennedy, Public Relations.

The Advertising Department provides promotional materials, sales presentations, newspaper mats and radio scripts for local agents, and also publishes two house organs. One, "The Greenlight," is for North American agents and national accounts; the other, "NAVLiner," is an internal publication for employees.

We are in the process of getting this show on the road again following a summer hiatus. The NBC Monitor segments will start the week-end of August 31-September 1, and the tie-in programs for agents the following day.

Alex Dreier's first "Salute" will be to Canada, where an affiliated organization—North American Van Lines Canada, Ltd.—has some 75 agents operating from headquarters at Toronto. Then we expect to follow through with salutes to the remaining states, Alaska, Puerto Rico, Hawaii, and Washington, D. C.

Harry L. Bird, *v.p., radio*
Applegate Advertising Agency
Muncie, Indiana

Edsel strip-tease

Thank you for the fine story and layout ("Edsel's striptease") on the Edsel commercials in the August 10 issue of SPONSOR. There are a couple of things, however, that I think need correcting.

One of the most important of them is the spectacular that you refer to starring Crosby, Sinatra and Louis

Armstrong. It is to be on CBS, instead of NBC.

Also, referring to the 160 persons in the Detroit office to service the account is not accurate. There will be about 160 people working on the account in our Detroit and Chicago offices and a few regional offices.

Albert P. Weisman,
public relations director,
FCB, Chicago

Timebuyers of U. S. reprint

Please advise if the reprints of the Timebuyers of the U. S. in its entirety will be available, and if so, the cost of the copies.

This is without a doubt one of the finest service features of your publication, and we "tip our hat" to SPONSOR for making it available.

Tom Parrington,
national sales,
WKY-TV, Oklahoma City

• Reprints of the Timebuyers of the U.S. listing will be available shortly.

Timebuyers of U. S. addenda

We wish to report the omission of our agency from the list of "Timebuyers of the U.S." in your July 27 BASICS.

Key media personnel are myself and Ruth Gaeta, timebuyer.

Accounts for which we do spot buying are Martin L. Hall Co. (Victor Coffee and Tea) and the *Boston Herald-Traveler*.

Assuming that the same omission will occur for our N. Y. office in your August 3 issue we offer the name of our N. Y. timebuyer, Charles Patterson, media director, and our N. Y. accounts, Waite & Bond (Blackstone cigars) and Binney & Smith (Crayola).

Jackson L. Parker, *media director,*
James Thomas Chirug Co., Boston

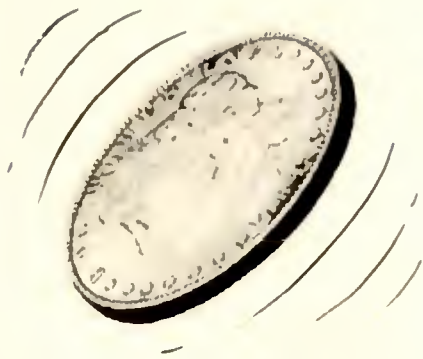
In looking through your timebuyers list in the July 27 SPONSOR I noticed you omitted Detroit's fastest growing young agency:

J. H. Altman Advertising
838 Maccabees Building
Detroit 2, Michigan
Temple 3-7510

Enjoy SPONSOR very much both for its information and reading entertainment. Keep up the good work.

Frederick S. Yaffe, *J. H. Altman Advertising, Detroit*

• Agencies with clients active in the air media on a national or regional basis who are not included in the Timebuyers of the U.S. listing and wish to be should address pertinent information to SPONSOR, 40 E. 49th St., New York 17, N. Y. An addendum listing will be published for these agencies and they will be included in the reprint if possible.



For South Texas Sales . . .

Pass your budget

. . . to KONO Radio

You get more listeners . . . more attention . . . and more resulting sales when your South Texas budget is spent on KONO. Get the facts . . . about audience . . . about listener interest . . . about rates . . . and buy more listeners per dollar than any other South Texas radio station.

Yes . . . buy the South Texas market with FACTS . . . and get 'em from your H-R Representative or Clarke Brown man

860 kc 5000 watts

KONO

SAN ANTONIO

Radio

Know Charlotte by the company it keeps

Charlotte turns sales outside in. City retail sales of \$300 million plus put Charlotte in company with many first fifty* markets. Mark Charlotte for a "Class A" appropriation. Only then can you use the radio station that exceeds its next Charlotte competitor in audience by 894.9% (NCS #2).

*Standard Metropolitan Area Population

Retail Sales, Sales Management, 1957

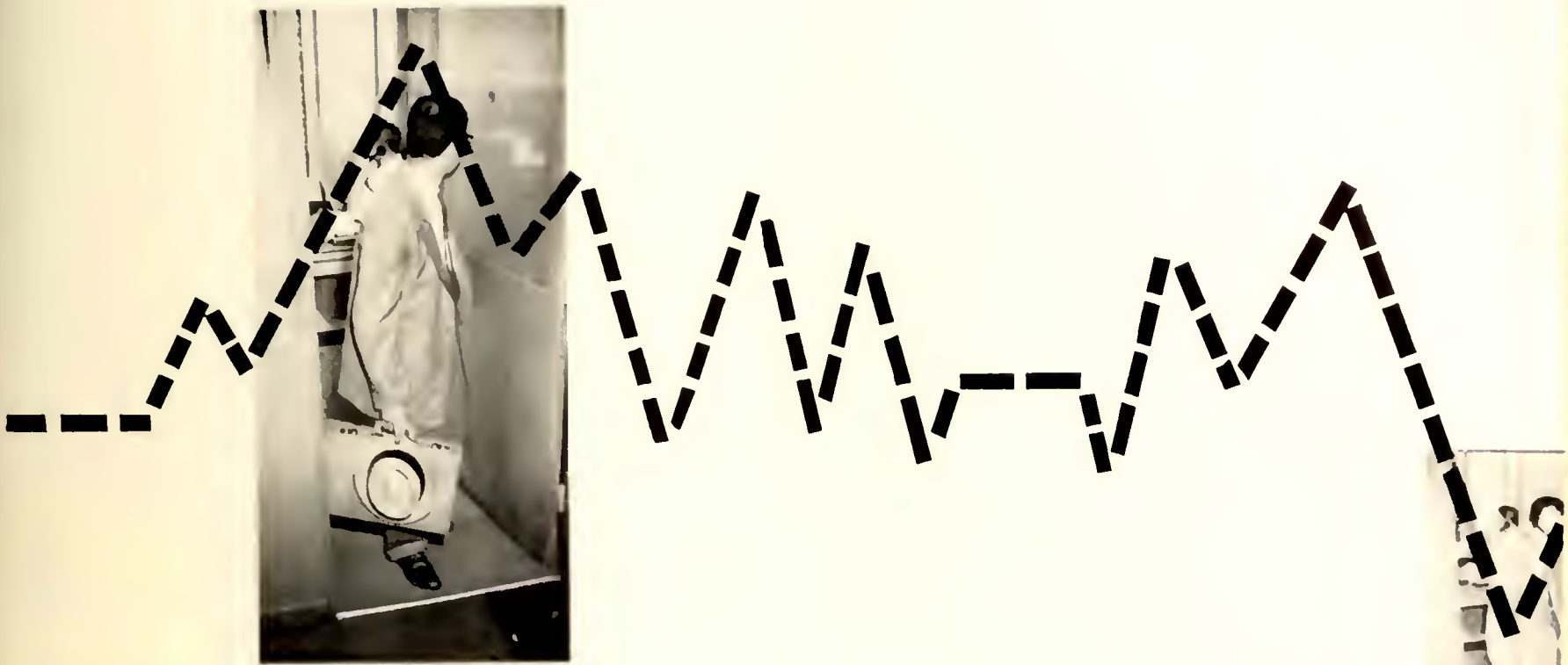
New Haven, \$296,201,000 • Charlotte, \$313,341,000 • Norfolk, \$362,698,000 • Tampa, \$370,794,000

Represented Nationally by CBS Radio Spot Sales



JEFFERSON STANDARD
BROADCASTING COMPANY





REPS RATE THE TIMEBUYERS

Too many timebuyers are part of an inflexible agency system which tends to under-rate, under-train, under-pay and bind them to formula buying. Reps criticize the system yet understand it

"Tv and radio spot campaigns are clicking for clients despite a large-scale ineptitude on the part of many novice buyers and the systems under which they operate.

"The systems are hidebound, too many buyers are immature and bewildered by the complexity of broadcast spot buying, the client is getting less than he could even though he's still getting more than other media can deliver."

Who says so? The station reps—

the radio and tv media salesmen who tramp the streets to cajole, convince and cooperate with some 300 active agency buyers in New York City.

SPONSOR asked reps to rate the timebuyers as a sequel to an earlier story in which timebuyers ranked the reps (see SPONSOR 29 June, page 33).

In both cases, SPONSOR wanted professionals in one highly specialized field to rank pros in the most closely related field. Buyers and sellers are equally articulate in their criticism,

most of which is directed against the "system" rather than against persons.

Station representatives are unanimous in arguing that the advertising agency's structure and the timebuyer's responsibilities should be improved—and fast. Yet they're the first to admit they aren't sure how to do it, and they don't think anyone else is, either.

They think any buyer is working against very slim odds—that despite these long-shot odds the buyers, col-



**Rigid buyers and yardstick buys
short-change sponsors even though they
are doing well relative to other media**

lectively, are coming up with outstandingly successful tv and radio campaigns. But, they argue, these campaigns could be much better if certain expendable obstacles were removed. That's why the reps feel the client is getting his money's worth in spot—and *more* than his actual dollar's worth in most cases—but that he could be getting *far* more if certain things were changed.

As one New York rep puts it: "I wouldn't be a buyer for anything in the world. He has the hardest job in

broadcasting. The very fact that a buyer ever even completes an *adequate* buy, much less a *superb* one, is a modern-day miracle!"

Yet reps admit these "miracles" happen every hour of the day in almost every advertising agency. They have no firm and final statistics as to the number of (a) good, (b) bad or (c) indifferent buyers. They aren't looking for such figures.

Sure spot is working and working well compared to other media. Many buyers *are* getting more savvy. But,

say the reps, the goal for any operation is improvement—not to accept its flaws as inevitable.

The reps level no collective blast against buyers and the buying systems. Rather, they generalize about certain characteristics of *some* buyers, *some* systems and *some* shops.

What does the rep want changed? At first conversation it would seem to be everything!

Most of them start with a premise, however. It runs something like this.

Timebuying has never been rougher. There are 3,000 commercial radio stations on the air, almost 500 tv stations—and the prospect of still more of both to come. Activity in radio is more intense, faster-paced now and the buying of radio is more complicated than ever before. One of the

What's bad about agency buying? Reps give these answers . . .

Agencies downgrade the job. Print buyers have more stature than timebuyers. Few buyers sit in on client or plans meetings. If they *do* make recommendations, they are frequently ignored

Buyers are inexperienced. Timebuying has never been so complicated, with 3,000 radio and 500 tv stations and an ever-changing pattern. Yet most new buyers are untrained mailroom boys, secretaries

Salaries are low. There's no pay norm, but all too few buyers make more than \$9,500. Most earn less than reps who sell them. Many leave buying, others apply for rep sales jobs, some few move up

Training is inadequate. Agencies are busy and put almost no effort into pre-training a buyer. Most learning is on the job when current spot campaigns make needed intensive study and research impossible

Agencies are under-staffed. Most media units have too few buyers and estimators. When a big campaign breaks, inept reserves are called in, buying is too fast, extra confusion leads to mistakes

There's too much to do. Buyers should see all media reps as well as visiting firemen, know last-minute research data, latest developments in broadcast field. But they don't have the time to!

Buying is by formula. Yardstick buying within a rigid framework is easier and most used. Often the buying decision is made by people above the buyer. He carries out market, budget directives

Quantity supersedes quality. Agency or client often impose a formula for cost or ratings without consideration of such qualitative elements as audience loyalty, market character, programs

. . . but there are reasons for these ills

Broadcast buying is complicated. Radio and tv buying demand more of a buyer in terms of both brain and brawn than do other media

Radio and tv are constantly changing. Every day there are changes in stations, markets, shows, management, research and audience

Agency's own costs. It costs a lot of money to handle and to service. Short cuts need to be taken to save time of the personnel

There's too much paper work. Almost any other kind of buy is easier, less involved, and less prone to statistical error, argument

There's too little time. In six hours a day a buyer sees dozens of people, makes dozens of phone calls, plans and buys too

There has to be a yardstick. Agencies admit the slide rule isn't everything but it's a jump-off point into murky media waters

biggest reasons is that when an advertiser buys spot radio now he's buying saturation with maybe 200 announcements a week. Tv is just as demanding and in terms of money a lot more so. You goof on a tv buy and you've had it with the client! And paper work involved is horrendous.

This premise, in representatives' opinions, means a more urgent need than ever before for (a) better buyers and (b) better buys. Yet these same basic facts of broadcasting help to explain why buyers themselves are boxed in and why there's no quick solution to most of the problems.

Here's what the reps think these problems include.

Inexperienced help: Every shop in the country has superior timebuyers but each agency also has "inept, immature and indecisive" ones. Reps don't like the common practice of moving "a young kid from the mail-room or a secretary's desk right into a buying slot."

Some such "young kids," they realize, have a basic instinct and aptitude for buying and the great demands the buying procedure make. But too many of them are thrown into the media pot because "they don't cost much and they are only there to follow orders."

Even the brightest, once he or she has been slotted as a buyer, "isn't given a chance to prove himself," says another rep. "Only five of the top agencies have any kind of a planned training program for buyers. The rest of the agencies have what's formally called on-the-job training and what really is a hit-or-miss system."

Low salaries: The care and training of a timebuyer is part of what one rep calls "a vicious circle. The buying technique is too often inferior or inadequate because the buyer is inexperienced and isn't paid very well. He isn't paid well because he doesn't have stature in the shop, and because he has little prestige his opinion isn't considered anyway so that's why they often hire people with no opinions."

There's no disputing that buyers don't make enough money. Some, of course, hit the \$25,000 level and are highly respected professionals on a par with account men and media directors. Too many of them, however, are at the less than \$100 a week level and the bulk appear to be making somewhere between \$6,500 and \$9,500. One buyer is known to be earn-

ing \$90 a week—and he controls and directs very competently a broadcast budget of \$3 million a year.

"Buyers are basically very smart people," one rep says. "They have to be to survive in a very competitive business where any secretary or mail boy with ambition aspires to buying."

Yet once they arrive, it seems the pay scale is graded only slightly above their previous earnings. It takes them years to hit the high-water mark of \$7,500 or \$10,000. And, in the meantime, they're competing with the estimators, statisticians and full-fledged buyers—competition both from within an outside the agency.

The worst angle to this underpayment, say the reps: most buyers make far less than the salesmen who call on them. One large and prosperous sta-

Another rep comments on this imbalance between buyer and seller. "It's a sad thing when the salesman knows so much more than the buyer—and very often this is true. It shouldn't be, of course. The buyer should be smarter than the seller, and he should get the money which he therefore earns and which he deserves."

Ninety-nine out of 100 buyers, another rep comments, aren't paid as much as they should be in even the highest paying shops. "Their salary is never in line with that of the creative people or the account people. Yet no matter how brilliant the copy or how clever the art, if the commercial isn't put into a time period which was bought intelligently it'll never make the over-the-counter sales the advertiser wants—or can get. The ve-

Some favored agencies among N.Y.C. reps

Young & Rubicam scored the most unanimous vote as an outstanding agency in terms of its buyers, buying practices. It's "smart, clean, efficient"

Ogilvy, Benson & Mather, which has raft of radio accounts, was cited as distinctive because "it pays very well, gets an unusually high caliber of buyer"

Grey Advertising, all-media shop like Y&R, was commended for encouraging buyers to know over-all advertising problems and act "like account people"

Cunningham & Walsh got the nod for having "extremely intelligent buyers" who know clients' marketing problems very well "and match buys to them"

William Esty was described as "a stable agency with a low rate of buyer turnover, a well organized media staff supervised by competent managers"

Ted Bates & Co., "despite its purchase of spot by a cost formula," has a smart, sharp buying group "which makes sound judgments on quality as well"

Bozell & Jacobs, an example of a smaller agency, was rated as "unusually strong" in buyers' understanding of markets and stations, of flexible usage

tion representative firm estimates the average timebuyer its men call on "makes one fifth what our man does."

This makes for a bad balance. "When a buyer makes less money than the seller, he gets on the defensive. And he also applies for a job as a salesman! We get dozens of buyers applying for jobs because they think we all drive around in Jags and Cadillacs and spend the weekends sailing on Long Island Sound. As a matter of fact, a lot of us do! But we don't talk about things like that in front of a guy who is only making \$85 a week!"

hicle is just as important as the content—yet agency management doesn't see it this way all too frequently."

Bottom-rung stature: Agency management itself, the reps agree, is the biggest bugaboo in the system. Agencies tend to look on their buyers as "clerks" or "slide-rule manipulators" rather than as "policy molders."

They are inclined to downgrade the buying function rather than upgrade it. They indirectly encourage the buyer to buy by rote rather than by inventiveness. But the reps say, this

(Please turn to page 115)



At sales session, William Y. E. Rambo (l.), advertising director of Proctor, and Max Tendrich, v. p. of Weiss & Geller agency, show promotion materials. Field men saw a "Follow Thru" demonstration of how manufacturer and station can cooperate at the local level

HOW TO MERCHANDISE TV — AND WHY YOU MUST!

Proctor Electric puts 100% of its budget into spot television. Sales are expected to triple in this 4th year of tv. One big reason: merchandising

Screening of tv commercials is highlight of sales meeting. Field men get briefing on what they can do to push sales locally in cooperating with both tv stations and retailers



Proctor Electric is one of the few advertisers who not only understands merchandising but can explain it. Despite much-mouthing merchandising concepts, it's still a rare advertiser—or agency—or station—which comprehends the techniques and benefits of merchandising.

Proctor does, which is why merchandising follow-through is as inevitable a corollary to its television spot time periods as is the film used in them. Proctor's ad budget is 100% in tv spot but its ad manager, William Y. E. Rambo, says this advertising alone isn't enough.

His agency agrees. Weiss & Geller, New York, and its vice president, Max Tendrich, subscribe to this merchandising theory: "Every day we learn

that announcements are not the complete answer. All the tv spots we can buy is not the solution. It is in the "follow thru" in getting the television stations to cooperate, in properly explaining our tv story at national sales meetings and in showing our tv commercials. These will convince our distributors and dealers of our story."

It's this same follow through which highlighted a recent national sales session of Proctor field men. Tv was the star of the three-day show at a country club near New York. The meeting carried a "Follow Thru" theme with client and agency executives briefing the men on why the total budget goes to spot tv and what additional tv dividends can be gained by smart merchandising.

Tendrich gave a checklist of merchandising tools which can be developed and used by the field staff. Some of these ideas originate with the client, others with the agency, still others in the inventive minds of local tv station promotion men. Here's the list of 12 basic local-level activities which merchandise a tv spot schedule.

1. **Personal appearances** made by a team of Mary Proctors who demonstrate in stores and on tv the advantages of the company's line—the Proctor ironing table, steam and dry iron, the Zedalon ironing board cover and the toaster.

2. **Jumbo postcard** and letter mailings from stations to distributors and retailers in an area. "Almost every tv station on the spring list—19 in all—cooperated in this kind of promotion," said Tendrich.

3. **Brochures**, often in the format of elaborate and detailed presentations, compiled for retailers. WXIX, Milwaukee, for example, circulated 35 such books locally and included such hard-sell information as: "In the vast Milwaukee area the woman (potential Proctor customer) has a net effective buying income of \$2,635,959,000 and in Milwaukee County alone it was \$1,913,081,000 in 1955." These are the kind of figures retailers like to see.

4. **Dealer tags** by many stations who run additional time for dealer mentions after a one-minute Proctor commercial. This fall, Proctor's tv film commercials on the ironing table and the toaster will run less than 60 seconds so there'll be time for a tag.

Client promotion ties in . . .



Big headache is showing dealers daytime tv copy. Answer: reprinted storyboards

. . . with local station merchandising



Live commercial is one of 14 ways tv stations cooperate. Proctor iron is demonstrated on Proctor's folding ironing table, top seller in its field. Surveys show that it's "best known, most preferred" of any table. Cover is company's own Zedalon

Mailing pieces such as this one sent to 2,527 retailers by WKRC, Cincinnati, are circulated by almost every station in the lineup. This one includes tv spot schedule and retailers' costs on different items in a four-page color brochure

Local contests and stunts get extra attention, give sponsor additional dividends. Dick Becker, WTVN-TV, Columbus, was yanked off camera by hook as audio announced move was a service of Proctor. Its iron is No. 3 or 4 among top 15

**PROCTOR TOPS ALL
STEAM IRON DEALS!**

BETTER IRON BETTER OFFER
BETTER PRICE! BETTER ADVERTISING

ONLY PROCTOR OFFERS . . .

ONE STEAM IRON
FREE
WITH EVERY 11 YOU BUY

ONLY PROCTOR OFFERS . . .

IRONING FABRIC *Ironing*
BOARD COVER **FREE**
WITH EVERY 11 YOU BUY

ONLY PROCTOR OFFERS . . .

13" *Ironing*
as the 1st Best Selling Table
with *Ironing* Pad and Cover

"12 (or 11") SPECIAL		1956	1957	Total
PRO 11 <i>Ironing</i> COVERS: Retail Value \$27.50		\$ 7.36	\$ 7.36	14.72
PRO ONE STEAM IRON AND COVER: Retail Value \$19.45		\$ 11.37	\$ 11.37	26.09
YOU BUY 11 STEAM IRONS @ \$18.57		\$ 203.81	\$ 203.81	230.90
YOU SELL 12 IRONS WITH FREE COVERS @ \$16.95				186.83

"BIG 5" SPECIAL		1956	1957	Total
PRO 5 <i>Ironing</i> COVERS: Retail Value \$13.50		\$ 7.36	\$ 7.36	14.72
YOU BUY ONE IRON WITH FREE COVER: Retail Value \$19.45		\$ 23.31	\$ 23.31	38.03
YOU BUY FIVE IRONS @ \$10.57		\$ 52.81	\$ 52.81	90.84
YOU SELL 4 IRONS WITH FREE COVERS @ \$16.95				54.81



Proctor, Weiss & Geller coordinate a barrage of manufacturer-agency-station merchandising ideas

5. Talks at distributor meetings given by local station management and sales executives. Marvin Shapiro, manager of WCAU-TV, Philadelphia, made this type of an appearance before a local distributor group. Two other stations which also sent out a speaker were WCCO-TV, Minneapolis, and KLZ-TV, Denver.

6. Product introduction to new distributors and important retail outlets. WTOP-TV, Washington, sent a merchandising man to see the Peoples Hardware Co. about steam iron distribution—and a week later the iron was in 18 new outlets. Tie-in advertising for the product was arranged in cooperation with five major Washington stores including four department stores and a hardware chain.

7. Local contests and stunts. Proctor products are given away as prizes in local contests and sometimes a station will schedule an on-camera stunt which features one item.

8. Reprints of the local televi-

sion schedule. These have been prepared and circulated by such stations as KYW-TV, Cleveland, and WTVN, Columbus. The latter sent out 450 copies of its schedule of 17 one-minute announcements weekly with this notation: total rating points, 140; tv homes in area, 438,095; number of families reached, 613,333; number of viewers reached, 1,226,666.

9. Telegrams to distributors. These are sent by stations on special occasions which warrant extra attention.

10. Improvements in the Proctor schedule. Revisions are being made constantly by the agency and by stations as well. One wrote: "Sunday night we ran the first in a series of great musical motion pictures instead of the roller derby. Since the program was not filled we took a few of our choice accounts and spotted them in the program."

11. Live commercials. This technique is used by stations which have

strong local personalities. Emcees will handle the same copy themes but are supervised closely so content remains as the client intended.

12. Displays. These are erected by many stations in studios and lobbies. But some stations, such as KRON-TV, San Francisco, worked out displays in department and hardware stores where heavy traffic would pass by and see the station-advertiser promotion.

Merchandising tactics of this kind combined with on-the-air telecasting add up to imposing sales figures. Weiss & Geller and Rambo estimate sales volume this year will triple that of 1954—the first year of tv.

What has television advertising accomplished? W&G's Tendrich gives this answer: "There is no question that today the name Proctor is acceptable to many households as standing for a quality product and that the name has made an impression on millions of households because of the application of our tv formula.

"It has taken many long years for companies in the electric housewares industry—General Electric, Westinghouse, Toastmaster, Sunbeam—and countless millions of dollars in advertising to establish their product acceptance and their slogans. Everyone knows the money that Westinghouse has put into the slogan 'You can be sure if it's Westinghouse.' Compare what Proctor has done in just a short time to make its slogan 'Is there a Proctor in your house?' so well known!"

What is the tv formula which has paid off so well? To begin with, says ad manager Rambo, it involves ratings necessarily but it doesn't rely on them solely. He concurs with what Groucho Marx said about ratings being used as a measurement of sales rather than of mere noses, and that quality and impact should be prime considerations, too.

But, says Tendrich, "We have to use ratings because each medium must compete on the basis of reaching so many viewers or readers at a certain cost. Until another system of measuring the number of tv viewers comes along, we must depend on what research people give us today.

"But we can use the statistics of our television schedules to our advantage.



Combined promotion of Proctor and local station is personal appearance of one of the Mary Proctors who travel around the country for tv and non-tv demonstrations before housewives. This girl appeared on WBZ-TV, Boston's, *Movietime* during National Electrical Week, explaining to Alan Dary the operation of both the steam and the dry irons

and we have developed a formula which has been successful in various markets for the past three years."

The formula: "When we go into a market," says Tendrich, "we try to accumulate a schedule of 10 to 12 or more commercials that total 100 rating points. This means we don't rely on one show: we buy participations in a series of shows so that from month to month our rating picture doesn't change materially. We also aim our shows right—at the people who buy toasters, tables and irons—and we repeat our commercials day after day, week after week."

At a recent sales meeting, agency people asked the men to guess how many television impressions were made by the Proctor commercials in 19 tv markets last spring during a nine-week drive. The Texas representative came close, guessing 530 million when the total was 561 million.

These tv impressions add up to impact and sales, as reported by Barbara Dilworth, marketing manager.

Here's what she says: A Western Union survey shows the Proctor toaster to be one of the top three in such major markets as Philadelphia, New York, Milwaukee, Denver and Boston, among the top four in Washington.

On ironing tables she says Proctor "is by far the best known in America, the most preferred, the best advertised and the overwhelming first in choice" according to a similar Western Union survey. Some of the findings: in Washington, the table is known by name by more than 15 times as many people as mentioned other brand name; in San Francisco, 13 times as many.

One of the company's major problems has been to inform retailers on how Proctor products are being promoted and advertised in a given market. The difficulty is that most of the tv announcements are aired during daytime hours when appliance dealers are working. To give them a better idea of exactly what is in the tv commercials, the agency has prepared an eight-page black-and-white brochure with full storyboards from each current commercial.

It, too, is geared to the Follow Thru theme, asking retailers "What kind of advertising works best for you?" and answering "Advertising in your trading area reaching your customers." ▀


"PROOF OF PURCHASE" PROMOTION HYPOS STATION RESULTS, RATINGS

Here's a station promotion in use around the country that national-level advertisers and agencies might have missed. Community Club Awards has a promotional plan which actually channels the purchasing power of women's civic, religious, fraternal and social organizations to specific products advertising on the participating tv or radio station.

This is the way it works: club members earn cash awards for their organization in competition with other clubs by collecting "proof-of-purchase" material (sales slips, box-tops, cartons) or supplying "leads" (names of pregnant women for a diaper service Co., people about to relocate for a moving company). Cash awards are given each week with a grand prize presented at the end of the 13-week campaign. Prizes are awarded for total volume and volume per capita, affording equal opportunity to large and small groups.

At the end of the campaign the station purchases all the receipts, bottle caps and box tops turned in by non-winning clubs at \$1 per \$1,000, making every participating club a winner in proportion to their effort. The awards range from \$10,000 per campaign in major markets to as little as \$1,500 in smaller markets.

The interest stirred by this type of promotion can be seen from reports of participating stations. One mentions that "several women's clubs have taken to following around a sponsor's truck on deliveries to ask for the receipt for their organization." Another reports in a local church's newsletter, the notice, "a box will be placed in the lobby of the church each Sunday before Mass, where you may deposit your receipts, box tops, bottle caps, etc."

Working with two basic assumptions: 1) women control a good bit of household spending and 2) women's clubs always need money, the idea has paid off big for sponsors and stations throughout the country. 

How they stage a Community Club campaign

Gather the women. Luncheon or breakfast "Koffee Klatch" for the area's women's clubs is the first step. Outline the contest and explain how their organizations can compete for cash prizes

When contest is underway, rent a hall with enough room for displays for your sponsors. Stack every "proof of purchase" item turned in in piles. Give door-prizes and free samples

Give bonus "proof of purchase" slip equivalent to \$500 in purchases to members visiting all of the sponsor booths. Have women's wear sponsor stage fashion show, another supply music

Make final awards a big event—either simple, or a la circus—the evening should be light and entertaining, no long speeches, an emcee who will keep things moving as winners receive checks

"MOVIE-MEN DON'T KNOW HOW TO USE RADIO"

The right radio copy sells for the theatre-owner, reports Gordon McLendon. Both a radio station and theatre-owner, McLendon started a trend which has paid-off big for Southwest exhibitors. With radio and a good copy approach reruns play to top houses, outdraw first run films



Gordon McLendon, who wrote the article below, is in a unique position to comment on use of radio by movie theatres. A veteran radio broadcaster and radio innovator, he also comes of a family with movie theatre interests.

A recent meeting of New Jersey theatre-owners had, at times, a frightening resemblance to business conventions of 1932.

There were new reports of shuddering, a general air of apprehension and a slow but terrifyingly steady decline at the boxoffice. Worried exhibitors blamed alternately the weather, television, lack of product, clearance practices—almost everything but themselves.

A deep fog had settled over many of New Jersey's old theatre giants, and one theatremen even paraphrased Joe E. Lewis' famous remark, "hell, all of this talk about a possible recession doesn't bother me—I'm going broke right in the boom."

Amid the general atmosphere of tension that hung over the meeting, it was almost fitting that the convention, in full tactical retreat, should adjourn with a report that, among other things, ninety percent of New Jersey theatre-owners found radio advertising of little or no value to them.

Simultaneously, in the sweltering bayous of Houston, 2,000 miles away, there was a striking paradox. The suburban Yale and Broadway Theatres, both 1,400 seat houses, were harried for a different reason. Record-

Gordon and B. R. McLendon, in front of their theatre, the Casa Linda in Dallas

breaking crowds jammed both theatres for a full week.

The reason was not clearly apparent. The feature attraction was, "The Snows of Kilimanjaro," a picture which had played everything but home movies. Yet the picture was held over for a full seven days. Through the full seven days, it did more than fifty percent better business than first-run pictures did at either of the two theatres—and first-run pictures, in addition, could last only three days.

There had been no television advertising for the picture and no more than the normal, small newspaper boxes. But a few discerning observers noted that the Broadway and Yale were carrying a heavy schedule of radio announcements on Houston's new independent, KILT. The announcements were unusual (see sample copy below).

The announcements were an interesting example of a new technique of imagery transfer developed over a three-year period by McLendon radio stations KILT in Houston, KLIF in Dallas and KTSA in San Antonio. By May, 1957, the technique was so refined that it was now possible to predict gross receipts with some accuracy.

There were other eye-opening tests of the new technique. Earlier, the same two theatres, owned by Willowin Enterprises, had used a similar heavy schedule on KILT with highly imaginative copy for two less-than-award-winning pictures, "Voodoo Island" and "Pharaoh's Curse." Again the pictures had played both theatres day and date for seven days to business sixty-five percent better than first-run pictures which could last only three days.

Two hundred miles westward, in

San Antonio, Cinema Art Theatres were having even more spectacular success on Radio Station KTSA. Here again, disdaining the canned tripe offered by the producing companies, and using instead excellent creative copy put together by San Antonio's Fraser & Wiggins Agency, the big, 2,750-seat theatre had adopted a revolutionary policy: it deliberately asked for and took the third and fourth choice pictures in San Antonio. Officials at Cinema Art made no effort to compete for the two top films.

General Manager Bill O'Donnell said, "We prefer to take the third and fourth attractions and play them as a double bill. The advantages are tremendous. With a heavy military population, accustomed to double features at their eastern homes, and with a high Latin-American population, also accustomed to Spanish-language double features, we have found that double features are peculiarly important in San Antonio."

Cinema Art had been perfecting its radio techniques since 1 December 1955, when it bought the Texas from its competitor, Interstate. Until that date, the house had been playing split-week first run. Recently, in June, it took two leftover pictures, backed them with a radio campaign on KTSA, and incredibly played to more admissions than "Gunfight at the OK Corral," top grosser in America in June.

On 1 February 1957, with young people in school, Cinema Art picked up two dead-as-a-doorknob oldies, "Twenty Thousand Leagues Under The Sea" and "Davy Crockett," and double-billed them to the amazement of both opposition and producers. "Twen-

ty Thousand Leagues" was in something like its one hundredth run in San Antonio—the picture had been milked dry and nobody wanted it. "Crockett" was thought to be so dormant that the producers were about to take it out of release altogether and would have done so in another week.

The producers were so shocked at Cinema Art's buy that, even with its record of unbroken successes, they refused to provide any money at all for promotion. "Not a dime, it just won't work," they told him, "we want to sell pictures but not this bad. We'll even sell this one to you flat—no percentage—and you take the difference and buy your own ads. We won't split a penny with you on promotion."

Cinema Art took the challenge and spent a 60-10 budget split between radio and newspapers. The result, using KTSA, was a spectacular house record at the Texas Theatre and some highly embarrassed distributors.

In mid-September, 1956, after school had started, the Texas used KTSA for a whopping campaign on "Hold Back the Night," and "Young Guns," both featuring stars probably not even well known to their studios. With radio, the Texas again knocked them dead. From 18 through 25 January, 1957, it got similar results with "Don't Knock The Rock" and "Rumble on the Docks." And these were weekly occurrences—with creative radio commercials on KTSA the dominant ad campaign.

The new technique probably originated first at KLIF in Dallas. Here, management was fortunate in owning both its own radio station, KLIF, and a good suburban theatre, the Casa Linda, for purposes of experimenta-

Exciting copy technique and radio saturation drew top crowds to rerun movies

"The Snows of Kilimanjaro" had played everything but home movies. The picture seemed completely dead and yet it was held over for a full seven days and during that time did 50% better than first run pictures did at two other movie houses in the area. Excitement was created by a heavy schedule of radio spots on KILT, Houston promoting the Hemmingway film.



RADIO COPY

SE: Music, Up and Under

ANN: Kilimanjaro is a snow-covered mountain 19,710 feet high—the highest in Africa. Its western summit is called Ngaje Ngai—the House of God. Close to the summit, there is the dried and frozen carcass of a leopard. No one has explained what the leopard was seeking at that altitude. . . .

SE: Change Music, Up and Under

ANN: This was the riddle of the eternal snows of Kilimanjaro . . . for Harry Street, it meant sharp memories . . . Cynthia, the model with grey-green eyes and the legs of a colt . . . the wild swirl of the matador's cloak, the quick frightening red of blood. . .

"Citizen Kane" never got off the ground in its premier in 1941. With KLIF, Dallas' copy approach "Kane" broke the all-time box office record for this theatre. No other picture even came close, and this record was duplicated by other theatres using radio. Drive-in theatres in Houston featuring "Citizen Kane" bypassed radio announcements for newspapers and died a terrible death.





Radio Copy for motion pictures is generally poor and promotion limited says McLendon

Imaginative copy and radio saturation produces top box-office for second and third choice pictures

tion. In the early spring of 1954, KLIF suggested that the theatre bring back a picture which had earlier laid an egg at the boxoffice. "Not only that," said KLIF, "bring it back on your three worst nights: Monday, Tuesday and Wednesday. We want to run a test radio campaign, using some unusual copy angles, and see what will happen."

The Casa Linda management snickered and chose "Full House," an art feature whose only distinction was that it had set the all-time house low at the Casa Linda a year or so before. The Casa Linda laughed even harder when the heavens opened up and literally drowned Dallas all three nights of the rerun. Yet, despite the unbelievable weather, the three weakest playnights of the week and the horrible past of "Full House," when boxoffice returns were in, "Full House" had done seven times the business of its initial run. The Casa Linda then asked KLIF to develop a similar approach for "Citizen Kane," which never got off the ground anywhere when first shown in 1941. With KLIF's copy approach, "Kane" broke the all-time Casa Linda boxoffice record. O'Donnell grabbed the picture for his Bowie Theatre in Fort Worth, used the same KLIF copy approach with another heavy radio schedule, and also broke the Bowie's all-time house record. No other pic-

ture had ever come close. Drive-in theatres in Houston then played "Kane," bypassing radio for newspapers, and died an excruciating death.

Here is one of KLIF's typical "Kane" spots:

ANN: In almost any gathering, where people are asked to name five motion pictures they'd like to see again, Orson Welles' frightening "Citizen Kane" invariably is brought up. Have you ever wondered why "Citizen Kane" has never been brought back? When "Citizen Kane" was first made, William Randolph Hearst reportedly lanned the name of Orson Welles from ever appearing again in a Hearst newspaper or magazine . . . but neither the combined efforts of Hearst and his ace columnist, Louella Parsons, could squelch "Citizen Kane," because as it turned out "Citizen Kane" was one of the five greatest motion pictures ever filmed . . . but Hearst, it appears, was powerful, because after it was shown once, "Citizen Kane" became mysteriously impossible to find in any American theatre . . . now, five years after Hearst's death, "Citizen Kane," a most unforgettable motion picture experience, opens exclusively at the Casa Linda Theatre in Dallas next Sunday for four days only.

In Fort Worth, O'Donnell now saturates radio almost weekly for the Bowie; in San Antonio, similar regular

use is made of KTSA for the Texas, and now for his Josephine, Laurel and Woodlawn Theatres. In Houston, Willowin's Yale and Broadway are breaking all records with KILT. In Dallas, Interstate has begun to use KLIF but still must perfect its copy techniques.

Isn't the cost for proper saturation prohibitive? And what is proper saturation? The answer to the first question is that the cost couldn't be prohibitive because both Willowin, on Houston's KILT, and Cinema Art, on KTSA in San Antonio, paid card rate for schedules. Cinema Art paid card rate in Fort Worth, too, for the Bowie Theatre. In Dallas, the Casa Linda has been able to experiment at no cost through common ownership of KLIF. Early experiments would have been too costly had they been continued. To promote "Kane," KLIF used a saturation schedule that would have cost the Casa Linda \$1,300.00. The Casa Linda could have spent that amount and still made out handsomely, as it turned out, but both the theatre and KLIF arrived at the conclusion that there had been over-saturation. On "Snows," KLIF's saturation campaign of ten spots per day for three days at \$200.00 per day would have cost \$600.00. The follow-up campaign of quickies, after the movie opened, would have cost another \$200.00. The picture, bought flat, grossed nearly seven thousand. Even in this instance, KLIF believes the cost could have been cut to six hundred dollars with no loss of attendance.

In the case of KILT and Willowin, and KTSA and Cinema Art, in no case have any of these theatres spent more than \$500.00 to saturate for any picture. A general formula of ten spots per day three days prior to the opening of a new playbill, plus five spots per day follow-up has been adopted.

Obviously, as copy examples must clearly indicate, this new radio method for motion pictures depends upon the creation of a picture in listeners' minds — "imagery transfer," if you will. No picture that can be put upon a television screen, no advertisement in a newspaper, can paint a picture as vivid as the picture that the human imagination can plant upon the human mind. Often, the picture created in the listeners' minds by the announcements are exaggerated pictures—but they are created by the listener himself and thus are apt to be far more provocative of attendance than any trailer showing direct scenes. As important in selling

many pictures is copy which induces a certain mood.

This theory of imagery transfer is not new but it is still not often used. New York still lags far behind many hinterland cities in radio commercial development. We maintain that the quality of creative copy on our stations in Texas is far superior to that of any New York station—or, for that matter, of Los Angeles and Chicago stations. Were agencies in these three vital time-buying centers able to hear some of the startlingly creative work from hinterland agencies and radio stations, a new revolution in radio would begin. All of us gnash our teeth at the fact that the radio heard in New York by national timebuyers is utterly atypical of the rest of the nation.

However, if brickbats are to be thrown, they must be thrown at the motion picture producers themselves. Despite increased radio interest—as witness a strong campaign in major markets for “The Pride and the Passion”—copy is still generally poor and such promotion limited to a few big first-run pictures. With the copy approach developed for “Kane” producing such sensational success, RKO ex-

ecutives in New York were interested enough to inquire of Texas branch offices what was causing this revival of a picture that had never been successful elsewhere. Yet, when the information was transmitted, nothing was ever done about it.

The same can be said of “Snows”; no effort has been made by 20th-Century Fox even to inquire by what magic a neighborhood theatre in Dallas was able to gross nearly seven thousand dollars in a single week on a picture thought to be as useless as a six-day-old streetcar transfer. David O. Selznick complains loudly that theatre-owners show no demand for great oldies like “Tom Sawyer” which, he says, could be exploited with great success. Yet no doubt he will not even make the picture available to exhibitors to make the attempt.

Both “Kane” and “Snows” had startling subsidiary results. After the smashing success of the rerun in suburban theatres, drive-ins picked the pictures up and benefited from the radio campaign with increased grosses. And houses in smaller towns within the coverage of KILT, KLIF and KTSA began to buy the picture, playing to big houses on the backwash of the campaign, and thus creating new sales for 20th and RKO. These secondary effects of the radio campaigns produce more money for the producers than the primary reruns.

It is not too much to believe that some of the great pictures already shown on television may yet gross great sums in the theatres if properly imaginative copy is constructed creating a desire to see the picture under more favorable circumstances than a tiny home screen.



Only ONE is atop the
Continental Divide
Serving both the Atlantic and
Pacific Sides of America
KXLF - TV4 -:- Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters



“Amazing child—he even understands world affairs—listens to KRIZ Phoenix all day long.”



IN WILMINGTON
DELAWARE

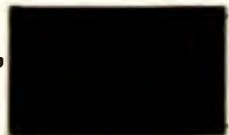
YOUR BIG BARGAIN

station covering the millions
in the rich Delaware Valley

ask your Walker man about
the “1290 Club” 1:00-6:00
PM daily

for results that count and can
be counted use

Wilmington, Dela
1290 on the dial



This is a picture of
a man winking at a
pretty girl in the dark

IF YOU ARE
WINKING AT
THE HOUSEWIVES
IN SAN ANTONIO,
DO IT WHERE
IT COUNTS... ON

KiTE

More Daily Home Au-
dience in San Antonio
Than Any Other Station

* Cool Cats get their
kicks elsewhere NCS #2

Call Avery-Knodel, Inc.

more than a MILLION people*

more than a BILLION dollars*

**3 ALBERTA STATIONS
DELIVER 97.7% OF
ALBERTA HOUSEHOLDS**



*Population (1956) 1,123,116

*Retail Sales (1956) \$1,146,094,000

*1956 over 1955 UP 10.7%
Highest percentage increase in Canada

Households (BBM, 1956) 297,600

Total BBM (1956) 290,800

97% of Alberta Households are delivered by:

CJCA . . . CFAC . . . CJOC

Representatives . . .

U.S.A.
Weed & Co., New York

Canada
All Canada Radio Facilities Ltd.
Toronto

*Bureau of Statistics Gov't of the Province of
Alberta

CANADA

▶ 7TH ANNUAL TV AND



RADIO REPORT

1957

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Alfred J. Jaffe, *Project Editor*

CANADA: BUILDING UP ITS

Output of goods, services
was up 11% in 1956
while the Canadian is
both spending more
and saving more.
Ad billings are up 15%

To say that Canada and the U. S. are "close" is putting it mildly. They are not only intimate geographically and ideologically but economically, too. As a matter of fact, one can practically follow the ups and downs of Canadian economic health by reading the U. S. business barometers. And vice versa.

Is the U. S. booming? So is Canada. And wasn't there a recession a couple of years ago in the States? Same for Canada. Didn't consumer prices start to crawl up last year? Ditto for the Dominion. And isn't the competition for credit pushing up the price of money? And isn't this cutting down the supply of mortgages for homes and new home starts? Canada, too.

The scramble for money, while particularly keen at this juncture, is spurred by long-term factors as well. Canada is going through the throes of industrialization—though "throes" is really too strong a term since Canada

is being transformed with remarkably little in the way of growing pains. The Dominion is adding industrial muscle at the same time it is putting on the fat of a higher standard of living.

Canada's output of goods and services went up a hefty 11% last year, the same rate of growth as the year before. The major factor in the 1956 hike was capital outlay for new plant, machinery and equipment, hence the competition for credit. The outlay came to a solid \$6 billion, up nearly 40% over 1955.

The dollar increase was the biggest since the end of World War II.

The reins on new residential construction do not mean Canada is building fewer homes. Actually, new home construction was 5% higher last year than during 1955. However, the 5% in 1956 compares with a 27% jump in 1955 over 1954. Nor is the building materials industry and the people



1. Canada's population is up

YEAR	POPULATION
1950	13,712,000
1951	14,009,000
1952	14,459,000
1953	14,845,000
1954	15,287,000
1955	15,698,000
1956	16,081,000
1957	16,503,100

Source: DBS, 1950-56; BBM, 1957; 1 June each year.



2. So is its output . . .

YEAR	GROSS NATIONAL PRODUCT (000)
1950	\$18,203,000
1951	21,474,000
1952	23,255,000
1953	24,473,000
1954	24,336,000
1955	26,916,000
1956	29,866,000

Source: DBS.



3. And its consumer spending.

YEAR	CONSUMER SPENDING (000)
1950	\$12,029,000
1951	13,273,000
1952	14,366,000
1953	15,112,000
1954	15,881,000
1955	17,139,000
1956	18,556,000

Source: DBS, personal expenditure on consumer goods and services.

INDUSTRY AND STANDARD OF LIVING, TOO

working in it feeling any pinch. For non-residential construction was up 38% last year.

While Canada builds up the sinews of an industrial society, its people are increasing in number as well as showing an increasing appetite for what are often called the good things in life.

The 1956 census counted 16,080,791 Canadians as of 1 June. This compares with 14,009,429 totaled in the 1951 census. During the past year, another 500,000 Canadians or so have been added to the tally.

Canadians are both spending more and saving more. The grand consumer spending total last year came to \$18.6 billion, well above the \$17.1 billion figure of 1955 and, therefore, an increase not due to the population rise alone. Most of the spending increase was accounted for by non-durable goods and services with durable goods purchases slowing down after a sizable jump from 1954 to 1955.

Following a decline from the Korean War peak in 1952 cash income to farmers began climbing last year.

After food, the largest chunk of the nation's consumer purse goes for shelter. From 1950 until last year, spending on shelter by Canadians doubled while the spending on all consumer goods and services increased about 50%. Part of this is due to increased construction costs and higher rents but most is probably due to the universal desire to own a home.

Personal savings took a big jump last year. Canadians had about a third more stashed away in 1956 than the year before, a development which should (and probably did) make the advertising fraternity work a little harder to separate the consumer from his dollar.

Certainly advertising expenditures went up. Figures just released from the Dominion Bureau of Statistics showed \$201,797,434 spent in com-

missionable billings last year. This compares with \$171,924,772 in 1955. The figures cover reports from 110 agencies in 1956 and 101 the year before. While the figures are not complete, the 15% increase shown is probably representative.

Tv shared 16.6% of the billings pie in 1956 compared with 13.5% the year before. Thus, tv billings came to around \$34 million compared with \$21 million in 1955. As for radio, its share declined from 11.9 to 10.3% but the billings increase kept radio steady at around \$21 million. All print billings represented 52.6% of commissionable billings last year and 53.5% in 1955.

Since non-commissionable billings are not shown, the figures do not reflect the hefty percentage of local radio buys which are made direct. It is pretty well agreed that private Canadian radio stations had their best year ever in 1956.



4. While prices have risen . . .

YEAR	TOTAL	CONSUMER PRICE INDEX	
		FOOD	SHELTER
1949	100.0	100.0	100.0
1950	102.9	102.6	106.2
1951	113.7	117.0	114.4
1952	116.2	116.8	120.2
1953	115.5	112.6	123.6
1954	116.2	112.2	126.5
1955	116.4	112.1	129.4
1956	118.1	113.4	132.5

Source: DBS



5. Wages have risen faster . . .

YEAR	AVERAGE WEEKLY WAGES	WAGE INDEX
1950	44.84	104.4
1951	49.61	115.5
1952	54.13	126.0
1953	57.30	133.4
1954	58.88	137.1
1955	60.87	141.7
1956	64.18	149.4

Source: DBS. Wages in firms with 15 or more workers



6. So real income increased.

YEAR	AVG. WKLY. WAGES (in terms of 1949 dollars)	WAGE INDEX
1950	42.59	102.1
1951	42.94	102.9
1952	46.03	110.4
1953	48.56	116.4
1954	49.19	117.9
1955	50.90	122.0
1956	52.73	126.4

Source: DBS. Wages in manufacturing which covers 45% of non-farm labor

A RADIO-TV DIRECTOR LOOKS AT AIR MEDIA

Ramsay Lees of BBDO, Toronto, offers some flavorful and straight-from-the-shoulder comments on air media in Canada.

Radio, he begins, isn't "coming back"—it never went away . . .

S. Ramsay Lees, author of the accompanying article, is radio-tv director for BBDO, Toronto, the agency's first and only office outside of the U. S. Lees is a veteran of Canadian air media, having worked in the field since high school. He was Ruthrauff & Ryan's Canadian radio-tv director for 13 years and joined BBDO last year. His air accounts include Lever Bros., Rexall, United Fruit and Pal Blade Corp.

We read from time to time that radio is coming back in the U. S. It never left Canada. We know it doesn't

go out in the evening as much as it did once upon a time, but it actually never left home.

Every radio station in Canada should make money this year. In fact, most of them will have a better year than last year and last year was the biggest year they had ever had.

Nighttime radio is making a comeback in some markets for a very peculiar reason. Daytime is sold out. Government regulations stipulate: "No station shall broadcast paid spot or flash advertisements that exceed five in number or four minutes in total time during any fifteen minute period."

Heretofore, the 15-second radio spot had been virtually ignored in Canada. Today it is a nice money-maker for the station.

Daytime radio is a particularly good buy, as most tv stations don't begin operation until late afternoon.

Syndicated radio programs are doing very well but are placed almost entirely by local sponsors.

While automobile and out-of-home audiences are being talked up to an increasing degree. I can't believe it is much of a plus for radio, but rather more a holding operation.

I've been asked, "Is there too much

Ramsay Lees, left, and Ralph Draper, media director of BBDO, Toronto, form (says Lees) one of the "biggest" ad teams in Canada



music and news on radio today?" Unfortunately, many radio stations *are* developing a similar sound and, with the exception of individual personalities, you can't tell the stations without a program. Almost every radio station is reduced to this basic formula, in that the network no longer supplies them with anything but sustaining programs, except for about one hour per day of commercial programs. This condition exists with both English and French networks. With only the odd selective (spot) program still hanging on, stations have little choice.

However, radio has smartened up considerably with the tv time-bomb still ticking. In fact, we particularly enjoyed a story we heard recently of a modern youngster being given a transistor radio and being completely fascinated by it, not because of its size, but because he could *listen* to it, without having to watch it.

There was a time when Canadian radio listeners used to tune to the U. S. stations, or the "big city" station nearby—but today, with every hamlet having its own radio station, more and more people are tuned locally, for the local news. To paraphrase Mark Twain, we feel the news of radio's demise has been somewhat exaggerated.

True, when television became a reality, some Canadian advertisers dropped all other forms of advertising to pay television's then abnormal price. They didn't just take it out of the radio budget, because there wasn't that much money in the radio budget. The print budget also found itself called upon to help foot the bill.

And, speaking of print, there's another point to be made about radio here. Canada has few Sunday papers. Toronto had not had one since 1924—until four months ago, and now the Toronto Sunday Telegram has announced its withdrawal. For years radio has been the Sunday paper, and, while television is helping out, radio is still "the" news medium.

In discussing tv, let me start with a little background.

The 16,000,000 population of Canada is mainly stretched out in a long thin line across the northern U. S. border, but at least eight important centres are located in the northern areas. Due to this situation, the Board of Governors of the CBC necessarily had to delay Canada's entry into the television field until U. S. tv was well established. Canada still has no coast-
(Please turn to page 58)

EIGHT ADMEN TALK FRANKLY ABOUT AIR BUYING TRENDS IN DOMINION

Radio daytime, tv nighttime in demand

Radio nighttime, tv daytime are not

- Daytime radio is a very popular buy.
- Advertisers are wary of nighttime radio but some glimmerings of interest are starting to show.
- Daytime tv doesn't figure strongly in most client's plans.
- Nighttime tv is tough to get into but advertisers won't buy just anything.
- Auto radio audiences are taken into account but there is not enough research on the subject.
- Radio buyers are prime-time happy.

These are some of the Canadian buying trends reported to SPONSOR by a group of eight radio-tv agency executives from a representative roster of Canadian agencies. Their on-the-record comments represent a frank appraisal of both air media. The executives, in most cases, are radio-tv department heads who call the signals for some of Canada's top air spenders as well as retailers who carefully husband every advertising dollar on the air.

Here, subject by subject, is how these admen look at radio and television:

Nighttime radio: A representative comment on this subject comes from R. D. Amos, radio and tv director of F. H. Hayhurst Co., Ltd., Toronto. Among Hayhurst's radio clients are P&G, Nestle of Canada, Warner Lambert, Parker Pen, Smith Corona and Canadian Cannery.

Amos told SPONSOR that Canadian advertisers are "extremely cautious of nighttime use except, perhaps, on the local level. The latter seem to get results anytime of day or night but the national advertiser seems difficult to persuade. Frankly, the stations, with few exceptions, haven't done much to excite the advertiser by way of fresh programing or promotion."

There are, however, signs of new developments. E. Gould of Muter-Culiner-Frankfurter & Gould, Ltd., Toronto, reports: "In respect to radio, we are, like the American advertising agencies, re-examining the whole situation. More specifically, we are looking with new interest at nighttime ratings, whereas previously we had bent all our efforts in getting radio time only between 7:00 to 9:00 a.m. and 4:30 to 7:00 p.m."

Henry E. Karpus, vice president, television and radio, E. W. Reynolds, Ltd., Toronto, said, "Perhaps the most significant (radio) trend—and I somehow doubt that it has developed into a trend yet but feel sure it will—is the purchase of nighttime spot packages. In some markets the nighttime rate card has been adjusted to a more realistic level in terms of the present-day nighttime audience, which makes a nighttime spot package buy a fairly attractive proposition for some advertisers who are reaching a general audience. Undoubtedly, the more demand for nighttime spot packages, the less packages will be available for sale. However, I do feel a trend in that direction will develop."

(Please turn to page 67)

RADIO:
HOMES: 3,900,000
SETS: 6,800,000
BUSINESS: GREAT

Music and news formats, programing to auto audience
features the sound of Canadian radio in 1957

TV:
BY END OF 1957
NEARLY 75% OF
HOMES WILL OWN TV

With nighttime practically sold out, daytime, still
largely untapped, will be pushed via new research

Charles W. Fenton tackles questions about Canadian radio with a background of three years as sales director of the Broadcast Advertising Bureau and agency experience with McKim Advertising. He left McKim to enter sales and was in that field before he joined BAB.

Q. What's the outlook for radio?
A. Believe it or not, there are a good many radio people in Canada today who feel that Radio's Golden Age is still to come. These broadcasters are not just optimists talking; they are seasoned business men who know radio so well their opinions must be considered worthwhile. This confidence in radio's future is shared by a growing list of national advertisers and by the executives of forward-thinking agencies.

With regard to agencies, Maclean's Magazine hit the nail on the head when it said in a recent issue: "For awhile the radio department of a Canadian ad agency was its bush league. Now top men are being reassigned to radio."

Answering questions about Canadian tv below is Karl Steeves, tv sales director of the Broadcast Advertising Bureau, promotion arm of the Canadian Association of Radio and Television Broadcasters. Steeves is a Canadian who received a substantial part of his broadcast background in the U. S., having worked in sales and research for Radio Advertising Bureau.

Q. Has tv had much of an impact in Canada?

A. Within a few short years tv has turned the Canadian advertising picture upside down and made many advertisers re-evaluate their sales, marketing and advertising strategies.

As the Canadian television industry prepares to observe its fifth anniversary and its first observance of Television Week (8-14 September), it can look back on a period of meteoric growth unsurpassed even by the same medium in the U. S.

Q. Just how fast has Canadian tv grown?

A. From one station servicing less than 100,000 homes (2% of all homes) to 40 stations and their satellite trans-

Q. What's the reason for this optimism?

A. Radio's notable rise and fine future can be attributed to a number of things. There is no questioning the fact that television has helped radio in a way. A number of advertisers, complete strangers to radio, dipped into television, got good results but at exceedingly high cost. Something had to be done. Big brother radio was "johnny on the spot" and the medium had a new client.

Then, too, there are more stations than ever before and nearly all of them are programming better, selling harder, and rendering a merchandising and promotion service that, we feel, is superior to similar services offered by other media. The old axiom about competition being good for business has been conclusively proven in radio broadcasting in Canada during the past few years. Not a single air station has gone off the air and nearly all stations are making money.

Changed living habits and social practices have caused significant
(Please turn to page 69)



Promotion: Canadian interest in sports is exploited by CFUV, Vancouver, by sponsoring basketball team. Some of its members were on Olympic squad



Programing: Giveaway shows are popular in Canada but "have not reached the proportions" of such programs in the U. S., says writer of article at left. Winner of globe-girdling trip gets prize from CHUB, Nanaimo

mitters whose signals are presently received in 2,700,000 homes, nearly 70% of the nations' households, and still growing at the rate of 1% a month. A medium which today covers just about every town of over 5,000 people, nearly 90% of all Canadians. In some metropolitan areas saturation is equal to, or greater than, it is in many American cities where stations have been operating for seven or more years. This despite the fact that they have only been within good signal reception for as little as three years. Markets such as Quebec City—88%; Regina—78%; Sidney—90% and London—87%.

Q. What's the outlook for future Canadian tv growth?

A. As of today six more licenses have been granted and, by the end of 1958, virtually every Canadian family will live in an area serviced by one or more television stations. By the end of this year alone, nearly 75% of all Canadian families will own tv sets.

Q. Has advertising kept pace with this increase in tv saturation?

(Please turn to page 73)

Video networks: Summer shows do well in Canada, most of them running in the 30s and above. Most popular Canadian-produced show among Canadian audiences is "Front Page Challenge," a panel quiz of important newspaper events and a summer replacement. Below are shown regular panelists. Of total English web programing hours, 38% is U.S.-originated. Production costs run considerably less than in U.S. Range for half-hour drama is \$5-10,000; hour, \$18-29,000; half-hour variety, \$13-19,000; hour, \$12.5-50,000. Most expensive were Chrysler's specials at \$70,000 per show



CANADIAN RADIO BASICS



**How many homes
have radios?**

Radio ownership in Canada

Area	Total homes	Radio homes	1-set homes	2-set homes	3-set homes	Over 3-set homes	Auto homes	Auto radio homes
Canada	3,974	3,817	2,849	731	172	65	2,321	1,040
Nfld.	87	81	71	8	*	*	21	6
P.E.I.	24	22	19	*	*	*	11	*
N.S.	165	158	122	29	5	*	86	29
N.B.	128	119	98	15	5	*	59	20
Que.	1,045	1,010	839	135	26	10	454	222
Ont.	1,370	1,314	870	326	87	31	957	426
Man.	238	225	170	39	10	6	141	56
Sask.	236	230	183	37	7	*	157	71
Alta.	293	284	211	56	12	5	194	100
B.C.	388	374	266	83	18	7	241	100

Source: Dominion Bureau of Statistics, Sept. 1956. * means less than 1,000. "Radio homes" column does not cover auto radio ownership. All figures are in thousands.

Radio set sales going up since 1954

Type	1953	1954	1955	1956	5 mos. 1956	5 mos. 1957
Total	620,860	487,237	609,993	709,416	262,206	267,901
Home	342,946	308,825	337,347	387,796	125,864	122,652
Auto	182,561	109,183	203,212	222,354	99,540	107,580
Portables	30,877	21,716	34,196	55,469	24,179	19,820
Combinations	64,476	47,513	35,238	43,797	12,623	17,849

Source: DBS

**What are the
trends in radio
set sales?**

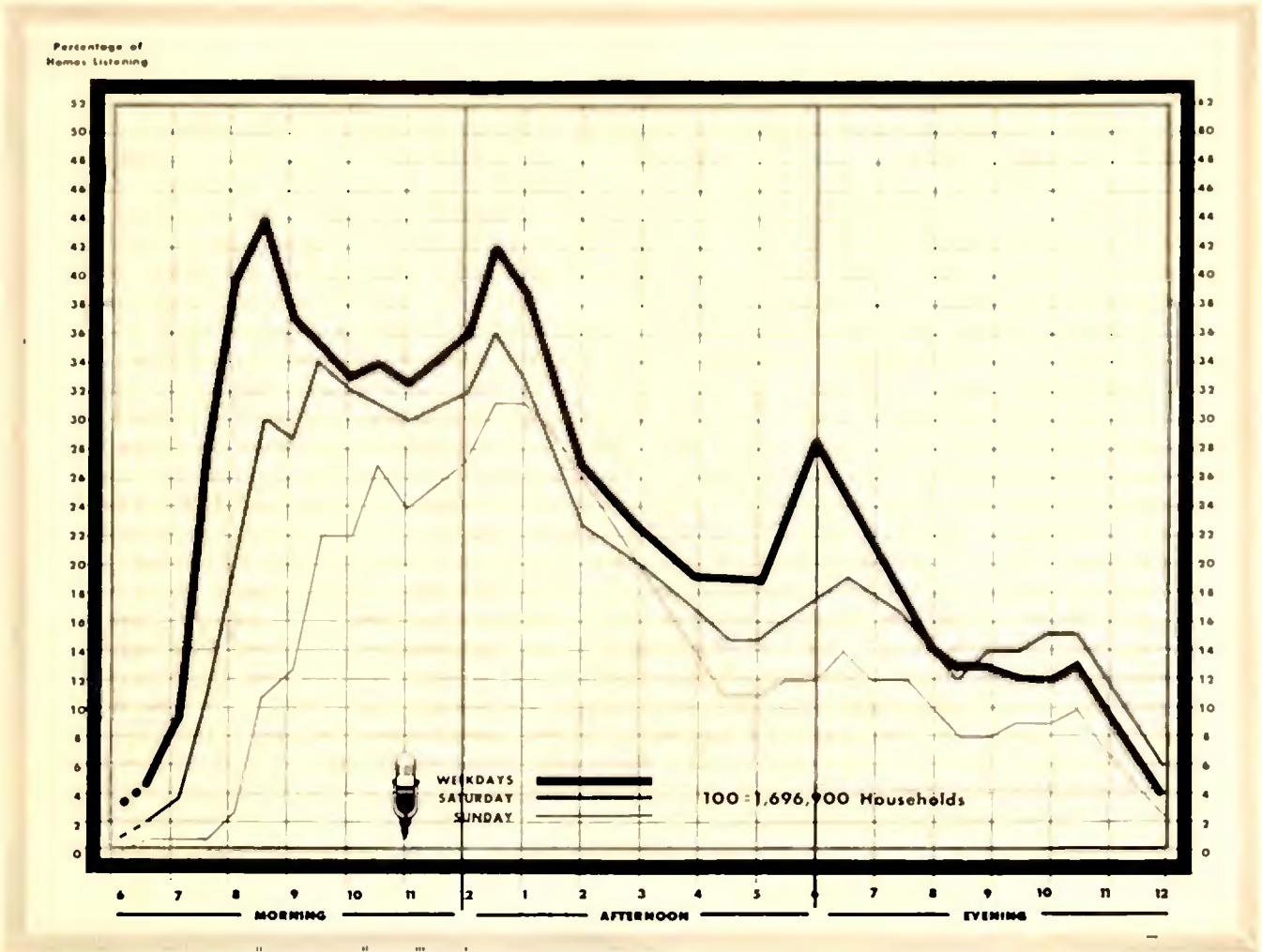
**Has radio listening
changed much
in three years?**

Big city in-home radio listening 1954-57

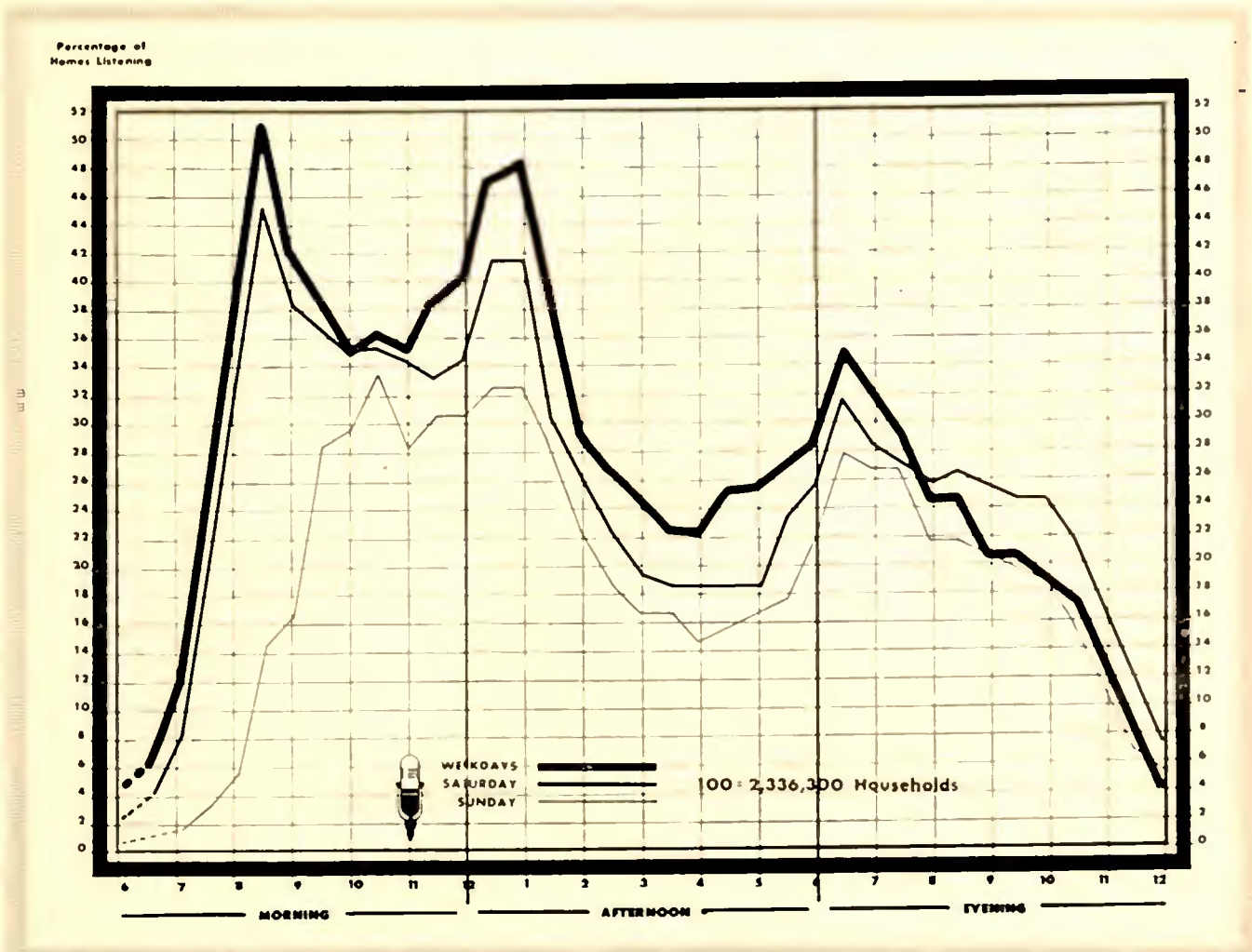
Hour beginning	1954	1955	1956	1957
9:00 a.m.	26.0	25.0	24.1	24.6
10:00	26.6	25.2	24.7	23.7
11:00	28.5	27.1	26.1	25.2
Noon	31.1	30.0	28.4	28.4
1:00 p.m.	28.5	27.3	26.1	25.4
2:00	25.6	24.2	22.4	21.3
3:00	26.3	22.5	20.0	18.0
4:00	25.6	22.8	19.6	17.1
5:00	28.7	25.2	21.5	19.5
6:00	35.0	28.0	24.2	22.3
7:00	34.4	26.3	20.7	18.6
8:00	35.7	25.2	18.6	15.5
9:00	36.5	24.6	17.8	13.9

Source: Elliott-Haynes, Jan.-Apr. average each year, Montreal (English and French), Toronto, Winnipeg, Vancouver. Figures are based on local time.

Radio listening trends in 18 metropolitan markets



Radio listening trends in 126 non-metropolitan markets




Source: Both charts Bureau of Broadcast Measurement, Nov. 1956.

The big 1/5 of a big nation is co

Canada - 1/5 of total Canadian

Hamilton-Toronto-Niagara Pe

drug sales,  1/5 of fun

sales,  1/5 of auto sales

buying power with one station

buy **CHCH-TV** channel 11 Ca

FOR FURTHER INFORMATION CALL: Montreal: UN. 6-9868 • Toronto: EM. 6-9236 • Hamilton: JA. 2-12

Served by **CHCH-TV** channel 11

Retail sales



are made in our

Peninsula coverage area - 1/5 of

ature sales,

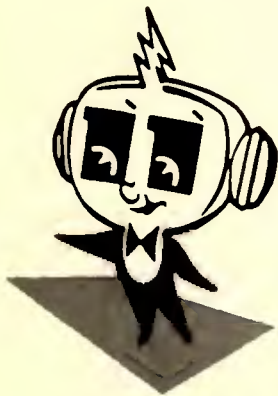


1/5 of food

To sell 1/5 of Canada's

one market, and one rate card,

Canada.



Effective October 1, 1957, CHCH-TV will increase its power to 150,000 watts. This means we will serve the complete Toronto—Hamilton—Niagara Peninsula areas—close to 600,000 TV homes, 20.43% of the total TV sets in Canada. The 2,552,715 people within our coverage area will spend \$556,732,000 for food; \$76,848,000 for Drugs; \$126,133,000 for furniture and in total will spend \$2,722,911,000 this year. The richest market in Canada.

Source: Sales Management, Elliott Haynes

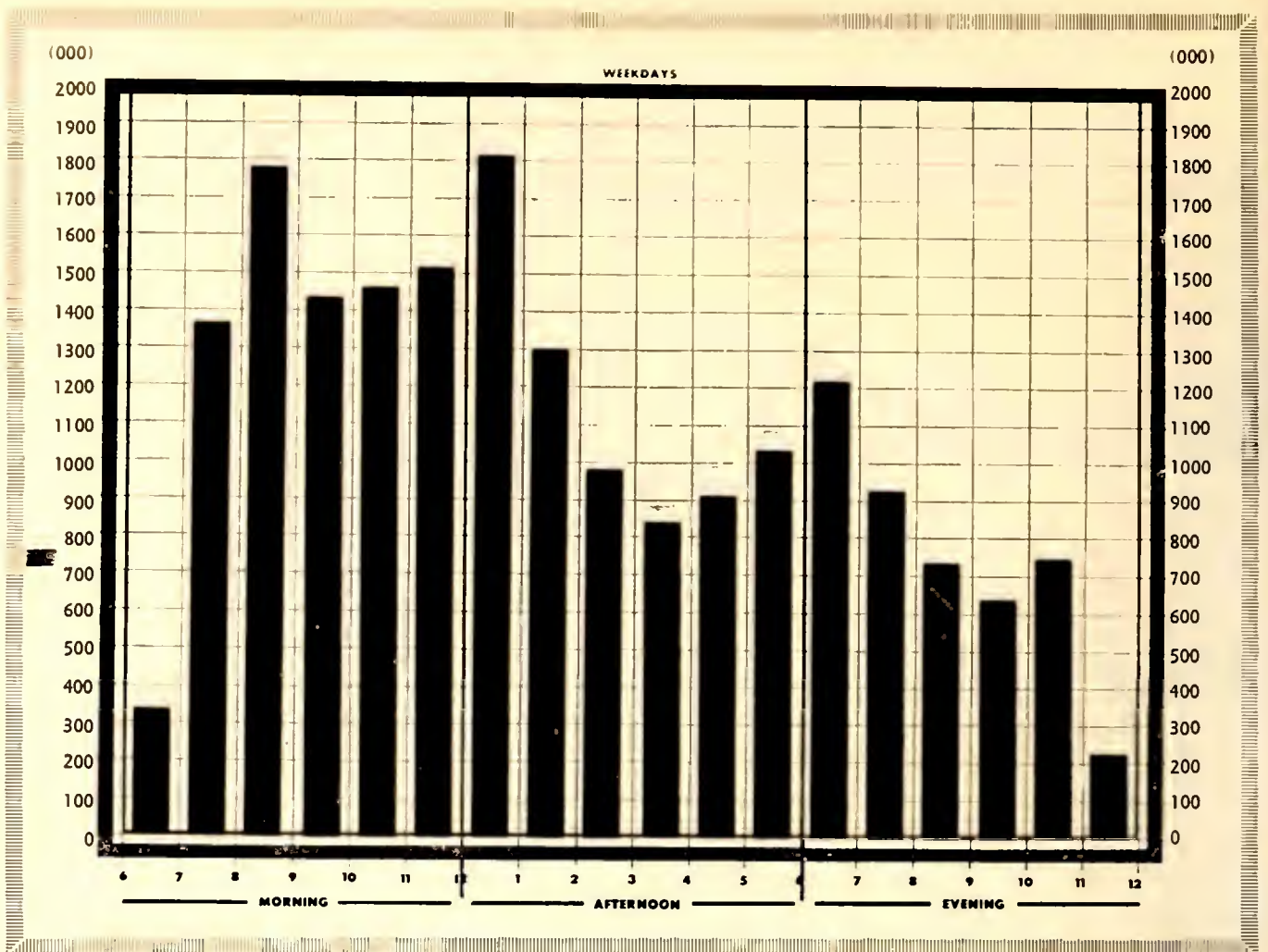
Vancouver: TA. 7461 • New York City: PL. 1-4848 • Chicago: MI. 2-6190 • San Francisco: Yu 6-6769

RADIO BASICS

continued . . .

How many homes listen to radio by hours?

This hour-by-hour breakdown comes from BMB's first Time Period Audience in Nov. 1956, covers weekdays. Data does not include auto listening



Percent of autos on the road using radio

Time	Halifax	Montreal (English)	Montreal (French)	Toronto	Winnipeg	Regina	Edmonton	Vancouver
8-9 a.m.	64.5	66.8	68.7	63.1	32.6	53.2	48.9	58.3
9-10	60.5	58.7	65.7	56.9	30.5	48.1	45.3	55.1
10-11	57.1	55.8	67.7	51.9	27.6	44.2	42.7	53.0
11-N.	52.6	59.6	70.5	48.7	30.1	47.8	46.5	53.2
N.-1 p.m.	56.5	61.9	69.8	56.8	33.7	49.1	50.4	57.1
1-2	53.6	58.3	66.1	47.6	29.4	46.8	47.9	51.5
2-3	48.6	54.5	62.7	43.4	27.8	43.5	42.9	49.7
3-4	44.3	49.8	59.6	39.1	23.6	40.4	38.1	46.1
4-5	47.7	51.4	53.8	41.6	25.7	42.4	40.7	48.8
5-6	52.4	57.7	61.4	52.5	31.9	45.5	45.3	52.8

Do motorists do much radio listening?

Source of data is Elliott-Haynes, April 1957. This is not a measure of the size of the auto radio audience. To estimate that, it is necessary to know the number of cars on the road at the time.

Where are the radio sets located?

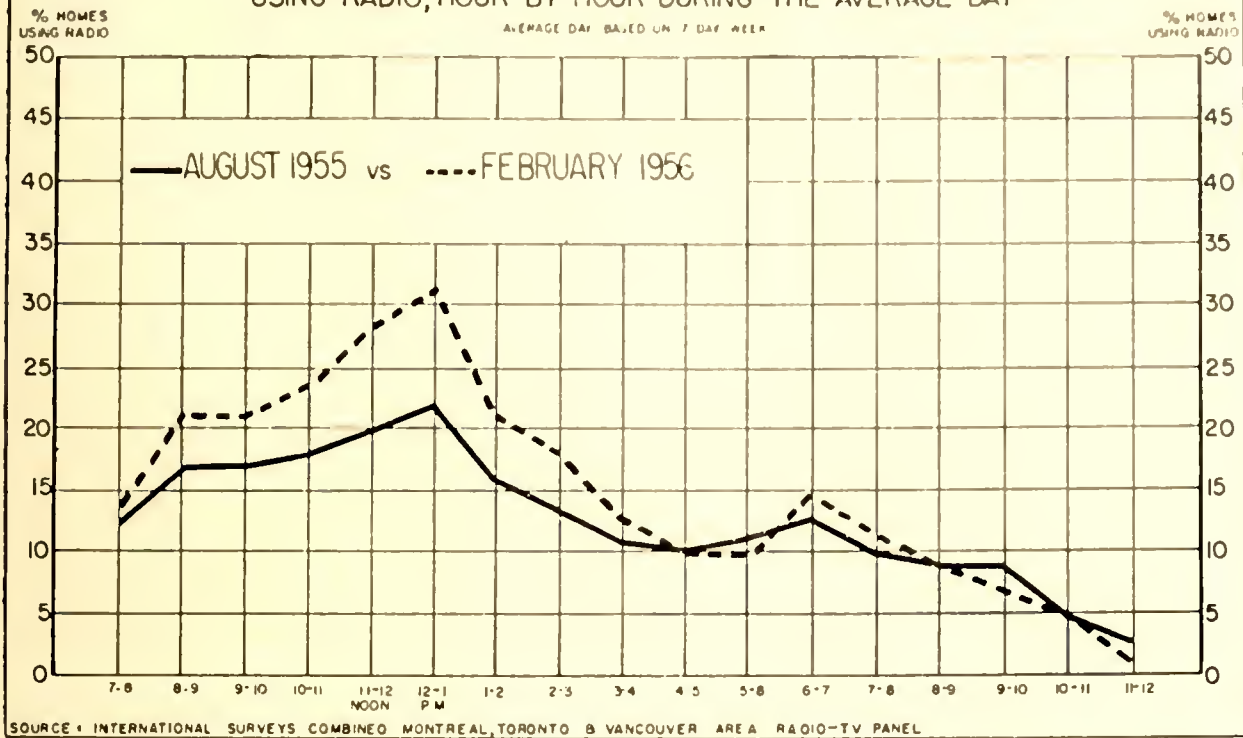
Kitchen is most popular place for radio

Location	Living room	Dining room	Bedroom	Kitchen	Dens, basements, etc.	Auto
% of sets	24.6	5.1	20.2	27.3	8.3	14.5

Source: International Surveys, Montreal, Toronto and Vancouver-Victoria radio-tv panels, July 1955.

SUMMER VS WINTER RADIO LISTENING HABITS

PERCENT OF TOTAL RADIO HOMES
IN COMBINED MONTREAL, TORONTO & VANCOUVER AREA
USING RADIO, HOUR BY HOUR DURING THE AVERAGE DAY

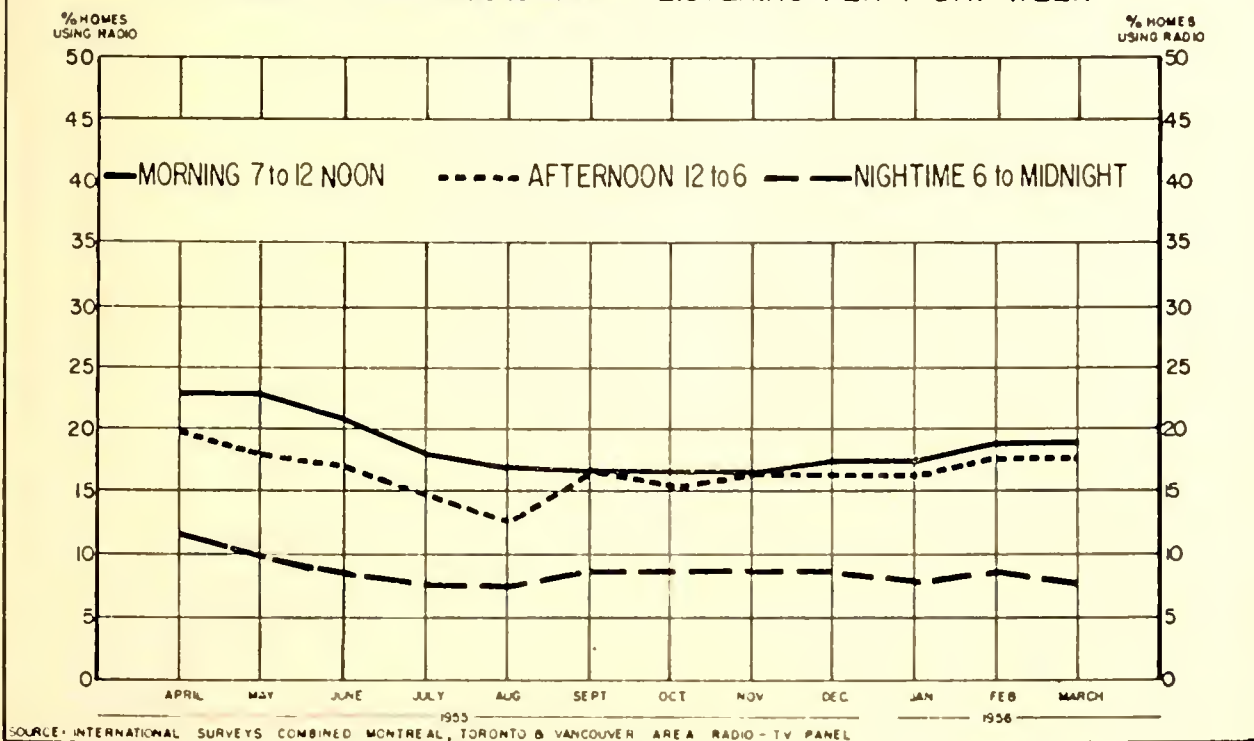


Summer vs. winter?

What are the Canadian seasonal radio listening patterns . . .

HOW DOES RADIO LISTENING VARY MONTH-BY-MONTH?

COMBINED MONTREAL, TORONTO & VANCOUVER AREA
BASED ON AVERAGE 15 MINUTE LISTENING PER 7 DAY WEEK



By months of the year?

SOME FACTS AND FIGURES ON TV COVERAGE AND GROWTH

A. How many homes are covered by tv?

Number of households within "A" plus "B" coverage contours	3,485,000
Percent of households within "A" plus "B" coverage contours	86%
Number of people within "A" plus "B" coverage contours	14,190,000
Percent with tv of those within "A" plus "B" coverage contours	74%

Source: CBC's Audience Research Bureau, 1 July 1957.

B. What is set ownership by province?

Set ownership by province

Province	Estimated Population	Estimated Households	Estimated Percent Television	Estimated Television Households
Newfoundland	426,900	81,300	30	24,700
Prince Ed. Is.	102,200	22,800	36	8,300
Nova Scotia	714,200	165,600	61	100,400
New Brunswick	570,300	122,100	49	59,900
Quebec	4,839,900	1,055,500	75	790,000
Ontario	5,477,000	1,425,800	77	1,097,700
Manitoba	874,400	222,800	54	121,400
Saskatchewan	905,500	238,800	36	86,100
Alberta	1,154,700	308,700	49	151,200
Brit. Columbia	1,438,000	408,200	53	217,600
Canada	16,503,100	4,051,600	66	2,657,300

BBM estimates as of 1 June 1957 are the source of figures at right. Quebec totals include Ottawa-Hull metro area with 14,900 television households. Ontario totals exclude this figure

C. How fast has Canadian tv grown?

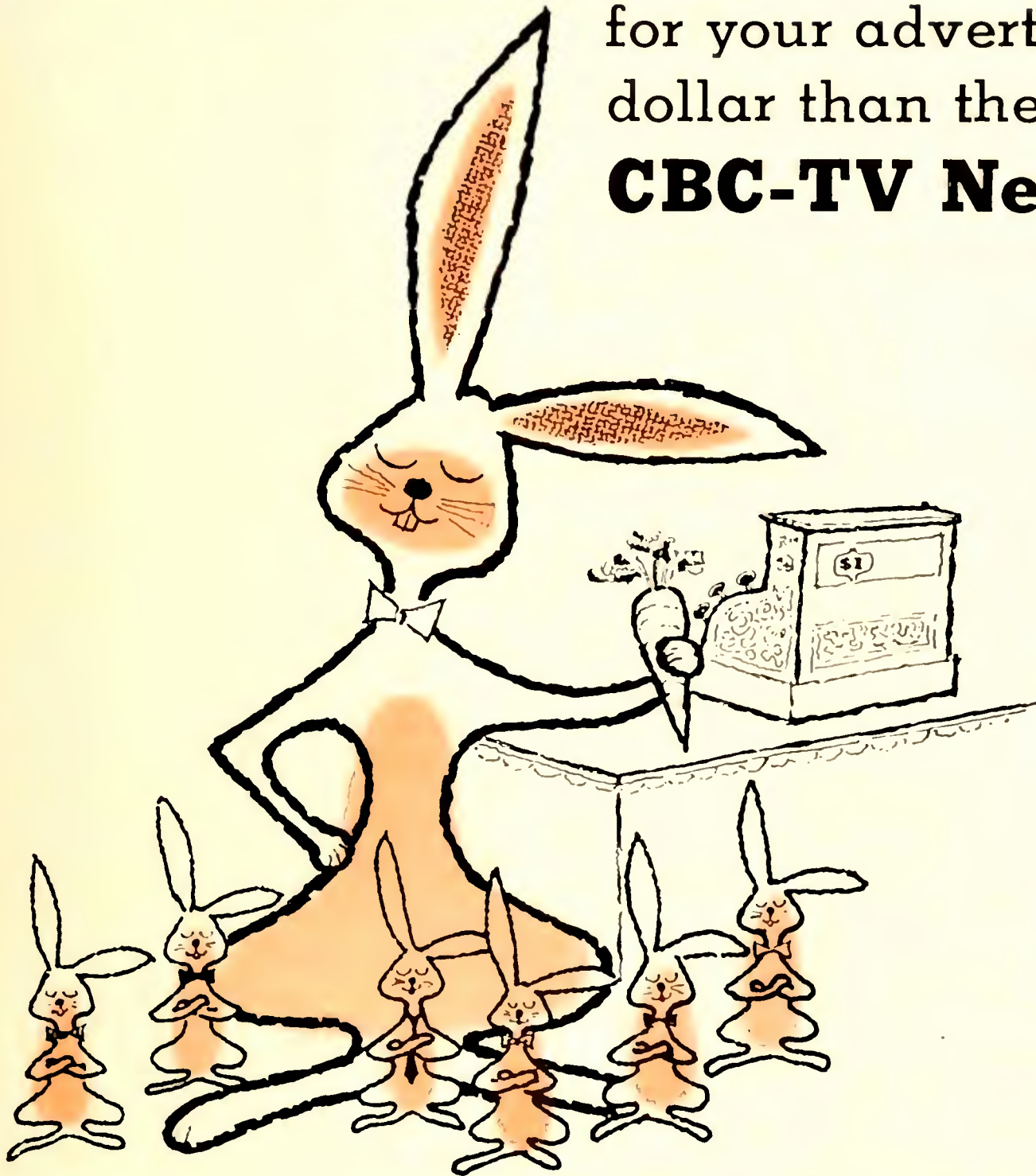
Tv home growth 1952-57

DATE	TOTAL FAMILIES	TV FAMILIES	%	NON-TV FAMILIES	% NON-TV FAMILIES ACQUIRING SET
1/1/52	3,172,000	75,500	2	3,636,500	4
1/1/53	3,783,200	216,000	6	3,567,200	10
1/1/54	3,818,900	569,000	15	3,249,900	19
1/1/55	3,878,500	1,167,500	30	2,711,000	26
1/1/56	3,989,100	1,917,600	48	2,071,500	28
1/1/57	4,069,700	2,509,700	62	1,560,000	

Source of tv ownership is Broadcast Advertising Bureau of Canadian Association of Radio and Tv Broadcasters. Total families is from Sales Management's "Survey of Buying Power"

There is no better buy

for your advertising
dollar than the
CBC-TV Network!



\$1 buys 1,350 viewers*

... almost twice as many as any other medium...
and it's getting better every day. Get greater coverage
—with the CBC-TV network—English and French.
Call, phone or write today.

*Based on Elliott-Haynes ratings for half-hour show
in March 1957

CBC TELEVISION
commercial division

Halifax
Montreal

Ottawa
Toronto

Winnipeg
Vancouver

D. How many homes in metro areas have tv sets?

Canadian tv saturation in metropolitan areas has reached respectable percentages. BBM figures as of 1 June this year are source of chart

Tv saturation in 15 metropolitan areas

METRO AREA	NO. TV HOMES	% TV HOMES	METRO AREA	NO. TV HOMES	% TV HOMES
St. John's (Nfld.)	13,500	85	Windsor	48,700	93
Halifax	31,900	83	London	39,700	87
St. John (N. B.)	16,600	78	Winnipeg	88,000	81
Quebec	56,800	65	Calgary	45,700	76
Montreal	369,100	89	Edmonton	54,200	81
Ottawa-Hull	70,500	86	Vancouver	147,100	72
Toronto	269,600	82	Victoria	25,100	68
Hamilton	74,100	82			

E. How are tv set sales going?

Tv set sales drop after 1955 peak

1949	8,212	1954	619,428
1950	29,611	1955	776,536
1951	40,615	1956	612,871
1952	146,373	1956 (6 months)	216,196
1953	365,400	1957 (6 months)	170,381

Source: RETMA of Canada

SOME FIGURES ON THE TIME CANADIANS SPEND WITH TV

How do metro and non-metro viewers compare?

BBM's Time Period Audience study provided these breakdowns to BAB. Note that on the average the metro and non-metro viewers differ only by 17 minutes of viewing daily. Period covered is November 1956

Canadians spend more than five hours daily with tv

TIME SPENT WITH TELEVISION

		AVERAGE WEEKDAY	AVERAGE WEEKEND DAY	7-DAY AVERAGE	TOTAL WEEK
6 a.m.-6 p.m.	Met. Areas	1:11 hrs.	2:07 hrs.		
	Non-Met. Areas	1:11	2:33		
	All Tv Areas	1:11	2:17		
6 p.m.-Mid.	Met. Areas	3:37	3:55		
	Non-Met. Areas	3:44	3:48		
	All Areas	3:40	3:52		
Total Day	Met. Areas	4:48	5:59	5:07 hrs.	35:49 hrs.
	Non-Met. Areas	4:55	6:21	5:24	37:48
	All Areas	4:51	6:09	5:17	36:59

CALDWELL OF CANADA

Distributors of
SYNDICATED PROGRAMS
on
Film • Tape • Transcription
PRODUCTION AIDS
SPECIAL EQUIPMENT
PRODUCERS OF COMMERCIALS

S.W. *Caldwell*
LTD.

447 JARVIS STREET, TORONTO 5, ONTARIO
WALNUT 2-2103

PROFILES OF VIEWING BY HOURS

A. What percent of all homes view tv in metro and non-metro areas?

Percent viewing in metropolitan areas

Time	Mon.-Fri.	Sat.	Sun.
N.-1 p.m.	5.6	9.0	7.5
1-2	3.6	24.0	15.0
2-3	5.5	26.5	22.0
3-4	10.8	28.5	27.5
4-5	18.0	25.5	35.5
5-6	32.8	34.5	39.0
6-7	35.0	39.0	47.0
7-8	52.5	52.5	58.5
8-9	60.5	60.0	65.0
9-10	59.5	57.0	60.5
10-11	49.0	51.5	52.0
11-M.	25.4	39.0	27.0

Source: BBM, Nov. 1956. Base: all homes

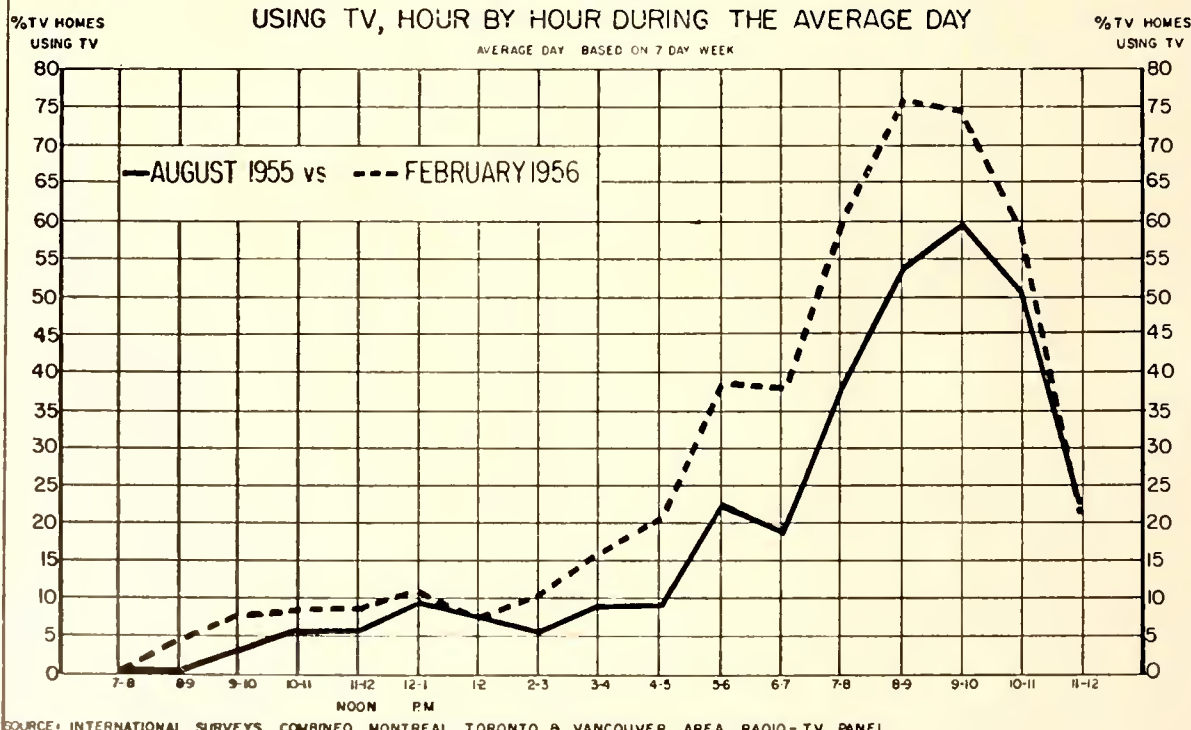
Percent viewing in non-metropolitan areas

Time	Mon.-Fri.	Sat.	Sun.
N.-1 p.m.	2.1	2.5	3.5
1-2	1.1	7.5	9.0
2-3	2.0	9.0	15.0
3-4	6.0	11.5	19.0
4-5	11.1	16.0	23.0
5-6	20.3	22.5	23.0
6-7	24.0	24.5	27.5
7-8	31.0	29.5	32.0
8-9	34.4	32.0	35.5
9-10	33.0	33.0	33.0
10-11	26.0	29.5	26.5
11-M.	11.9	21.0	13.0

Source: BBM, Nov. 1956. Base: all homes

SUMMER VS WINTER TV VIEWING HABITS

PERCENT OF TOTAL TV HOMES IN COMBINED MONTREAL, TORONTO & VANCOUVER AREA



B. How does viewing differ by seasons?

This way to Montreal

CFMTC

BUY THE AUDIENCE



that
buys
the
merchandise

It takes results to make local advertisers renew year after year. In fact CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly, some for more than 20 years.

Local accounts buy on logic. They know CHRC's family programs serve fathers and mothers best and give their advertising the greatest sales drive.

Your national advertising on CHRC is certain to pay off in French Quebec—and do a really effective selling job—at the lowest possible cost.

5000 watts

CHRC

800 kcs.

THE RADIO SELLING POWER OF QUEBEC CITY

REPS—Jos. A. Hardy & Co., Ltd.—Canadian Station Representatives.

**YOU REACH 300,00 NEWFOUNDLANDERS
with "Twin" Coverage of CJON-TV and CJOX-TV**



CJON-TV Channel 6 —St. John's and
CJOX-TV Channel 10 —Argentina now gives
you over 65% of the total Newfoundland popula-
tion of 200,000 people who make 80% of the retail
purchases and you get them all with one RATE
CARD.

Horace Stovin—CANADA Weed & Co.—U.S.A.

LEES LOOKS AT CANADA

(Continued from page 43)

to-coast connected television network. There is only one television station in each market with the exception of Ottawa, Montreal and Quebec where there is one English and one French television station. By the end of 1958 it is expected the microwave connections will have been completed, but at the present time, coverage of Canada by television means a delay of up to four weeks in some markets with about a third of the stations bicycling kites to complete the coverage.

When television licenses were granted to some of the smaller centres, almost everyone felt sure that the markets could not support this voracious new monster. Instead, all Canadian television stations expect to show a nice profit.

There has been a great deal of speculation as to when a second private television station will be allowed in Canada's larger centres. At the present time, the Government operated CBC has the only stations in Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver, and as you can cover 41% of Canada's population by using only these centres, naturally, applications are being received every day.

Some speculators claim that the recent change of government will speed the realization of a second station in these major markets much more rapidly than had been anticipated.

While each market will certainly vary, tv availabilities in these large centres are at a premium.

However, in Toronto and Vancouver, where U. S. stations are easily received, it is not surprising to find that at times these U. S. stations are the best local (Canadian) buy. While Bellingham, Wash., is a relatively small market, its station can be considered a local outlet to both Vancouver and Victoria. Being a network affiliate, it commands a healthy share of the audience.

One of the Buffalo stations attracts about 40% of the Toronto-Hamilton audience all week long. As this is Canada's most densely populated area, the Buffalo stations find they have slightly more than half their audience in Canada, handing their U. S. sponsors a bonus of three-quarters of a million sets. This, however, is not the case with the Buffalo uhf outlet, whose Canadian bonus is about 10%.

An unusual situation has Canadian



PARLEZ-VOUS RESULTS?

CKVL PRODUCES MORE RESULTS THAN ANY OTHER STATION IN FRENCH CANADA

NIGHTTIME CKVL has 13 time periods with a rating of 10 or higher. And that, mes amis, is four times more (433% more!) than 27 surveyed stations in Montreal, Toronto, Winnipeg, Vancouver, Victoria, Ottawa, Kingston, St. Catherine with a combined total of only 3 periods.*

DAYTIME CKVL has 33 time periods with a rating of 10 or higher. That's six times more (660% more!) than the 19 surveyed stations in Montreal, Toronto, Winnipeg, Vancouver with a combined total of only 5 periods.*

CKVL IS DEFINITELY THE BARGAIN STATION PER THOUSAND IN RESULTS—

CKVL
VERDUN, MONTREAL
10,000 watts on 850 Kc

*—Elliot-Haynes, July, 1957

breweries sponsoring many hours a week on these Buffalo stations (at reasonable rates), because they are not allowed to advertise in their own country. The only place where even vaguely reciprocal action takes place is in Windsor, Ont., where the Canadian station blankets the Detroit area.

Montreal, on the other hand, having the transmitter for both English and French stations atop Mount Royal right in the middle of the city on Channels 2 and 6, effectively blots out the U. S. signals on Channels 5 and 3.

As for tv programing, motion picture films, of course, play a big part in the early and late evening pattern of stations across the country, but when you have one-station markets (and most of them are), the set is either on or off, and unless the feature is worthwhile, or the set very new, it's off.

Where live network shows are concerned, the CBC have a policy that is very similar to the one coming into full use in the U. S. They control the network and they supply the programs; the only spaces to be filled are the commercials which are supplied by the agencies.

If you want live commercials, you may supply the script, choose the an-

nouncer and the CBC will handle production. However, most agencies are using filmed commercials, the majority of which are still made in the U. S.

On the other hand, starting with the *Last of the Mohicans* in 1956 and continuing with *Tugboat Annie* this year, U. S. television audiences will be able to watch programs which were made entirely in Canada.

Canadian-originated programs are preferred by the CBC, so chances of getting on the network, where good time is extremely scarce, are much better with a Canadian show than with a U. S. network feed, or film show. It has been suggested that Canada is Ed Sullivan's idea of Utopia—it is almost impossible to get the *Steve Allen Show* here.

Being a public corporation, with slim budgets, and answerable to practically everyone, the limitations placed on the CBC make its job in the entertainment field particularly difficult. In spite of this, many of their offerings maintain a very high standard, especially in the fields of news and drama.

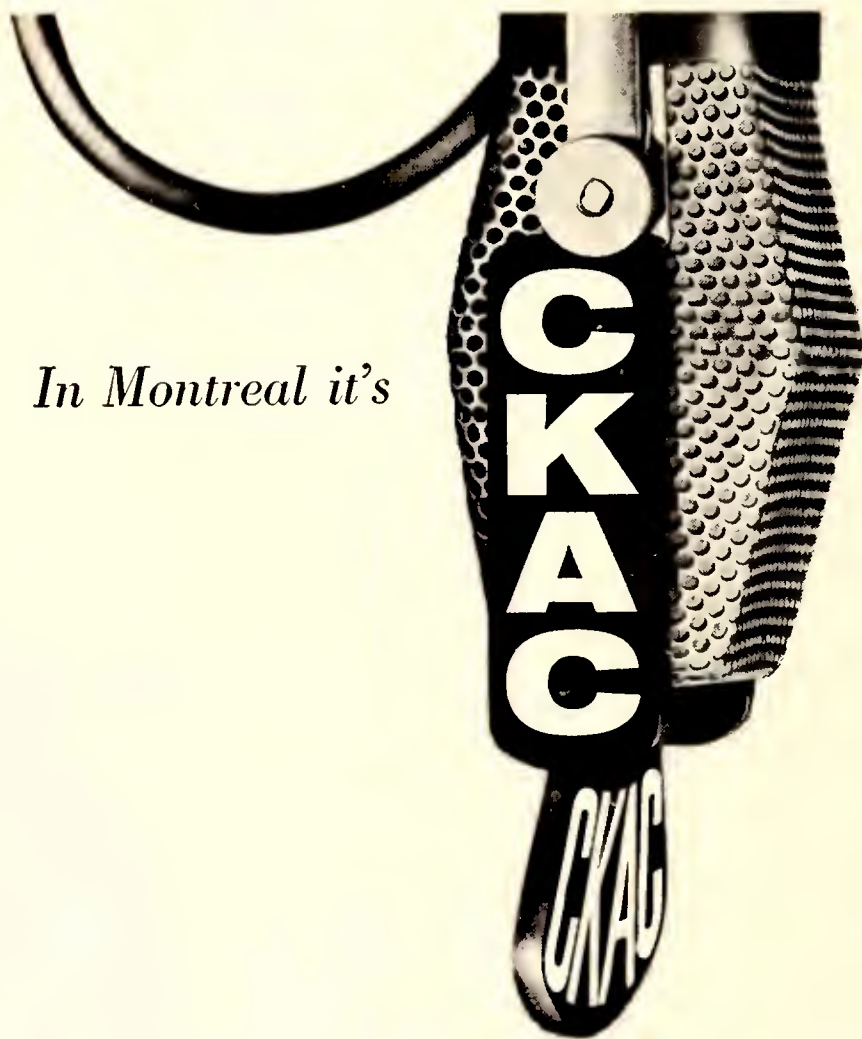
Commercial policies on CBC stations differ in a number of ways from what the U. S. advertiser is used to. In Canada all stations carry commer-

cial programs on Sundays, but no CBC-owned station will allow any chain break or 8-second commercials between these programs. As a matter of fact, CBC-owned stations do not accept 8-second I.D.'s.

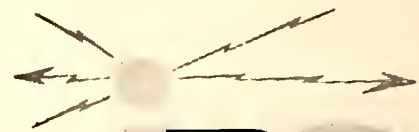
On CBC-owned stations, it was only recently that deodorants were allowed to advertise. Beer and liquor are still taboo and, while no proprietary medicines are allowed to buy spot announcements, they can buy programs.

The Fowler Commission report on the finances of the Canadian Broadcasting Corporation may lead to local sponsorship of CBC radio newscasts and sportscasts (something that has never been contemplated in the past), as well as allowing a fortunate few to pick up all or part of an informal interview-type program called *Tabloid*, which, because of its carefully planned writing and production, and its wide variety of subjects, makes it an outstanding contribution to the television schedule.

A word or two about French-speaking Canadians. While the English network of stations covers six time zones from St. John's Nfld. in the east to Prince Rupert, B.C., in the west, there is a concentrated section of Canada



In Montreal it's



your **IBS** *station*

**Covering Greater Montreal and
Central Quebec Province**

Power: 10,000 watts — SOON 50,000

Coverage: *BBM Weekly Audience*

445,510 radio homes Daytime
360,090 radio homes Nighttime
Elliott-Haynes Circulation
1,077,854 daily listeners
16 years of age or over

Market: \$2,326,920,000 annual retail sales

Population: 2,847,800

*Your IBS representative will help you get
the most from your advertising dollar in this
lucrative region.*

MONTREAL: CKAC Commercial Division—UN 6-7301

TORONTO: 199 Bay Street—EM 4-1197-8

U.S.A.: Adam J. Young Jr.

With the largest radio listening audience in Canada.



A NEW KIND OF SERVICE. These eight people are right on top of the Canadian market. They are on the staff of All-Canada's newly formed Broadcast Services Division. They are giving new meaning to the term "representation service".

If you are an advertiser, they show you how to sell more effectively and economically through Radio and TV. If you are an agency, they provide vital information on media, markets and stations. If you are a Radio or TV station, they make sure more

and more advertisers know about the strong selling power of your medium. This is an example of how All-Canada is continually finding new and better ways to serve the advertising and broadcasting industry.

ALL-CANADA RADIO & TELEVISION

- Representing 29 Radio Stations • 19 TV Stations
- Distributors of the World's Finest Radio and TV Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

CKOV

KELOWNA, BRITISH COLUMBIA

The best buy—buy far—in B.C.'s Booming Interior.

★ ★ WHY? ★ ★

1. The Okanagan Valley's FIRST Station, with 25 years of wonderful, undiminished LOYALTY behind us.
2. Still FIRST TODAY. B.B.M. Study No. 7 proves it!
3. CKOV is a Station with *PEP—PERSONALITIES, EXPERIENCE, PROMOTION!
4. Kelowna is recognized as "Canada's Apple Capital" and Headquarters for B.C.'s \$25,000,000 Fruit Industry, WITH A BUMPER CROP THIS YEAR!
5. Bank Clearances, Kelowna, first six months of '57, \$36,305,838.99, increase of \$7,194,909.70 over same period last year.
6. Retail sales MILLIONS OF DOLLARS ahead previous year.
7. Building permits over \$1,000,000 mark. 10-year figure for City of Kelowna alone is \$7,565,714.18.
8. Valley's only Plywood plant, right in the City of Kelowna, was opened this year. Cost \$1,500,000.00. Valley's largest Sawmill is also located here and it alone employs 214.
9. \$8,000,000 bridge to be opened here in Sept. '58.
10. \$125,000 Meat Processing plant underway. Coming are \$250,000 Two-Decker Motel, and \$25,000 Supply Centre; 3800-foot runway being added to Kelowna Airport, thus enabled to handle largest airliners.
11. From LONDON, ENGLAND, comes word that "Kelowna is ideal as the location for another ANNACIS DEVELOPMENT!"
12. Natural Gas Pipeline arrived and completed, bringing with it new industries.

★ SEE ALL-CANADA RADIO FACILITIES LTD or WEED & CO.

that knows French as its mother tongue, and this area was Canadienne 200 years before the English arrived.

Northern New Brunswick, the Province of Quebec and portions of eastern Ontario along the shores of the Ottawa River are overwhelmingly French-speaking, and because, unlike their English-speaking compatriots, they have not had U. S. networks to draw from, they have developed their own talent. The calibre of this talent is generally of a higher standard than that found in the rest of Canada.

Probably the best Canadian television buy is the French-speaking audience. The average resident of Quebec province is the shrewdest person in the management of money that this country will ever see. Therefore to have free entertainment provided in the home seven nights a week is something the Quebecois is using to full advantage.

Children in Quebec province are particularly intrigued. Because of a disastrous theatre fire in the 1920's no Quebec child is allowed to go to the movies. In fact, it is a standing joke in the province that it is legal for a girl to get married when she's 16, but she can't go to the movies till she's 18. One more thing makes French television a stay-at-home commodity. Most of Quebec movie theatres play Hollywood English-language movies. Most of the radio stations play standard U. S. records. French television is entirely French.

You can't talk about radio and tv, I suppose, without talking about measuring audiences.

Rating services will always come in for criticism, particularly when your program or your station isn't rated as well as you think it should be. Elliott-Haynes (whose system of program ratings matches Hooper) and International Surveys (whose method is most closely allied to ARB) have been the yardstick of Canadian radio and television for some years now. BBM (the counterpart of BMB) is still operating strongly in Canada, and last year, with the blessing of all concerned, brought in the first Time Period Audience Study, covering both urban and rural audiences with a diary technique. As might be expected in this brand new venture there are some flaws, but everything is being done to make this the most accurate audience indicator possible. There is wide difference of opinion between the various



Picture of a woman buying a refrigerator

Bedtime . . . but she's already on her way to a \$465 purchase tomorrow. Wherever you go there's not only radio, but a woman accompanied by radio.

Through CFRB, you reach her and all the others like her who do the buying for 1,194,800 families* living in the rich heartland of Ontario. Annual family income (after income taxes) within the forty-four counties served by CFRB totals \$6,458,388,000* . . . annual retail sales in this same area now account

for 84.2% of Ontario's total.*

Are you and your product getting a proper share of this booming, easy-to-speak-to, *waiting* market? Let CFRB send a representative around to show you how inexpensive and profitable a well-designed radio campaign can be.

*based on Sales Management's Survey of Buying Power, Canadian Edition, May 1957.

REPRESENTATIVES:

United States:
Young Canadian Ltd.

Canada:
All-Canada Radio Facilities Limited

ONTARIO'S FAVORITE FAMILY STATION

50,000 watts
1010 on your dial

CFRB
TORONTO

NEW CHUM RADIO

is

FIRST IN TORONTO!

* **32.3%**

OUT OF HOME LISTENING!

* 9.00 a.m. to 6.00 p.m. July 1957 Elliott Haynes
out of home listening report!

NOW . . . In Toronto No Selling Campaign Is
Complete Without The NEW CHUM
- Dial 1050 - 24 Hours - 2500 Watts

FOR DETAILS . . . Contract In Toronto, Bill
Stephens or Ernie Towndrow
Empire 6-4221; Montreal,
Emery Richmond Belair 7042;
New York, Ed Devney Murray
Hill 2-8755.

rating services in some areas and complete agreement in others.

Today the broadcasting industry is flourishing in Canada. Radio and television stations are increasing their rates to alarming proportions . . . but still maintain a cost-per-1,000 figure that makes them an outstanding advertising buy.

(Editor's note: While there are no authoritative figures available relating rates to ratings, Canada's Broadcast Advertising Bureau regularly measures the relationship between rates on private stations and radio ownership. Using 1946 as a base, BAB's latest figures show radio ownership up 77% since 1946, while the average cost of one hour in Class "A" time has risen 38% and the average minute cost (Class "A") has climbed 56%. Starting last year, BAB began measuring the average cost of flashes (15-second announcements) on all stations. The average cost in 1956 was \$7.93, while this year it was \$8.34. Elliott-Haynes' in-home sets-in-use figures for four major markets (1954-57) show slight daytime dips.)

**MORE POWER
COVERAGE
LISTENERS**

**NOW
5000
watts**

The station that means
more business for you

Representatives
IN U.S.A.
WEED & CO.
IN CANADA
INTERPROVINCIAL
BROADCAST SALES LTD.
TORONTO - MONTREAL

CKIC-TV
QUEBEC CITY

MORE ADVERTISERS USE CANADIAN FIRMS FOR FILM COMMERCIALS

Production of film commercials for tv has been stepped up considerably in Canada during the past year, reports to SPONSOR from about a dozen producers indicate.

"The reasons are clear," according to Spence Caldwell, head of S. W. Caldwell, Ltd., Toronto. "The producers have better facilities and the advertisers have bigger commercial budgets."

Edward Kostiner, president of Edward Productions, Ltd., Montreal, points out: "Although almost all advertising agencies had in the early stages used Canadian production houses, many clients and agencies felt that American production was 'safer' on big budget jobs. However, due to increased technical facilities and know-how, Canadian producers are now getting a reasonable share of the big work."

An example of one of the big jobs recently completed in Canada was the production of 50 commercials for Sterling Drug of Canada in both English and French by Robert Lawrence Productions (Canada), Ltd. RLP's Canadian production has doubled so

far this year. The firm has produced a total of 130 film commercials. This activity is also a sign of the search (successful, in this case) for Canadian business on the part of U.S. producers.

The growing production activity is being reflected across the nation. A Vancouver production firm, Artray, Ltd., reports that "tv film production in Western Canada has increased tremendously during the past 12 months, especially in the Vancouver market."

Art Jones, president, tied the increase to larger production budgets, more volume, more distribution of commercials to other Western Canadian centers and more complex commercials.

Just as the Eastern Canadian producers found the U.S. to be tough competition, the Western Canadians are having the same trouble with Eastern Canadian producers. Ron Bennett of Vancouver's Bennett & Were, complained that although his firm has done several full-cel animation commercials, he finds most commercials made in his area of the low-budget (\$800) type.

Production costs outside of Eastern Canada are cheaper, just as East-

ern Canada is cheaper than the U.S. A Winnipeg firm, Michel J. Sym, gives the following range as typical: one-minute: \$295 with voice over to \$450 with lip sync; 20-seconds: \$150 to \$350. These costs exclude props, announcer, copy, art work, etc. Animation will run about \$180 for eight seconds to \$1350 for one minute and full-cel.

Canada is still not out of the woods so far as film processing facilities are concerned. Ernest Corley, president of Ministar Film Productions, Ltd., with operations in Toronto and Hollywood, said, "One of the drawbacks to Canadian production has been the lack of optical effects and, as far as 16 mm. is concerned, optical or step printing. We film almost exclusively in 35 mm. but the fact remains there is no 16 mm. optical printing in Toronto or, I believe, in Canada."

The lack of an optical house in Canada was also cited by S. Dean Peterson, president of Peterson Productions, Toronto. This firm has 95% of its lab work done in the States but reports Canadian lab quality is improving. ▀

now 50,000 watts

The only advertising medium

covering all of

Canada's 3rd market

Coverage doubled to 408,000 homes

Radio British Columbia

CKWX

Vancouver, Canada

Reps. Canada: All Canada Radio Facilities Ltd. Reps. United States: Weed and Company

ROYAL COMMISSION URGES END OF TV MONOPOLY IN CANADA

A summary of recommendations by the Royal Commission on Broadcasting has been made for SPONSOR by T. J. Allard, executive vice president of the Canadian Association of Radio and Television Broadcasters.

The Report of the Royal Commission on Broadcasting, known to Canadians as the Fowler Report, after its chairman, Mr. R. M. Fowler, was made public in March 1957.

The main recommendations were.

1. That State-owned and privately-owned radio and tv stations should remain integral parts of a Canadian broadcasting system and that both should be subject to regulation and control in the public interest by Parliament.


2. That a new Board of Broadcast Governors be established with responsibility for policy and for policing the Broadcasting Act, as far as both State-owned and private radio and tv stations are concerned. The new Board of Broadcast Governors would have a

membership of 15 compared to the 11 members who make up the present Board of Governors of the CBC, and the BBG would report to Parliament through a minister of the Crown on the activities of both the private and public sectors of broadcasting.

3. That the CBC-TV monopoly in the main Canadian cities of Toronto, Montreal, Ottawa, Vancouver, Winnipeg and Halifax be ended and these areas opened for private tv stations to give viewers an alternate choice of Canadian programs. The license for private tv stations in these cities, recommended the Fowler Commission, should be given only to responsible and experienced parties and on certain definitely stated conditions; i.e., these private tv stations are to have a definite commitment for producing a certain proportion of Canadian programs, using Canadian talent; are to adhere to limits and standards for commercials which apply to the present tv network, and are to operate with at least 80% Canadian capital.

4. That the Canadian Broadcasting Corporation, the State-owned part of

Canadian radio and tv, be given an assured annual income from the public treasury to cover both its operating and its capital requirements. The Commission estimated that by 1963 the CBC would require approximately \$100 million a year for operation, of which \$73 million would come from the taxpayer and \$27 million from commercial revenue. These estimates took into account the extension of radio and tv into new areas; additional hours of network tv service and the gradual introduction of color tv (now unknown in Canada except for the color programs tuned in from U. S. stations). Color in Canada was to begin in March, 1959.

5. It was recommended that the CBC Dominion radio network be scrapped and that the government-owned stations should sell spot announcements locally (a field they have not been in since the Massey Commission recommended against it in 1951). National newscasts were to remain unsponsored but the commission recommended CBC stations sell newscast adjacencies at premium rates. 

WHO ARE YOU TRYING TO IMPRESS?

To sell the Vancouver area (Canada's 3rd market) you have to impress many audiences. One or two, just won't do. And to make this radio impression on a broad audience the key is music, news and service. Because of its broad appeal, C-FUN Radio has become Canada's fastest growing station. In the two short years since it began serving the lower mainland, C-FUN has over-tripled its national business. The more you compare breadth of audience, ratings, coverage and cost per thousand, the more you'll realize that "it's fun in B.C. . . . C-FUN Radio".

NOW B.C.'S FASTEST GROWING STATION

United States Representatives DEVNEY & CO.

New York • Chicago • Los Angeles • San Francisco

AGENCY PANEL

(Continued from page 43)

Karpus is involved in the radio-tv plans of General Mills, Canada; Nestle, Canada; Eversharp, Mutual of Omaha and others.

Some daytime-oriented agencies still find certain nighttime buys effective. For example, Muriel Murray, radio-tv director, Walsh Advertising Co., Ltd., Toronto, reported: "The tendency has been to air all (radio advertising) before 6:00 p.m. but we have had success with feature sportscasts in the 7:00 to 8:00 p.m. period and also with a summer Sunday night half hour musical program. It is my belief that this policy of choosing these times will remain the same this year." Walsh radio clients include Bayer nose spray, Lydia E. Pinkham, Simoniz Co., Ltd., First Lord cigarettes, Consumers' Gas Co.

Daytime tv: With no tv programming at all in the morning and not much in the early afternoon, daytime is tv's great frontier. Advertisers are naturally not investing huge sums in it. P&G and others have tested it, but for the most part, are holding off. On the other hand, stations are not investing

huge sums in programing earlier in the day until they can sell a substantial part of what they already program.

There is evidence from sponsor's agency panel, however, that clients can find their proper daytime niche. David McMaster, radio and tv director of James Lovick & Co., Ltd., Montreal (which numbers among its tv clients Benson & Hedges (Canada), Abbott Laboratories, Eastern Airlines, Helene Curtis, Ltd.), explained: "Most stations in Canada are running feature films and homemaker shows from the middle of the afternoon until the children's programs start. For the right products, these afternoon shows can be extremely effective. Although the audience is naturally lower in the afternoon, so is the cost. Also, your audience is 100% housewives. Most stations definitely need to strengthen and lengthen their afternoon schedule but this will take time. They have to prove their present afternoon vehicles first."

Karpus points out that "some stations—particularly the more sophisticated private stations—have been doing some excellent afternoon programing of women's shows. These have proved effective on short term buys.

As far as any practical improvements to make daytime tv a better buy, I do believe that one of these days a real heads-up station is going to come along and promote its daytime schedule as it should be promoted."

There is some feeling that the Canadian consumer is not ready for daytime tv. D. J. MacMillan, manager of the radio-tv department for McCann-Erickson (Canada), Ltd., Toronto, reports that daytime tv "so far has been viewed with a skeptical eye by most national advertisers. Most feel that the daytime woman's audience is largely undeveloped—much less acceptable than in the U. S. Stations in general have made some attempts to provide viewable afternoon fare, but Canadian housewives have not so far found afternoon tv sufficiently strong to captivate their attention to the exclusion of normal housewifely duties."

Could put another slant to this: "We feel that if the woman of the house was better educated towards watching afternoon television instead of going downtown to the theatre, there might be a better potential as far as audiences are concerned."

MacMillan, who speaks for such tv

SOON

10,000 WATTS

ON

1220 KILOCYCLES

CKDA

RADIO VICTORIA

OFFERING NATIONAL ADVERTISERS
MAXIMUM COVERAGE OF VANCOUVER
ISLAND AT MINIMUM COST.

REPS: RADIO REPRESENTATIVES—TORONTO & MONTREAL
JOHN N. HUNT & ASSOC.—VANCOUVER
FORJOE INC.—U.S.A.

CHEK-TV

CHANNEL 6

SERVING

(APPROXIMATELY)

35,000 TV HOMES

IN

**B. C.'s SECOND MARKET
VICTORIA**

REPS:
TELEVISION REPS—TORONTO MONTREAL
JOHN N. HUNT—VANCOUVER
FORJOE INC.—U.S.A.

clients as Coca Cola, Ltd.; Chrysler Corp. of Canada (whose special CBC TV shows at night have hit a record \$70,000 per production mark), Swift Canadian Co., Chesebrough Mfg. Co., Bulova Watch Co., points out, however: "Daytime tv *will* come and advertisers who establish their franchise now will undoubtedly be the ones to benefit when daytime tv becomes the strong factor it will ultimately be."

The only direct comment on daytime tv rates came from Allan Schwam, creative director of Goodis, Goldberg, Ltd., Toronto (Elgin American of Can-

ada, Ltd., Sun Brite Margarine and others). He said a "more realistic adjustment in rates for daytime tv is overdue."

Daytime radio: McCann-Erickson's MacMillan told SPONSOR that daytime radio "is a very healthy animal at present" while Reynold's Karpus declared: "During the past several years in the U. S. advertisers forgot about the power of radio—particularly daytime radio. Here, in Canada, the situation has been a little different. Canadian advertisers and agencies never did abandon daytime radio and it still

seems to be one of the most powerful selling tools in our midst. Undoubtedly, as in the past year or two, Canadian advertisers will continue to use radio as their most flexible medium mainly to beef-up campaigns in the various markets across the country."

The recent history of media buying in Canada seems to indicate that daytime radio becomes especially fair-haired during the shock period following the introduction of tv. This is borne out by information from an agency in Halifax. J. B. Regan, radio-tv director of Imperial Advertising, Ltd., reported: "We have found that the buying trends among our accounts have been swinging definitely toward daytime radio. Nighttime ratings are away down in all areas of the Maritimes and this, perhaps, can be explained by the fact that tv is still relatively new to the listeners and viewers in these Atlantic provinces."

Radio prime time: Agencies and clients are "prime time happy," according to McMaster of James Lovick. He said the most popular times are 7:00 to 9:00 a.m., 9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 7:30 p.m. In-

(Please turn to page 77)

CJAD *spells* impact

... in Canada's Greatest Metropolitan Market

In English-speaking Quebec, including the mass population market of Metropolitan Montreal, CJAD takes top place in the ratings—Elliott-Haynes and BBM.

Entertaining and informative programming, on-the-spot local coverage, top-grade news reporting and dramatic play-by-play sport covering have built up Canada's most active audience. Last hockey season over 63,000 replies were received in the CJAD Stanley Cup Sweepstakes.

There's a responsive audience waiting for your sales message . . . on CJAD in Canada's greatest metropolitan market.

10,000 Watts on 800 Kilocycles

CJAD

MONTREAL

CJAD SERVES Metropolitan Montreal, The Eastern Townships, The Laurentians, Eastern Ontario and the Lower Ottawa Valley

In British Columbia's FIRST MARKET

Your best buy is—

CHUB NANAIMO

LOCATED AT THE INDUSTRIAL HUB OF VANCOUVER ISLAND, BROADCASTING TO CENTRAL AND UPPER VANCOUVER ISLAND (Served by 23 return ferries daily from Vancouver) AND TO THE RICH VANCOUVER AREA . . .

And

CJAV PORT ALBERNI

SERVING THE INDUSTRIAL HEART OF VANCOUVER ISLAND AND THE POWELL RIVER AREA ON THE MAINLAND OF BRITISH COLUMBIA.

REPS: U.S.—Donald Cooke Inc.
Mont. & Tor.—Stephens & Towndrow Ltd.
Winnipeg—Horace N. Stovin & Co.
Vancouver—John N. Hunt & Assoc.

CANADIAN RADIO

(Continued from page 45)

changes in radio's listening patterns. Radio's extreme flexibility has enabled it to fit into the new patterns easily. The companion aspect of radio has been increased. When the advertiser looks at radio's coverage and cost along with its extreme flexibility, it is easy to see why he is interested in the medium.

Q. What's the extent of radio coverage in Canada?

A. Truly national in coverage in Canada, radio has listeners in 3,909,794 radio homes. That is over 96% of the total, so you can say it enjoys almost complete saturation of the vast Canadian market. On the basis of Dominion Bureau of Statistics figures, BAB estimates there are 6,800,000 sets being used in Canada today. The figure is probably much higher, but we'll play it safe. Homes have most of these sets, about 5,250,000; with 1,300,000 sets in cars and 250,000 located in hotels, motels, restaurants and a number of other public places.

Multi-set homes are increasing stead-

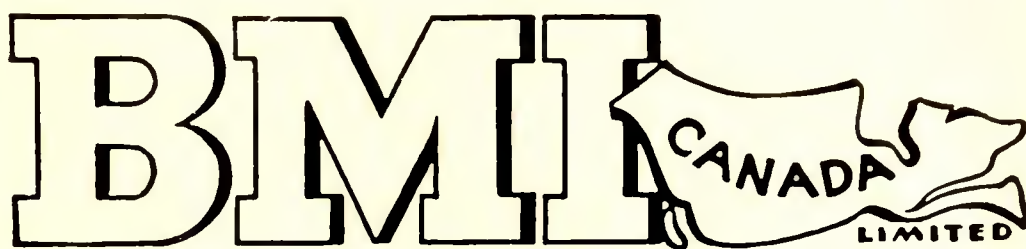
ily. The 1956 DBS radio homes figure shows that 74% have one set; 19% have two; 5% have three and 2% have four or more. There are two or more radios in 26% of Canadian homes.

Q. How are set sales doing?

A. Set sales are increasing the in-home coverage continually. In 1955 set sales were 25% ahead of 1954. In 1956, set sales increased a further 16.3% over the previous year. Set sales for the first five months of 1957, show an increase of 2.2% over the same months last year. As the early

months of the year are not the best for set sales, the manufacturers predict that the small increase to date will grow and the 1957 increase will be comparable to the one recorded in 1956. Car radios and combination sets lead all models in sales increases with home and portable sets holding their own with last year.

As in-home audiences grow, out-of-home audiences are doing likewise. DBS reported a 15% increase for 1955-56 in the number of homes that have at least one car equipped with a radio. The total is 1,010,000 and is up from



The tremendous post-war growth of industrial Canada, so well measured by economists, sociologists and historians, is matched by the music coming from the minds and hearts of the people of Canada.

YES, THERE IS CANADIAN MUSIC!

... and it is the music that Canadians want to hear on Canadian radio and television programs.

By encouraging and stimulating the efforts of Canadian composers of both popular and concert music.

BMI CANADA LIMITED and BROADCAST MUSIC, INC.

are making it possible for Canadian music to be published, recorded and performed, not only in Canada but throughout the world.

Written and composed by Canadians, published in Canada by Canadian publishers, this music should become the first choice of those advertisers and program producers who want their programs to find the widest possible favor with Canadians.

Now located in new and enlarged offices in Toronto with added facilities, better to serve the music needs of Canada

For further information on the subject of Canadian Music call or write

BMI CANADA LIMITED

16 Gould Street
Toronto 2, Ont.

1500 St. Catherine Street, W.
Montreal, Que.

OSHAWA

is called the Progressive City for good reason!

Population 1950—29,771

Population 1957—50,136

and the market is still growing—over 6,000 building lots are under development!

Reach this growing area (and a big plus from Hamilton to Belleville) by

CKLB

Serving
South-Central
Ontario from

OSHAWA

Jos. H. McGillvra—U.S.A.

Lorrie Potts & Co.—Toronto, Montreal

John N. Hunt—Vancouver

906,000 for 1954-55. In addition, BAB estimates there are about 250,000 cars equipped with radios not identified with homes in the DBS sense. All told there are about 1,300,000 radio-equipped cars in Canada. This audience in motion, a captive one at that, gives radio advertisers a tremendous plus in coverage at no extra cost. Many advertisers are finding that automobile drivers (and passengers) like housewives are capable of multiple attention and good commercials with good programing bring good results.

Q. Are the number of stations increasing also?

A. While increases in radio homes and sets-per-home are going up each year, so are the number of stations. In a three-year period, from June, 1954 to June, 1957, 23 new am stations came on the air, seven of these during the past year. With four licensed stations still to come on and new licenses that will be granted, Canada will probably have an additional eight stations on the air this year. In addition to this, there have been a large number

NORTHERN ONTARIO

is a rich, booming market!

In Northern Ontario, *North Bay, Timmins and Kirkland Lake* offer a combined retail sales market in excess of \$79,000,000.00—and it's growing!

REACH IT THROUGH—

CFCH • CKJB • CJKL

NORTH BAY

TIMMINS

KIRKLAND LAKE

This trio of radio stations delivers a *captive* audience of over 300,000 listeners *daily!*

In U.S.A.—Weed & Co.

REPS: In Toronto and Montreal—N.B.S.

In Western Canada—All-Canada

so is EASTERN ONTARIO

retail sales, wages ARE HIGHEST EVER!

In Eastern Ontario, *Kingston and Peterborough* are enjoying a new high in prosperity. In Kingston, retail sales are over \$58 million; per family income is \$5,380. In Peterborough, retail sales are \$61 million; per family income is \$5,450!

REACH IT THROUGH—

CKWS-RADIO

Kingston

CHEX-RADIO

Peterborough

CKWS-TV

CHEX-TV

These four stations deliver the best results in their respective markets because they're *local*—with entertainment and news designed to appeal to their own communities!

REPS:

RADIO ADS: In U.S.A.—Weed & Co. In Toronto and Montreal—N.B.S. In Western Canada—All-Canada
PETERBOROUGH TV—In U.S.A.—Weed & Co. In Canada—All-Canada
KINGSTON TV—In U.S.A.—Canadian Station Representative. In Canada—All-Canada

PORT ARTHUR -

FORT WILLIAM

Ontario - Canada

Exclusive TV coverage

CFCJ-TV

Channel 2 — 28 Kw.

Reps: *Weed TV Corp.*
All-Canada TV

Lowest cost
radio coverage of the
Lakehead market

CFPA

Reps: *Weed & Co.*
Lorrie Potts Co.

Twin Cities at the head of
the Seaway

of power increases including two to 50 kw.

Q. What's new in the way of listening data?

A. The most important step in broadcast research ever taken in Canada bore fruit this year in the publishing of the first TPA (Time Period Audience) survey by the Bureau of Broadcast Measurement. BBM is a unique, non-profit broadcast research organization supported by advertisers, agencies and stations. It is the only research organization that surveys listening in all of the 144 census areas in Canada.

In the past, BBM reported listening by the day or week in terms of total homes without specifying time periods. The new TPA Survey reports the number of homes tuned to radio and to individual stations in Canada by half-hour periods from 6:00 a.m. to 12:00 Midnight. It also reports out-of-home listening by six-hour periods.

The first TPA Survey published in January, 1957, was based on field work done during a week in November, 1956. The TPA Surveys are to be conducted twice yearly with the second study due any day now. The field

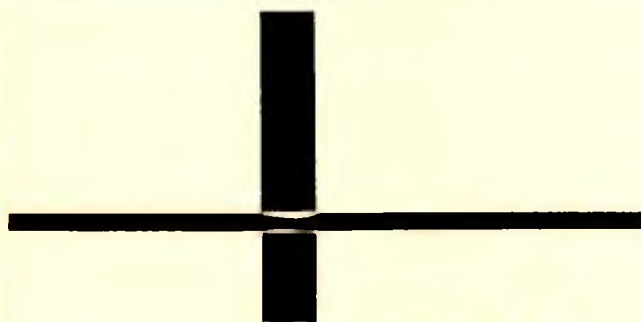
work for the second study was done in May, 1957, so the two studies will make an interesting comparison. TPA gives advertisers and their agencies more detailed and accurate information on radio (and television) circulation than any other national medium. Cost-per-1,000 homes can be determined by a simple calculation. TPA has received wide acceptance from advertisers and agencies.

BAB did some additional tabulations on the TPA Survey which enabled us to determine national listening trends in metropolitan and non-

metropolitan markets, as well as homes listening per day and homes tuned by half-hour periods during the broadcast day.

Q. What does TPA show about listening?

A. The first TPA survey showed that radio's largest audiences are listening during the day. Morning and noon audiences take top honors followed closely by the early evening period. Daytime television is not a factor in Canada. Percentages of homes listening in non-metropolitan areas



CKRC

Is Way Out in Front in Winnipeg

The new T.P.A. Report is out now. We hope you will take the time to study it carefully in the markets which concern you. You'll find that CKRC has made further significant gains in the Winnipeg Area and is now more than ever—the best buy in the market—in fact, one of the best buys in Canada.

**ON THE PRAIRIES
METROPOLITAN WINNIPEG
IN THE MAJOR MARKET**

radio 630

FOR FACTS AND
FIGURES SEE—
REPS: ALL-CANADA
RADIO FACILITIES
in U.S.—WEED & CO.

CKRC

WINNIPEG, MANITOBA

NOTICE:

To
Timebuyers

To reach the wealthy
KAMLOOPS B.C.
ISOLATED MARKET
YOU MUST USE

CFCR-TV
and
CFJC-RADIO

A growing population
and diversified
industries are keeping
the Greater Kamloops
area **BOOMING.**

Check with your
All-Canada man.

are roughly 15% higher than metropolitan centers, though listening trends and peaks are about the same. TPA also showed that audience size does not vary significantly during the week but drops slightly on Saturday and Sunday.

Evening audiences are generally smaller because of television, though the drop varies considerably depending on the market. Many Canadian markets receive only one channel. Radio listening in these markets is generally higher than markets receiving several channels. This points up

the need for careful selective buying. TPA also shows that out-of-home audiences are largest during the day and up to 6:00 p.m.

Q. What are the trends in radio programming?

A. Along with changes in the listening pattern have come a number of important changes in radio programming. News and special events coverage have been stepped up. Music makes up a big segment of programming. The music, news and sports formula is being used by a large num-

ber of Canadian stations.

An increasing number of stations are programming for the rush-hour automobile audience and also to the large week-end audience on wheels as they drive to and from resort and cottage areas. This programming follows a pretty constant pattern of music, news, weather, sports coverage, and regular reports on traffic conditions on all main highways. Advertisers, especially in the automobile category, are buying into these shows on a participation basis. One station in a multi-station market leaves programming for the car audience to the other stations and concentrates on entertaining those who are staying home.

Give-away and contest programming are still popular with listeners. They operate on a reasonable basis and have not reached the proportions of some of the radio give-aways that have taken place in the United States.

Because of the large number of immigrants who have arrived in Canada during the past three years, a growing list of stations are doing a considerable amount of foreign language programming which is meeting with increased support, especially from local advertisers.

With stations always on the lookout for ways and means of building audiences both day and night time, program syndicators are busy. Drama and comedy shows are most in demand.

Q. In what direction are rates going?

A. All time units have increased slightly in cost and there has been some revision in make-up of rate structures. An increasing number of stations have made all day times Class "A" with Class "B" for all times before 7:00 a.m. and after 8:00 p.m. Other stations put the peak period times in Class "A," other day times in Class "B," and remaining times in Class "C." There is no trend to drastic rate reductions for night times. With the demand for day times spilling over into early evening periods, stations are content to hold the line on their present nighttime rates.

More stations are showing bulk announcement packages on their rate cards. Number of announcements vary from 500 to 2,000 and most of them are sold on a run-of-schedule basis. ▀

Now!

Largest city in

British Columbia's Booming

Interior (1956 Canadian Census)

Penticton B.C.

Served by Radio Station

CKOK dominating (95% of audience)

the South Okanagan.

CKOK

1000 Watts on 800 K.C.

Reps.

U.S.A.—Forjoe

CANADA—Mulvihill

Maurice P. Finnerty

President

CANADIAN TV

(Continued from page 45)

A. The growth of the medium has not been confined to just stations or set ownership. From 1954 to 1955 national advertising on television jumped from \$8,496,000 to \$23,552,000—from 5.5% of the total volume of national advertising to 13.5% in just one year. These dollar figures cover network and selective (spot) time costs but not program costs. In 1956, spending jumped to around \$34 million, or 16.6% of the total.

Q. Are there any significant differences between Canadian and U. S. tv so far as advertising is concerned?

A. Several aspects of Canadian television are unique with respect to the medium in the United States. One out of every two major markets is captive, i.e., serviced by only one station.

There is only one network, forgetting for the moment the language division. As a result a network advertiser is not competing for viewers' attention with other sponsors on other networks. So that American marketing and advertising people can better

comprehend significance of this: Imagine being able to buy time on the only television station in markets such as Philadelphia, San Diego, Kansas City or Dallas. Imagine being able to discuss and demonstrate the merits of a particular product or service to over half the homes in a market at a given instant. Television is the only medium in Canada which affords this opportunity to advertisers.

No advertiser however, can overlook the fact that the Canadian market is in reality two markets. Some 30% of all our population is French speak-

ing and this group can only be sold effectively in their own language. Advertising campaigns have failed in predominantly French speaking Quebec because this factor was not taken into account.

Q. What about the shortage of time in Canada?

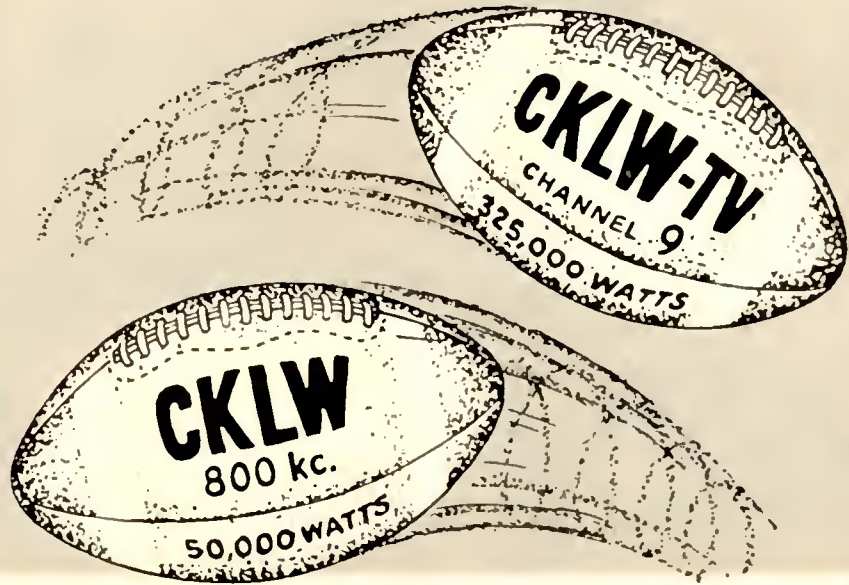
A. Well, as more and more advertisers are made aware of television's great selling power, availability of time becomes a problem. In Canada this is influenced by a number of factors, especially on a national spot basis. To



Kick-Off Your Fall Campaign
with the

**"TWO MOST
POWERFUL WEAPONS"**

in the Detroit Selling Game...



If you'd like to play ball with the champs this Fall join up with Detroit's Most Powerful Team. You get greater coverage for the most reasonable investment — a story we're delighted to tell anyone . . . anytime.



To be sure
Select KERG in the
Rich, HEART OF OREGON
MARKET . . . with a
QUARTER BILLION
DOLLARS OF BUYING
POWER. In the
fast-growing Northwest,
EUGENE is ranked 5th . . .
and is Oregon's second
largest city. With KERG,
you're buying the important
CBS Radio Audience in
this valuable market.

K Eugene, Oregon
KERG
CBS Radio Network
5000 WATTS - 1280 K.C.
CONTACT WEED & CO.

begin with, while Canadian television operates under a free enterprise system, its one network, the CBC, is owned and operated by the Government. It is comprised of eight stations in six cities directly owned by the CBC and all of the 32 privately-owned stations. The latter make a minimum of 10¹/₂ hours per week available to the CBC under a mutual co-operative effort for its own produced shows or those originating in the United States which the CBC elects to carry. Without exception, the bulk of this network option time falls in class "A" time—8:00-11:00 p.m.

Q. Does CBC break up the time on its shows so that more advertisers can buy in?

A. The CBC does not presently sell spot announcements on its network shows but does sell participations of 15 minutes or longer.

Q. Is there much activity in spot tv?

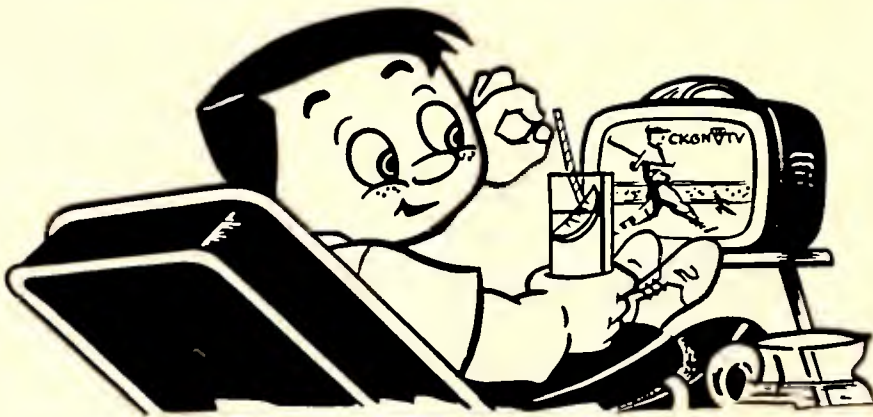
A. Due to the restrictions on network television, a great many advertisers have resorted to national selective spot buys, the advantages of which

are known to just about everyone. There is not, however, the great preponderance of spot announcements in the Canadian picture due to the scarcity of good availabilities in prime times. Consequently, many advertisers are buying 15 minute programs in a news, sports and local topics format. Although there are no figures available on the revenue broken down by network and spot, indications are that spot revenue is growing appreciably faster due to new stations and new markets and, of course, the swing to more selective buying. There is also an emphasis on heavier spot schedules.

Q. Who are the big spot users?

A. Shell Oil, Lever Bros., Philips and others constitute the major purchasers of spot television in Canada. Many of these advertisers are buying as many as five announcements a week and up in the various markets, but more significant is the manner of buying, i.e., on a 13-, 26- or even 39-week basis. They are not buying four-to-five week in-and-out type schedules. There are also strong indications that many of these advertisers are thinking in terms of year-round effort. In

"A FALL REFRESHER"



*GEE 'N it's good
to watch!*

CKGN 10 TV
NORTH BAY O.N.T.

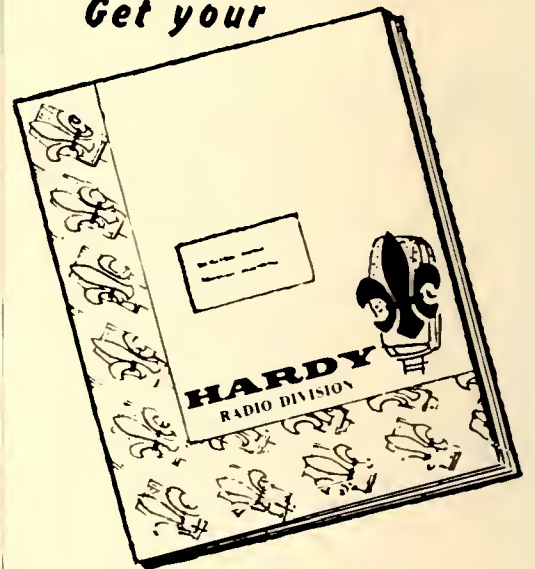


FRENCH RADIO

is the
strongest
selling
force

in
QUEBEC

Get your



CHRC, Quebec City
CHNC, New Carlisle
CKBL, Matane
CHLT, Sherbrooke
CKRS, Jonquiere
CHRL, Roberval
CKSM, Shawinigan Falls
CJSO, Sorel
CKVM, Ville-Marie
CKLD, Thetford Mines
CKRN, Rouyn
CHAD, Amos
CKLS, La Sarre
CKVD, Val D'Or
CKNB, Campbellton (E)
CKTS, Sherbrooke (E)

JOS. A. **HARDY** CO. LTD.
RADIO DIVISION

TV COVERAGE MAP

....of all

Canadian

Stations

available

upon

request

EXCELLENT GUIDE FOR AGENCIES

Mail request to

William Whiting

CKCO-TV

Kitchener, Ontario

Canada.

many cases they have started scheduling in August of this year rather than September or October as previously.

Q. How are syndicated shows and feature films bought?

A. Syndicated film and feature films play an important role in the programming of many stations. The syndicated material is bought in various ways. Packages are purchased by agencies for their clients to be placed in selective markets, individual stations are buying packages to sell on a participation basis to local and national accounts and a number of sponsors have purchased syndicated films. With very few exceptions the stations begin their operation daily by offering a feature film and also close out the day's broadcasting the same way. Many stations which are now operating on a noon-and-on schedule have made a practice of running double header feature films which are sold on a participating basis.

Q. Is nighttime tv actually sold out?

A. There are still some good availabilities open in prime periods but due to the network commitments and one-station market picture, many advertisers are, and will be, forced to wait in line. There are still many good availabilities in early and late afternoon periods, but unfortunately many advertisers are not aware of the advantages available to them through daytime television.

Q. Does spot tv in French-speaking areas differ from English-speaking areas?

A. By and large, the French pattern is similar to that existing in other areas of the country. There has been one significant change, however, and that is that now there are a number of French markets with local television stations. Advertisers who would not enter French Canada due to production problems, now look more favorably on this area. The hottest program properties at the moment are kitchen type shows in the afternoon. French families are far more home-type than their English counterparts and consequently a great many French-Canadian housewives are available to television and its advertisers. Their reputation as cooks is world-wide; hence, the interest in the kitchen show.



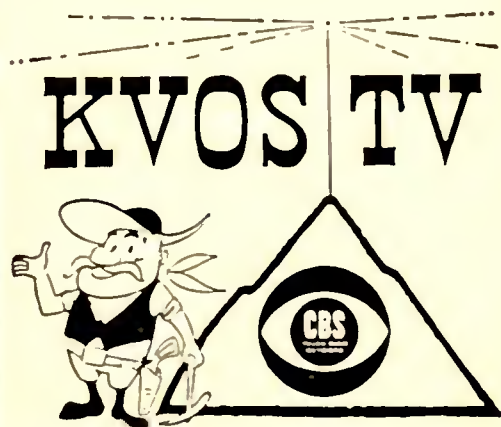
We're Moving Gold!

Moving gold in British Columbia and Northwest Washington through maximum power and a half-mile tower high atop Mt. Constitution. We're loaded with top CBS programming and Hollywood film features by Warner Bros., 20th Century Fox, Columbia and United Artists.

The nuggets we're bringing out of this area are 1,000,000 Canadian viewers in Vancouver and Victoria and 300,000 high-income Americans.

Assays show our Mother-Lode produces up to 60% of the audience in this four-station market.

So let us put power into your message... power that will dig deep into the rich vein of ore that winds throughout the great Canadian-Northwest Washington territory.



Studios in Bellingham, Washington

Q. What about the use of daytime tv?

A. There is a stirring of interest in the possibilities of daytime television on the part of some advertisers, backed up in part by the successful attempts of various U. S. firms to establish daytime franchises in the new medium. Daytime's full potential, however, is largely untapped. Morning and early afternoon are not programmed.

Q. What are the big problems in selling daytime?

A. The big stumbling block at present is the lack of authoritative research. There is little daytime rating data. This problem is being attacked by means of a national listening and viewing study on radio and television station audiences conducted by the Bureau of Broadcast Measurement. The original BBM service was very similar to the old BMB in the United States, but during the past year has been revamped and improved to a considerable degree.

Q. In what way?

A. At present BBM conducts two studies annually, rather than every two years, as it used to, and reports to

member stations, reps and agencies on set-tune-in and stations' share of audience by half-hour periods in individual markets. It is somewhat like a local rating service but BBM covers all areas, not just the central market zone. A great quantity of additional information is available for tabulation: audience composition, cumulative audience, etc.

The Broadcast Advertising Bureau, Toronto, which is the sales office of the Canadian Association of Radio and Television Broadcasters obtained some of the untapped BBM information by means of a special tabulation of their study of last November. This special tabulation dealt with radio listening and television viewing in metro and non-metro areas, and the amount of time the average family spent with radio and television.

Q. How will BBM data be used to evaluate the daytime tv picture?

A. Plans are being made to obtain an even more detailed breakdown of information contained in the second study of May this year. Once these facts have been ascertained and presented to advertisers and their agencies, enough interest should be shown

by them to allow stations to experiment by pushing back their operations from the present 3 p.m. sign-on to noon or even earlier.

Once enough advertisers are convinced of the soundness of the daytime quality audience vs. the nighttime quantity, it's conceivable that in the not-too-distant future Canadian television will become a 15-18 hour-a-day operation.

Q. Do you think Canadians will be active daytime tv viewers?

A. One thing is certain. The interest level of Canadian viewers is at least as high as their counterparts below the border. Sets-in-use are comparable and the time they spend with television places them in the same leisurely activities class. Canadian homes, on the average, spent more than five hours a day with tv in November, 1956, according to BBM. And a good part of the day is still not programmed. More important, when present single station markets (Halifax, Toronto, Vancouver, etc.) acquire second stations to offer tv owners a wider program choice, listening should surpass its already high level.

NEW! PROSPEROUS! CAPTIVE!

Opening a great new captive television market . . . offering blanket coverage of all major centres of the prosperous Okanagan Valley in Canada's British Columbia



CHBC-TV
"Serving the Entire Okanagan Valley"



**ON THE AIR
SEPT. 21ST**

Remember — **ONE GETS YOU THREE** on **CHBC-TV**

For complete information and choice availabilities:

IN CANADA: All-Canada Television

IN THE U.S.A.: Weed Television

AGENCY PANEL

(Continued from page 68)

terestingly enough, he noted, "on the French stations in Montreal and in other French areas the listenership is higher between the hours of 5:00 to 7:30 p.m. than between 7:00 to 9:00 a.m."

Auto radio: Interest in the auto radio audience is increasing among admen. Schwam of Goodis, Goldberg reports a "tremendous upward swing in timebuying to hit the potential auto audience." McMaster finds "good size radio audiences driving around in cars, especially during peak hours. In selecting a station, we definitely look to see which one has the major share of this 'bonus audience.' However, it is not the prime consideration."

Karpus feels that out-of-home listening is continually growing in Canada "although it still has a long way to go to catch up to the American out-of-home audience. During the summer months in the heavily-populated metropolitan areas, advertisers, have been using week-end radio to a considerable degree."

More research on auto audiences is wanted. At present Elliott-Haynes reports percent of cars on the road listening to radio by stations but actual audiences cannot be figured without additional data on the number of cars actually on the road. BBM's Time Period Audience study shows the amount of out-of-home listening but only by six-hour periods.

Nighttime tv: MacMillan reported that with tv's rapid growth, the one-station-per-market policy and network facilities "strained to the breaking point," there is a waiting list of "willing advertisers with cash in hand seeking the few time slots available and there are bound to be disappointments among those who are gingerly testing tv for the first time."

Talking of tv in general but speaking primarily about nighttime, Karpus expressed the opinion that tv has reached a levelling-off point. Canadian advertisers are no longer mesmerized by tv and with rising costs for programs, commercials and time, television now, more than ever, must pay for itself on a cost-per-1,000 basis.

"With the coming of private tv stations in the major markets within the next 18 months—we hope—many a medium-size advertiser may be in a position to take advantage of tv." ▀



Insures Better Sales in French Canada

Through IBS radio stations
you reach 1,879,476* French radio homes
with a buying potential of \$5,021,032,000

Call your IBS man for better results in
any of these 14 rich markets

CKAC	Montreal
CKGV	Quebec
CKCH	Hull
CHLN	Trois-Rivières
CJBR	Rimouski
CJMT	Chicoutimi
CKRB	St-Georges de Beauce
CJEM	Edmundston
CFCL	Timmins
CFBR	Sudbury
CKSB	St-Boniface
CFRG	Gravelbourg
CFNS	Saskatoon
CHFA	Edmonton

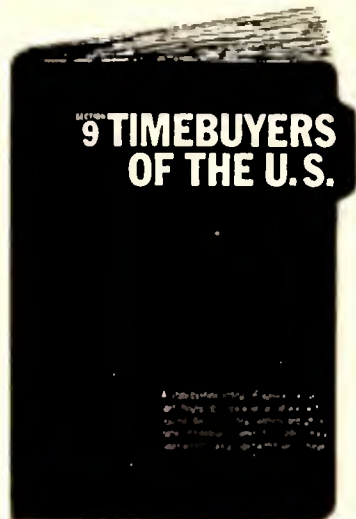
INTERPROVINCIAL BROADCAST SALES LTD.

TORONTO: Ken Davis, Gen. Mgr.
199 Bay Street, EM 4-1197-8

MONTREAL: Lionel Morin, Mgr.
1411 Stanley Street, AV 8-7533

PART FIVE

Reprints of *Timebuyers of the U. S.* in its entirety will be available later this summer. Write: SPONSOR Services Inc., 40 E. 49th St., New York 17, N. Y. Next installment will appear in the 31 August issue



TIMEBUYERS OF THE U.S.

Most extensive list of timebuyers yet published links buyers with their accounts (particularly regional or national spot clients), gives agency's address, phone

The Timebuyers of the U. S. listing, whose fifth installment starts on page 30, is probably the most complete such list yet published. Primarily the list is adapted from the summer 1957 edition of *Time Buyers Register*, published by Executives' Radio-TV Service of Larchmont, N. Y. Added to this basic list is information which was reported directly to SPONSOR by agencies.

Time Buyers Register is published three times a year and sells for \$15 a copy. It has been issued for six years and is compiled from a nationwide survey of agencies.

The *Time Buyers Register* list was modified by SPONSOR as follows: Client lists of many agencies were shortened both to save space and to throw emphasis on national and regional accounts. Accounts which appeared to be strictly local in their operation were most frequently eliminated. An asterisk (*) after the agency name indicates that the agency's client list has been shortened. A dagger (†) indicates the agency reported directly to SPONSOR.

The listing is alphabetical by states with cities appearing alphabetically below the state heading. Agencies are listed

alphabetically by cities and include address and phone.

Each agency's listing includes the agency name, address and phone number. Then in bold face appear the names of media executives (if they were reported) and timebuyers.

Accounts are then listed, followed by the name of the buyer handling that account. In cases where agencies prefer not to specify which buyers are assigned to which account (because of a team operation or rotating assignments) buyers and accounts are listed separately.

SPONSOR in most instances has eliminated listing of agencies which mentioned no accounts. Agencies so omitted which have since returned to active use of national or regional spot tv or radio should so report to SPONSOR at 40 E. 49th Street, New York 17, N. Y. SPONSOR plans to reprint the list in a convenient booklet and will be glad to expand it to cover additional agencies active on the air.

The list, which started in the *Tv/Radio Basics* issue, will be continued in succeeding issues until complete. An addendum, if required will be published with the final installment of the listing. ▀

In
Louisville—

the more you compare balanced programming,
audience ratings, coverage, or costs per thousand—
or trustworthy operation—the more you'll prefer

WAVE Radio

WAVE-TV

LOUISVILLE

NBC AFFILIATES

NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

**WFIE-TV, Channel 14, the NBC affiliate in Evansville,
is now owned and operated by WAVE, Inc.**

TIMEBUYERS OF U. S. . . . continued

COLUMBUS

BYER & BOWMAN ADVERTISING AGY.*

66 S. Sixth St., Columbus 15, Ohio. Capital 1-7751

S. N. Hallock, Jr., radio-tv dir.; John D. Metzger, head timebuyer; Martho Sullivan, James Kelso, Ann Duffy, Gus Bowman, Dick Kennard, Nick Popa

Buckeye Foods (potato chips), **Metzger**; National City Bank, **Kelso**; Columbus Transit, **Papa**; Dollar Federal Savings, **Kelso**; Farm Bureau Coop, **Kennard**; Marzetti's Salad Dressing, **Kelso**

KIGHT ADVERTISING*

118 N. Third St., Columbus 15, Ohio. Capital 1-5558

Elizabeth W. Kight, radio-tv dir.; Neil Pynchon, Ron P. Cowmon

Armstrong Furnace Co. (furnaces & air conditioning), **Pynchon**; Kool Vent Aluminum Awning Co., **Kight**; Seyfert Potato Chip Co., **Cowmon**; Wayne Candies (candies & Bun candy bar), **Kight**

MUMM, MULLAY AND NICHOLS*

33 N. Grant Ave., Columbus 15, Ohio. Capital 1-7851

Robert L. Schraer, v.p.

Columbus Chevrolet Dirs., Columbus Coated Fabrics (oilcloth, Wall-Tex, Col-O-Vin), Hanna Paint Mfg. Co., New Idea Farm Equipment Co.

DAYTON

DON KEMPER CO.

850 S. Patterson Blvd., Dayton 2, Ohio. Adams 6216

Cindy Homberg

Huber Construction Co., Springhill Nurseries, George H. Rundle Co.

LIMA

CENTRAL ADVERTISING AGENCY

111½ W. North St., Lima, Ohio. 5-8821

James M. Nellis, R. H. Moore, Ted Bunn Crown Controls Co. (tv antenna rotators and tv accessories, Crown Tenn-A-Liners), **Nellis**; Eckert Packing Co. (packaged meat products), **Bunn**; Lima Armature Works (elec. motor repairs, elec. equipment & acces.), **Moore**

MARION

HOWARD SWINK ADVERTISING AGY.

372 East Center St., Marion, Ohio. 2-2174

Howard Swink, pres.; Poul Kohler, Gene Paling, John Lord, Morion Burton

Dominion Elec. Co., National City Bank of Marion, Howard Zink Corp. (auto seat covers)

TOLEDO

MERVIN N. LEVEY CO.*

Ft. Meigs Hotel Mezzanine, Toledo 4, Ohio. Cherry 4-1527

M. N. Levey, A. N. Levey, Wm. Klein Ackerman Coal Co., **A. N. Levey**; Hertzfeld

Oldsmobile, **M. N. Levey**; Duncan Hines Coffee, **M. N. Levey**; Fairmont Drug Co. (chain), **M. N. Levey**; Kuehmann Foods (potato chips), **M. N. Levey**; Leiphart Lincoln Mercury, **M. N. Levey**; Nuiside Metal Prods. (pre-fab garages), **M. N. Levey**; Niagara Bottle Washer Mfg. Co., **Klein**; John Recht Co. (power mowers distrib.), **A. N. Levey**; Jos. B. Smith Co. (appliances), **M. N. Levey**; Tascos Div. Toledo Iron & Steel (sprinklers)

THE MILLER AGENCY CO.

2144 Madison Ave. Toledo 2, Ohio. Cherry 1-2133

Frank E. Barer, pres. & treas.; R. T. Carriers, occt. exec.; J. M. Borer, sec'y. & asst. treas.

OKLAHOMA

OKLAHOMA CITY

TOM P. GORDON CO., ADVERTISING*

805 Midwest Bldg., Oklahoma City, Okla. Regent 9-0543

Tom P. Gordon, Jack W. Tubb, Bill Lambert

A & B Automotive, **Tubb**; Aero Design & Engineering (aircraft mfg.), **Gordon**; Assoc. Motor Carriers of Okla., **Gordon**; Clarence L. Boyd Co. (road machinery & equipment), **Tubb**; Brown Aero Corp. (Dallas), **Gordon**; De Leuw, Cather & Co., **Gordon**; Downtown Airpark, **Gordon**; Eskridge-Wright Oldsmobile Co., **Tubb**; Gas Equipment Co., Dallas, **Gordon**; Harvester Co. (farm equipment), **Tubb**; C. Robert Ingram (appliance distr.), **Tubb**; Kingsize Clothes, **Tubb**; K. B. Oil Co. (petroleum marketers), **Gordon**; Lee Way Motor Freight, **Gordon**; Morris Chevrolet City, **Tubb**; Pioneer Freight, **Gordon**; Rapid-Tector Co., **Gordon**; Ray-O-Lite Corp of the Southwest, **Gordon**; Safeway Rental & Sales Co., **Gordon**; Salyer Refining Co. (petroleum prods.), **Gordon**; Sooner Freight Lines, **Gordon**; Tri-State Pet Shops, **Gordon**; Wewoka Enterprises, **Gordon**

JONES & JONES ADVERTISING AGY.*

717 Leonhardt Bldg., Oklahoma City 2, Okla. Forest 5-9364

Henry C. Jones

DeCoursey Milk Co., O. K. Furniture & Rug Co. (five retail home furnishings stores), Standard Life and Accident Ins. Co.

KNOX-ACKERMAN ASSOC.*

336 Classen Terrace Bldg., Oklahoma City, Okla. Jackson 4-2211

Ray Ackerman, Al Fiegel

H. J. Abromeit (auto air cond.), **Fiegel**; Cato Oil & Grease Co., **Ackerman**; Kerr's Department Store, **Ackerman**; Nichols Seed & Fertilizer Co., **Ackerman**; Ozmun & Co. ("Sooner Select" canned foods), **Fiegel**; Progress Brewing Co. (Progress beer), Serv-

Us Bakers, **Fiegel**; T.C. & Y. Stores (variety), **Ackerman**; The Oklahoma Corp., **Fiegel**; Weather Whipper, **Ackerman**

LOWE RUNKLE CO.*

1305 Liberty Bank Bldg., Oklahoma City 2, Okla. Regent 6-3521

Lawe Runkle, Howard Neumann, Oscar Heuser, Monty Mann

Cain's Coffee Co., **Runkle**; Colvert Dairy Products Co., **Mann**; Dulaney's, **Neumann**; Kerr McGee Oil Industries (Deep Rock petroleum products), **Monn**; O. G. & E. Co. (utilities), **Neumann**; Oklahoma Packing Co. (Okla. Pride wieners and steaks), **Heuser**; Southwestern Bell Telephone Co., **Neumann**; Superior Feed Mills, **Neumann**; Swan Air Conditioning (Carrier air conditioners), **Boteman**

TULSA

GIBBONS ADVERTISING AGENCY*

802 Daniel Bldg., Tulsa 3, Okla. Luther 7-2444

J. Burr Gibbons, pres.; John B. Gibbons, v.p.; Dee Freidoy, radio-tv dir., occt. exec.

Comet Moving & Storage Co., **Freiday**; Liberty Glass Co. (returnable milk and beverage bottles), **J. Burr Gibbons**; Tom P. McDermott (automotive prods. & appls.), **Freiday**; Mitchell Mfg. Co. (air-cooled seat cushions), **J. Burr Gibbons**; Pedrick Labs. (VIGO dog & cat food), **Gibbons, Freidoy**; Praysons Candies Co., **Gibbons, Freidoy**; Public Service Co. of Okla. (utilities), **Gibbons, Freidoy**; V-Chek, **John B. Gibbons**; Wortz Biscuit Co. (crackers & cookies), **Freiday**.

WATTS, PAYNE ADVERTISING*

900 S. Main St., Tulsa, Okla. Diamond 3-8108

Don Dyer, Don Mitchell, Less Houger, Don Wotts

Bell Oil & Gas, **Hauger**; Brown Dunkin (dept. store), **Dyer**; Bryan & Sons (beer distr.), **Mitchell**; Chili Bowl Seasoning Co., **Dyer**; Downtown Tulsa, Unlimited (downtown stores), **Dyer**; Hawks Dairy (dairy prods.), **Houger**; Jitney Jungle (groceries), **Dyer**; Mid-West Chevrolet (new cars & service), **Dyer**; Okla. Tire & Supply Co. (car & home suppl.), **Mitchell**; Pepsi-Cola Bottling Co. (Pepsi-Cola), **Dyer**; Sand Springs Bottling Co. (7-Up), **Dyer**

OREGON

PORTLAND

BOTSFORD, CONSTANTINE & GARDNER

115 S. W. Fourth St., Portland 4, Ore. Capitol 8-9541

Fronkie Coykendoll, v.p. & media dir.

Del Monte Meat Co. (Sweetheart meats)

TIMEBUYERS OF U. S. . . . continued

Idaho Advertising Commission (Idaho potatoes), Jantzen Knitting Mills (swim suits), Oregon Egg Producers (eggs, Nulade)

BURKITT-COLEMAN*

421 S. W. Fifth Ave., Portland 4, Ore.
Capitol 8-8461

Ralph P. Coleman, E. B. Burkitt

Bruck Tackle & Mfg. Co. (fishing tackle), Dee Bee Importing Co. (ski waxes), Fifth Avenue Shop (women's specialty), General Elec. Supply (G.E. appls.), Lamb-Weston (frozen peas), Medo-Land Creameries (dairy), Frank Nau Pharmacies, North Pacific Canners and Packers (Flav-R-Pac canned and frozen food), Portland Ironrite, Roberts Bros. (department store), Station KVAL-TV, Stayton Canning Co. (Santiam canned green beans and whole corn), Western Oldsmobile

McCANN-ERICKSON

Public Service Bldg., 920 S. W. Sixth Ave.,
Portland 4, Ore. Capitol 8-4305

T. N. Tracy, Dwayne W. Heathman, Robert L. Weber

Coca-Cola Bottling, **Tracy, Weber**; Coca-Cola Bottling of Oregon, **Heathman**; Pacific Power & Light Co., **Tracy, Heathman**

H. RICHARD SELLER ADVERTISING*

409 S. W. Stark, Portland 4, Ore. Capitol
2-9122

H. Richard Seller, pres.; Andy Seller, media dir.

Hirsch-Weis Canvas Products, IGA Food Stores, Mt. Rainier Broadcasting (KJR Seattle; KXII Portland; KNEW Spokane), Nehi Beverages, Portland Punch Co., Sealy Mattress Co., Sewline Co., Sunshine Dairy, United Grocers (Oregon, Seattle, Wash.), White Stag Mfg. Co. (sports wear)

PENNSYLVANIA

ARDMORE

PRITCHARD, DANIELS & DREHER

23 Rittenhouse Place, Ardmore, Pa. Midway 9-1777, 9-1667

W. B. Pritchard

Hood Chemical (starch, bleach, cleaner), Jack's Tasty Snack Corp., Joseph Parmet Co. (One-Wipe dust cloth)

CARNEGIE

JAMES A. STEWART CO.

Roslyn Road, Carnegie, Pa. Walnut
1-4112

Harold Stark, James Stewart

James B. Sipe & Co. (paint), **Stark**; Valvoline Oil Co. (motor oil), **Stewart**; Wright Pontiac (autos), **Stewart**

ERIE

MITCHELL ADVERTISING AGENCY*

912 West 12th St., Erie, Pa. 4-1554

George J. Mitchell, F. J. Mitchell

Dairy Institute of the Erie Area, **F. J. Mitchell**; DiMichael's Pizza Shops, **F. J. Mitchell**; Johnson Orange Cars, **F. J. Mitchell**; Mehler Bottling Works, **G. Mitchell**; Sanitary Farms Dairy, **G. Mitchell**; Times Publishing Co., **F. J. Mitchell**; United Oil Mfg. Co. (fuel oil), **G. Mitchell**

THE YOUNT CO

12 East 10th St., Erie, Pa. 2-2816

M. A. Yount, M. John Yount

Auto Seat Cover Co., **M. J. Yount**; Harri-Ford (autos), **M. J. Yount**; Erie Brewing Co. (beer), **M. A. Yount**; Marine Bank, **M. J. Yount**.

HAVERTOWN

HERBERT E. WOODWARD

1221 Edgewood Road, Havertown, Pa.
Hilltop 7-0910

H. E. Woodward

First National Bank (Binghamton), First National Bank & Trust (Walton)

LANCASTER

HOWARD YORK ADVERTISING

P. O. Box 1305, Lancaster, Pa. Trinity
2-6312

Howard W. York

Penn Boiler & Burner Mfg. (tv hardware)

PHILADELPHIA

AITKIN-KYNETT CO.*

1400 S. Penn Square, Philadelphia 2, Pa.
Rittenhouse 6-7810

E. M. Gretz, Alan L. Bobbe

Booth Bottling Co., Campbell Chain Co., Carling Brewing Co. (Black Label beer, Mid-Atlantic region), Conard-Pyle Co., Fels & Co., Mrs. Paul's Kitchens (frozen foods), Pennsylvania Refining Co. (Gumout), Wolf's Head Oil Refining Co.

ARNDT, PRESTON, CHAPIN, LAMB & KEEN*

160 N. 15th St., Phila. 2, Pa. Locust
4-4400

Irvin W. Mark, media dir.; Thelma Gardiner, timebuyer

American Stores, Drexel Furniture Co., Musselman Apple Prods., Renuzit Home Products, Wm. S. Scull Co. (Boscun coffee), Quaker Sugar

THE BUCKLEY ORGANIZATION

2106 Phila. National Bank Bldg., Phila.,
Pa. Rittenhouse 6-0180

Earle A. Buckley, Jr.

Linton's Friendly Restaurants, Lovekin Water Heater Co.

FEIGENBAUM AND WERMEN ADV.†

1922 Spruce St., Phila., Pa. Locust 7-1466

Morton Yanow, radio-tv timebuyer

Bayuk Cigars, Kings Wine, B. S. Pincus Co. (Yankee Maid meat prods.), Pioneer Suspender Co. (men's belts, wallets, jewelry, etc.), Sears Roebuck & Co. (Philadelphia)

THE RICHARD A. FOLEY ADV. AGY.*

1528 Walnut St., Phila. 2, Pa. Penny-packer 5-6302

Alice L. Mooney

Ahott's Dairies, Atlantic Sales Corp. (Silvo, silver polish, French's bird seed, Klix dog candy), Louis Burk (meat packers), Friehofer Baking Co., Reading Railroad, Mrs. Smith's Pie Co., H. E. Snyder Co. (White Ash cigars), Russell Spruance Co. (bread mix), John Wanamaker (dept. store)

GEARE-MARSTON*

(Div. of Ruthrauff & Ryan)

22nd and Locust Sts., Phila. 3, Pa. Locust
4-3551

George Wolf, v.p., radio-tv dir. (NY); Frank C. Murphy, v.p., media dir. (Phil.); Joan O. McCrea, timebuyer (Phil.)

Bachmann Brothers (sun glasses), Caloric Appliance Corp. (gas ranges), Firetabs Corp. (Briquettes), Lawn-Boy (rotary power mower), Pennsalt Chemicals Corp., Phila. Merchants Assoc., Strawbridge and Clothier (dept. store), Edward K. Tryon Co. (Hardware Dist.), Valspar Corp. (paint and varnish)

GRAY & ROGERS*

12 South 12th St., Phila. 7, Pa. Walnut
2-4808

Edmund H. Rogers, ptr. chg. radio-tv dept.; Walter M. Erickson, radio-tv dir.; David E. Henderson, production; Edward Papazian, media.

American Chemical Paint Co. (horticultural aids), **Papazian**; AP Parts Co. (automotive mufflers & pipes, "Miracle Power" lubricants), **Papazian, Erickson**; Bell Telephone Co. of Penna., **Papazian, Erickson**; Diamond State Telephone Co., **Papazian, Erickson**; M. A. Hanna Co. (Glen Burn coal), **Papazian**; Keystone Automobile Club, **Erickson, Papazian**; Lee Tire & Rubber Co., **Papazian, Henderson**; Charles Marchand Co. (hair prods.), **Papazian, Erickson**; Philadelphia Transportation Co. (PTC), **Papazian, Henderson**; Richardson & Robbins Co. (boned chicken, chicken broth, plum pudding), **Papazian, Erickson**

KMBC-TV turns NIGHT into DAY...

IN KANSAS CITY!

BIG TIME SHOWS MAKE DAYTIME PRIME TIME!

Look at the Shows!

"SUSIE"

Hollywood's lovely **Ann Sothern** stars as everybody's favorite secretary in this brand-new daytime strip.

Four of America's favorite stars in four of America's favorite shows are blocked from 2:30 to 4:30 every weekday on KMBC-TV. It's another first for the sellingest station in the heart of the nation! Never before has a midwestern station come up with such an all-star array of nighttime programs at daytime rates! Full minutes are available — and live-camera facilities — at no extra charge.

LOOK AT THE AUDIENCE

More than 1,802,000 people representing \$3,276,543,000 in buying power are reached by KMBC-TV, the station that delivers Class A primary viewing to 31,500 more families than any other channel in the Kansas City market.



"WATERFRONT"

A top-rated family series starring **Preston Foster** as skipper of the tug "Cheryl Ann".



"MY LITTLE MARGIE"

Anything can happen — and does — in this hilarious comedy with **Gale Storm** and **Charles Farrell**.



"TROUBLE WITH FATHER"

The troubles of **Stu Erwin** make wonderfully warm entertainment in this nighttime show, now available to daytime advertisers.

... all yours to Sell with on
KMBC-TV
*the Sellingest Station in
the Heart of the Nation!*

See Peters, Griffin, Woodward, Inc. for availabilities.

... It's easy to see why

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station



**PETERS, GRIFFIN,
WOODWARD, INC.**
Exclusive National Representative



television network

DON DAVIS, President
JOHN SCHILLING, Executive Vice President
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
MORI GREINER, Manager of Television
DICK SMITH, Manager of Radio



... and in Radio, it's **KMBC of Kansas City—KFRM** for the State of Kansas

TIMEBUYERS OF U. S. . . . *continued*

HORACE L. GROSS ADV. AGY.*

1519 Spruce St., Phila. 2, Pa. Kingsley 6-3765

Robert J. Armstrong, H. D. Holmes, James F. Houghton, Jr., Donald F. Donese

Barkley Homes, **Donese**; S. Broustein & Sons, **Houghton**; Frank McClatchy, **Armstrong**; F. A. Collins (builder), **Houghton, Jr.**

JOHN T. HALL & CO.

1512 Walnut St., Phila. 2, Pa. Pennypacker 5-6231

John T. Holl, Donald H. Jillson

Babyville Products (infants specs.), Dennis Mitchell Industries (juvenile specs., housewares, hostess access.), Nelson Dairies, Plymouth Golf Balls, Spatola Prods. (food specs.)

HOPSON ADVERTISING AGENCY

919 Commercial Trust Bldg., 15th and Market Sts., Phila. 2, Pa. Rittenhouse 6-5648

Howard G. Hopson, Roymond S. Denby II, DAVIS B. Hopson

Ellis Finance Co., Family Finance Corp., Girard Investment Co., I. S. S. Loan Co., Wawa Dairies

C. F. KERN ADVERTISING AGENCY

1400 South Penn Square, Phila. 2, Pa. Rittenhouse 6-6422

J. T. Gollogher, C. Kline

Coladonato Bros. (gun racks), S. Stanley Hawbaker & Sons (Buck Lure), Sunshine Art Studios (greeting cards)

LAVENSON BUREAU OF ADVERTISING*

1212 Chestnut St., Phila., Pa. Kingsley 6-1030

Horry A. Egbert, v.p. for radio-tv; Eleanor Schiavone, osst. media dir.

Am. Metal Specialties (Amsco toys), Borden's Ice Cream Co., Horsman (dolls), Jerrold Electronics Corp. (tv specs.), Main Line Lumber Co. (pre-cut houses), Vanity Fair Electronics (record players), Wilkening Mfg. Co. (toys)

H. LESSERAUX ADVERTISING*

1518 Walnut St., Phila. 3, Pa. Pennypacker 5-5423

Richard S. Lesseraux

Ca-Stone Products (stone facing), Jiffy Enterprises (picture hangers), Liberty Food Stores, Schuylkill Valley Wholesale Grocery Co.

LEWIS, HUNTER & HATT*

504 Dewey Bldg., 1 North 13th St., Phila., Pa. Locust 8-0334

Nancy D. Plon

Crisconi Oldsmobile, Cunningham Piano Co., Norris Blue Lake Pools (swimming pools), Pierson & Roth (kitchen planning), Ridgeway Stores (women's clothing), Sylvan Pools (swimming pools), Sylvan Supply Co. (pool equipment)

MAURIE H. ORODENKER ADV. AGY.

1015 Wester Saving Fund Bldg., Phila 7, Pa. Kingsley 6-3821

Maurie H. Orodenger

Cedars of Tel-Aviv (convalescent home), Rapco (muffler service)

LEE RAMSDELL & CO.

Architect's Bldg., 17th & Sansom Sts., Phila. 3, Pa. Rittenhouse 6-4351

Gerold F. Selinger, exec. v.p.

Glidden Galleries (ceramics), Gudebrud Bros. Silk Co. (fishing lines), Jamestown Table Co. (furniture), John Middleton (Walnut pipe tob.), Shearman-Maddox (furniture)

ROLLEY & REYNOLDS

2016 Sansom St., Phila. 3, Pa. Locust 4-4075

A. F. Byers, pres.; W. T. Reynolds, v.p.

A. C. Mangels Industries (paints), W. W. Morhard Co. (housewares, hardware)

SEBERHAGEN*

1601 Chestnut St., Phila. 3, Pa. Locust 4-1190

W. J. Nevin, v.p.; George Mortin, buyer

Wm. Gretz Brewing Co., Hanscom Bros. (bakeries), Hotpoint Appliance Sales Co. (Phila.), John Lucas & Co. (paint products), Wm. Montgomery Co. (coffee), Zippy Products (starch)

SAMUEL TAUBMAN & CO.*

1831 Chestnut St., Phila. 3, Pa. Locust 4-0792

Somuel Toubmon

Eat-All Frozen Food Products Co., Harry Krouse Oldsmobile, Leyrer's Food Products Co., Henry F. Ortlieb Brewing Co., Penn Jersey Auto Stores

S. E. ZUBROW CO.

1420 Walnut St., Phila 2, Pa. Kingsley 6-4710

William J. Kone

Camden County Beverage Co. (Camden beer), Case Pork Roll Co., Cumberland Brewing Co. (Old Export beer), Frank H. Fleer Corp. (Dnbbie bubble gum), Letty Lane Candy Co., Morris April Bros. (Eat-mor cranberry sauce)

PITTSBURGH

BACHMAN, KELLY & TRAUTMAN*

600 Grant St., Pittsburgh 19, Pa. Court 1-6565

Joseph P. O'Donnell, Betty Ritter

Commonwealth of Pennsylvania, DuBois Brewing Co., Johnstown Milk Dealers Assn., Johnstown Sanitary Dairy Co., Metropolitan Pontiac Dealers, Mock Seed Co. (grass seed), Potter McCune Co. (Pomco foods)

BBDO

2200 Grant Bldg., Pittsburgh 19, Pa. Grant 1-9900

Burton E. Vaughn, v.p.; F. R. Felond, tv dir.; P. J. O'Forrell, W. A. Hort, Jr., Jock Woods

DeSoto Div., Chrysler Corp., **Woods**; Fort Pitt Brewing Co., **Felond**; Philco, **Woods**; Sea Breeze Laboratories, **Felond, Woods**; Tenn. Coal & Iron Div., U. S. Steel (fences & roofing), **O'Forrell**; United States Steel Homes, **Hort**

W. CRAIG CHAMBERS*

513 Second Ave., Pittsburgh 19, Pa. Atlantic 1-4028

Horold A. McCoy, Anito R. Wilhelm

All Air Products Co. (heating & air conditioning), **McCoy**; Morrison & McCluan (frozen food distr.), **McCoy**; North Side Packing Co. (meat packing), **Chambers**; Chas. Raber & Co. (garage doors), **McCoy**

KETCHUM, MacLEOD & GROVE*

411 Seventh Ave., Pittsburgh 19, Pa. Court 1-5100

C. E. Livingston, medio dir.; James L. Shannon

Alcoa Wrap, Aluminum Co. of Am. (screening div.), Calgon Co. (water conditioner), Chevrolet Dealers Assn. (Md. Pitts. Va.), Dairymen's Cooperative Sales Assn., Hospital Service Assn. of Philadelphia, Jones & Laughlin Steel Corp., Manufacturers Light & Heat Co., Ohio Fuel Gas Co., Peoples Natural Gas Co., Pittsburgh Provision & Packing Co., Reymer & Brothers (candies & soft drinks), Rieck Dairy Co. (Sealtest products), The Tappan Stove Co., Thorofare Markets, Vimco Macaroni Products Co., Westinghouse Electric Corp. (industrial), Wooster Rubber Co. (Rubbermaid)

Timebuyers of the U. S.

listing will continue

and be completed

in the 31 August issue

If you had a tape measure 1572 feet long . . .

. . . you could tie one end
on *THAT* doorknob, head down
Madison Avenue and tie the other
end on *THIS* doorknob, and still
have plenty left over for a
couple of pretty fancy bows.

RAY JONES
Y & R
285 Madison Avenue



KWTV

CBS

OKLAHOMA CITY

The tower with 1572 feet of SALES power in Oklahoma!

Get the story from AVERY-KNODEL



**RIDE FREE
with KING**

“No Fare, Lady”...

The SRO sign is out on KING's new road show—No Fare, Lady. Each Friday, shoppers ride downtown Seattle shuttle busses for free—courtesy of KING.

Downtown merchants, department stores, and banks all join with KING in this community relation promotion—another way

that KING maintains its dominant place in the Seattle market.

If you have a product problem in the Pacific Northwest—why don't you ride along with KING? See your ticket broker right away—the friendly man from Blair.

*50,000 WATTS—1090 KC
ABC—BLAIR, INC.*

FIRST IN SEATTLE

Radio KING

ASSOCIATED WITH KING-TV, SEATTLE, AND KGW-TV AND KGW RADIO, PORTLAND, OREGON

NEW AND RENEW

NEW ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Advisory Board for the Promotion of Fresh Bartlett Pears, Sacramento	Cunningham & Walsh, SF	CBS 51	Amos 'n Andy; Th 7:05-7:45 pm, 5 min seg, 4 wks B Aug F 8-8:30 pm, 5 min seg, 4 wks, 9 Aug Sa 10:05- 10:50 am; 5 min seg, 10 Aug, 4 wks
Advisory Board for the Promotion of Fresh Bartlett Pears, Sacramento	Cunningham & Walsh, SF	CBS 51	House Party; Th 3-3:15 pm, 1/2 spon, 8 Aug, 4 wks
Advisory Board for the Promotion of Fresh Bartlett Pears, Sacramento	Cunningham & Walsh, SF	CBS 51	Wendy Warren, W 12:05-12:10 pm, 7 Aug, 4 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 201	Helen Trent; M-F 12:30-12:45 pm, 1/2 spon, var days, 4 Sept; 10 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 201	Our Gal Sunday; M-F 12:45-1 pm; 1/2 spon, 17 Sept, 10 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 200	Nora Drake; M-F 1-1:15 pm, 1/2 spon, 5 Sept; 10 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 200	Ma Perkins; M-F, 1:15-1:30 pm; 1/2 spon; 9 Sept, 10 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 200	Young Dr. Malone; M-F 1:30-1:45 pm, 1/2 spon, 2 Sept; 10 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 200	Second Mrs. Burton, M-F 2:15-2:30 pm; 1/2 spon, 3 Sept 10 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 200	Amos 'n Andy; M-F 7:05-7:45 pm; 5 min seg; var. days, 2 Sept; 13 wks Sa 12:05-12:30 pm; 7 Sept, 13 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 200	Galen Drake; Sa 10:05-10:50 am; 5 min seg, 7 Sept, 13 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 200	Gunsmoke; Sa 12:30-12:55 pm, 5 min seg, 7 Sept, 13 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 200	Su 6:30-6:55 pm; 5 min seg; 8 Sept; 13 wks
Best Foods, NY	Earl Ludgin, Chi	CBS 200	Johnny Dollar; Su 5:30-6 pm; 5 min seg, 8 Sept, 13 wks
Bon Ami, NY	RGR, NY	NBC 133	Monitor; five one-min partics per wk; 18 Aug, 3 wks
Christian Reformed Church, Chi	Stoetzel & Asso, Chi	NBC	Back to God; Su; 30-min pgm; 6 Oct; 52 wks
Chrysler Corp, Detroit	Mc-E, Detroit	NBC	Life and the World; Nightline; Monitor; 16 one-min partics per wk; 3 Oct; 4 wks
Dodge, Detroit	Grant, Detroit	NBC 133	Monitor; 13 one-min partics per wk; Sept; 2 wks
Edison Electric Institute, NY	Fuller & Smith & Ross, NY	NBC 133	Monitor; five five-min Bob & Ray segs; 18, 19, 20 Oct ten five-min segs per wk; 25 Oct; 3 wks
Edison Electric Institute, NY	Fuller & Smith & Ross, NY	NBC	Special 1/2 hr pgm; time tba; 17 Oct
Ex-Lax, Brooklyn	Warwick & Legler, NY	NBC	My True Story; M-F 10:05-10:30 am; three one-min partics per wk; 2 Sept; 52 wks
Ford Div., Ford Motor, Dearborn	JWT, NY	CBS 200	Arthur Godfrey; M-F 5-5:30 pm; 16 Sept; 52 wks
Ford Div., Ford Motor, Dearborn	JWT, NY	CBS 200	Edward R. Murrow; M-F 7:45-8 pm; 2 Sept; 52 wks
Ford Div., Ford Motor, Dearborn	JWT, NY	CBS 200	Musical Variety; Su 12:15-1 pm; 2:30-2:35 pm, 4:30-4:35 pm; 5:55-6 pm; 8 Sept; 52 wks
Ford Div., Ford Motor, Dearborn	JWT, NY	CBS 200	Musical Variety; M-F 7-7:05 am; 2 Sept; 52 wks
Ford Div., Ford Motor, Dearborn	JWT, NY	CBS 200	Musical Variety; Sa 5-5:05 pm, 5:55-6 pm; 7 Sept; 52 wks
Ford Div., Ford Motor, Dearborn	JWT, NY	CBS 200	World News; M-F 8-8:05 am; 2 Sept; 52 wks
Foster-Milburn, Buffalo	Street & Finney, NY	NBC	My True Story; M-F 10:05-10:30 am; one one-min partic per wk; 2 Sept; 52 wks
General Electric, NY	Gray, NY	NBC 133	Monitor; ten five-min Bob & Ray segs per wk; 23, 24 Nov
Hotpoint, Chi	Maxon, Chi	CBS 96	Nora Drake; M-F 1-1:15 pm; 1/2 spon; 28 Aug; 12 wks
Hotpoint, Chi	Maxon, Chi	CBS 200	Robert Q. Lewis; Sa 11:05-12 N; 5 min seg; 31 Aug; 12 wks
Hotpoint, Chi	Maxon, Chi	CBS 96	Ma Perkins; M-F 1:15-1:30 pm; 1/2 spon; 29 Aug; 12 wks
Hotpoint, Chi	Maxon, Chi	CBS 96	Our Gal Sunday; M-F 12:45-1 pm; 27 Aug; 12 wks
Hotpoint, Chi	Maxon, Chi	CBS 96	Second Mrs. Burton; M-F 2:15-2:30 pm; 1/2 spon; var days; 26 Aug; 12 wks
Hotpoint, Chi	Maxon, Chi	CBS 96	Strike It Rich; M-F 2:30-2:45 pm; 1/2 spon; 10 Oct; 12 wks
Hotpoint, Chi	Maxon, Chi	CBS 96	Helen Trent; M-F 12:30-12:45 pm; 1/2 spon; 27 Aug; 12 wks
Hotpoint, Chi	Maxon, Chi	CBS 96	Young Dr. Malone; M-F 1:30-1:45 pm; 1/2 spon; 5 Nov; 12 wks
Hudson Vitamins, NY	Pace, NY	CBS 200	Robert Q. Lewis; Sa 11:05-12 N; 5 min seg; 14 Sept; 13 wks
Hudson Vitamins, NY	Pace, NY	CBS 200	Galen Drake; Sa 10:05-11 am; 5 min seg; 14 Sept; 13 wks
Insurance Co. of America, NY	Ayer, NY	NBC	Salute to Security; W 8:30-9 pm; 4 Sept only
Lever Bros, NY	FCGB, NY	NBC	Various programs; 100 6-sec partics per wk; 2 Sept; 2 wks
Massey-Harris-Ferguson, Racine, Wis	NLGB, Chi	NBC 24	This Farming Business; Sa 7-7:15 am; 30 Aug; 52 wks
Quaker Oats, Chi	Wherry, Baker & Tilden, Chi	NBC	Various programs; 11 one-min partics per wk, 9 Sept; 23 wks
RCA, NY	Grav, NY	NBC	Various programs; 25 partics per wk; 7 Oct; 11 wks
Scholl Mfg, Chi	Donahue, NY	NBC 169	News of the World; M-F 7:30-7:45 pm; two one-min partics per wk; 24 Sept; 10 wks
Slenderella Systems, Stanford	Management Asso of Conn, Stanford	CBS 200	Slenderella Show; Sa 10:50-11 am; 7 Sept, 52 wks
Sterling Drug, NY	DFS, NY	NBC	My True Story; M-F 10:05-10:30 am; two one-min partics per wk; 1 Oct; 13 wks
Whitehall Pharmacal, NY	John Murray, NY	NBC	Various programs; 18 one-min. one six-sec partics per wk, 16 Sept; 13 wks
Zenith Radio, Chi	MacFarland, Aveyard, Chi	NBC	Various programs; four one-min partics per wk; 23 Sept; 4 wks

RENEWED ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Allis-Chalmers, Harvey, Ill	Bert S. Gittens, Milwaukee	NBC 185	National Farm & Home Hour; Sa 12-12:25 pm; Sept, 52 wks
Dodge, Detroit	Grant, Detroit	NBC 133	Monitor; Sport segs, Sept, 4 wks
Gillette Razor, Boston	Maxon, Detroit	NBC 192	Gillette Cavalcade of Sports; F 10 pm to concl, 6 Sept 52 wks
Lutheran Layman's League, St. Louis	Gotham-Vladimer, NY	NBC 81	Lutheran Hour; Su 1:30-2 pm, Sept; 52 wks
Morton Salt, Chi	NLGB, Chi	NBC 185	Topic for Today; Sa 12:25-12:30 pm; Sept; 52 wks
Skelly Oil, Kansas City	Bruce B. Brewer, Kansas City	NBC 24	Alex Dreier; M-F; 8:05-8:15 am; 26 Aug; 52 wks

STATION CHANGES

KDEN, Denver, has appointed Breen and Ward of New York national sales rep
 KFSa and KFSA-TV, Fort Smith, Arkansas, has appointed Venard, Rintoul and McConnell national rep
 KILT, Houston, has appointed John Blair & Co. exclusive national rep
 KOA, Denver, has appointed Henry I. Christal Co. national sales rep
 WAAM, Baltimore, has been sold to Westinghouse Broadcasting, and change of call letters to WJZ-TV to become effective in September has received FCC approval
 WJAS and WJAS-Fm, Pittsburgh, has been sold to NBC, subject to FCC approval
 WORC, Worcester, Mass., has appointed Young Representatives national sales rep
 WSA1, Cincinnati, has appointed Adam Young Inc. national sales rep
 WTRY, Troy-Albany-Schenectady, NY, has been sold to Daniel W. Kops and Victor W. Knauth, subject to FCC approval
 XEMT-TV, Mexicali, has appointed Harlan G. Oakes for west coast rep; National Time Sales for east and midwest rep

TV RESULTS

CLEANSER

SPONSOR: Adell Chemical

AGENCY: Direct

Capsule Case History: Moving into the consumer market in addition to the industrial in a highly competitive field has been successfully carried off by this firm through tv advertising. Adell Chemical's product, Lestoil, a liquid all-purpose detergent, had been tried and proven in the commercial laundry and cleaning business. In January 1955 this firm decided to branch into the consumer market. It chose WMUR-TV (whose signal extends into the Boston area). It bought a heavy pattern of minute and 20-second spots in "B" and "C" time on a 52-week basis. Immediate product interest and distribution demand occurred. Since then, Lestoil has increased its WMUR-TV expenditure almost 100% and has moved into other Eastern markets. Today, Lestoil is giving keen competition to Procter & Gamble's Spic & Span and is now the 36th largest user of spot television with a first quarter (1957) tv budget of \$640,000.

WMUR-TV, Manchester

PURCHASE: Minute & 20-second spots

LADIES READY-TO-WEAR

SPONSOR: King's Department Store

AGENCY: Direct

Capsule Case History: Ladies ready-to-wear companies do not usually employ television advertising to promote sales. Nor do discount houses use tv in any substantial amount. This firm is both and recently used the visual medium with success. King's Department Store of West Palm Beach, Florida, bought an announcement on *Starlight Theatre* (a nightly feature starting at 10:00 p.m.) on WEAT-TV, for one night only on 2 May. The announcement was a one-minute live promotion delivered by one of the show's feminine hostesses. The sale-feature items—ladies ready-to-wear dresses at \$2.67—were displayed on a rack. Within three days of the one announcement, King's Department Store had sold 900 dresses. This was a gross product turnover of \$2,403.00 of merchandise. Cost of the single announcement was \$43.20. Edward J. Hennessy, General Sales Manager of WEAT-TV reports that no other advertising was used.

WEAT-TV, West Palm Beach

PURCHASE: Announcement

USED CARS

SPONSOR: Right Motors

AGENCY: Direct

Capsule Case History: Television advertising has given this Cleveland used car dealer two straight months of sellout and the biggest sales month in its history. In May, Right Motors started sponsorship of *Jungle*, 11:20-11:30 p.m., a Monday-through-Friday wildlife action film series on KYW-TV. Car sales rose and in June an all-time high was reached in turnover. Buddy Carter, President of the firm, reports a 44% increase from the already augmented sales of May to June. He reports: "To meet the demand our tv advertising produced, we increased our front line and garage facilities, but even this was not enough. From 174 cars in May, we sold 250 in June and could have sold more if we had had them." He added: "We are now doing about four times the business we did before we started using tv. At this rate Right Motors will soon make auto sales history." Pitchman for *Jungle* commercials is a radio-tv veteran, Joe Finan.

KYW-TV, Cleveland

PURCHASE: *Jungle*

TV REPAIR SERVICE

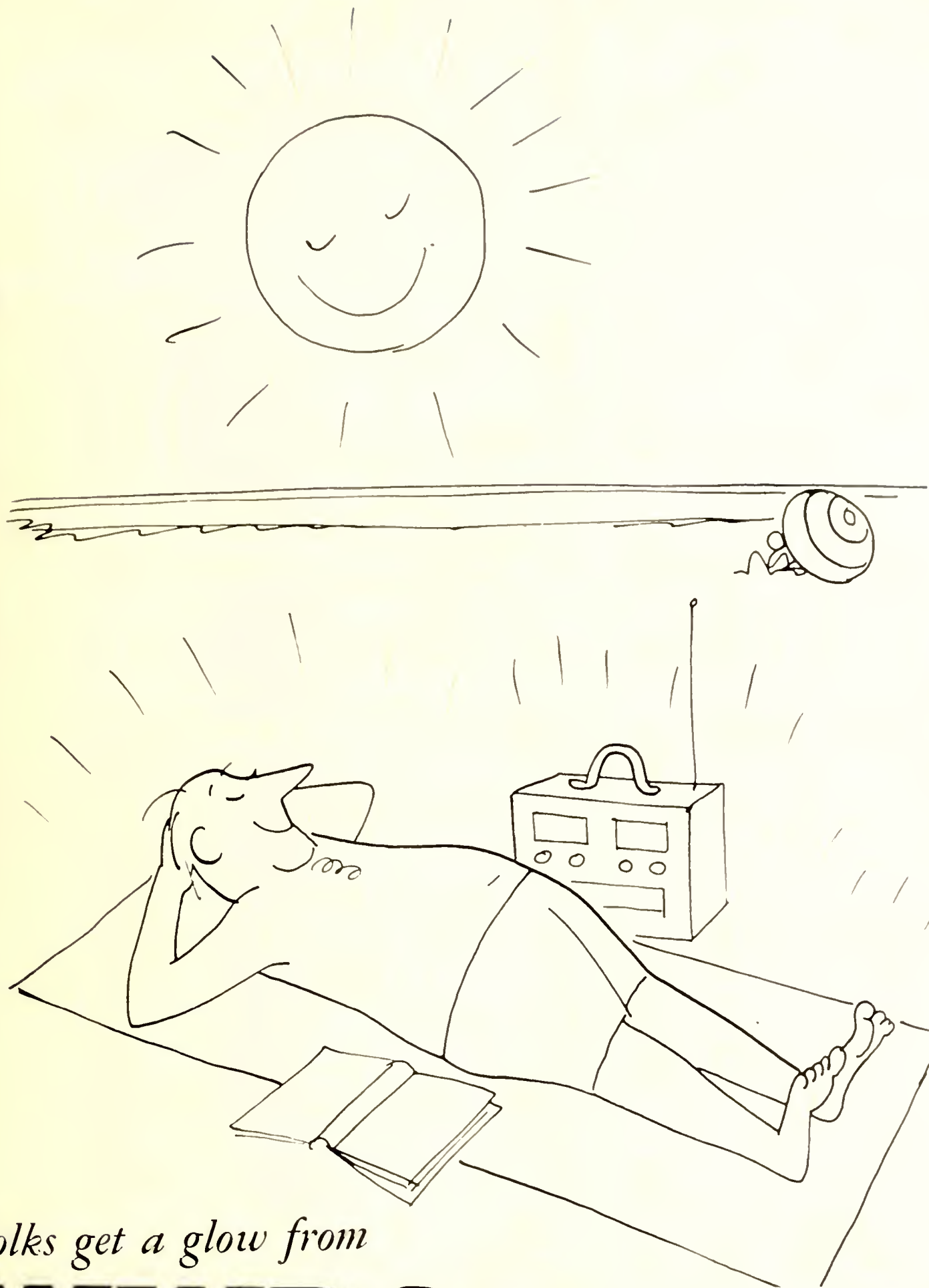
SPONSOR: Bob Reed Tv Service Co.

AGENCY: Direct

Capsule Case History: From a one-man, one-truck concern to a 13-staff, eight-truck business is the success story of this firm, built through tv advertising. In October 1955, Bob Reed opened his tv repair shop. He tried newspaper and radio promotion but results proved unsatisfactory. In December he started a campaign on WICS which he has maintained to the present day, with approximately the same advertising budget of \$67.50 per week. He bought a "five-for-one-plan" on *Weather Briefs*, a Monday-through-Friday, 6:55-7:00 p.m. show. The plan provides for sponsoring the program one day a week, with one 10-second announcement on each of the four other days. Using a repetitive-type message, this client finds that as soon as a viewer's set goes out of order, Reed's commercial is called to mind and he gets the call for repairs. Just recently, this still fast growing business has moved to a new location with three times the area.

WICS, Springfield

PURCHASE: Program & Announcements



Folks get a glow from

WWDC radio

Represented nationally by Jahn Blair & Company

* PULSE: Jan.-Feb., March-April, May-June 1957

1st six straight months in Washington, D.C.—**1st** in share of total weekly audience, 6 A.M. to midnight—**1st** in quarter hour wins

**OUR PULSE IS
STRONG
AND
STEADY**

18 hour average

KTRN	50.0*
Station B	22.0
Station C	17.0
Misc.	11.0**

*Hooper says 62.0

**Includes bird calls, smoke signals, red flares and distant 50 KWs.

KTRN

Wichita Falls, Texas
Burke-Stuart Natl Reps

How High Is UP?

C.D. "DUKE" TULLY GEN. MGR.

WATCH OUT BELOW, MAN!
2,049 FEET ABOVE SEA LEVEL, 1,010 FEET ABOVE AVERAGE TERRAIN. THAT'S OUR NEW TOWER GOING UP. WE STARTED JULY 24th. TARGET DATE SEPT. 17th. MAN, BUYING POWER IS UP \$894,880,000 IN THE "NEW METAL EMPIRE" TOO!

INCIDENTLY, I HEAR YOU'LL HAVE NO INTERRUPTION IN TRANSMISSION!

WDSM-TV
NBC-ABC Channel 6
DULUTH-SUPERIOR
National Representatives
PETERS, GRIFFIN, WOODWARD

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

Lever Bros. Co., New York, is preparing a schedule for its Wisk detergent. SPONSOR hears. Campaign will start 1 September and will run through 5 December. Nighttime minutes are wanted; frequency: five per week. Buying has not begun. Buyer: Doug Yates. Agency: BBDO, New York. (Agency declined to comment.)

The American Sugar Refining Co., New York, is going into some 80 markets for its Domino sugar. Schedule will begin in mid-September for 15 weeks. Minutes and chainbreaks during daytime hours are being sought; frequency will vary from market to market. Buying has not been completed. Buyer: Bob Gruskay. Agency: Ted Bates & Co., New York. (Agency declined to comment.)

Warner-Lambert Pharmaceutical Co., Lambert-Hudnut div., Morris Plains, N. J., is planning a campaign for its Bliss Home Permanent. Short-term schedule kicks-off 5 September with nighttime chainbreaks in major markets; average frequency: five to 10 per week in each market. Buying has just begun. Buyer: Rene Ponik. Agency: Norman, Craig & Kummel, New York.

American Chicle Co., Long Island City, N. Y., is preparing a schedule for its Roloids, Certs and other chewing gums. Campaign will run from 1 September to 31 December in both major and minor markets. Minutes will be slotted during nighttime hours; frequency will depend upon the market. Buyer: Paul Reardon. Agency: Ted Bates & Co., New York. (Agency declined to comment.)

Peter Paul, Inc., Naugatuck, Conn., is using major markets to promote its Mounds and Almond Joy candies. Schedule starts 15 September for 32 weeks. Minute and 20-second announcements will be placed 5:00 to 7:00 p.m., Sunday through Saturday. Average frequency: four to five per week in each market. Buying is not completed. Buyer: Gail Myers. Agency: D-F-S, New York.

RADIO BUYS

National Carbon Co., New York, is purchasing announcements in 75 to 100 markets to promote its Eveready batteries. Schedule starts 16 September for 10 weeks. Minute e.t.'s will be used 7:00 to 8:00 a.m., with weather and news adjacencies wherever possible. Average frequency: five to 10 spots per week in each market. Buying is not completed. Buyer: Dick Olsen. Agency: Wm. Esty Co., New York. (Agency declined to comment.)

General Foods Corp., White Plains, N. Y., is initiating a campaign in Southern markets to push its Calumet baking powder. It is believed. Schedule will start 2 September for 15 weeks. Minute participations will be placed Monday through Friday, 6:00 a.m. to 3:00 p.m. primarily. Buying is not completed. Buyer: Kay Brown. Agency: Young & Rubicam, New York.



LOS ANGELES

WHERE THE GOLD RUSH
BEGINS IN SEPTEMBER

*Announces the Appointment
of*

PETERS, GRIFFIN, WOODWARD, INC.

As Exclusive National Representatives

Effective August 16th, 1957

NEW YORK
250 Park Avenue
YUkon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Bldg.
Sutter 1-3798

ARE YOU ON A SPOT?



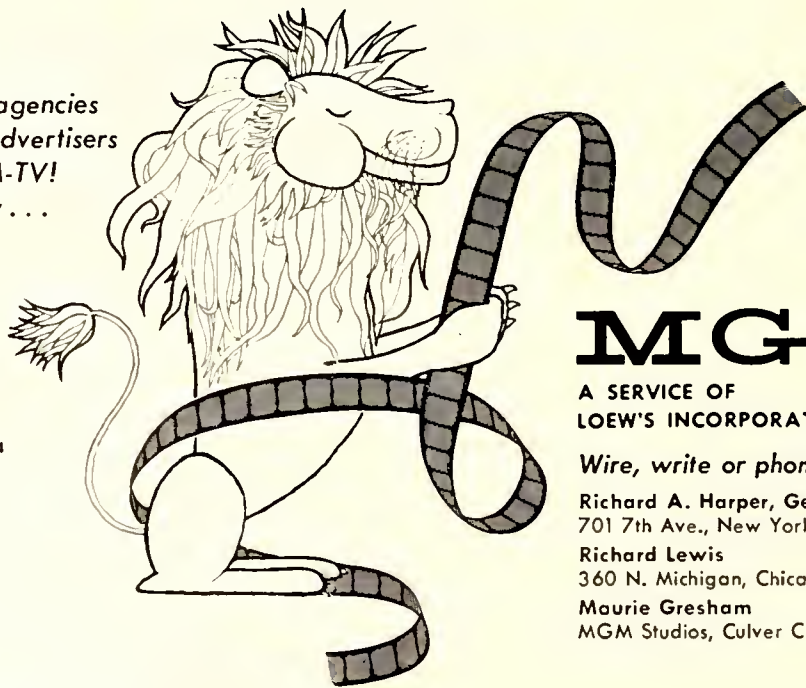
DO YOU NEED A COMMERCIAL IN A RUSH?

Do you have a last-minute TV spot problem? MGM-TV offers top quality and speed at budget prices. You can still meet your Fall production schedule thanks to the fabulous facilities of the Culver City studio!

ON A SPOT? JUST CALL LEO!

*The nation's biggest agencies
and most important advertisers
are discovering MGM-TV!
To mention just a few...*

RCA
Eastman Kodak
Helene Curtis
Knickerbocker Beer
Maybelline
Pure Oil Company
Schlitz Beer
Standard Oil of Indiana
Houbigant Perfumes
Bell & Howell
Richard Hudnut
Pillsbury



MGM-TV

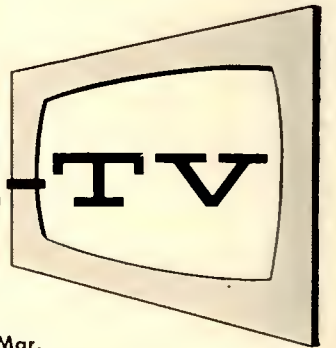
A SERVICE OF
LOEW'S INCORPORATED

Wire, write or phone

Richard A. Harper, General Sales Mgr.
701 7th Ave., New York 36, N. Y., JUdson 2-2000

Richard Lewis
360 N. Michigan, Chicago, Ill., RANdolph 6-1011

Maurie Gresham
MGM Studios, Culver City, Calif., TEXas 0-3311



FILM-SCOPE

24 AUGUST
Copyright 1957
SPONSOR PUBLICATIONS INC.

With syndicated sales merrily in their fall groove, film people informally were comparing notes this week on which angles of their product have the most potent lure for buyers.

The basic answer, of course, is simple: **Flexibility**. But this theme has many variations, as a check by FILM-SCOPE with a number of Agency Spotters shows.

Here's why the 10 top agency film spenders say they buy by the can:

1. Film lends itself well to regional distribution and merchandising situations. You can spot your emphasis where you want it.
2. Identification between sponsor and film is fast and easy.
3. Film is a handy way of covering desirable non-network areas.
4. It's sometimes a painless way of introducing a client into the mysteries of tv.
5. It will fit almost any budget (particularly the smaller ones).
6. Good between-season fare.
7. Has plenty of merchandising hooks.
8. Sponsors who balk at 52-week network contracts beam at the short-term commitments available in film.
9. If it comes to a question of where to spend a given amount of money—for spot announcements or a full-dress show—the sponsor often votes for 30 minutes of film on the theory that it gives his brand a “standing” in the community.
10. Clients sometimes sell a product under different labels in different parts of the nation. Film solves the advertising problem here.
11. It's a good test medium.

The Arabian American Oil Co. is giving its American employees in the desert wastes of the Near East something pleasant to dream about.

It has bought 52 episodes of *Kingdom of the Sea* from Guild for telecast from Saudi Arabia as pure morale-builder.

The aphorism that stations won't promote feature film has been shaken by NTA Film Network's \$10,000 Showmanship contest in behalf of the Premiere Performance series.

The first-prize winner—KTTV, Los Angeles—pulled out all the stops over a 13-week period, ranging all the way from old-fashioned ballyhoo to sky writing. The prize, moreover, barely scratched KTTV's promotion expenditure (over \$150,000 not counting ads).

KLFY-TV, Lafayette, La., got second prize with a teaser contest, while 126 other stations pitched in for a total 13-week outlay estimated at \$1,150,000.

Associated Artists Production Corp. this week disclosed for the first six months of 1957 a gross return of \$26,660,000 and net earnings of \$1,237,638.

Also announced was the election of Eliot Hyman as AAP president, replacing Louis Chesler, who continues as board chairman.

As everybody knows, many a sour motion picture has turned financially sweet through foreign sales. Are the same happy prospects in store for syndicated tv film?

This week FILM-SCOPE asked producers, agencies, sponsors, and foreign representatives about the Latin American situation. In a nutshell, this is what they say: Prospects are promising; but as of today, the emphasis must be on the word promising—rather than on reality.

Here is the balance sheet:

- **Set ownership in Latin America is pretty hard to determine accurately—the guess is around 1,000,000 sets for everything, including Mexico, Cuba, Puerto Rico, and Brazil (where Portuguese—not Spanish—is the prevalent language). This alone—quite aside from economic and money barriers—makes transactions ticklish.**

- **Nonetheless, statistics aren't the whole story. Latin America already accounts for about a third of all foreign syndicated film revenues. And the number of viewers per set is high (as much as three king-size families per screen).**

- **The average selling price for a syndicated series for Latin America is about \$2,200 per film.**

- **But the U.S. syndicator has an extra high expense in dubbing. (It costs about \$1,000 to dub a film.) This is unlike motion picture feature films which are sold in L.A. without dubbing. Latin American ad agencies won't buy syndicated film until there are enough dubbed episodes in the can to assure completion and sure delivery of the series.**

- **Unless the syndicator has sales in Mexico, Puerto Rico, and Venezuela in his pocket, his fate is apt to be precarious.**

What do both syndicators and U.S. sponsors need at this point? This is the consensus:

1. **Better marketing statistics.** It's sheer daydreaming to hope that such U.S. concepts as cost-per-thousand could be whipped up soon. But rudimentary facts on sets—plus listening and buying habits—would be welcome.

2. **A better understanding of what Latin American broadcasters want.** You can't do business with them in strictly U.S. terms.

3. **Patience.** The fellow who builds solidly and with understanding will be the winner.

Will the "horror" film come along as a companion staple to the western? This week that was a top trade topic, sparked by Screen Gems' sale of 52 "shockers" to nine stations—including WABC-TV, New York, whose end of the deal amounts to \$750,000.

FLASHES FROM THE FILM FRONT: Parsons Productions, Inc., set deal with CBS-TV Film Sales to deliver over \$1,500,000 worth of 30-minute tv films in the next eight months . . . **The West End Brewing Co.,** bought NTA's Sheriff of Coehise to promote Utica Club Beer in seven N.Y. markets . . . **First huys of Guild's true-adventure series The Michaels of Africa** were made by KOMO, Seattle, and WCKT, Miami.

Mitchell Leisen, motion picture director, signed as executive consultant on the Shirley Temple fairy tale programs scheduled for January debut on NBC-TV . . . **Ziv** reports Harbor Command now is set in 122 markets with additional sales made to **Hamm Brewing** and the **Rochester Milk Producers Assn.** . . . **Screen Gems'** railroading saga Casey Jones is scheduled in 45 cities this fall.

KHJ-TV has scheduled **24 different feature films for the week of 26 August,** setting a new high for this kind of film fare in L.A. . . . CBS TV's Civil War stanza, Grey Ghost, has been sold in 61 markets, including seven Southern States. . . **Leon H. Cagan** named president of NBC Internacional de Mexico, S. A., headquartering in Mexico City.



SOCKO! POW! SMASH!

These Words Mean Action! And that's what you'll get when NTA's "OFFICIAL DETECTIVE" comes to the TV Screen. Action on the rating front and Action at the cash register.

It's exciting ...with some of the most blistering episodes that ever blazed from a TV screen.

It's authentic ...based on the actual files of "Official Detective" Magazine, the Number One publication in the field.

It's made by Desilu ... which tops its own list of big winners such as "I Love Lucy," "The Line-Up," "Wyatt Earp" and "The Sheriff of Cochise." When you deal with Desilu, you're putting your money on the favorite.

39 Big, New TV Half-Hours...are brought to you by Desilu and NTA, at a cost of over a million dollars. Call or write today for an audition print of...

OFFICIAL DETECTIVE

starring **EVERETT SLOANE**

Harold Goldman, Vice President in Charge of Sales
NATIONAL TELEFILM ASSOCIATES, INC.
60 West 55th Street, New York 19, N.Y.
PLaza 7-2100



KTLN
 is Denver's
 #One Independent
 #Two Station
 KTLN
 KTLN
 KTLN
 KTLN
 KTLN

PULSE, JUNE, 1957

SHARE OF AUDIENCE

6 A. M. to Midnight, Monday thru Friday

Network "C"	16.7
KTLN	15.7
Network "N"	13.7
Network "M"	12.3
Independent "O"	12.0
Network "A"	8.0
Independent "M"	6.3

To sell

Denver,

Buy...

KTLN
 KTLN
 KTLN
 KTLN
 KTLN

**News and Idea
 WRAP-UP**

ADVERTISERS

TvB told a group of leading west coast advertisers and agencies this week that upper income homes watched television far more than lower income homes.

Here's the breakdown based on the average day:

Time of day	Low Income (under \$3000)	High Income (over \$10,000)
Morning	16%	35%
Afternoon	29%	44%
Evening	41%	36%

Sterling Drugs is planning to bring out a new product under the Bayer name — Bayer Nasal Spray.

This will be the first new product to assume the Bayer title since Bayer Aspirin.

Zonolite Co. (home insulation) will use spot radio and tv to promote "Operation Re-Insulation" come fall. **Henri. Hurst & McDonald** is the agency . . . **The American Institute of Men's and Boy's Wear** plans to spend \$1 million on its new ad campaign starting in October. Media plans include national magazines and NBC Radio's *Monitor* on a 200-station hook-up. **BBDO** is the agency.

Personnel notes: **Edmund W. Morris** has joined Bristol-Myers Products Division as manager of product development. Morris comes from Lever Brothers.

AGENCIES

Latest addition to the big mergers trend is the consolidation of **Harrington-Richards** and **Raymond R. Morgan** agencies into a wholly owned West Coast division of **Fletcher D. Richards, Inc.**

The division, to be called **Harrington, Richards & Morgan**, will have offices in Los Angeles and San Francisco. Function will be to handle the \$3.5 million billings of West Coast

companies along with western service for all of the **Fletcher D. Richards** national clients.

New management alignment works out this way:

Raymond R. Morgan becomes operating head of the consolidated western division.

Alfred E. Smith will continue as manager of the San Francisco office.

Robert Temple, former executive vice president, named manager of the Los Angeles office. Temple also has been named a **Richard's v.j.** and member of the board.

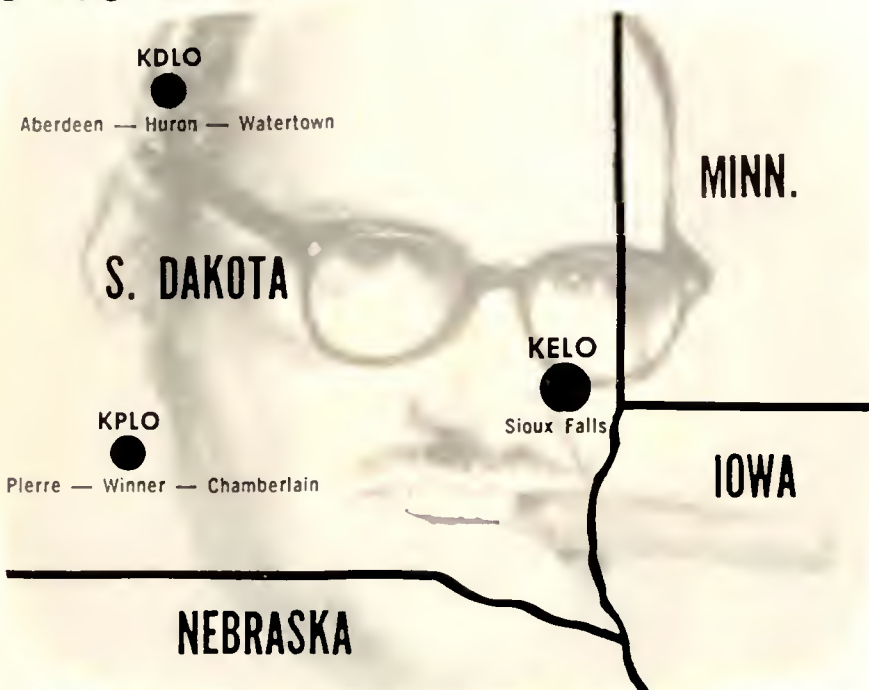
New agency appointments: **BBDO** for **W. A. Sheaffer's** new ballpoint pen to be introduced this fall. **Russel M. Seeds** will continue as agency for the other Sheaffer products . . . **Noble-Dury**, Nashville, for **Magic Chef** (gas ranges). The agency has resigned the **Temco, Inc.** account (gas space heaters mfgs.) but will continue working with Temco until a new agency is named . . . **Albert Frank-Guenther Law** for **Buttani Foods** . . . **DFS** for **Carter Products' Arrid Whirl-On Deodorant** . . . **Jepson-Murray**, Lansing, Mich. for **WILS**, Lansing, as of 1 September . . . **Galen S. Broyles**, Denver, for **Gooch Food Products**. Radio and tv will be used . . . **BBDO** for **Dubonnet Red** and **Blonde Aperitif Wines'** radio and tv advertising (**Peck Advertising Agency** will handle **Dubonnet** advertising in other media) . . . **Mottl & Siteman** for **Holly Sugar Corp.** . . . **Rutledge & Lilienfield**, St. Louis, for **KTVI-TV**, St. Louis . . . **Wesley Associates**, New York, for the **Star Broadcasting Stations**, Rochester, Geneva and Utica, New York . . . **Roy S. Durstine, Inc.** for the **Thermadore Division** of **Norris-Thermador Corp.** as of 1 September.

Focus on personalities: **Albin F. Yagley** has been named media director for the Detroit office of **Grant Advertising**. Previously Yagley was with **McManus, John & Adams** for 17 years . . . **Norman Traynor**, manager of

the radio & tv department at Brooke, Smith, French & Dorrance, has been named director of radio & tv . . . **Jerome J. Cowen**, senior v.p., has been appointed general manager of the San Francisco office of Cunningham & Walsh . . . **Hal James**, former v.p. in charge of radio-tv for Ellington & Co., has joined DCSS as v.p. and director of radio-tv programing and production . . . **Alice J. Wolf** has joined Burke Dowling Adams as a timebuyer. Miss Wolf comes from Grey Advertising . . . **John P. Waters** has joined Baldwin, Bowers & Strachan, Buffalo division of the Rumrill Co., as an account executive. Waters formerly was with Fletcher D. Richards . . . **James B. Lloyd** has joined Whitney Advertising, Tulsa, as an account executive. Lloyd formerly was with Lowe Runkle, Oklahoma City . . . **Arthur Hohmann** has joined FCB, San Francisco, as an account executive. Hohmann is a transfer from the agency's Los Angeles office where he was a research specialist. In other FCB moves **Taylor Rhodes**, research specialist from the New York office, has been named market research director for the San Francisco office and

WONDERFUL BUY!!

GETS YOU ALL OF



KEL-O-LAND

It takes five airlines and as many railroads to criss-cross huge, hustling KEL-O-LAND. It takes more than a million people to ring up its \$1,220,150,000 annual retail sales. Yet Joe Floyd and his 101-man crew deliver all of KEL-O-LAND to you for your one wonderful single-market buy.

KDLO	Aberdeen Huron Watertown	3
KELO	Sioux Falls	11
KPLO	Pierre Winner Chamberlain	6

KEL-O-LAND'S NEW, BIG RADIO VOICE IS KELO-AM
KELO Radio's 1,032-ft. Tower 13,600-Watt Power, Eqv.

JOE FLOYD, President — EVANS NORD, Gen. Mgr. — LARRY BENTSON V.P.
Gen. Offices Sioux Falls, S. D. Represented by H-R

EXPANSION

That's the key word in the Wheeling, West Va. area. New plants . . . new people . . . new buying power. The fastest, lowest-cost-per-thousand-way of reaching these people is via 316,000 watt WTRF-TV, No. 1 station in the market by every accepted method of audience measurement. Ask any Hollingbery rep or call Wheeling, Cedar 2-7777.

Equipped for
Network Color

wtrf tv



Wheeling 7, West Va.

"a station worth watching"

PICTURE WRAP-UP



Costume-party send-off for KBIG Hollywood editor-director Margee Phillips was given by neighbor Jon Ross of Ross Advertising (placing lei). She takes world tour



It's a fake: remember when tv drew a crowd? In Australian area still without tv, a resourceful retailer set up a shell tv cabinet and projected *I Love Lucy* film on mirror



Winner of "best spot commercial" contest on WTRY is Hit Parade Cigarettes. Above: A. C. Garratt of American Tobacco receives award from K. Cooper, M. Bassett (l.)



Cuyahoga County Fair promotion sees WERE. Cleveland's Rosemarie Bostancic parading in boardwalk chair; is presented with radio by D. Klaus and Fair's H. Ward



Camera in court. KTRK-TV, Houston, covers impeachment case. The mayor, in okaying station's request to telecast, said: "such proceedings are splendid public service"



No cameras allowed so station, WBRZ, Baton Rouge, La., had staff artist Paul Gentile attend courtroom of murder trial. Sketches were telecast, run in local news



AN AWE FULL EYEFUL

On June 11, from the top of WTAR-TV's 1,049-foot tower you could have seen history's greatest peacetime display of naval might—a 14-mile double row of ships stretched out through Hampton Roads for the International Naval Review.

Then, had you "panned" around to the left in a complete circle, you would have looked down on five major Virginia cities—Hampton, Newport News, Warwick, Portsmouth and Norfolk—ringing Hampton Roads in one big eye-popping market . . . the greatest, growingest in Virginia, and 27th in the nation!

Atop our tower, you would be at the focal point of this big five-city market, dominated by WTAR-TV.

For more information about the foremost communications medium in Virginia's greatest market, write to WTAR-TV or your Petry man.



(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA
 Business Office and Studio—720 Boush Street, Norfolk, Va.
 Telephone: Madison 5-6711
 REPRESENTATIVE: Edward Petry & Company, Inc.

Elmer Carson, formerly of Fuller & Smith & Ross, has joined the FCB San Francisco office as media supervisor . . . **Gordon H. Hendry**, formerly of V. Berry, Baker & Tilden, has joined Gardner Advertising, St. Louis, as media group supervisor . . . **Charles R. Mortimer, Jr.**, has joined the tv department at Esty. Mortimer comes from ABC TV . . . **Charles R. White, Jr.**, 19-year member of the Esty staff, is leaving to enter the real estate business in Florida . . . **James F. Black**, formerly v.p. and account supervisor at B&B, has joined Kudner, New York, as account manager . . . **Thomas G. Johnston**, formerly creative group head at Needham, Louis & Brorby, Chicago, has joined McCann-Erickson as associate creative director . . . **Fred A. Morrissey** has been transferred from the New York office of Kudner to become Detroit account manager for the Buick Motor Division. Morrissey succeeds Martin Rice who has resigned.

They became v.p.'s: **Charles E. "Ned" Midgley, Jr.** at Ted Bates . . . **Thomas J. Martin** at Birmingham, Castleman & Pierce . . . **Chester R. Vail** at B&B.

NETWORKS

Consolidated net income of Columbia Broadcasting System, Inc. for the first six months of 1957 reached \$10,199,193 compared with \$5,308,990 for the same period of 1956.

Net revenues and sales for the 1957 period was \$186,798,814 or seven per cent over the \$174,274,387 mark of 1956.

(Note: 1956 income was affected by expenses and losses due to the dropping of the CBS-Columbia Division.)

As predicted in Sponsor-Scope last week CBS Radio has sold the Jack Benny Show to a full-time sponsor.

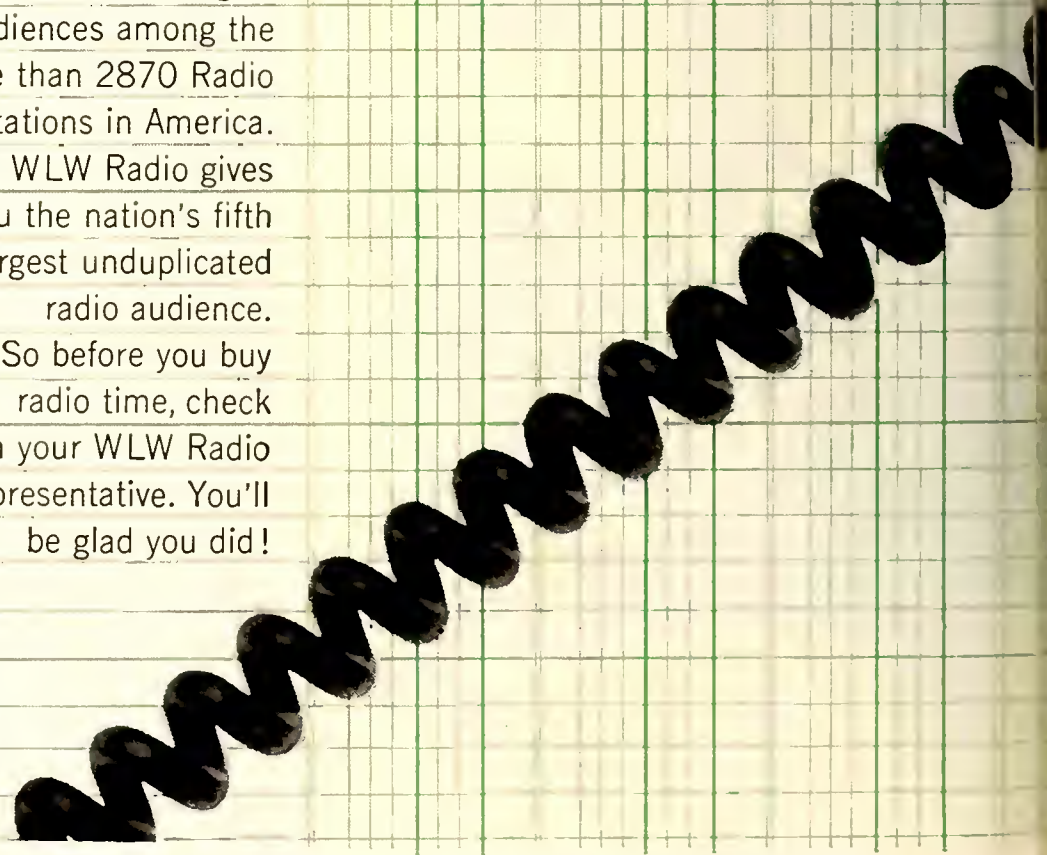
The Home Insurance Co. is picking up the \$15,000 (time and talent) net weekly tab for the repeat series starting 29 September.

The nighttime series has frequently been heading the Nielsen top 10 in radio since it returned last fall.

Station	1957	1956
Licking	743	24200
Greene	703	20600
Miami	669	21300
WV	59	11500
WV	56	11300
WV	47	11000
Hermont	470	13700
Delaware	323	9200
Hearborn	266	8000
Fayette	263	7800
Pipers	193	6000
Franklin	171	4600
Kenton	1153	35500
Campbell	848	25800
Mason	232	5800
Bourbon	176	5000
Boone	107	4700
Harrison	155	4900
Scott	155	4300
Hoodford	116	3300
Grant	104	3100

WLW radio audience

A. C. Nielsen Company Reports...WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!



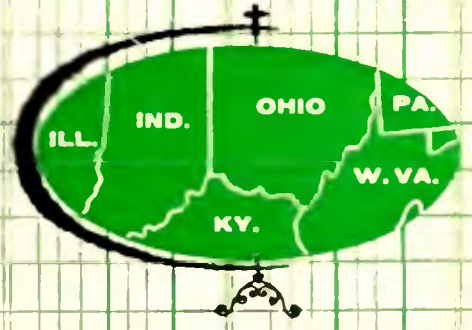
among **TOP 10** in America

71974
23780
19930
20000
10000
10000
10000
10000
2220

71
97
97
97
97
95
96
97
5
97
97
6
6
6
6
5
5



WLW
RADIO
WORLD



Sales Offices: New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas Crasley Broadcasting Corporation, a division of

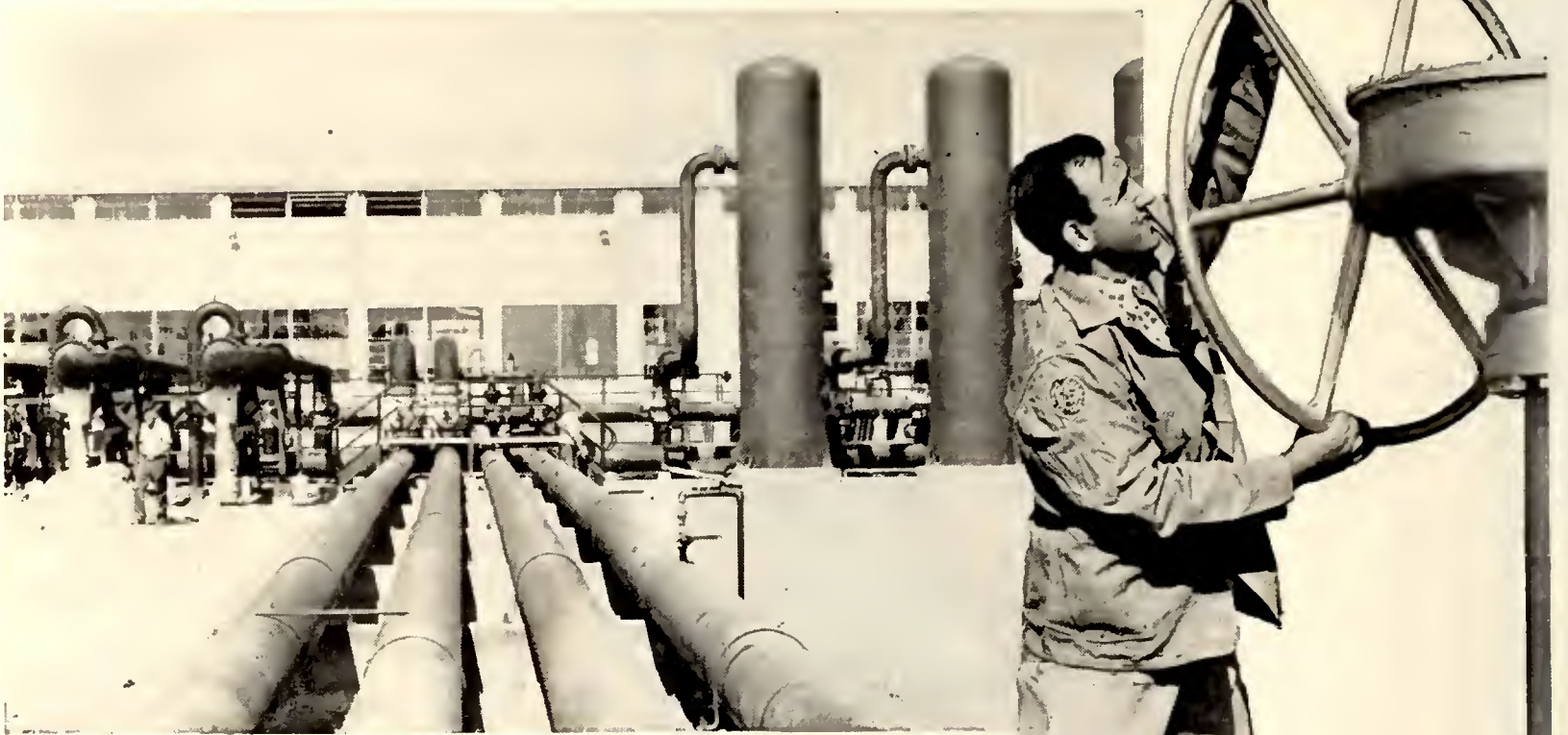


MODERN GAS SERVICE

and **WWJ-TV**

... both built by

BELIEVABILITY



(Above) Michigan Consolidated Gas Company's Six Lakes Compressor Station. "Scrubbing tanks" purify natural gas used by 835,000 customers in over 100 communities for heating, cooking, refrigerating, water heating, air conditioning and other conveniences.

(Right) Receiving natural gas by pipeline from south-western states, Michigan Gas stores it underground in depleted wells converted for the purpose.

Today's natural gas service is the result of faith in the fuel's dependability, efficiency, and economy.

Southeastern Michigan's high regard for WWJ-TV is the result of the station's traditional leadership and quality standards. People here dial Channel 4 with complete confidence that they will see the finest of television, always. Seeing is believing to the great WWJ-TV audience—a priceless advantage to every advertiser.

channel 4
Detroit

WWJ-TV NBC Television Network

JACKSON ANN ARBOR TOLEDO DETROIT FLINT PONTIAC PORT HURON

ASSOCIATE AM-FM STATION WWJ
First in Michigan • owned & operated by The Detroit News
National Representatives: Peters, Griffin, Woodward, Inc.

Nighttime network tv notes: The Nat "King" Cole Show gets a new lease on life at NBC TV and will go in as part of the fall scheduling (Tuesday 7:30-8 p.m.), but the show is still unsponsored. Side note: Chock Full O' Nuts announced earlier last week that it was interested in sponsoring the program if they could get it on a regional basis. The coffee company's distribution is limited to the northeast.

Daytime network tv notes: *Do You Trust Your Wife* (Seen last winter on CBS TV Tuesday nights) will bow on ABC TV daytimes, Monday through Friday, 4:30-5 p.m. starting 30 September. The former film series will now be telecast live with Johnny Carson taking over as emcee. The quiz takes the spot previously assigned to *Lady Luck* which may pop up elsewhere in the network's plans for expanded live daytime programming . . . CBS TV says its heading for the "greatest daytime sales season" in its history with four of its top daytimers already sold out: *Garry Moore*, *Arthur Godfrey Time*, *Art Linkletter* and *Edge of Night* . . .

NBC TV daytime sales are also going up with \$2.3 million in gross billings added last week. Adding to the network's business are Lanolin Plus, Pharmaco and Chesebrough-Ponds.

People in the news: Dale L. Moudy has been named to the newly created position of director of special station services for the American Broadcasting Network. Moudy formerly was vice president the Mid-Continent Broadcasting (Storz Stations) . . . Ralph S. Hatcher has been promoted to national manager of the ABC TV station relations department . . . Harry C. Folts and Aaron Beckwith have been appointed account executives for ABC TV. Folts has been an account executive with the American Broadcasting Network and Beckwith formerly was director of business development for NTA . . . Leslie A. Harris has been promoted to the newly created post of coordinator of national spot sales for the ABC TV o&o stations . . . Ralph S. Hatcher has been promoted to national manager of the ABC TV station relations department . . . Richard G. Cahill, who has been with the ABC TV central division network sales staff, has joined the NBC TV spot sales department in Chicago . . . James T. Ownby, owner of WJXX,

Jackson, Miss. and KONE & KEEA-FM, Phoenix, has joined MBS as field director of the station relations staff. This is a new post with Mutual.

REPS

H-R has opened a new office in Detroit marking the 10th. outlet for the rep firm.

Andrew M. Gent, former Detroit radio-tv representative for Capper Publications, is the new manager.

Radio-TV Representatives has also expanded with a new office in the

Seattle-Portland area bringing its total up to seven.

Hugh Feltis will head the Seattle-Portland Branch.

New appointments: Branham Co. for WJQS, Jackson, Miss. . . Bolling Co. for KOAT-TV, Albuquerque.

Focus on personalities: John J. White, formerly broadcast supervisor for K&E, has joined the sales staff of H-R Representatives . . . Kevin McDermott has left the Katz Agency to take the post of account executive in the New York office of Blair Tv Associates.

What's up in Hartford?



CBS Owned WHCT is up...way up...with 15 of the top 25 evening shows, 17 of the top 25 daytime adult shows! Check CBS Television Spot Sales for agencies.

Latret
Pulse



THANK YOU FOR YOUR OVERWHELMING
RESPONSE TO SPONSOR'S FIRST ANNUAL
TV RADIO TRADE PAPER ADVERTISING
AWARDS. WINNERS WILL BE ANNOUNCED
IN SEPTEMBER. WATCH FOR IT!

TV STATIONS

The annual meeting of the board of directors of the CBS TV Affiliates Association will be held in Colorado Springs on 29-30 August.

Members attending: **C. Howard Lane**, chairman, KOIN-TV, Portland, Ore.; **Paul Adami**, WHEN-TV, Syracuse; **Richard Borel**, WNBS-TV, Columbus, O.; **Glenn Marshall, Jr.**, WMBR-TV, Jacksonville, Fla.; **T. B. Lanford**, WJTV, Jackson, Miss.; **Lester Johnson**, WHBF, Rock Island, Ill.; **William B. Quarton**, WMT-TV, Cedar Rapids, Ia.; **Clyde Rembert**, KRLD-TV, Dallas; **James Russell**, KKTU, Colorado Springs; **Frank E. Busby**, eastern director for extended market plan stations; and **Rex Howell**, western for the EMP stations.

Neat promotion gimmick: WLW-1, Indianapolis, Crosley's newest tv station, is sending out a simulated railway ticket a couple of yards long announcing advertisers who've already climbed aboard. Each segment announces a different advertiser.

Tv applications: Between 5 and 17 August three applications for new stations were filed, one construction permit granted and one new station took to the air.

Applications were made by: **K-UHF**, Burbank, Calif., for Channel 34, Los Angeles, .27 kw visual, with tower 795 feet above average terrain, plant \$13,350, yearly operating cost \$9,000; **Eastern Idaho Broadcasting & Television Co.** for Channel 8, Idaho Falls, 38.18 visual, with tower 182.67 feet above average terrain, plant \$48,899, yearly operating cost \$135,000; and **Rex Television Co.**, Milwaukee, for Channel 10, Duluth, 316 kw visual, with tower 633 feet above average terrain, plant \$641,882, yearly operating cost \$400,000.

Construction permit went to **Radio Associates, Inc.** for Channel 13, Biloxi, Miss., permit allows 63.8 kw visual.

New station on the air was **WFGA-TV**, Jacksonville, Fla., Channel 12, NBC TV affiliate as of 1 September.

New affiliations: **KIRO-TV**, Seattle, will become a primary affiliate of CBS TV on 8 February 1958 . . . **WINR-TV**, Binghamton, N. Y., will

become an optional affiliate of NBC TV on 1 October . . . **WKST-TV**, Youngstown, O. and New Castle, Pa., will become a primary affiliate of ABC TV when it goes on the air in October.

Job notes: **A. H. Christensen** has been named advertising-sales promotion manager of WAAM, Baltimore. Christensen comes from KEZ, Portland, Ore. . . . **John W. Mowbray** has joined the sales staff at KOMO-TV, Seattle, as an account executive . . . **Jim Richey**, formerly with

KIMN, Denver, has joined **KBTU** as an account executive . . . **Edward M. Hoerner**, with **WWL Radio** for the past 17 years, has been named program director of **WWL-TV**, New Orleans . . . **Alexander C. Field, Jr.**, has left **WLW** and **WLW-TV**, Cincinnati to join **WGM-AM-TV**, Chicago as manager of special broadcast services . . . **Richard Spight** has been named account executive in the local sales staff of **KEY-TV**, Santa Barbara, Calif. Spight formerly was with **KBLS-TV**, Medford, Ore. and **KHEM-TV**, Eureka, Calif. . . . **Dick Gilmartin** has been

What's happening in Hartford?



Plenty! CBS Owned WHCT is the talk of the town. WHCT has the biggest average share of audience morning and evening! Talk with CBS Television Spot Sales. Latest Pulse

IN
RICHMOND,
VIRGINIA

WRVA-RADIO

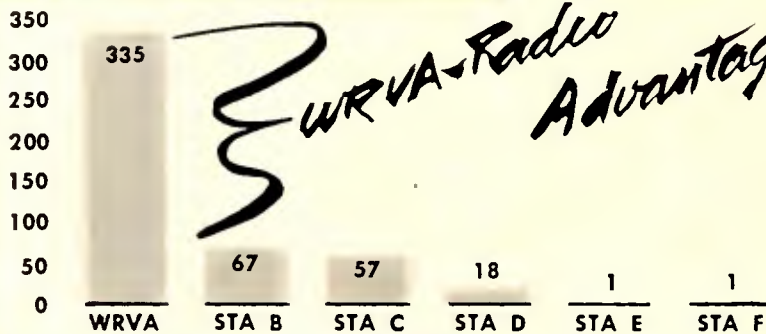
"TOPS THEM"

IN COVERAGE

STATION	MONTHLY COVERAGE	WEEKLY COVERAGE	DAYTIME DAILY CIRCULATION
WRVA-Radio	239,470	216,540	194,690
B	80,000	73,340	71,520
C	31,390	28,420	28,420
D	37,580	33,930	33,180
E	26,910	22,420	22,420
F	27,590	24,500	23,760
G	39,240	37,890	37,890

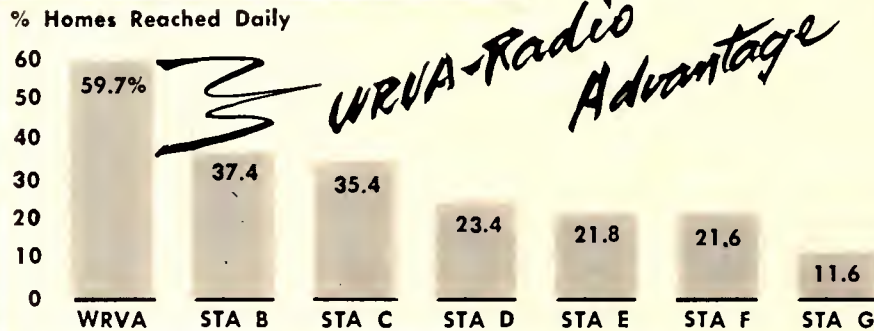
Source: Nielsen Coverage Study #2

IN QUARTER HOUR WINS



Source: Pulse, Richmond—May-June, 1957

IN CUMULATIVE AUDIENCE



Source—Cumulative Pulse Audience—November, 1956

IN RICHMOND, ONE "BUY" DOES IT

WRVA-RADIO

DOMINATES THE MARKET

Represented by CBS RADIO SPOT SALES
Virginia's Only 50,000 Watt Radio Station

named sales service manager for WTTG-TV, Washington, D. C. Gilmartin comes from WRC-TV, Washington, D. C. . . . **Clark Bradley**, formerly v.p. and ad manager for the Holdrege (Nebr.) Daily Citizen, has been appointed director of the newly created sales development department for KSBW-TV, Salinas-Monterey, and KSBY-TV, San Luis Obispo, Calif. . . . **Frederick F. Sack**, former CBS TV producer, has joined the production department of WTVJ, Miami.

RADIO STATIONS

WEMP, Milwaukee, hit five major national magazines recently via ads placed by Employers Mutuals of Wausau.

The insurance firm's full-pagers featured Earl Gillespie, WEMP sports director and the "Voice of the Braves," giving a rundown on the Wausau story.

Take a hidden check promotion stunt and a hiding place near some peach groves and you may get some surprises.

K-JOY, Stockton, Calif., did just that recently and got these results:

- A front page story from the competition, the local newspaper.
- A 5,000 person response in the form of treasure seekers.
- A bunch of dazed orchardists who found that the unsuccessful treasure hunters had settled for a good portion of their peach crop. (Note: the check finally was found a short distance from the orchards.)

Novel promotion piece from KMOX, St. Louis, real examples of the 419,805 postcards sent to the station during Radio Week bound together (batch of 20) with promotion messages over-printed on the back of each card. Sample message: "419,805 postcards stacked is higher than . . . The Statue of Liberty, Chicago's Merchandise Mart, or St. Louis' Telephone Building."

KDYL, Salt Lake City, is promoting its "Radio A'La Carte," remote broadcasting device, as an effective and useful tool for clients who wish to call attention to sales, special events or places of business. The completely portable system is paying off in added sales for the station, too.

Boston newspaper strike has stations jumping into the news breach.

WBZ & WBZA has upped its newscasts to 73 per day on a 24-hour basis and has installed downtown news bulletin boards in business and public places.

WORL, aside from increasing the number of newscasts, is giving out specialized information, i.e. obituaries, notice of meetings and functions, etc. The station is also printing and sending out news-in-brief summaries to Boston agencies and accounts.

WNAO, is putting out their "Dinergram," news sheet distributed in Boston Hotels for use in dining rooms, in an increased three-page edition; increasing newscasts; and is presenting news via billboard. The billboard newscasts are in cooperation with John Donnelly Billboard Advertising. News flashes are sent direct from the station's newsroom to a painter who erases and adds news as needed.

WKAB, Mobile, Ala., formerly owned by Pursley Broadcasting, has been sold to George and John Hopkinson, own-

What's the word in Hartford?



CBS Owned WHCT is first mornings too. Has the biggest share of audience and 17 of the top 25 daytime adult shows. CBS Television Spot Sales has the details.

Latest Pulse

ers of Dwight & Associates (rep firm) and Quentin Sturm, WIND, Chicago, account executive . . . **KLLL**, Lubbock, Tex., and **WTOD**, Toledo, have become affiliated with MBS.

People in the news: **John F. Box, Jr.**, executive vice president of the Bartell Group, has been named general manager of **WBMS**, Boston. Box will continue to supervise **KRUN**,

Phoenix . . . **Star Thomas**, insurance man, has been named account executive of **KEX-FM**, Portland, Ore. . . . **Lee Boyan** has now assumed full time duties as an account executive for **WDGY**, Minneapolis . . . **George Glavin**, former sales manager for **KTVW-TV**, Seattle, has joined the sales staff of **KOL**, Seattle . . . **Robert Ward** has been named to handle publicity and promotion for

KOL, Seattle . . . **Robert S. Yeager**, until recently with Building Digest, Inc., has been appointed program director for **WFBM**, Indianapolis . . . **Peter Anthony McMahan**, formerly partner in Barnes-Chase Co., has joined **KBAB**, San Diego, as an account executive . . . **Albert G. "Bud" Dancy** has left **WKDA**, Nashville, to join **WPFA**, Pensacola, as program director . . . **Homer Griffith** has been named manager of **KEAR**, San Francisco, and also sales manager of the newly organized Western FM network. Most recently he served as field representative for Sesac, Inc. . . . **Holt Gewinner, Jr.**, has joined **WSB**, Atlanta, as national sales promotion director. Gewinner comes from Day, Harris, Hargrett and Weinstein, Atlanta, where he served as account executive . . . **Ron Gamble**, program manager of **WJR**, Detroit, has resigned and will now devote full time to the operation of his resort in Greenbush, Mich. **James H. Quello** has taken over as program manager. Quello formerly was advertising and public relations director . . . **W.M.H. "Bill" Smith**, formerly sales manager for **WBEE**, Harvey, Ill., has been appointed midwest sales manager for Rollins Broadcasting.

Anniversaries: **WSBA**, York, Pa., celebrates its 15th. the week of 1-6 September . . . **WWJ**, Detroit, used music from its first year, 1920, to celebrate 37th anniversary this week.

RICH potential...

RICH

Little Rock, Arkansas

RICH

a MILLION people

RICH

a BILLION spendable income

RICH

a 300% increase in retail trade since 1938

RICH

penetration...

253,897 TV homes*

RICH

6 of the top 10 once-weekly evening shows**

RICH

8 of the top 10 multi-weekly evening shows**

RICH

4 local shows listed in the top 10 multi-weekly network and local shows

enRICHed Sales...

RICH

when you use the only station that covers the entire Little Rock regional market, the only station that gives you the major share of audience in a 30-county area all 7 days of the week . . .

RICH

get the facts from Petry

ONCE-WEEKLY SHOWS

Perry Como 39.9
Highway Patrol 37.4
George Gobel 34.5
The Ford Show 33.7
You Bet Your Life 33.6
Hit Parade 33.4

MULTI-WEEKLY SHOWS

6:00 News Weather 19.9
10:00 News Weather 19.8
Tennessee Ernie 15.9
Autry-Rogers 15.6
Melody Boys 15.5
Queen For A Day 13.0
Price is Right 11.5
It Could Be You 11.5



Represented by

Edward Petry & Co., Inc.

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

INTERNATIONAL

Here's the world tv picture as outlined by the 25th semi-annual edition of **Television Factbook** just out:

- 900 tv stations throughout the world.
- 63 million tv receivers.
- 43 countries have tv.
- 23 countries have some form of commercial tv. (For the first time the Factbook shows more countries with some form of advertising on tv than without it.)

Intercontinental Services, the outfit which recently bought Young International, has been retained by the Arabian American Oil Co. for its tv station now under construction in Dhahran, Saudi Arabia. In addition to representation services Intercontinental will help in the procurement

*Television Magazine 1957

**ARB Survey—May 1957
30-County Area

of program material for the station.

Although there's no tv in Ireland, there is a firm that has just started tv film production. **Broadcasting & Theatrical Productions of Dublin** is going ahead on the belief that television will hit Ireland sooner than predicted. The production outfit also is looking to the U. S. as an outlet for its radio and tv products.

FINANCIAL

Stock market quotations: Following stocks in air media and related fields are listed each issue with quotations for Tuesday this week and Tuesday the week before. Quotations supplied by Merrill Lynch, Pierce, Fenner and Beane.

Stock	Tues. 13 Aug.	Tues. 20 Aug.	Change
<i>New York Stock Exchange</i>			
AB-PT	19 ¹ / ₄	22 ¹ / ₂	+3
AT&T	172 ¹ / ₂	172 ⁵ / ₈	+ 1 ¹ / ₂
Avco	6 ⁵ / ₈	6 ⁵ / ₈	
CBS "A"	30 ¹ / ₄	29 ⁵ / ₈	- 5 ¹ / ₈
Columbia Pic	19 ³ / ₈	19	- 3 ¹ / ₈
Lowe's	17 ⁷ / ₈	17 ³ / ₄	- 1 ¹ / ₂
Paramount	31 ³ / ₈	33 ¹ / ₂	- 7 ¹ / ₈
RCA	31 ¹ / ₂	31 ¹ / ₂	+ 3 ¹ / ₈
Storer	25 ³ / ₈	25 ¹ / ₄	- 1 ¹ / ₂
20th Fox	26 ⁷ / ₈	26	- 7 ¹ / ₈
Warner Bros.	22	21 ¹ / ₂	- 7 ¹ / ₈
Westinghouse	63 ¹ / ₄	61 ⁷ / ₈	-1 ¹ / ₄
<i>American Stock Exchange</i>			
Allied Artists	3 ¹ / ₄	3 ¹ / ₄	
Assoc. Art. Prod.		9 ⁷ / ₈	
C&C Super	15/16	15/16	
Dumont Labs.	4 ⁵ / ₈	4 ¹ / ₂	- 1 ¹ / ₈
Guild Films	2 ⁷ / ₈	2 ⁷ / ₈	
NTA	8 ³ / ₄	8 ¹ / ₄	- 1 ¹ / ₂

FILM

KTLA, Los Angeles announced acquisition of over one million dollars of new film programing.

Syndicated first-run films, contracted for 39 weeks included *White Hunter, Big Story, Treasures Unlimited, Sword of Freedom, Official Detective, Citizen Soldier, Molly and Tracer.*

More new film shows will be carried this fall by KTLA than any of the six other stations in that market.

FPA (the Film Producers Association) is launching a series of confidential weekly meetings with top agency, client, and network tv and film brass to promote forming of an all-industry committee to attract more tv film production to New York.

Eventual six months aim: the forming of an Eastern Motion Pictures and TV Academy.

Current production status: com-

mercials being filmed—75% in N.Y., 25% on the West Coast; Film programing — 90% on the coast, less than 10% in N.Y.

People & Places: Caravel Films, producers of motion pix for tv, business and the government opens a new film production center in the heart of N.Y. this fall.

Completion of the studios marks the first stage of a \$1,000,000 endorsement of N.Y.'s special qualifications for production of film. The new

structure overlooks the site of the new Times headquarters.

About people: Curtis Kaufman back at his post of client relations director for Guild Films . . . John Wilkoff joins Screen Gems' sales dept. as special presentation writer . . . Louis Hout appointed associate producer of Academy Pictures, Inc. . . . Dave Dash appointed president of Carousel Films, Inc. . . . William Bloom, veteran Hollywood producer appointed executive producer to head up all NTA film production.

Heard about Hartford?



CBS Owned WHCT is first evenings too. Has the biggest share of audience and 15 of the top 25 evening shows. To get the facts, call CBS Television Spot Sales.

Latent Pulse

WFAA-TV

proudly announces

its full-time

affiliation

with



television network

Effective September 2nd, there will be a "new look" in the rich Dallas-Fort Worth television market! And that look will be to WFAA-TV—new basic outlet for *all* ABC-TV programming! A complete revamp in local programming, coupled with ABC-TV's current big hits and sparkling new fall lineup, are destined to make WFAA-TV a greater buy than ever!

WFAA-TV

Channel 8

ABC

Edward Petry & Co.

National Representatives

316,000 Watts Audio

158,000 Watts Video

-from atop Texas'

tallest tower.

A television service of

The Dallas Morning News

WASHINGTON WEEK

24 AUGUST

Copyright 1957

SPONSOR PUBLICATIONS INC.

The Congressional session is drawing to a close, after a year of considerably less attention to broadcasting than in 1956.

There were no new hearings of any importance. The Senate Small Business Committee set up a subcommittee under Sen. Wayne Morse (D., Ore.) to find out whether daytime broadcasters should have longer hours of operation. The Senate Foreign Relations Committee held an hour of preliminary hearings on the NARBA and U.S.-Mexican broadcasting treaties. That was about it for new actions.

The Morse subcommittee plans to issue some sort of report, though judging from the statements of Senators at the hearings it would seem that the document will do little more than chide the FCC for taking so long to come to a decision in the case.

The broadcasting treaties appear dead as doornails. The hearings were abruptly adjourned when the Daytime Broadcasters Association opposed ratification—despite pleas by FCC Commissioner Hyde that failure to ratify might mean harmful interference to many U.S. stations.

The Celler House Judiciary antitrust subcommittee issued its report on its 1956 hearings. The Senate Commerce Committee killed its staff report urging a trial run for subscription tv, but issued a staff document assailing such network practices as option time, must-buy, web production of their own programs, etc. The Celler report earlier had covered some of the same ground.

Both Committees urged, in effect, that the FCC and Justice Department do a quick and thorough job of probing the networks. Both agencies have already been engaged in doing just that for some time. But Justice promised the Senate committee that the effort would be speeded.

Philco has asked the FCC to suspend the renewals of licenses for WRCV AM-TV, Philadelphia (granted without hearing last month) and to call hearings at which Philco could argue personal injury from the NBC ownership and operation of broadcast stations.

Philco claims that RCA gets a competitive advantage which is not in the public interest through its ability to tie up the best time periods and to place "prohibitively expensive" prices on air time.

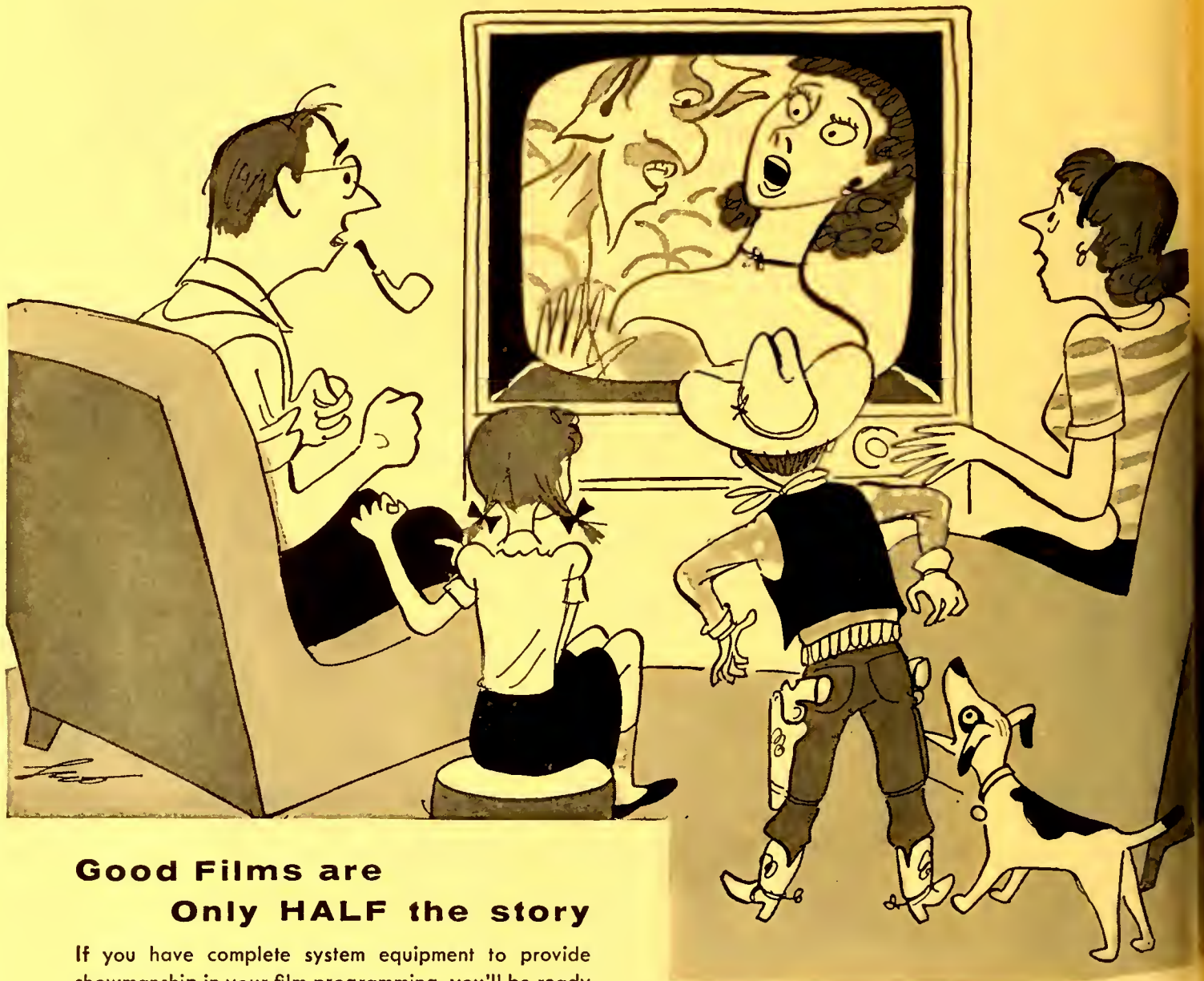
The Federal Trade Commission might well be on the same hot seat on Capitol Hill during 1958 that the Federal Communications Commission occupied in 1956. The FCC commissioners last year ran—not walked—from hearing room to hearing room, to be quizzed by different committees on the same subjects.

Already the FTC is booked for two hearings. Rep. John Blatnik (D., Minn.), chairman of a House Government Operations subcommittee, hasn't even reached the half-way point in his probe of advertising claims, and he will be pursuing that matter when Congress reconvenes.

Rep. Morgan Moulder (D., Mo.) heads another subcommittee specially created to look into the way government agencies are administering the laws under which they operate. The FTC will be high on the list for this group.

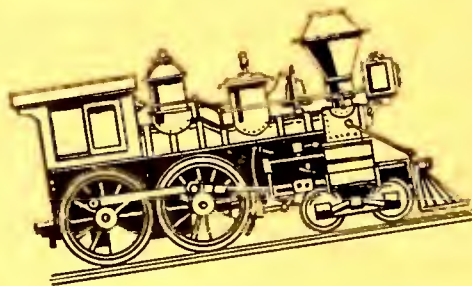
Despite stock market sogginess economic indicators continue pointing upward.

Personal income in July was at a seasonally adjusted rate of \$345½ billion—up \$3½ billion from the previous month. Personal income in the first seven months of 1957 was at an annual rate of \$341 billion—19 billion (or 6%) higher than in the same months last year.



**Good Films are
Only HALF the story**

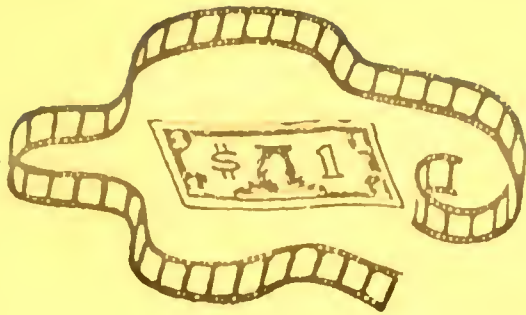
If you have complete system equipment to provide showmanship in your film programming, you'll be ready for bigger film profits. That's why it's a good idea to take a long look at your station's film room facilities before you invest a lot of money in films.



P. S.

**HOW LONG SINCE
YOUR STATION'S
FILM ROOM
WAS MODERNIZED ?**

YOUR FILM DOLLAR...

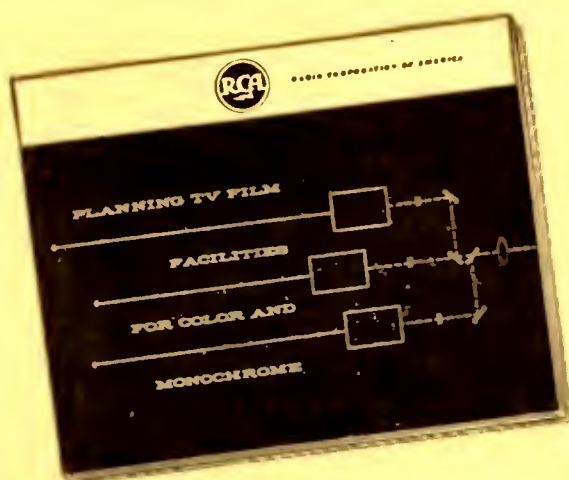


How an RCA Film System Will Enable You to Spark and Hold Viewer Interest

Here's how one of the most successful users of film shows gets excellent results. He employs several carefully planned steps made possible by the use of an extremely versatile film system. First, the program starts with a 20-sec. film commercial followed by a 10-sec. VSI—fading to a 30-sec. film teaser strip. The feature is then announced with a super-imposed "presentation" slide with record music. Feature is begun and film commercials are inserted at appropriate times to the end of the showing. This kind of expert programming that sustains audience interest is only possible with the proper combination of film equipment.

You have creative people who can do a similar job for you if given the right tools. An RCA Film System will provide them with these tools. It will enable you to offer a variety of film presentation formats for sparking and sustaining program interest. It will also help you prepare for future expansion.

Lack of long-range planning will obsolete equipment before its time . . . leave you unprepared for color. Investigate the quality and cost-saving of an RCA Film System—we'll be glad to help you check at typical stations. And ask the RCA Broadcast Representative to show you our latest film literature.



Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

In Canada: RCA VICTOR Company Ltd., Montreal

SPONSOR HEARS

24 AUGUST
Copyright 1957
SPONSOR PUBLICATIONS INC.

The Writers' Guild of America hopes to cash in on its talents without middlemen. It plans to produce its own hour film anthology series.

So WGA's council now is urging fellow members to let it know if they are willing to submit material for such a series.

Norelco (electric shavers) and Warner Bros. Foundations seem destined to wind up in the film-for-time barter camp.

The rate-card value of the spots is estimated at \$2 million.

If—like many another broadcaster—you are Detroit-minded these days, you may have wondered why Campbell-Ewald and D. P. Brother share a common reception room.

It all started in 1934 when General Motors decentralized its control and put all car lines on a competitive basis.

Brother, who was C-E general manager, was spun off with the Oldsmobile, A/C Spark Plugs, and other GM accounts. But the physical proximity to C-E remains to this day.

Incidentally, at about the same time, other C-E employees—like T. F. MacManus and W. A. P. John, plus GM Executive James Adams—likewise set up a shop of their own with the Cadillac and Pontiac divisions. It's located in Bloomfield Hills.

And by way of literary note: It was MacManus who coined the Cadillac slogan "Penalty of Leadership" which became such a classic that requests for reprints come in to this day.

Measured by the number of letters agencies have been getting, the swapping of products for a plug on a network audience participation is a real growth business.

One firm—located in Beverly Hills—which places such products on shows for a fee this week assured a New York agency by letter that:

"You can now offer your clients an eight-second network tv spot at a cost which is actually less than the price of a single local station break ("C" time) in the New York market."

Note how early in its history the basic ingredients of a medium appear. Thus a list of "firsts" often seems surprisingly up-to-date.

Here are some early radio-tv monuments to warm up your memory:

FIRST INTER-CITY HOOKUP: WMCA, N.Y.; WOKO, Peekskill; WDRC, Hartford; WPRO, Providence; WMEX, Boston. Date: 1926. Transmitted: Via Postal Telegraph wires.

FIRST FOREIGN LANGUAGE SERIES: Ludwig Satz' Yiddish Theatre over WPCH, N.Y. Date: 1925.

FIRST SYMPHONY ORCHESTRA SERIES: N.Y. Philharmonic from Carnegie Hall over WOR. Date: 1927.

FIRST PRIZEFIGHT REMOTE: Madison Square Garden fights, over WMSG, N.Y., with Truly Warner hats as sponsor. Date: 1930. Rights fee: \$250.

FIRST TV BOXING MATCH: Over tv adjunct of WIBO, Chicago. Date: 1931.

TIMEBUYERS

(Continued from page 29)

isn't true of management's acceptance of print.

Print buyers, they allege, have more say-so in important media decisions, they're better paid and they have far more leeway in changing a media pattern or in reversing their position. In general, print buyers are more self-confident and have greater stature than do broadcast buyers.

Yet, reps argue, broadcast buying is more difficult and the broadcast buyer works a lot harder and has to know a lot more.

One rep's explanation for this lassitude on the part of agency management: "It stems right back to the client, who still is far more enthralled with network tv and radio than with spot. Spot, no matter how important it is, is still sort of thought of as the dribble at the end of the media spray."

Many a buyer has successfully bucked this system, upgrading his own position and that of the buyer generally. Others have stopped bucking and accepted their seemingly inevit-

able fate. Many agencies, of course, are quick to realize the importance of the buyer and they have worked to give him or her more incentive as they increase responsibility.

Some timebuyers sit in on client meetings and on sessions where policy and marketing decisions are made. But too many times, in the reps' opinion, a buyer is given detailed instructions as to the markets which are to be used, the budget allocation for each, the exact stations to be used and the hours within which the buys should be made.

Buying by formula: Considering the various negative elements in an agency's own working definition of a timebuyer, it's no wonder timebuyers buy by formula to the exclusion of other vital considerations, say the reps.

It's easier to buy by formula. One rep hazards a guess that "80% of the buys bought by formula are probably sound. Maybe the client and agency figure a 20% lost or inept buy is small payment for the short cuts which are taken in making the easier buy."

But reps agree with conscientious buyers in wanting a spot buy to be as nearly 100% sound as possible.

They don't like buying patterns superimposed on the buyer.

The buyer is hired to buy, presumably, and should be allowed to do so. Yet too often he isn't given any leeway. It's a rather standard practice for many advertisers (such as P&G and Lever) to figure out their own buying formula and transmit it to the agency with instructions that this must be followed rigidly. It's also a frequent pattern for a research department of an agency to determine its own coverage or cost-per-1,000 formula and allow no deviation whatsoever.

So you end up with all kinds of errors and incomplete data, say the reps.

They argue that a station is a qualitative entity which can't be measured solely on quantitative research. They argue that even when quantitative research is the yardstick this research can be wrong. One rep learned one of his stations was credited by an agency



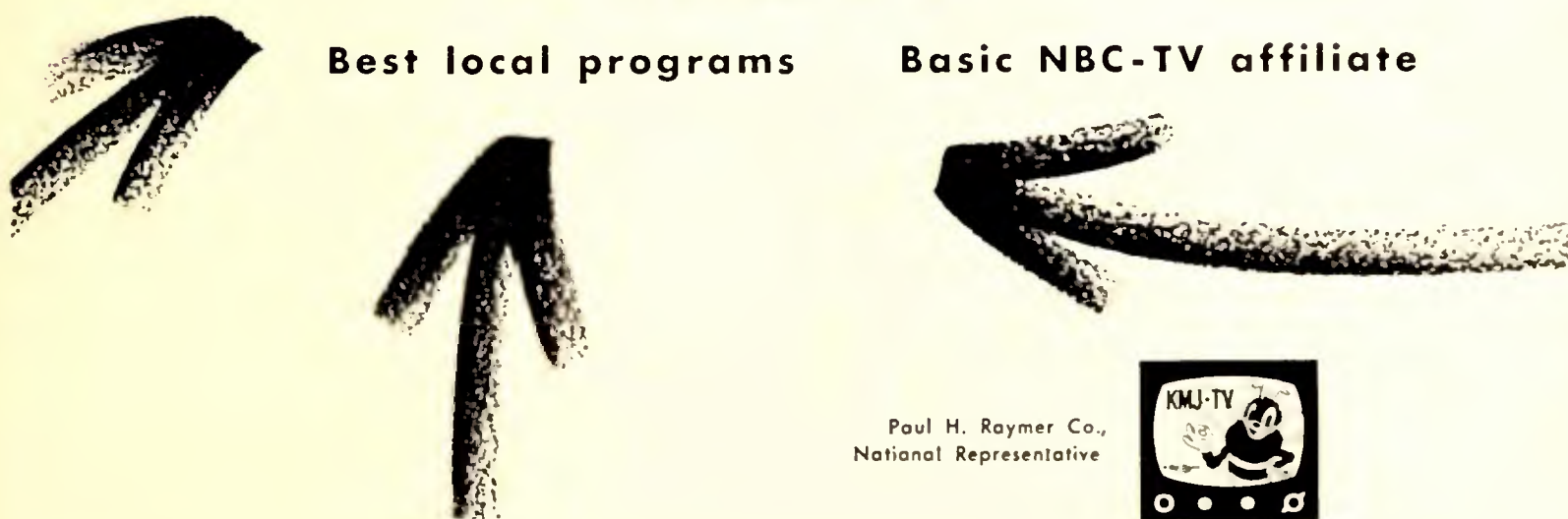
TV in Fresno --

the big inland California market -- means

KMJ-TV

Best local programs

Basic NBC-TV affiliate



Paul H. Raymer Co.,
National Representative





UP THE CREEK WITH A LEAKY PADDLE?

You can reach a shore scattered with \$2,739,749,000.00 just waiting to be spent when your "hear this" comes over WBNS Radio. The water-tight ratings place us first by Pulse 315 times out of 360 Monday through Friday quarter-hours, 6 a.m. to midnight. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

a great new Joplin



created for you by
KODE-TV

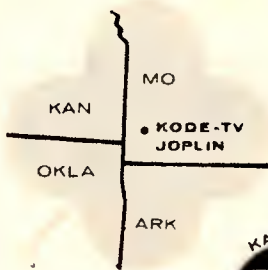
136,547 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
\$776,919,000 Buying Income; 669,800 Total Population

*NOW 28% HIGHER TOWER—HIGHER IN 4-STATE COVERAGE AREA

*NOW 29% MORE POWER—71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA

NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET—AN ALL-TIME HIGH

Television Magazine Set Count, July, 1957



You'll have more luck with **KODE-TV-JOPLIN, MO.**

316,000 WATTS Designed Power
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis



Harry D. Burke, V. P. & Gen'l Mgr.
Represented by AVERY-KNODEL



A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville • WPIT Pittsburgh • WPAR, Parkersburg • WBOY, WBOY-TV Clarksburg

research department as covering only one county when in actuality it saturated three. Yet the agency-figured cost-per-1,000 for that station on the basis of one county made the dollar figure considerably higher than it should have been. It took the rep six months to get this one statistic (in a report which encompassed thousands) changed to the correct figure. Yet the *unusual* thing, says the same rep, was that he was allowed to see the figure in the first place and to have a chance to change it at all.

Some agencies close the door on anyone who doesn't sell with the rating service favored by the agency, which varies. Some apply their own formula and won't tell how they arrive at it. Others, after making up a market list, only call in one rep from each of the markets — thereby pre-selecting stations without even asking for comparative figures from all the stations in that market.

Is buying by formula originated by the buyer or by the agency? Both, the reps report.

It is easier to buy within a specified framework. If a buyer were to perform his function ideally, he would need "about 64 hours in the day, the patience of the Sphinx, the endurance of 12 men, the knowledge of an Einstein and the wisdom of a Solomon." So says one sales manager.

Yet there are many buyers who approach this ideal.

The best ones perform along these lines. They are fair and their judgment is good. They know markets and stations, station management and programming. They understand the client's marketing needs and they match the needs to the available time. They have the courage of their own convictions and—most important—they have convictions to begin with. They know what the rep is talking about and argue with him on legitimate points. They have a breadth of experience—which may or not be related to their actual age—from which they draw in making decisions. They use research, of course, but they know when to go above and beyond it—and they know how to use it.

The reps recommend: Death and taxes are inevitable—but so is a complicated system for buying spot.

Reps don't think there's any pat answer to the problems of the buyer but they *do* think there are certain steps which can be taken to make both the seller's and the buyer's job easier. Among their recommendations:

- Pay more, both to beginners and to the pros. Give them incentive to become more professional and to remain on the job.

- Give them more training so they'll know their tools better and be able to make sounder qualitative judgments.

- Hire more of them to service the present accounts; many agencies are under-staffed.

- Give them more leeway in getting in on the client's act and in using the professional knowledge they're supposed to have.

- Free some of their time from detail so they have more time to think, to see media representatives and to plan campaigns in advance.

- Let them travel in the field to meet station people and to study markets first hand—to get away from "the New York stereotype which they are steeped in but which, after all, is atypical."

The more progressive agencies are doing this, the reps agree. And, what seems to be strange, the more progressive agencies aren't necessarily the biggest ones with the most money, facilities and people.

This is why the country's top buyers can be found in one-buyer shops and at 60-buyer Young & Rubicam, which has all-media buyers. Y&R was cited almost unanimously by the reps as being the best example of a time-buying system in which the best time-buyers work. But there was little agreement on the character of other agencies except in terms of which are the worst. Some of "the worst" include top-grade agencies with millions of dollars in broadcast billing. But their buying crews are unstable, dependent on an upper echelon for the full buying tactic, inept and inexperienced, poorly paid.

The trend toward better buying and better timebuyers is distinct—but very slow, say the reps. They think the growth rate is dangerously snail-paced considering the minute-by-minute change of the broadcast media and the monumental number of problems in tv and radio. New personalities, new rates and new station ownership, new

research studies and even new audiences are being developed.

Some buyers make it a point to keep up with the times on their own and without the support of their shops. Others work in a more professional agency where their jobs depend on their knowing what's happening in the industry at all times. But too often buyers, reps feel, work in a vacuum of busyness and boredom where they don't have the time to keep pace with events and they don't much care to anyway because they don't get either

the payment or recognition to warrant it.

Which are the best agencies in terms of the buying departments and the people in them? Even the reps can't agree to any such hard and fast measurement as "the top 10." They did agree, however, on certain shops and the characteristics which make their buying and their buyers distinctive. You'll find these in an adjacent box, with the name of the agency and a description of its over-all superiority.



4 OUT OF 5 KTVH VIEWERS ARE ADULTS*

ADULTS WITH BUYING POWER

* In the June, 1957 ARB of the Wichita area, KTVH leads the way where it counts — with 2,872,897 adult viewer impressions in the top 73 quarter hours. Four out of five viewers on KTVH are adults, who pack real "grownup" buying power!

TO SELL KANSAS . . . BUY KTVH. Exclusive CBS-TV for Central Kansas.



Howard O. Peterson, General Manager • Represented Nationally by H-R Television, Inc.

WDBJ

for 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report, WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

WDBJ

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,600 watts

ROANOKE, VIRGINIA

Reps at work

Mike Wurster, John E. Pearson Co., New York, feels strongly that "both rep and buyer must fight for an up-grading of the timebuyer's status. Too often," Mike says, "buyers are regarded as 'high-level' estimators. Why should the timebuyer be kept out of the client meeting and be forced to work with second-hand information? Every conscientious rep is ready to work with any buyer who wants to do more than just defensive buying, but buyers must do their share of the battling. They must fight arbitrary rules which remove creativity and responsibility from buying. Have you ever heard of an art director who is told he must use only pastels or scratchboards because the client is sold on that technique? Compare this to the limitations most buyers face in trying to make a different buy. To buy creatively requires intelligence, training, knowledge and . . . guts. It's not easy to stand up to an ad manager and 'yes, but . . .' him. Nevertheless, a buyer has the edge when he takes scientific methods and applies them creatively, so that consideration is given the character of the product, type of people who buy it, and marketing objectives of advertiser."



Bill Buschgen, manager, Detroit Div., NBC Spot Sales, points out that "although cost-per-1,000, ratings, share of audience and homes reached, may paint a favorable picture for spot radio, and although spot radio's flexibility, immediacy and results in both sales and mail pull are tempting to a client, these alone will not induce today's blue-



chip advertiser to make a spot radio appropriation or to increase his present use of the medium. But you do hit home when you show that his tv coin had a side other than the face—that a staggering majority of homes didn't see his high-rated, dealer-loved, and fantastically expensive hour-long network program. Or that his full-page ad in two leading consumer magazines was missed by 90% of the total adult population. Or that

metropolitan newspaper circulation falls off sharply outside the city limits." In the light of media comparisons spot radio shines. With spot radio an advertiser can increase his campaign's scope reasonably and easily, reach these additional homes with constant repetition and by using "imagery transfer" principles to full advantage he can capitalize on his other advertising expenditures through spot.

You may be a "flop" at the Charity Ball, but . . .



ARB proves
you're "solid"
when you pick
WKZO-TV
in **KALAMAZOO-**
GRAND RAPIDS

The March 1957 ARB Report shows that WKZO-TV is first in 327 out of 416 quarter hours—or 78.6% of the time! Ask Avery-Knodel for ALL the comparisons!

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY 8:00 a.m. to 6:00 p.m. 6:00 p.m. to 11:00 p.m.	143 94	57 6
SATURDAY 8:00 a.m. to 11:00 p.m.	50	10
SUNDAY 9:00 a.m. to 11:00 p.m.	40	16

NOTE: Survey based on sampling in the following proportions — Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).



The Felzyer 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

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
for Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

2

a real
**FOR THE SHOW
IN TULSA!**



Tulsa . . . the heart of a billion dollar market! That's a pretty fair hunk of trade, and, naturally, you'd like to have your share. KVOO-TV would like for you to have it, too—and they are ready to help. You see, KVOO-TV blankets northeastern Oklahoma with the tops in network and local programming. And KVOO-TV doesn't stop there. Market research, merchandising and promotion aids, and constant attention to your account will make you glad you *showed* on KVOO-TV. Yes, it's CHANNEL 2 . . . for a real show . . . of profits . . . in Tulsa!

KVOO-TV
channel **2**



For current availabilities contact any office of **BLAIR-TV**

Tv and radio NEWSMAKERS



Wells H. Barnett, Jr., former sales development director for John Blair & Co., has been promoted to stations operations manager, a newly created position with the rep firm. Barnett started in the business at WLS, Chicago, in 1939. He joined Blair in 1946 as sales development manager in the Chicago office and in 1950 moved to New York along with that department. In

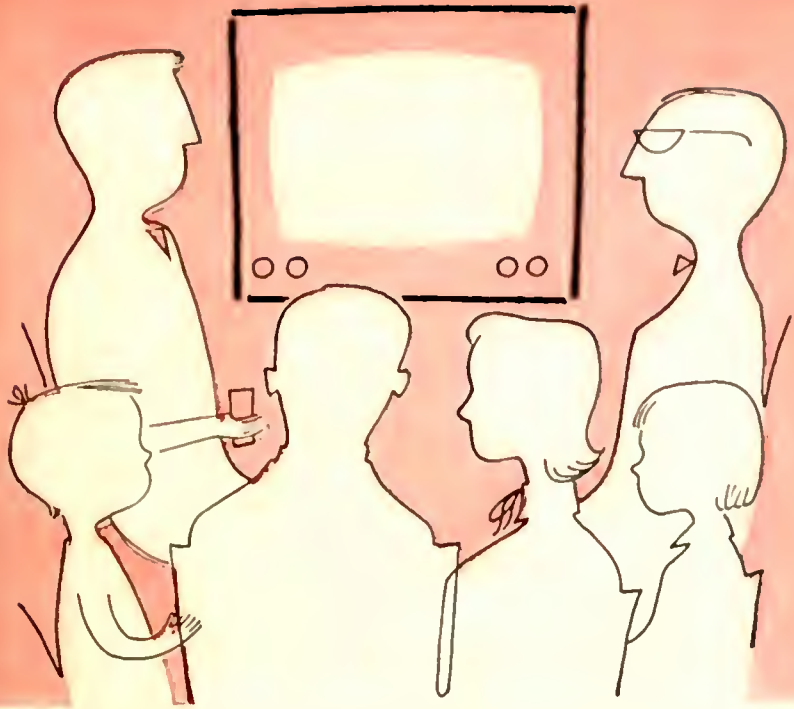
his new post he will assist stations in applying effective programming techniques. Coinciding with Barnett's promotion, Blair has made two other personnel moves: Albert C. Long upped to director of sales development and Mary H. Mason to station service manager in the sales development department. Long joined Blair as an account executive in 1955 and Mason entered the sales development department in 1954. These promotions mark an expansion of service by Blair.

Charles V. Skoog, Jr., former group supervisor, has been elected president of Hicks & Greist. This move along with several other major promotions is part of the agency's program of executive development and marks the turnover of management reins to younger men. None of the firm's top new management team is over 40. The other promotions include: Harry L. Hicks, Jr., executive vice president; H. Leslie Hicks, vice chairman of the board; and Kenneth A. Hamilton, treasurer. Harold Breitner continues as vice president and secretary and Theodore J. Gruenwald as vice president and radio-tv director. E. Harold Greist moves from president to chairman of the board. The ad agency currently has a staff of some 60 and bills at the rate of \$7 million a year with radio and tv getting the second highest share of the billings, \$2.4 million.

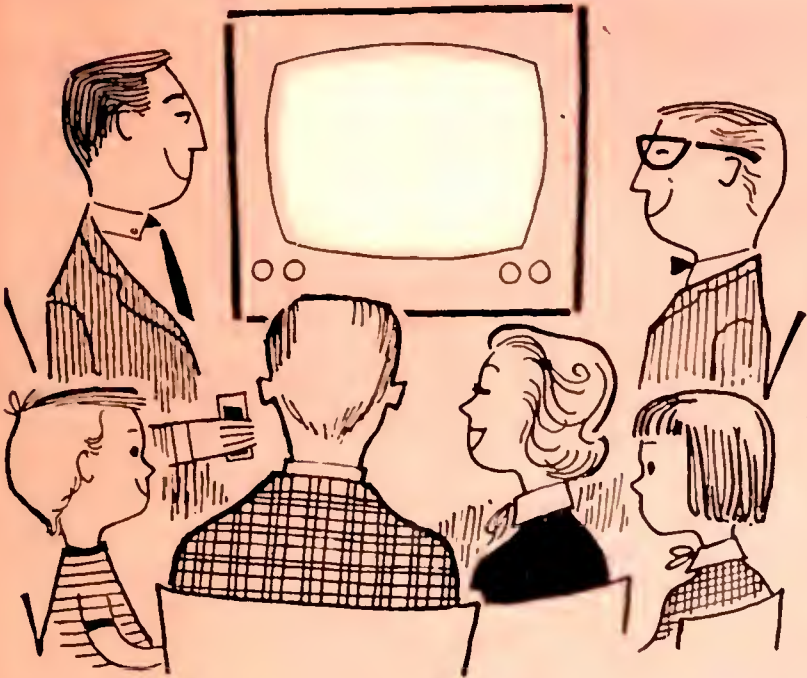


Leon H. Cagan has been appointed to head up operations of NBC Internacional de Mexico, S. A. effective 19 August. Cagan will headquarter in Mexico City and direct operations of the new company throughout Latin-America. He leaves ABC Film Syndication, Inc. where he has been in charge of their international operation which he initiated early in 1956. Cagan started his inter-

national career at the age of fifteen importing foreign labels for records. During the war years he was assistant program director of the Italian Radio Network in Rome where he initiated such programming as an amateur hour still running under the title of "Il Microfono e' Vostro." (The Microphone is Yours) After the war he was an Italian instructor at the University of California, represented the Italian Tv Network as buyer and consultant before moving over to ABC.



in
Kansas City
 instead of
claimed
 audience



get the
documented*
 audience ... with
KCMO-TV

*more quarter-hour firsts, according to the June 1957 surveys of ARB and NIELSEN and the April 1957 PULSE, than any other station in the Greater Kansas City area.



Joe Hartenbower, General Mgr.
 Sid Tremble, Commercial Mgr.

KCMO-TV . . . One of Meredith's Big 4 . . . All-Family Stations

KCMO-TV	Kansas City	channel 5
WHEN-TV	Syracuse	channel 8
KPHO-TV	Phoenix	channel 5
WOW-TV	Omaha	channel 6



Represented nationally by Katz Agency

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

SPONSOR SPEAKS

Timebuyer's status

It's amazing how slowly things can move even in this fast-moving industry. Despite everything that's been said about the need to up-grade the position of the timebuyer—who should be an informed, highly-skilled, well-paid individual—too many agencies still view the job as just a grade or two above the clerical level. That, in essence, is the sense of the story on page 27 (Reps rate the timebuyers), told by people who are in an excellent position to observe; namely—the station reps.

Buying television and radio time is a very intricate business. It can't all be done by formula if the advertiser is to realize a maximum return on his investment. There are problems of evaluation, of judgment, of circumstances and situations that cannot be anticipated in even the best thought-out formula.

While we've said these things before, they bear repeating since much is still to be done to achieve for tv and radio timebuyers the stature they have long since earned.

One of the most important steps agencies can take is to establish a training program which equips the newcomer for timebuying. With the continuing growth of spot, we believe the agency which does not actively meet the problems of expansion will find itself seriously handicapped.

Canadian radio's strength

If Canadian radio warded off the buffets of television, as the Canadian section in this issue seems to indicate, we'd like to think that the lessons learned about radio's hidden strength in the U.S. had something to do with it. Now that we can look back on tv's first inroads with equanimity, it must be admitted that radio broadcasters south of the border worried more than they should have about the video monster.

It's a twice-told story that radio's comeback here was due to the breakdown of psychological barriers more than anything else. If this has been of any help to the Canadians, we say you're welcome.



THIS WE FIGHT FOR: *Admen cannot afford to operate without closer contact with the stations who are the ultimate carriers of their commercials. As a policy, advertisers should visit and get to know stations right on the scene.*

10-SECOND SPOTS

Heading: From *N. Y. Times*—
LIFE INSURANCE FOR DOGS
WILL BE AVAILABLE SOON
*Once they make Sullivan's show there's
no holding them down.*

Natch: Of course, there's no truth to the rumor that ABC Film is trying to get KODE (Ch. 12), Joplin, Mo., to change its channel to three in order to plug *Code Three*.

Changing times: Today, the Oldsmobile car commercials are tied to the rocket. But back at the turn of the century when the horse still competed, this was their jingle—

*It doesn't shy at papers as they
blow along the street;
It cuts no silly capers on the
dashboard with its feet;
It doesn't paw the sod up all
around the hitching post;
It doesn't scare at shadows
As a man would at a ghost;
It doesn't gnaw the manger
and it doesn't waste the hay;
Nor put you in danger
when the brass bands play.*

Stone Walls: From *The Spectator*, published weekly by the Southern Michigan Prison inmates — "Next Tuesday WKHM Jackson presents a unique and well known trio for radio listeners. From behind these walls on the *Behind These Walls* show come three SMP disc jockeys . . . Paul Vander Jagt will sing 'Forgive My Heart' and 'No Arms Could Ever Hold You'." *Maybe not—but SMP has a good hold.*

Success: Now that Charles Van Doren went on from *Twenty One* to become a tv personality, it seems that Hank Bloomgarden, the next big money winner, will get a tv job too. *This is like getting your pension before you start the job.*

Chain breaks: Here are a few of the station breaks delivered by Ed Fradd of WLW: "This is WLW, Cincinnati . . . serving all of Ohio where there are 896,000 unmarried males being continuously pursued by 1,026,000 unmarried females . . . where a honeymoon is the period between 'I do' and 'You'd better' . . . where last year the public library lent over four million books to people whose tv picture tubes burned out."

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