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ADVERTISOR

magazine radio and tv advertisers use

14 NOVEMBER 1955

50¢ per copy • \$8 per year



DAYTIME 12 hour variety show features Emcee **EMCEE JOHN BILYEU**, Singer **NORMA SINCLAIR**, Announcer **JOHN JENKS**, the famed **Tea & Rangefire**, **Harry Jenks** and **Newsreader Claude Dorsey** live on the **Big Time Daytime!**



BANDSTAND Emcee **John Bilyeu** spins top records on this show while dancing teen-agers from the high schools in the Channel 9 area take part in the fun. **Celebrities** and recording stars visiting **Kansas City** make personal appearances.

KANSAS CITY IS SWINGING TO

"BIG-TIME" DAYTIME

ON CHANNEL 9

KMBC-TV

Kansas City daytime television has gone "Big Time" in a big way! KMBC-TV has introduced fresh, daring new program ideas that have revitalized viewing and have made daylight hours more highly productive for advertisers.

This format of daytime entertainment, new to Kansas City, provides a versatile handling of commercials that answers every sponsor demand. You name it—we have it: full sponsorship of sparkling station-produced shows (5 min., 15 min., 30 min., full hours); fine syndicated film shows; filmed minute-participations; live commercials; demonstrations; sampling; audience participation testimonials; station-breaks; IDs. Get the details now!

This page shows only four of the eleven exciting, new, well-balanced programs that are changing the daytime TV picture in the Heart of America. There's more — much more — behind the terrific impact of "Big-Time" Daytime programming on KMBC-TV. It will pay you to get the full facts straight — straight from us or your Free & Peters representative. Phone, write, wire or holler — we'll tell you everything about this precedent-breaking new idea for daytime television selling.



ACADEMY MOVIE — **Hostess Sue Bowen** entertains with top-notch full-length motion picture features chosen for maximum appeal for women viewers — series of romance, comedy, drama, mystery, adventure.



5:55 P.M. NEWS & WEATHER — A late-afternoon summary of news and weather prepared by the area's best and biggest TV News Bureau. Delivered by **Lionel Schwon**, Kansas City's No. 1 newscaster.



DON DAVIS, First Vice President
JOHN SCHILLING, Vice Pres. & Gen. Mgr.
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
MORI GREINER, Director of Television

TV SET COUNT POT BOILING

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Alcoa enters era of "get-out-and-sell" \$3.6 million in tv

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Don't let fear of glare dull your live tv commercials

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TIMEBUYERS OF THE U.S.

page 42

You can  reach

415,835

TV families in the rich market of

RICHMOND

Petersburg and Central Virginia on the

BASIC NBC-TV

station

WXEX-TV channel 8

Ask your Forjoe man for full details!

Tom Tinsley, President • Irvin G. Abeloff, Vice-President

REPORT TO SPONSORS

14 NOVEMBER 1955

Who gets McCann post?

Key radio-tv director post at McCann-Erickson expected to be filled shortly. Appointment, reputed to be agencyman in similar post at one of top 10 air media shops, was still unconfirmed at presstime. Job is considered pivotal in agency's operation, with estimated 40% of agency's total billings in air media. Agency is reputed to be billing at rate of \$170 million, may end year in tie with Y&R for position as number one radio-tv shop.

-SR-

Alcoa's first consumer product

Look for new Alcoa product in January. Along with effort to sell aluminum against up-and-coming competitors, firm is bringing out its first consumer product, Alcoa aluminum wrap, in direct competition with Reynolds Wrap. New product will serve as spearhead for all Alcoa consumer advertising; it will get big air media support, including NBC TV Alcoa Hour.

-SR-

Early evening CBS TV worries

Audiences for the 7:30-8:00 p.m. weekday strip are causing worried frowns at CBS TV. Despite complete revamping of these 5 half hours with new shows, ratings are below year ago. ARB figures for October show average of 12.7 compared with 15.8 year before, a 20% decline. ABC TV's success in this time period (which was reason for CBS re-vamping job) continues with ARB rating ABC 82% higher this October than last. NBC ratings are 33% down. During 8:00-8:30 p.m. weekday strip ABC ratings were up 115% while CBS and NBC were down 15 and 24%, respectively, in same time period.

-SR-

A/e headaches: doubled by tv

"Jack of all trades" is most fitting description of today's account executive whose changing role in major accounts is becoming increasingly complex as result of air media growth. In 1955, a/e has to be advertising strategist, showman, ratings expert, marketing and merchandisingman, salesman and, of course, diplomat. For analysis of most common current account exec headaches, see story page 34.

-SR-

Color tv and department stores

Ever-tantalizing question whether color tv will be able to break down anti-air attitude of many large department and specialty stores is in wind again following announcement of NBC's new \$9 million color plans. Of special interest is plan to convert WNBQ, Chicago, to world's first all-color tv outlet. Admen peering into crystal ball point out that local color tv will have it all over 4-color process in newspapers which is limited by quality of newsprint. This advantage, they say, will interest those retailers of apparel and home furnishings who have hitherto been married to black-and-white print.

REPORT TO SPONSORS for 14 November 1955

How to judge viewer mail Are protest letters from viewers cause for concern? One advertiser who's expert on subject is Alcoa which sponsored Ed Murrow "See It Now" for 3 years on CBS TV. Despite drumfire of critical mail (along with plenty of plaudits) Alcoa found respect for its name rising continuously during sponsorship, based on opinion research. Alcoa also found almost any subject is considered controversial by some. For full story on Alcoa's experience with controversy, see page 40.

-SR-

Every market is different Until development like video tape recorder makes it possible to originate shows in same time slot all over U.S. (via rebroadcasts regionally), close study of individual markets is essential for effective timebuying. Case in point is "Lux Video Theater" in 2 widely separated markets, Houston-Galveston and Portland, Ore. Lux show is on in Houston-Galveston at 8-9:00 p.m. Thursday when Pulse shows peak homes-using-television. Rating for first week in October is a high 34.9. In Portland show is on at 10 p.m. when homes using tv is lower. Rating is 20.4.

-SR-

Coverage conflict averted Danger of conflicting coverage studies during 1956 has now passed. SAMS, which was planning study, bowed out late last month; NARTB had previously indicated its own study couldn't commence until 1957. Firms remaining in field are Nielsen, which has announced definite plans to do NCS No. 2, and ARB. But it's unlikely both will go ahead. ARB has based its pricing on inclusion of all 3 networks among its clients and it's known NBC has no intention of buying complete national coverage study in 1956. That will probably leave field clear for Nielsen. (See story page 29.)

-SR-

Convention price going up? NBC TV is thinking of raising price set on presidential convention coverage if no client is signed up within next few weeks. Reasoning is that convention will loom as increasingly strong audience attraction with rising heat of competition for nomination in both parties.

-SR-

Godfrey's master stroke Agencies with accounts using Arthur Godfrey shows are putting current Godfrey biography in "Saturday Evening Post" on "must" reading list. It's first big favorable publicity for Godfrey since longer than most of clients and Godfrey agencies like to remember. Consensus among several admen involved with Godfrey shows: SEP piece is master stroke in effort to silence Godfrey critics.

-SR-

Ratings treated like box score Same old pattern in evaluating ratings popping up again this fall. Conversation about ratings frequently takes on aspect of football discussion. Feeling seems to be that object of ratings is to see who "beat" whom, with little thinking beneath surface to question of client's objectives, cost-per-1,000, audience composition. As research specialists point out, it's unimportant to isolate raw rating of one show vs. another. "What's the use," commented one research v.p., "when they virtually write off 'I Love' Lucy' as slipping with a current 46% of the available tv homes!"

(Sponsor Reports continues page 151)



14 YEARS WITH THE RIGHT WOMEN

the **950** club

For 14 years, The 950 Club has made life more pleasant for hundreds of thousands of women—and men—who have enjoyed the five hours of popular music played daily from 1 till 6.00 P.M. In 14 years, it has built up quite an audience, a prize package full of Pulse "firsts", and a list of advertisers who signify their satisfaction with continued renewals.

The 950 Club is only one shining example of WPEN's great acceptance: more local advertisers and more national advertisers use WPEN than any other station in Philadelphia.



Cal Milner and Larry Brown
The 950 Club Personalities

The Station of Personalities

WPEN

PHILADELPHIA

950 on your dial

Represented Nationally by Gil-Perna, Inc.

SPONSOR

the magazine radio and tv advertisers use

14 November 1955
Volume 9 Number 23

ARTICLES

Will tv's buying-blind era end in 1956?

Ad agencies, sponsors have long been spending millions of dollars on the basis of figures up-dated from the Nielsen coverage study of 1952. New Nielsen study is due in 1956; NARTB study in 1957; ARB (tv-only) still undecided

29

Is radio overdoing music-and-news programing?

Too many stations are spinning disks without creative planning, say many admen, attacking copy-cat tactics

32

Today's account man: funnel for extra services

Second article in the five-part SPONSOR series on advertising headaches points up role of the account executive as a man who must know merchandising, marketing, showbusiness

34

Radio-print teamwork sells for Bon Marche

Forced into air media by newspaper strike, Seattle department store forged a radio-print advertising link that has set sales records

36

Alcoa uses \$3.6 million in tv to "get-out-and-sell"

Company promotes its customers' products to boost its own sales figures and seeks high ratings to do the job

38

Don't let fear of glare dull live tv commercials

There are other ways besides excess spraying to reduce bothersome light reflections when you want your product to shine

41

Timebuyers of the U.S.

A current, 23-page version of the timebuyers list by cities that ran in the 11 July, 25 July and 8 August issues of SPONSOR. Complete data on accounts, agency addresses and telephone numbers

42

COMING

The agency in transition

Why are so many accounts changing agencies? Television is one great unsettling force but there are other even more basic factors which this article will set into focus

28 Nov.

Advertising headaches: part three

SPONSOR series on problems of admen turns next issue to advertising managers in companies using air media heavily

28 Nov.

DEPARTMENTS

TIMEBUYERS

AGENCY AD LIBS

49TH & MADISON

NEW & RENEW

MR. SPONSOR, Robert A. Seidel

SPONSOR BACKSTAGE

P.S.

FILM CHART

FILM NOTES

RADIO RESULTS

SPONSOR ASKS

AGENCY PROFILE, John Sheehan

ROUND-UP

TV COMPARAGRAPH

NEW TV STATIONS

NEWSMAKERS

SPONSOR SPEAKS

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Senior Editors: Alfred J. Jaffe, Evelyn Gleason

Assistant Editor: Ed Feldmann

Contributing Editors: Bob Foreman, Joe Foreman

Editorial Assistant: Morton C. Kahn

Art Director: Donald H. Duffy

Photographer: Lester Cole

Advertising Department: (Western Manager) Edwin D. Cooper, (Southwest Manager) Alvin H. Giellerup, (Midwest Manager) John H. Alpert, (Production Manager) John H. Alpert, Charles L. Nash, George Becker

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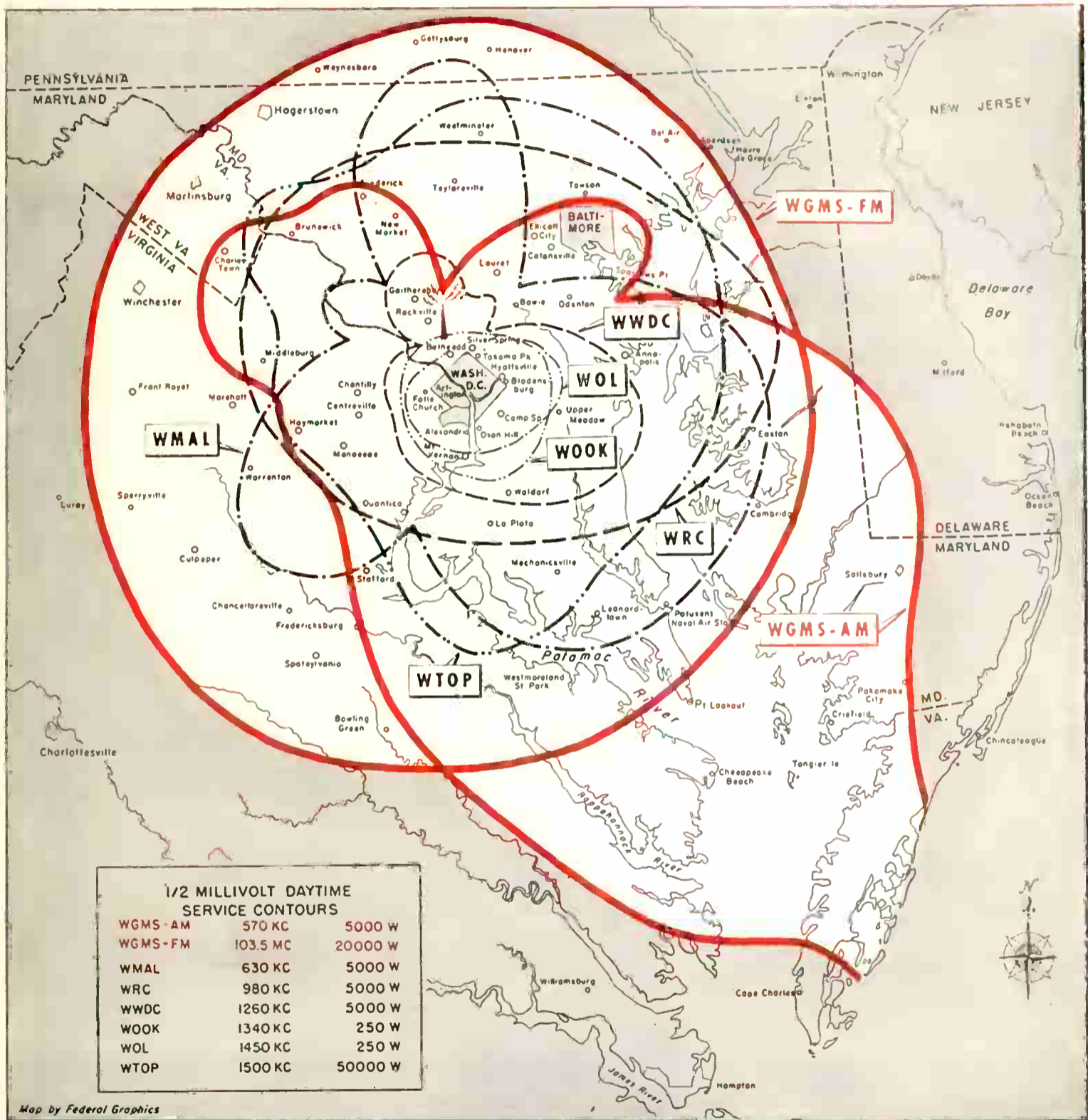
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The BIG CHANGE in Washington

WGMS NOW CAPITAL'S BIGGEST*

TIME BUYER: CLIP AND SAVE THIS MAP



WGMS *the Good Music Station*

NOW BROADCASTING WITH HIGH POWER AND NIGHTTIME AM

M. Robert Rogers, President • Hotel Harrington, Washington 4, D. C. • EXecutive 3-8676

REPRESENTED BY GOOD MUSIC BROADCASTERS and THOMAS F. CLARK

*New day half-millivolt contour covers:

1100 more sq. land miles than WTOP; 3200 more than WMAL; 3300 more than WRC; 7000 more than WWDC

Only **3**
STATIONS

are powerful enough
and popular enough
to register audiences
in radio survey ratings
of both Los Angeles
and San Diego.

Of this top trio
KBIG is

- #1 in San Diego
- #3 in Los Angeles
- the only independent
- the least expensive
- the lowest cost per thousand listeners

Any KBIG or Robert Meeker
Account Executive will show
you the documents.



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

Nat. Rep. Robert Meeker & Assoc. Inc.

Timebuyers at work



Frank Thompson, Ted Bates, New York, comments that specialized timebuying departments—one for radio, one for tv—have been suggested as a way to help the timebuyer cope with the flow of facts. "Specialization has long taken hold among the station reps, who often divide radio and tv selling completely," says he. "There also tends to be more specialization in the media buying end where large accounts are concerned. Some agencies are evolving media groups with buyers for tv, radio and print, whose work is coordinated by a media group head. However, on small and medium accounts there seems to be a demand for buyers versed in all media. Generally, it adds to the client's advantage (and to the buyer's efficiency) for one buyer to coordinate radio and tv."



Jan Gilbert, Product Services, New York, feels strongly that radio and tv buying should not be split. "But then I'm prejudiced, because my background has been in all-media buying where you have a better concept of the over-all needs and objectives of an advertising campaign," she says. "Of course, the radio-tv buyer does face the problem of duplicate effort, such as having to see two reps from the same rep outfit, to get radio and tv availabilities. Still, the advantages and similarities between the two air media outweigh the appeal of specialization. In air media particularly you want to know exactly how radio and tv will mesh in a campaign. You don't want to duplicate your effort in the same market, but you might be using radio-tv differently."



Bill Abrams, Leber & Katz, New York, feels that radio reps are leaving one potential source for business uncovered: "The radio reps rarely gear their thinking sufficiently to the small-budget advertiser or the small agency. There are exceptions, of course, and when they occur, we find an opportunity to put our clients on the air. Both CBS and NBC Spot Sales have done a fine job of selling radio creatively with small budgets in mind. The main problem the air media present for us is one of maintaining both coverage and continuity of advertising on the sort of money made available by our clients. And we feel a good job of selling by the rep, a good presentation, makes it possible for us to point up the advantages of the air media better to our clients."

THE BOSTON SUNDAY POST

PROCLAIMS

WMUR-TV

1948 viewers in the greater Boston area have been limited to two VHF Stations with two program selections

Now WMUR-TV

Provides Exclusive Service For

Sunday Night Fights	ABC
See You	ABC
Movie Film Festival	ABC
Leaf Firestone	ABC
Jubilee	ABC
Person to Person	CBS
State Football	CBS
College Pro Football	DUM

Boston Sunday Post

December 10, 1956

BOSTON'S 3rd STATION

Good local reception of exclusive and "live" programs from Manchester, N. H., promised Dec. 1

By WILLIAM HOWARD

WITHIN THE PAST 10 months, the Greater Boston area has seen the arrival of an exciting new medium of mass communication in the person of television. The all-day, 24-hour-a-day service of WMUR-TV, Channel 9, is now being received in the greater Boston area.

The first program to be received in the Greater Boston area was the "Super Circus" which was broadcast from Manchester, N. H., on Dec. 10.

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Members of WMUR-TV's used by viewers are headlines of "Super Circus" gathered around the stage. In Western view for the broadcast tomorrow night are the stars of the Dury Mass team. Lonely Dury is joined by Bob Brown of the team for one of their rounds. The show is seen every Monday at 9 p. m.

PLUS 14 HOURS OF OUTSTANDING LOCAL "LIVE" PROGRAMMING FOR THE BEST TV BUY

call your *Weed Representative* or *Gordon Moore, WMUR-TV National Sales Manager*, for current availabilities.



Norman A. Gittleson
Executive Vice President and General Manager

ABC
AFFILIATE

WMUR-TV

CHANNEL 9

MANCHESTER, N. H.

9

**FOOD
FOR
THOUGHT**



PRISCILLA FORTESCUE

Priscilla Fortescue's infectious enthusiasm, plus guest stars, and her on-the-spot recordings from all over the world, sparks her listeners to move *your* product off grocers' shelves in Greater Boston!

If you want your share of

NEW ENGLAND'S No.1 MARKET

use

WEEL

BOSTON

AGENCY AD LIBS



by Bob Foreman

How to prepare a job-getting resume

Since there is so much turnover in the agency business—a deplorable fact to be sure—it might be worth a few sentences for me to outline what older and wiser heads than mine are thinking and have thought about one job-hunting tool—resumes.

A man or woman looking for an account executive job or that of an assistant account executive, they believe (and I concur), should mimeograph his or her experience. This data should be in reverse order—that is, most recent experience first and thence back to college or high school days.

Don't relax! Presentation of these facts requires the utmost ingenuity. What to *leave out* is as important as what to include. For example, the individual reading through the resume of the applicant is searching for *relevant* experience. What is irrelevant is time-consuming and puts the job-seeker at a disadvantage. But don't be discouraged! Many things, beneath their surface, *do* have a bearing upon the business. For example—business manager of a college paper or year book or running a Community Chest campaign in a local area. In fact, *any* business-like activity. However, the bald statement that the person-looking-for-the-job has run such activities or been involved in same is not enough. Clippings regarding the success of the venture, a capsule description of what *specifically* was done by the person concerned, outside testimonials to the fact that these tasks were intelligently performed and with perseverance should be included.

Another suggestion. Before making your approach why not look through McKittrick's and find out exactly what accounts the agency has? If they are heavy in package goods and your father ran a grocery store (in which you worked for three summers), it's amazing how important this factor can be considered by agency personnel. Similarly a department store, drug store or any other retail shop.

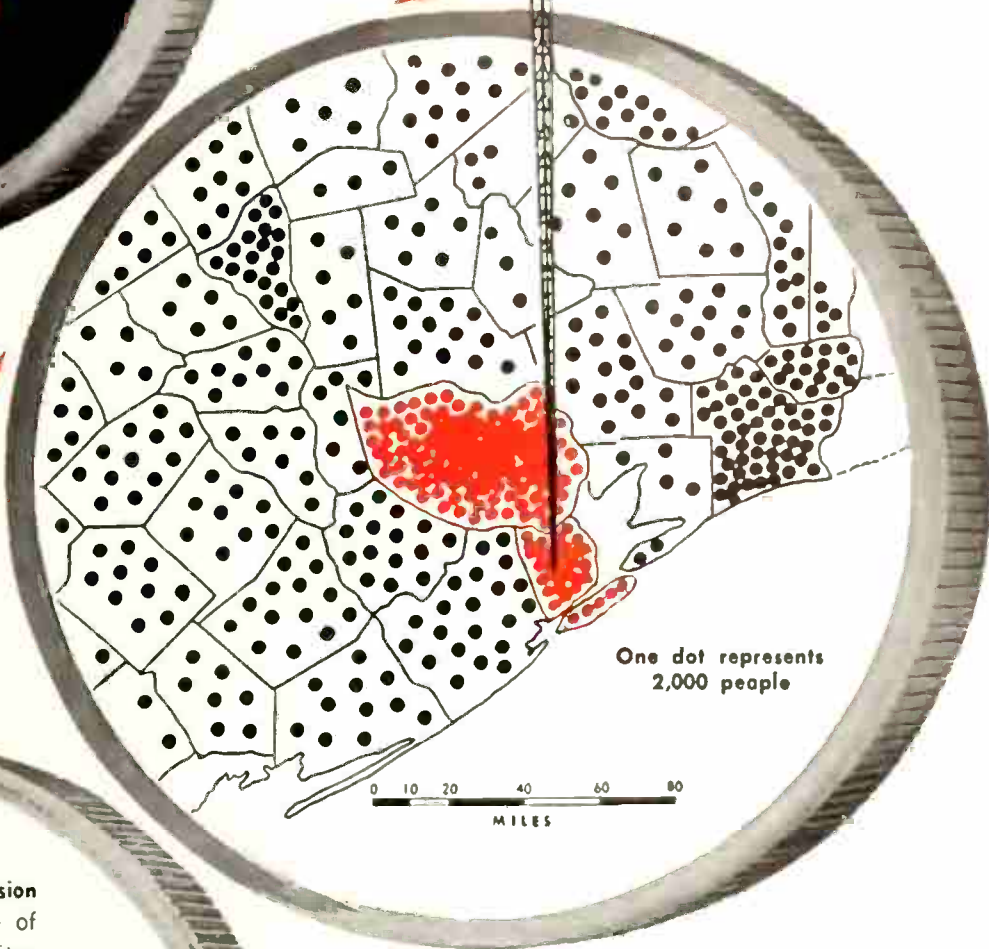
A word about friendship, or what is vulgarly referred to as "pull." Sure, this can play a part in the *original* placement of a person. Social contacts do help get jobs in *every* business. But they won't *hold* the job. So use what you've got to get your chance. If anyone in your family has been successfully engaged in agency work or with some account, I certainly wouldn't feel shy about bringing this matter up. And get a letter from the individual about yourself!

(Please turn to page 64)

**YOUR DOLLAR
BUYS COMPLETE
COVERAGE OF THE
ENTIRE GULF COAST
MARKET ON**

**KGUL
TV**

KGUL-TV



The Texas Gulf Coast Television Market is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	\$2,075,371,000	\$3,076,812,000
Sales	\$1,347,228,000	\$2,091,153,000

KGUL-TV — the CBS Basic Affiliate for the Gulf Coast Area — **completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more every day an KGUL-TV.

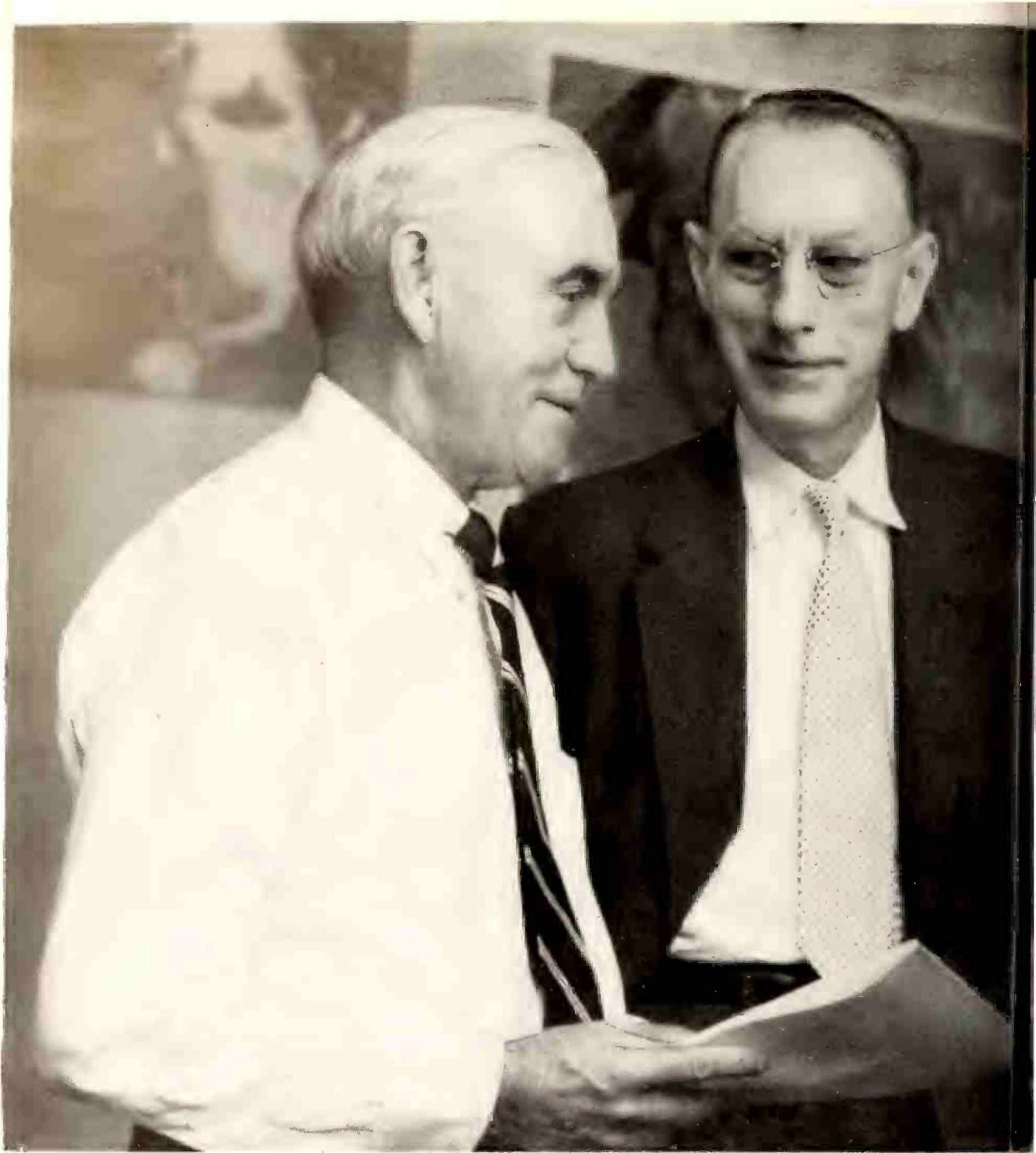
* Measured by
Research Department
of Television Magazine

kgul TV

**GULF TELEVISION
COMPANY**
GALVESTON,
TEXAS

Represented
Notionally by
CBS Television
Spot Sales





*Florida Citrus Commission
and its agency,
Benton & Bowles, Inc.,
are Sold on Spot as a
basic advertising medium*

To move Florida fruit, processed or fresh, the Florida Citrus Commission puts more than 50% of its advertising budget in Spot Television. The use of day and night Spot in selected mass audience markets provides them with flexibility, economy and impact.

Spot Television and Spot Radio can sell for you, whatever your product, whatever your desired audience.



Decision-makers who require immediate market-response are

SOLD ON SPOT

NBC Spot Sales Representative will show you how Spot can deliver your sales messages in twelve major markets, accounting for 5% of the nation's retail sales.



SPOT SALES

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

Chicago, Detroit, Cleveland, San Francisco, Los Angeles, Charlotte*,
Dallas*

*Bomar Lourance Associates

From left to right, above, TOM SWANN, Chairman Advertising Committee, MARVIN H. WALKER, Vice Chairman, PAUL S. PATTERSON, Director of Advertising, Florida Citrus Commission; (back to camera), HARRY WARREN, Vice President, Benton & Bowles, in charge Florida operations; and ROBERT C. WOOTEN, Chairman, Florida Citrus Commission.

representing radio stations:

WMAQ Chicago, KNBC San Francisco, KSD St. Louis, WRC Washington, D. C., WTAM Cleveland, KOMO Seattle, WAVE Louisville, KGU Honolulu, Hawaii, WRCA New York and the NBC WESTERN RADIO NETWORK

representing television stations:

KONA-TV Honolulu, Hawaii, WRCA-TV New York, WNBQ Chicago, KRCA Los Angeles, KSD-TV St. Louis, WRC-TV Washington, D.C., WNBK Cleveland, KOMO-TV Seattle, KPTV Portland, Ore., WAVE-TV Louisville, WRGB Schenectady-Albany-Troy.

BUSINESS EQUIPMENT TOUGH TO SELL? NOT ALWAYS !!!


Read this letter and see

And 26 other sponsors AGREED that KERG's "Operation Pioneer" (broadcast from the Lane County Fair) brought IMMEDIATE results.

LET KERG GO TO WORK FOR YOU IN THE PACIFIC NORTH-WEST'S 5th LARGEST MARKET.*

EUGENE is OREGON'S SECOND MARKET essential to national advertisers.

*SM 1955



The Business Equipment Center
1130 OAK STREET — EUGENE, OREGON
Phone 5-3381

AUTHORIZED SALES AND SERVICE AGENCY FOR REMINGTON RAND

September 21, 1955

Radio Station K E R G
P.O. Box 506
Eugene, Oregon

Gentlemen:

Enclosed is our check for \$16.00 covering our Lane County Fair time.

I am very happy to bring to your attention the fact that this particular spot had a terrific pulling power. We had about ten people making special trips to the fair to see our display only and then leaving the fair grounds. In addition, we had almost a hundred others come along and advise us that they had heard the program on the air and that it was very interesting.

I know from experience that it is very unusual to have such a response to one particular broadcast, such as this. I think it is a tribute to KERG that they plugged their own fair broadcast program and maintained their listeners throughout the fair run. I must admit I made this contract with considerable doubt as to its actual good, and am most happy to direct this letter to you by way of apology and commendation.

Very truly yours,
THE BUSINESS EQUIPMENT CENTER
Don Persinger
Don Persinger Owner-Manager

DP:np

for Adding Machines • Typewriters • Calculators • Machine Supplies
Kardex • Filing Cabinets • Bookkeeping Machines • Safe Cabinets

1280 KC

KERG

5,000 WATTS

EUGENE, OREGON

More Facts?
Contact
WEED & Co.

CBS for the WILLAMETTE VALLEY

49th and MADISON

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

B&M TEST

I have followed with great interest SPONSOR's running account of the B&M media test. The way I feel, ratings and audience measures are inadequate and the only true measure of a media's worth is whether it sells anything and how much it sells. I want to compliment SPONSOR for its part in the study and especially the Burnham & Morrill Co.

I think the whole study should be a guide for other manufacturers that have their doubts about television.

I would like to have a dozen reprints of the August B&M article.

CYRUS D. CRITES
Director of Research
WAVE, Inc.
Louisville, Ky.

● SPONSOR plans to follow up the B&M series with at least one more report on how the company is faring in Green Bay after its tv campaign.

COFFEE AND TEA

We are writing to request your immediate assistance in a matter of great urgency and importance to us.

We are seeking information on the subject of coffee (and tea) sales, merchandising, sales promotion methods, and advertising—and would like to examine any articles which you have published, bearing on this subject, within the past several years. If it is possible for you to send us clippings of such articles, this service will be greatly appreciated; if clippings are not available kindly give us titles of articles and dates published.

EDWARD PRAGER
Edward Prager
Advertising Agency
Baltimore

● SPONSOR published six pertinent case histories in 1953 and 1954: 1 May 1953, 16 November 1953, 8 February 1954, 19 April 1954, 14 June 1954, 1 October 1954.

JAPANESE ORIGINAL

I read with a great deal of interest in your "49th and Madison" column of October 17 the letter from Y. Nihira

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO
delivers more
for the money



...JUST LOOK AT

KMJ
FRESNO



KMJ has **MORE LISTENERS** than any competitive station, daytime or nighttime, according to May '55 Pulse survey of seven major cities in Fresno area.

KMJ has **MORE TOP RATED SHOWS** . . . 9 out of the 10 most popular programs in the Fresno area are KMJ shows, reports latest Pulse.

KMJ has **WIDER COVERAGE** than any competitive station, daytime or nighttime. (SAMS)

Inland California's Beeline stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and at the lowest cost per thousand!
(SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer, National Representative

IN CINCINNATI . . .

EVERYBODY LOVES MUSIC, NEWS AND SPORTS!



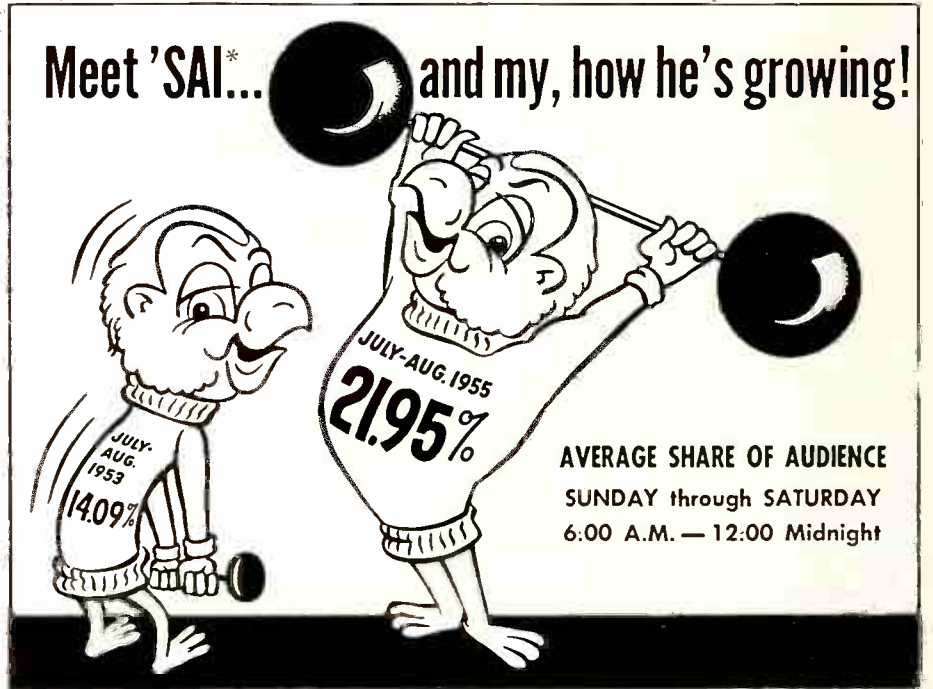
THAT'S WHY EVERYBODY LOVES

wsai

NO DOUBT ABOUT the appeal of Music, News and Sports! And Cincinnati's 1st Station for Music, News and Sports is WSAI-Radio!

IF YOU WANT the station with the confidence of more local merchants, with spectacular rating increases from sign-on to sign-off, and with Cincinnati's most popular air salesmen, you *must* buy the station that sells Cincinnatians—WSAI-Radio.

Meet 'SAI... and my, how he's growing!



* Yes, 'SAI, our Weatherbird says, "There's always fair weather for bigger sales on WSAI-Radio!"

National Representatives
for the new sound in Cincinnati
Weed & Company

wsai

SHERWOOD R. GORDON, PRESIDENT AND GENERAL MANAGER

THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!



of Tokyo, Japan. Would it be possible for me to get the original from which you reproduced the cut? I would very much like to have it for my files.

HARRY WAYNE McMAHAN
Vice President
McCann-Erickson Inc.
New York

• Originals from which SPONSOR illustrations are prepared are occasionally available. We are happy to oblige reader McMahan.

FM FOR AGENCIES

In an article entitled "Ad agency promoted itself via fm radio," you say: "What is thought to be the first test of an fm station as an advertising medium for an advertising agency is being conducted on KDFC, San Francisco."

For the record, I think you might be interested to know that our agency, Applestein, Levinstein and Goldnick, ran a campaign about a year ago on the local fm station, WTHH-FM, for several months.

A number of friends told us they heard our commercials, and there were other favorable comments, although no direct action.

This, of course, is the pattern for a great deal of self-advertising done by agencies, namely: direct action and immediate business—negligible; goodwill—considerable, plus the fact that agency advertising does help presell, so that when a call is made on a prospective client, the selling job is infinitely easier.

MORTON LEVINSTEIN

Applestein, Levinstein and Goldnick
Baltimore

NEGRO SECTION

I am doing a thesis at the University of Texas on programing to the Negro market and I am finding it rather difficult to secure sufficient data on the subject. Having read several articles in your magazine pertaining to the Negro market, I should like to inquire as to the availability of reprints of those articles. If reprints are available I would like to have at least one of every article you have printed on this subject or related to it.

I would appreciate it if you would advise me of the quantity of reprints available and the total cost. Also, your policy regarding such requests (cash in advance, c.o.d., bill, etc.).

LARRY E. JONES
KTXV
Austin, Tex.



You need only buy WFBG-TV to cover all of central and Western Pennsylvania. With maximum power of 316,000 watts, WFBG-TV blankets the rich, heavily-populated areas between Pittsburgh and Harrisburg. In addition to the 537,452 tv sets in its coverage area, you get a bonus of 131,556 television homes in Metropolitan Pittsburgh.*

WFBG-TV

Altoona, Pa.

BASIC

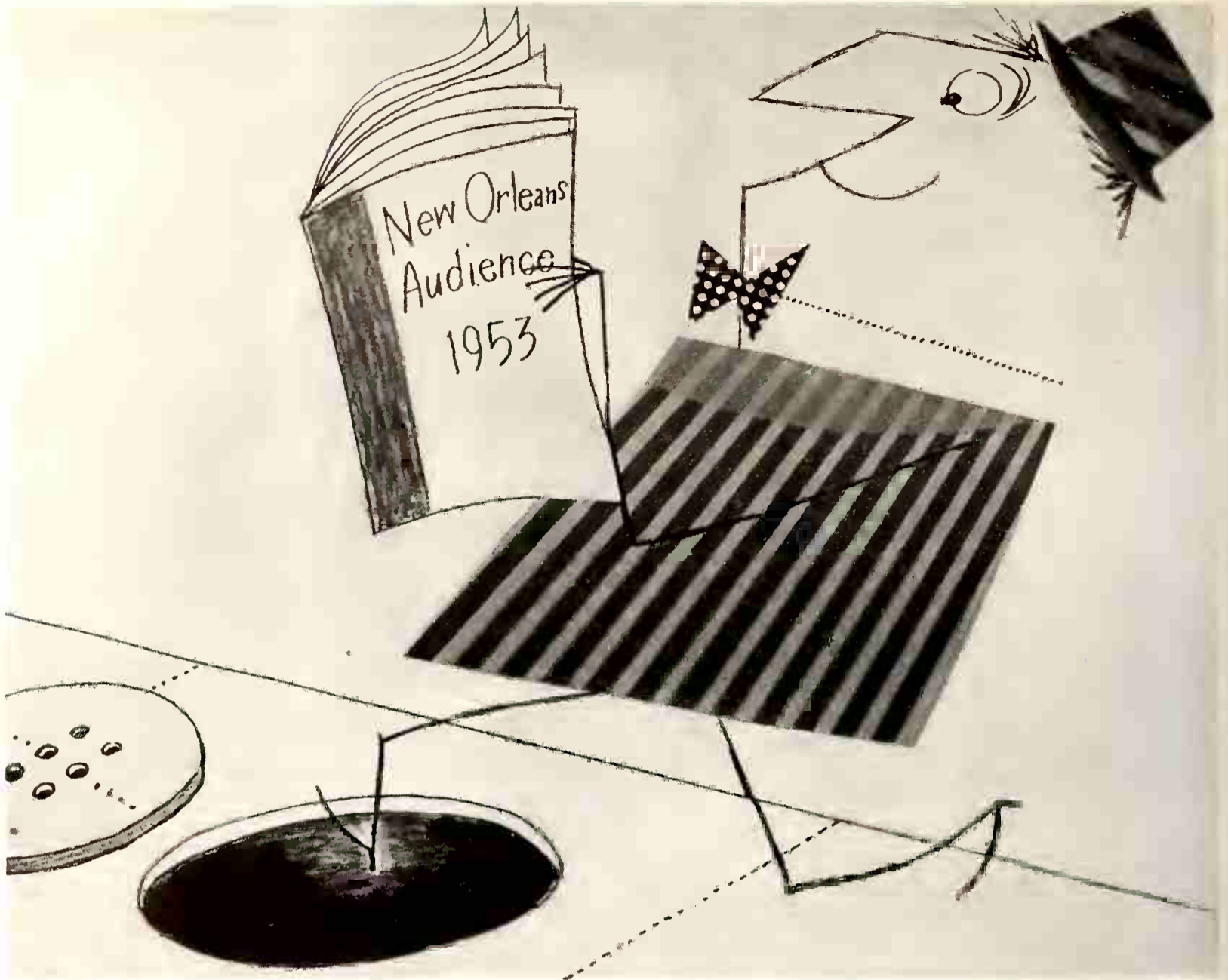


NETWORK

also ABC, NBC affiliate

Represented exclusively by H-R Television, Inc.

*Videodex January 15, 1955 Gives WFBG-TV 11.6% in Pittsburgh, or more than 130,000 homes.



Living dangerously . . . in New Orleans

You can do a lot of living in New Orleans' lot of past . . . but in radio it's dangerous. Not *could* be. *Is*

Because until as recently as two years ago the heretofore showed a radio station named WTIX smack on the bottom of an eleven station market.

Then Mid-Continent took over and ten months later WTIX was New Orleans' number 1-rated station.

It's been at or near the top ever since.

A drastic upset in time-buying habits has followed this upheaval in the New Orleans listening habit. How old is your New Orleans story? That old? Call Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

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

WHB, Kansas City
Represented by
John Blair & Co.

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

the new
WTIX

New Orleans 16, La.

New and renew.

SPONSOR

14 NOVEMBER 1955

1 New on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
State Insurance, Skokie, Ill	Christiansen Adv. Chi	MBS 553	Army-Navy football; Sat 1:15 pm to concl; 26 Nov
er Products, NY	SSCB, NY	ABC 340	When a Girl Marries; M & F 11:45-12 am, 21 Nov; 26 wks
C is Pub, Phila	BBDO, NY	NBC 19B	One Man's Family; M-F 10:15-10:30 pm Fibber McGee & Molly; M-F 10-10:15 pm; B & 9 Nov, 15 & 16 Nov; 6 & 7 Dec
G Frigidaire div, Detr	Kudner, Detr	NBC 19B	One Man's Family; M-F 10:15-10:30 pm; 25 Nov 9 Dec
oyal Foods, Assoc Products, White Plains	Grey, NY	NBC 19B	Weekday; M-F 10 am-6 pm; 7 Nov; 8 wks
G Buick Div, Flint	Kudner, Detr	MBS 485	Gabriel Heatter; 7:30-7:45; 1 Nov & 3 Nov
eral Tire & Rubber, Akron	D'Arcy, NY	ABC	Detr Lions vs Green Bay Packers; 12 noon to conclusion; 17 Nov
H mark, Chi	Foote, Cone & Belding, Chi	NBC 19B	Monitor; 19 Nov-18 Dec
H us, Upham, NY	Lewin, Williams & Saylor, Newark	ABC 40	Wall Street Final; M-F 5:55-6 pm; 31 Oct. 52 wks
W nen Co, Morristown, NJ	Grey, NY	NBC 19B	Weekday; M-F 10 am-6 pm; 7 Nov; 8 wks
Wier Products, Jackson	Gordon Best, Chi	ABC 332	Breakfast Club; segment on F 9:35-9:40; 6 Jan
S lura Co, Phila	Hicks & Greist, NY	ABC 332	Breakfast Club; seg on Th 9:40-9:45; 17 Nov; 13 wks
S ebaker, So Bend	BGB, NY	NBC 19B	Top Ten Plan & Monitor; wk of 20 Nov



Ernest R. Stern (3)



Edythe Rein (3)



John H. Eckstein (3)

2 Renewed on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Christian Reform Church	Glenn, Jordan, Stoetzel, Chi	MBS 235	Back to God Hour; S 9:30-10 am; 27 Nov-18 Nov 1956
Min Clarence Manion, Chi	Victor Adv. So. Bend	CBS 204	Manion Forum of Opinion; S 9:30-9:45 pm; 6 Nov-28 Oct
ed Motors, Detr	Campbell-Ewald, Detr	MBS 526	Lowell Thomas; M-F 6:45-7 pm; 31 Oct; 52 wks



Gene Accas (3)



Al Chioda (3)



O. W. Myers (3)

Broadcast Industry Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
Gene Accas	ABC, adv. pub, prom director, NY	Same, sales development director
Clay Adams	ABC, rad-tv co-op mgr	CBS TV, NY, film prod operation dept, mgr
W. G. Atkinson, Jr.	ABC, NY, vp in charge of radio network	Same, radio sta rel, eastern regional mgr, NY
Erles T. Ayres	KMTV, Omaha, prom mgr	NBC, NY, radio network hd
H. Baker	KFWB, Hollywood, merchandising director	Same, acct exec
El Belford	A. C. Nielsen, Chi, acct exec	Same, also director of adv and publicity
Erles W. Besosa	KLAC, LA, general mgr	Same, vo, rad-tv dept
Ly Buskett	MCA-TV, NY	KCBQ, San Diego, general mgr
Cashaw Bonner	Adam Young, NY	TPA, NY, acct exec
Lin C. Cass	Westchester County Publishers, White Plains, adv-sales staff	H-R Res., NY, sales
Chioda	DuMont, sta rel mgr	WFMY-TV, Greensboro, NC, promotion director
Bert L. Coe	KFMB-TV, San Diego, promotion	ABC TV, sta rel, regional mgr
John Cole	KTAC, Tacoma, acct exec	Same, tv director
John Condon	KBAK-TV, Bakersfield, Calif	Same, asst mgr
Constant	WWOR-TV, Worcester	Same, vp
Harold Corwin	TELEVISION Magazine, NY, research director	TPA, NY, acct exec
Crummy	NBC, Chi, gen sales mgr	Adam Young Television, NY, research director
Earl M. Curtis	Vitapix Guild Films, NY, station relations director	Same, NY, eastern sales mgr
Harold J. De Gray	KVOO-TV, Tulsa, promotion mgr	ABC Radio, NY, station relations director
Devine	WHIO, Dayton, regional sales	Same, commercial mgr
Les C. Dodgson	WMAR-TV, Baltimore	Hoag-Blair, NY, acct exec
Durgin	ABC, asst to adv. pub, prom director, NY	ABC Radio, NY, vp in charge of radio network
Erison W. H. Eagles	KELP, El Paso	XETV, San Diego, merchandising-prom mgr
John H. Eckstein	DuMont, NY, natl spot sales	Same, adv-prom director
Enis	WBBF, Rochester, sales mgr	KNOE, Monroe, La, program mgr
Try B. Frank, Jr.	ABC-TV, Chicago, acct exec	ABC TV, NY acct exec
David B. Gibson	Muzak, Wash, D. C., mgr	WHAM, Rochester, sales
William C. Gillogly	KFRC, San Fran, sales	Same, eastern sales mgr
John Gordon	WMT-TV, Cedar Rapids, tv sales director	KSCJ-TV, Pueblo, Colo, natl sales mgr
Harold H. Gravett	WORZ, Orlando, general mgr	KNBC, San Fran, acct exec
W. A. "Buzz" Hassett, Jr.		KDUB-TV Lubbock, Texas, natl sales director
Gene D. Hill		WGTO, Haines City, Fla, mgr

In next issue: *New and Renewed on Television (Network); Advertising Agency Personnel Changes; Sponsor Personnel Changes; Station Changes (reps. network. power);*

New and renew

3. Broadcast Industry Executives (continued)

Edward J. De Gray (3)



Lloyd B. Gibson (3)



Bill Crumley (3)



William H. Quinn (3)



John Devine (3)



Erwin Rosner (3)



NAME	FORMER AFFILIATION	NEW AFFILIATION
Petie Houle	KLAC, LA, traffic	Same, sales service rep
Edwin R. Huse	WXYZ, Detr, acct exec	Patterson-Richards Stations, West Va & Ohio, vp
Andrew P. Jaeger	Procter TV Enterprises, NY, vp in charge of sales	Ziv TV, NY, sales rep
Dick Jensen	WCCO-TV, Minneapolis-St. Paul, natl sales rep	Same, regional sales rep
Maitland Jordon	KJR, Seattle, mgr	KOMO-TV, Seattle, mgr
Edward E. Kash	Henri, Hurst & McDonald, Chi, sr producer	WEEK, Peoria, station mgr
Henrietta Kieser	Bozell & Jacobs, Omaha, vp	AWRT, Heart of America Chapter, pres
Marian Y. Komar	KLAS-TV, Las Vegas, commercial mgr	Same, gen mgr
J. L. Kaufman	Grant Adv, Detr, vp	UPA, Burbank, adv-publicity director
Lou Kravitz	Filmack Studios & Trailer Co, vp in charge of sales & adv	Lewis & Martin Films, Chi sales director
L. A. Larson	WISN-TV, Milwaukee, commercial mgr	Same, asst mgr
Boyd W. Lawlor	WIP, Phila, station mgr	WWCA, Gary, station mgr
Anthony Leighton	ABC, NY, publicity	Same, asst publicity mgr
Marvin Levey	WFDF, Flint, sales prom mgr	Same, commercial mgr
Jim McEanenev	Weed & Co, Detr	Everett-McKinney, NY, sales staff
Henry H. McMahon	Yankee Network, Boston, sales service	Same, retail merchandising director
Robert S. Mandeville	Everett-McKinney, NY, eastern sales mgr	H-R Reps, NY, sales
Joseph O. Meyers	NBC, NY, central news chief	Same, news manager
Ken Morton	KOOL-TV, Phoenix, asst mgr	Same, station manager
Edward A. Montanus	NBC, NY, central sales supervisor	Same, central sales mgr
Dana S. Murray	All-Canada Radio & TV, Toronto, program div	Same, radio program div mgr
Bernard Musnik	Crosley B'casting, NY, vp in charge of sales, Eastern div	Ziv TV, NY, new business development
O. W. Myers	Gerity Broadcasting, Bay City, vp	Same, also WNEM-TV, Bay City, general mgr
Benton Paschall	WNOE, New Orleans, gen mgr	KBAK, Bakersfield, Calif, gen mgr
Richard J. Passage	KYAK, Yakima, commercial mgr	Same, mgr
John C. Ponc	Fawcett Pub, NY, adv-sales rep	ABC TV, NY, sales dept, acct exec
Doug Peterson	WCCO-TV, Minneapolis-St. Paul, sales service rep	Same, natl sales rep
William H. Quinn	A. C. Nielsen, NY, acct exec	Same, vp in rad-tv div
Edythe Rein	Natl Telefilm Assoc, NY, asst tres	Same, vp
Erwin Rosner	WPEN, Phila, local sales mgr	Same, gen sales mgr
Adolph L. Seton	ABC, NY, asst publicity mgr	Same, publicity mgr
James T. Shaw	Henri, Hurst & McDonald Adv, Chi, rad-tv director	Ziv TV, NY, sales rep
Mary Smith	Trendex, NY	Same, vp
William E. Spahr	Montana State University, rad-tv program director	KFBB, Great Falls, Montana, adv-prom director
William H. Spencer	WCOL, Columbus, mgr	Same, vp
Joseph Stampler	WABC-TV, NY, acct exec	Same, sales mgr
Ernest E. Stern	ABC-TV, NY, publicity mgr	Same, LA, adv, prom, pub director
Robert F. Tait	All-Canada Radio & TV Winnipeg	Same, western supervisor
Kit Tyson	WBAL, Baltimore, wrtr	Same, asst program mgr
Leonard C. Warager	NBC, NY, eastern sales mgr	Same, administrative sales mgr
Bill Warner	Ziv TV Programs, NY	NBC Film Div, NY, sales rep
Ray Watson	WKRC-TV, Cincinnati, asst director	Same, producer-director
V. Byron Williams	WTRF-TV, Wheeling, asst program director	Same, program director
Philip H. Weil	GE, NY	GE, NY, rad-tv dept, district sales mgr

4. New Firms, New Offices, Changes of Address

Adrian Bauer Advertising, Philadelphia, has reorganized as Adrian Bauer and Alan Tripp, Inc.
 Burroughs Corp, Detroit, has announced the establishment of a Defense Contract Administration branch for military business
 KGER, Los Angeles, has moved to new offices at 419 South Robertson Blvd, Beverly Hills
 Lowe and Hall Advertising, with head offices in Greenville, SC, has opened a branch in Asheville
 CBS Radio Spot Sales, NY, has moved to 460 Park Ave as of 31 October

The National Television Film Council has established permanent offices at 1639 Broadway, New York
 North Advertising, a new agency, will open 1 December at 430 N. Michigan Ave, Chicago. Don P. Nathanson will be its president
 Radio Advertising Bureau, New York, has moved to 460 Park Avenue
 W. A. Sheaffer Pen Company has opened a branch plant in Utrecht, Holland

5. New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Diamond Crystal Salt Co, St Clair, Mich	salt	Ogilvy, Benson & Mather, NY
Elgin Softener, Elgin, Ill	water conditioning equipment	Phil Gordon, Chi
Jacquelin Cochran, NY	cosmetics	Al Paul Lefton, NY
McCormick & Co, Baltimore	tea and spice importers	Lennen & Newell, NY
Pabst Brewing Co, Chi	Pabst Blue Ribbon Beer	Leo Burnett Co, Chi
Purex Corp, South Gate, Calif	Purex liquid bleach	Foote, Cone & Belding, LA
Oakland Zone Chevrolet Dealers, Oakland	Chevrolet cars	Campbell-Ewald, NY
Revlon Products, NY	Touch & Glow liquid make-up	BBDO, NY

TEXACO STRUCK OIL IN INDIANAPOLIS

on
WXLW

the "SELL STATION"



EXAMPLE...

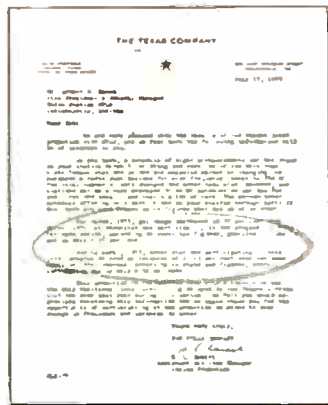
WXLW changed its broadcast frequency on March 12, 1955, to 950 on the dial. To help Indianapolis area motorists convert their automobile radios to the new frequency, WXLW and 63 Texaco service stations in metropolitan Indianapolis promoted free push-button conversions. Eight one-minute spots a day announcing the WXLW-Texaco radio frequency conversion began March 5, 1955, and ran through April 22, 1955.

The 63 Texaco service stations averaged 50 to 60 radio conversions for each of the first ten days of the promotion! The IMPACT on Texaco's sales figures during that period? Here's what the "SELL STATION" did for Texaco!

"Our March, 1955, gasoline consumption increased 10.07 per cent over March, 1954, at those stations participating in the program. During the same period, according to state tax figures, gasoline consumption was up only 5.95 per cent.

"During April, 1955, those stations participating in this joint program enjoyed an increase of 22.43 per cent over the same month in 1954; whereas, according to state tax figures, overall consumption was up only 6.92 per cent."

So says Mr. H. L. Knearl, Assistant Division Sales Promotion Manager of the Texas Company, Indianapolis, in his letter to WXLW of July 15, 1955.

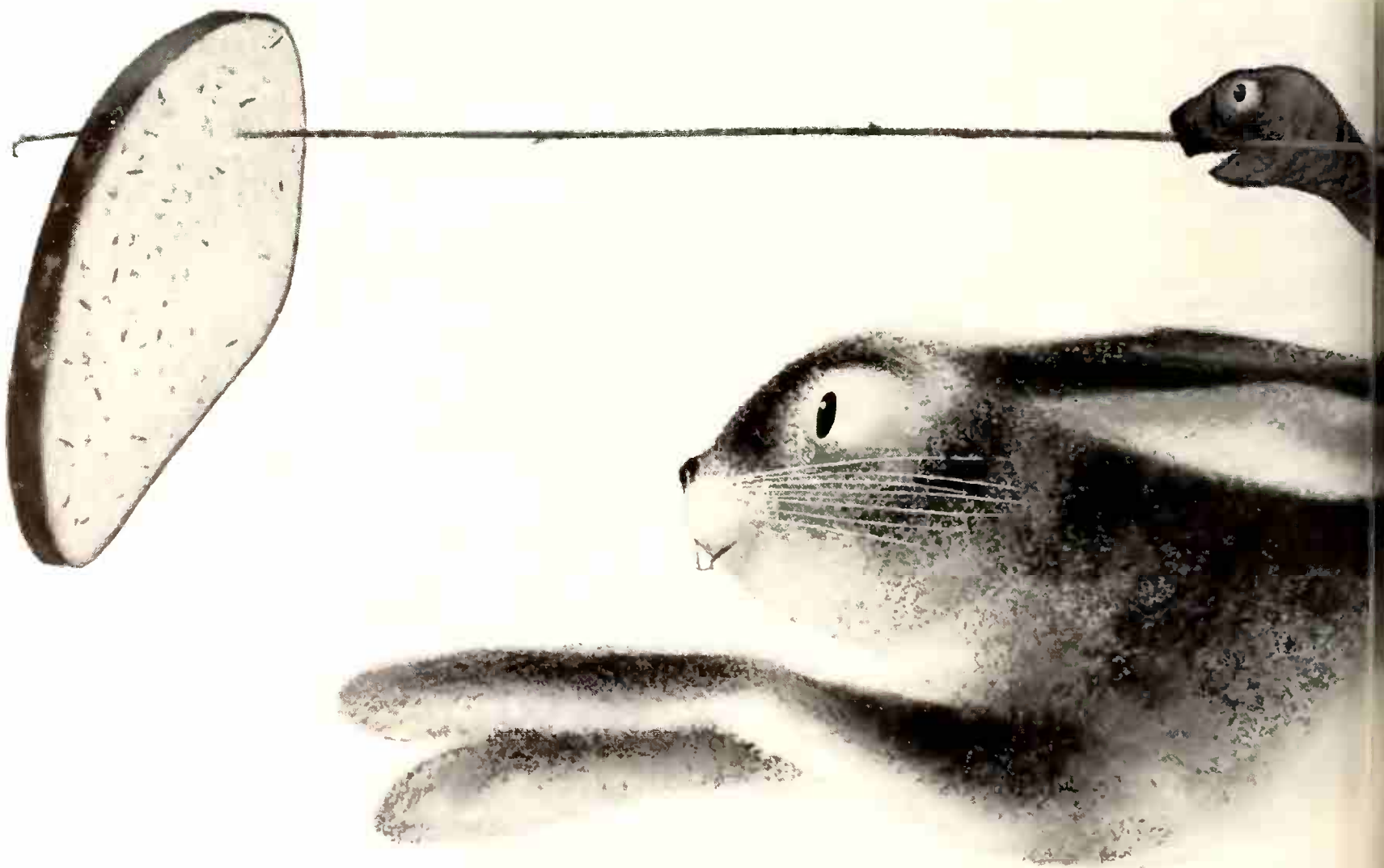


CAN **WXLW** SELL?

ASK TEXACO!

Represented nationally by the John E. Pearson Company

good spo



"Slow but sure" is no sales policy for an advertiser who wants to go places fast. Far better to hop aboard the fastest-moving, most effective medium there is — spot television — and ride it for all it's worth.

That's exactly what the General Baking Company did when it wanted to introduce Grossinger's Rye Bread in the Philadelphia market. Grossinger's was unknown there, and local brands were firmly established. How to move in fast? On BBDO's advice, the client bought a Twelve Plan schedule on WCAU-TV. And what happened then? To quote BBDO's own words: "In five weeks we hit the sales quota we had expected to achieve in 13 weeks. After seven weeks we passed all other rye breads and moved into first place in the market." *And...* at a cost per thousand viewers of only 31 cents!

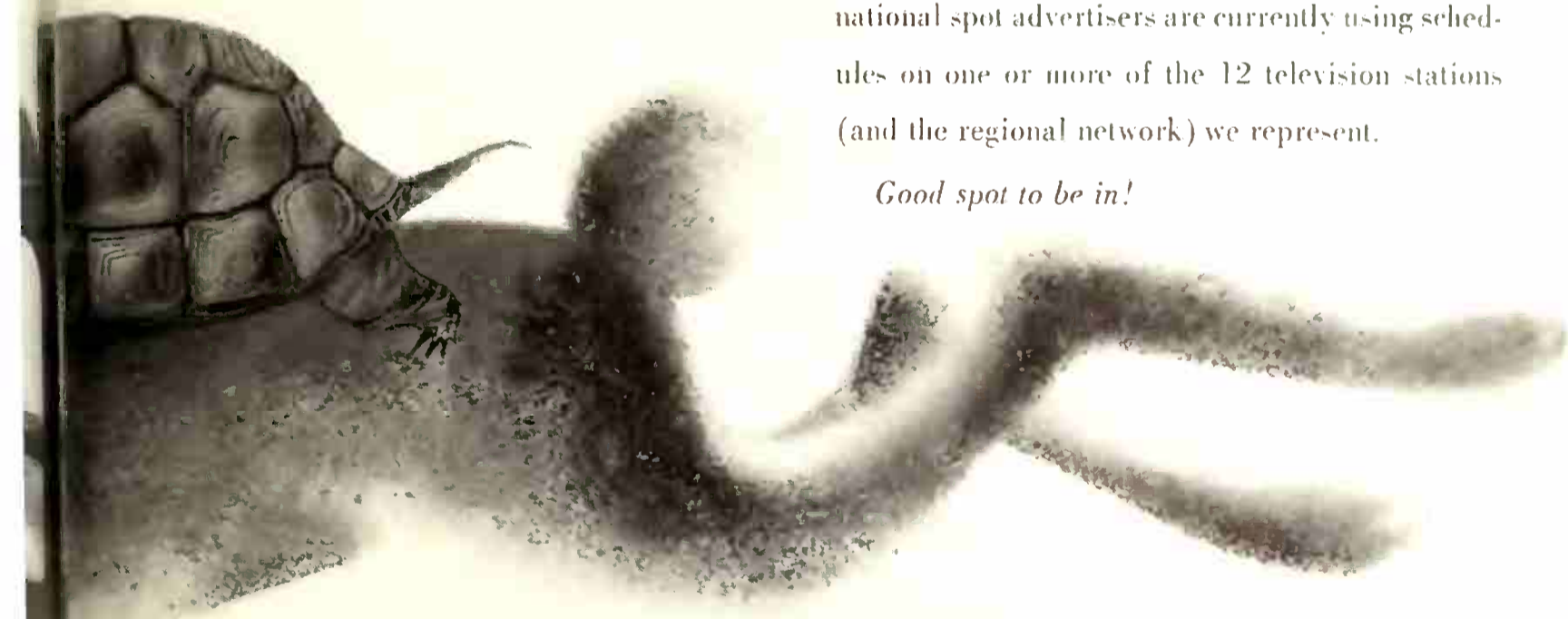
No fable *this*. It's another true case history which illustrates so well why more than 300 national spot advertisers are currently using schedules on one or more of the 12 television stations (and the regional network) we represent.

Good spot to be in!

CBS Television Spot Sales

Representing: WCBSTV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, KNXT Los Angeles, CBS TELEVISION PACIFIC NETWORK

to be in!





CERTAIN THINGS STAND OUT!

Yes, certain things are all-
important to the advertiser.
Like the dynamic sell-power
of the JOE FLOYD Stations . . .
the two-market impact you get
for your one smart buy . . .
the spending power of these big
multiple markets.

What a terrific spot for you!

THE BIG TV COMBO



78% of total South Dakota Market,
western Minnesota, northwestern Iowa

KPELO-TV

JOE FLOYD, President
Evans Nord, Genl. Mgr. • Larry Bentson, V.P.
NBC Primary

Represented by H - R TELEVISION



Mr. Sponsor

Robert A. Seidel

Executive v.p.
RCA Consumer Products, New York

"It's a damned sight easier to breed minks than make color tv sets," says Robert Seidel, RCA Consumer Products' executive v.p., about the current pricing of color tv sets.

"But the same people who are buying Cadillacs, cruises and trips to Europe will want color sets. And the time will come when all network transmission will be in color."

An energetic, friendly man with a long career in merchandising and retailing to back him up. Seidel sits in a Rockefeller Center office overlooking most of Manhattan, some of New Jersey, Queens and the Hudson. He feels most comfortable when flanked by an RCA tv set, hi-fi unit and the new portable RCA radio-phonograph.

"The trend toward color has been established," says he. "Take Chicago. Starting next April all shows originating out of our Chicago o&o station will be in color."

Seidel puts a lot of persuasion and advertising into RCA sales promotion. This year alone RCA Consumer Products will be spending some \$20 million (including the co-op budget) on selling the public on its line. Naturally enough, RCA is a heavy radio and tv advertiser on NBC, with numerous commercials on *Monitor*, *Dragnet* and *Playhouse*, as well as *Berle*, *Producer's Showcase*.

"If I were still a retailer, I'd stock up on any product that's being advertised on tv," he comments. "There isn't a manufacturer of a product in No. One position who can afford to stay off the medium if he wants to hold on to his advantage."

RCA's tv sets have held that choice position for some time against new and established competitors alike.

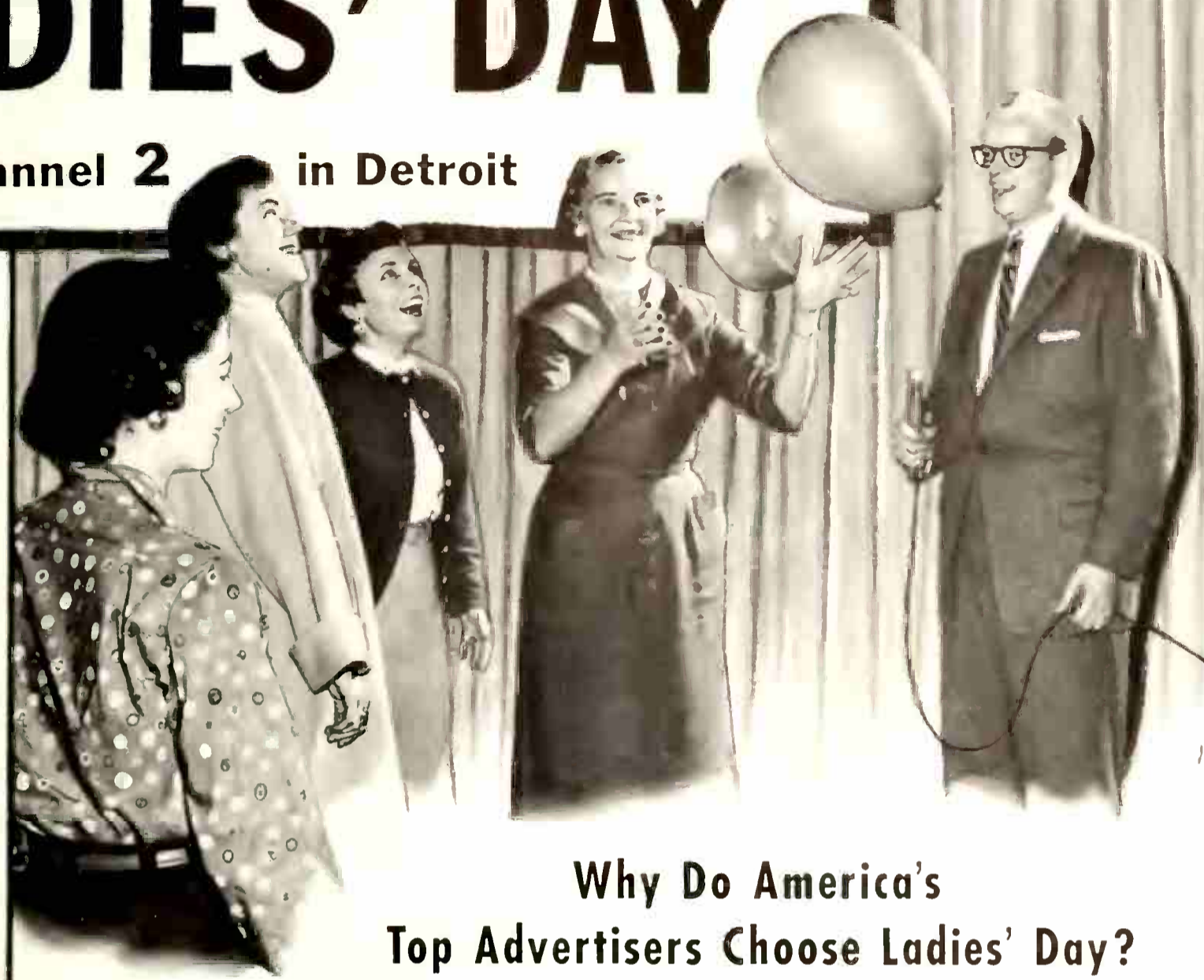
"Sure, I'm sold on the power of tv," adds Seidel. "But the secret of advertising effectiveness lies at least partly in media balance."

Demonstration-minded, Seidel illustrates his comments with charts, a quick walk to his office hi-fi set, which he'll turn on full-blast to play a bell-clear, if deafening, rendition of *Star Dust*, a switch over to the new portable radio-phonograph on his bookshelves for a few bars of modern jazz.

"I was excited about RCA before I ever came here in 1949," says he, flipping proudly through color catalogs of the RCA line. "You should see our apartment (Sutton Place, Manhattan): We've got two tv sets and half a dozen radios in 4½ rooms." ★ ★ ★

You're In *Good Company* On **LADIES' DAY**

Channel 2 in Detroit



Why Do America's Top Advertisers Choose Ladies' Day?

1:00—2:00 P. M. Manday through Friday

The list of outstanding advertisers shown at left do not buy "blue sky" claims. Their agencies include many of the sharpest time buyers in the business. Their clients have been on Ladies' Day in the past 90 days for purely mercenary reasons, as they should be.

They buy because Ladies' Day is tops in ratings . . . tops with Detroit-Southern Michigan viewers. In the last 6 years, more than 65,000 women from over a thousand women's clubs in Southeastern Michigan and Canada have appeared on Ladies' Day, the only program of its type in the Detroit area.

These advertisers are on Ladies' Day because Chuck Bergeson's versatile showmanship means more sales for more products in more than 1,500,000 Detroit-Southern Michigan homes.

Want to make your sales soar in this big-spending mid-western market? Use the selling power of Ladies' Day or other potent participating programs* on WJBK-TV with its maximum power of 100,000 watts, 1,057 foot tower and top CBS and local programming on Channel 2.

*such as Nightwatch Theatre, Early Show, Cartoon Classroom, or Sagebrush Sharty

- W
- Advertisers
- LADIES' DAY
- past 90 days:
- ELZER
- BAKERIES
- BAKERY
- IRIN
- SUPER MARKETS
- AL BAKING
- DUCTS
- LIPSTICK
- BEER
- ODORANT
- OODS
- BINSTEIN
- CS
- MEAL
- WESTERN MILLS
- ER
- ER
- ER HOSIERY MILLS
- ACON
- ENTERPRISES
- GGLES
- FARM BREAD
- GAMBLE
- GARETTES
- NUT OIL
- GEST
- DESERT FLOWER
- ECT SPRAY
- EN
- BRANDS
- VAN CAMP
- OLA
- ROOMS

and Nationally by
ITZ AGENCY
Sales Director
HARKER
New York 22
HILL 8-8630



WJBK-TV

CHANNEL 2 DETROIT

1 buy



covers 3



When that 1 buy is WJAC-TV, Johnstown, you not only steer your way into the rich Johnstown area, but you coast right into the Pittsburgh and Altoona markets, as well!

Latest Hoopers show WJAC-TV:

- FIRST in Johnstown (a 2-Station market)
- SECOND in Pittsburgh (a 3-Station market)
- FIRST in Altoona (a 2-Station market)

Smooth the way for more sales with the 1 buy that covers 3 . . .



Get full details from your KATZ man!

SPONSOR BACKSTAGE



by Joe Csida

Does everyone dig Noel Coward?

It is more or less the custom of this corner to make passing comment on anything widely hailed as new, different and exciting. And certainly the two-person spectacular presented on CBS TV, Saturday, 22 October, 9:30 to 11 p.m. EDST, was so hailed. *Together with Music*, you'll recall it was called; and Mary Martin and Noel Coward were its stars.

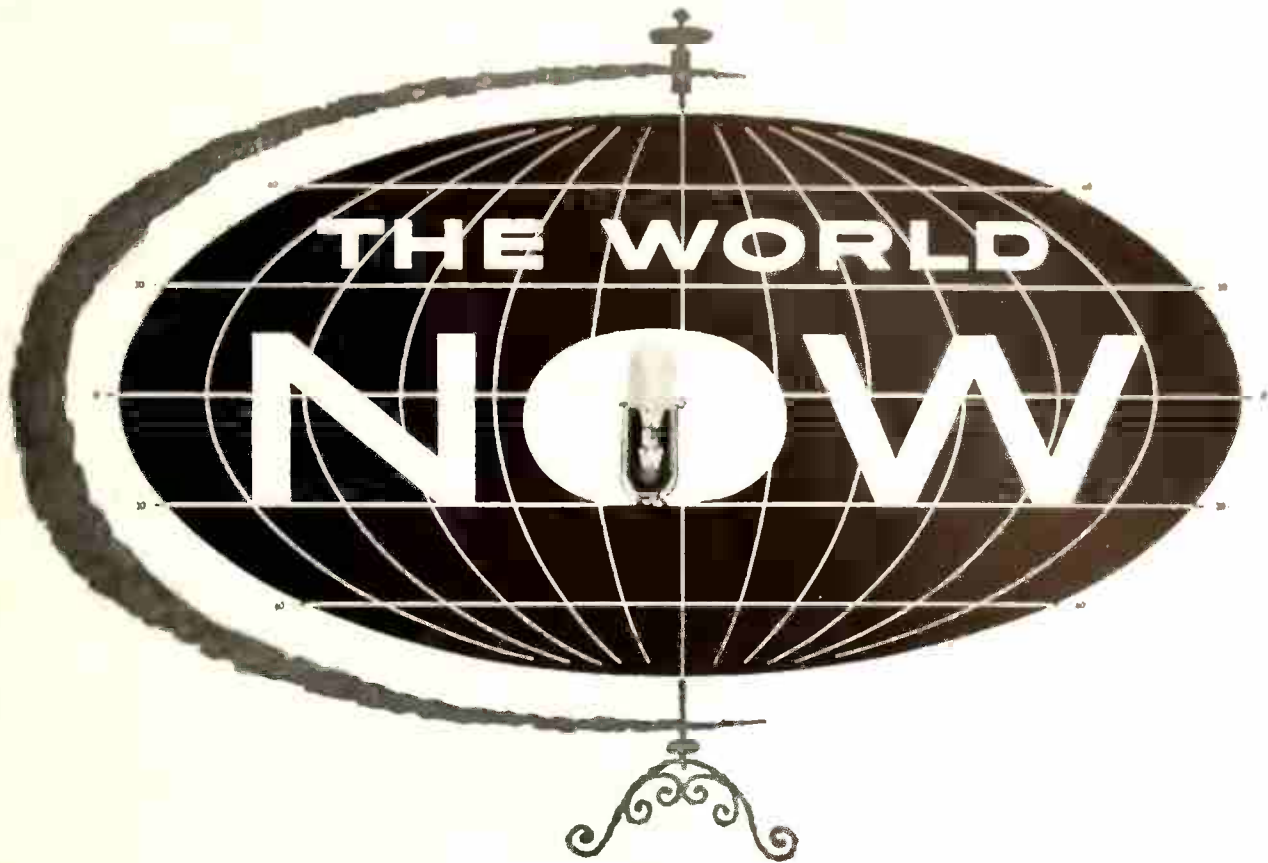
I go along. It was new, different and, I'm sure, to a certain segment of the population, exciting. Dear, dear Noel was just the sweetest thing. The elderly elf pranced and danced and managed, in his songselling, nuances which no mere man could possibly muster. Only the brilliant Coward could sing lines like "rolling in the hay" and conjure up a picture of a sweating farmhand tossing restlessly in a wagonful of dried grass.

There is, of course, virtually nothing in showbusiness that Coward has not done. For these many years he has delighted legit audiences, night club mobs and record collectors with his sharp wit, his wonderfully incisive words and music, his supreme gloss and glitter. And now that he has brought his endearing qualities to television, only the unsophisticated, the uncultured and the uninitiated will fail to cry with deep emotion and abandon: "Hip, hip, hooray! Do let us spend another evening with Noel soon."

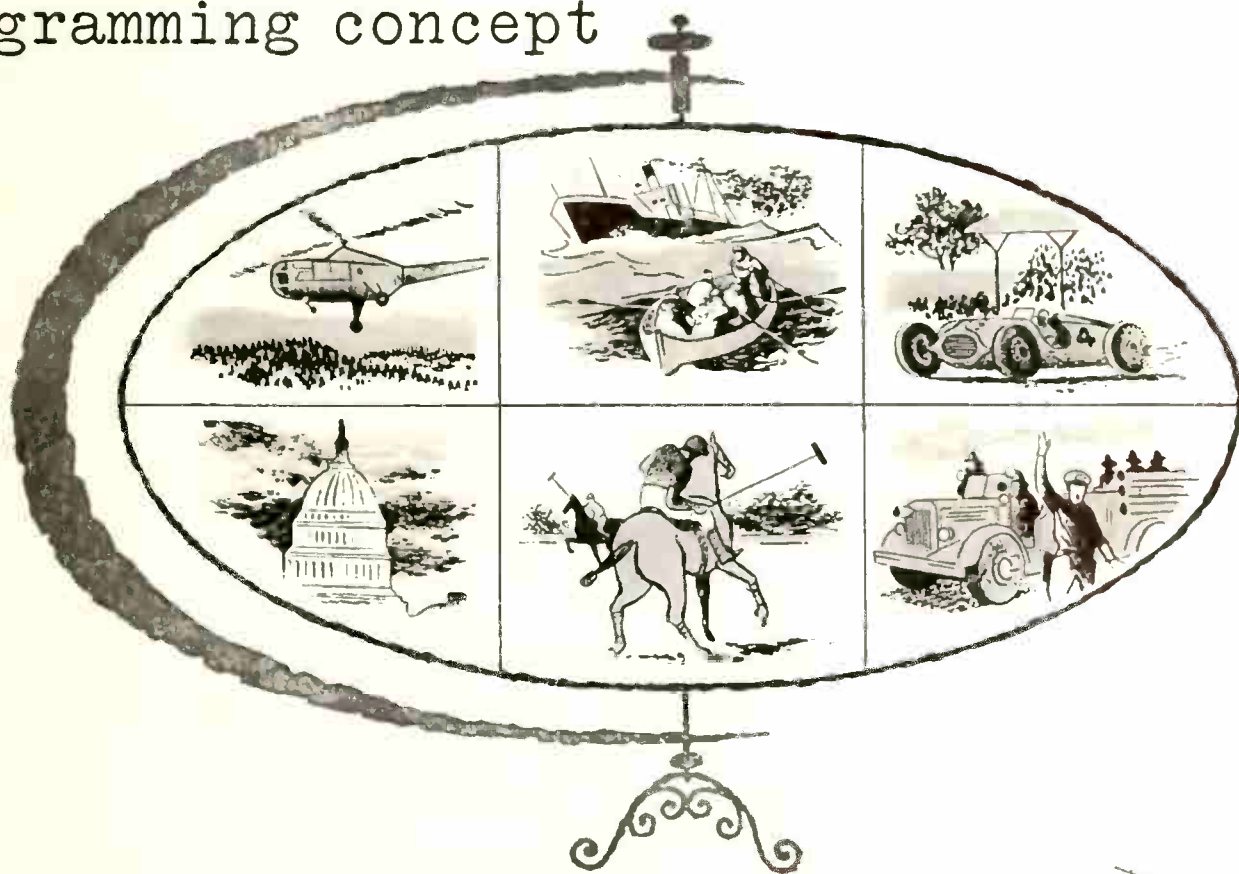
The 15-city Trendex for the three separate half hours of the show do create the suspicion that there may well be vast numbers of unsophisticated, uncultured and uninitiated people hidden in remote sections of this country. In its first half hour *Together with Music* topped Jimmy Durante on NBC with a substantial 24.3. But in the second half hour (10:00 to 10:30) against George Gobel's 23.7, Mr. Coward and Miss Martin tallied a 17. In the last 30 minutes, against the *Lucky Strike Hit Parade*, the spectacular got back a little more than a point, but still ran second best to the top seven songs, 21.1 to 18.7.

There wasn't (to get to the non-Coward aspects of the show) anything spectacular about Mary Martin. She was just plain, old, everyday great, as she always is. She sings a sad song sadder, and a gay song gayer and any song better than any lady around, voice or no voice.

(Please turn to page 70)



WLW radio offers a great new programming concept



It's here—"The World Now"—WLW Radio's spectacular new programming operation that takes you to every town or country, day or night...to bring you on-the-spot news, interviews, happenings...interest-packed people, places, and things that are vital forces in "The World Now!"

Yes, WLW Radio has a crew of roving reporters, announcers, writers, editors to cover the water front, home front, world front and back—to bring you the newsy-est, most entertaining programming in broadcast history.

And this human-interest, cover-all programming spearheads a sensational new "Certified Audience Plan" unprecedented in the entire broadcasting industry!

So tune your ad dollars to WLW Radio for "The World Now" programming punch with the smash "Certified Audience Plan!"—

See next page



Here's another Crosley first — revolutionizing broadcast media! WLW Radio now offers you a smash "Certified Audience Plan" with announcements to deliver the greatest possible unduplicated home coverage. You get a pre-determined audience at a low one dollar per thousand home broadcasts or even less...certified by the official NIELSEN REPORTS!

This sensational, unique "Certified Audience Plan" is spearheaded by WLW Radio's new dynamic programming operation "The World Now"—plus the famous Crosley power-packed merchandising and promotional services.

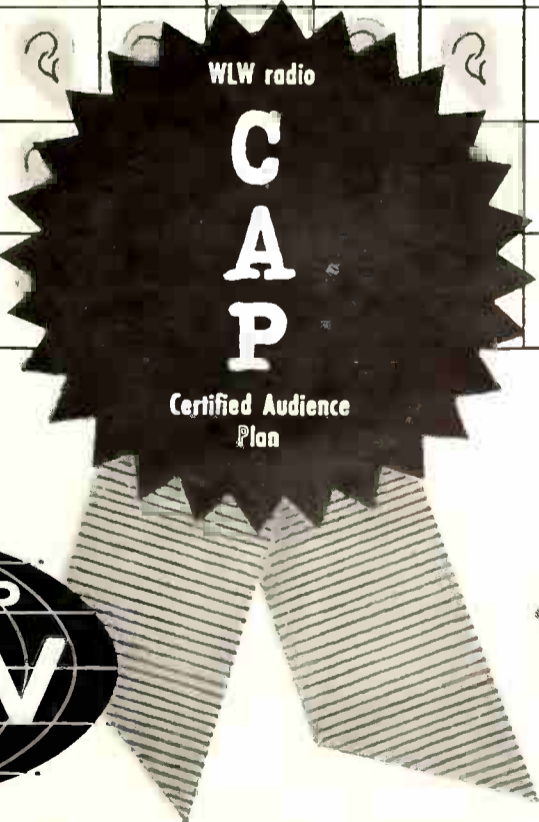
WLW's big new "C.A.P." will give advertisers the greatest selling package ... anytime...anywhere — proving the ears have it!

So tune your ad dollars to WLW Radio for the only "Certified Audience Plan" in any broadcast media backed by "The World Now" programming!

⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚
⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚	⌚
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PIECE PLAN in any broadcast media

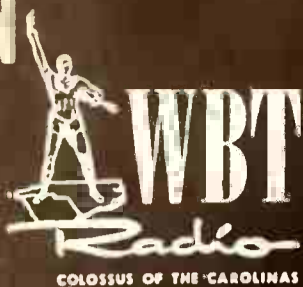
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WLW radio

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI.

ONLY ON



six (A) award winners...

No stranger to awards, WBT Radio starts its 34th year by winning five firsts and one second out of seven categories in the 1955 North Carolina AP News Broadcasting Competition.

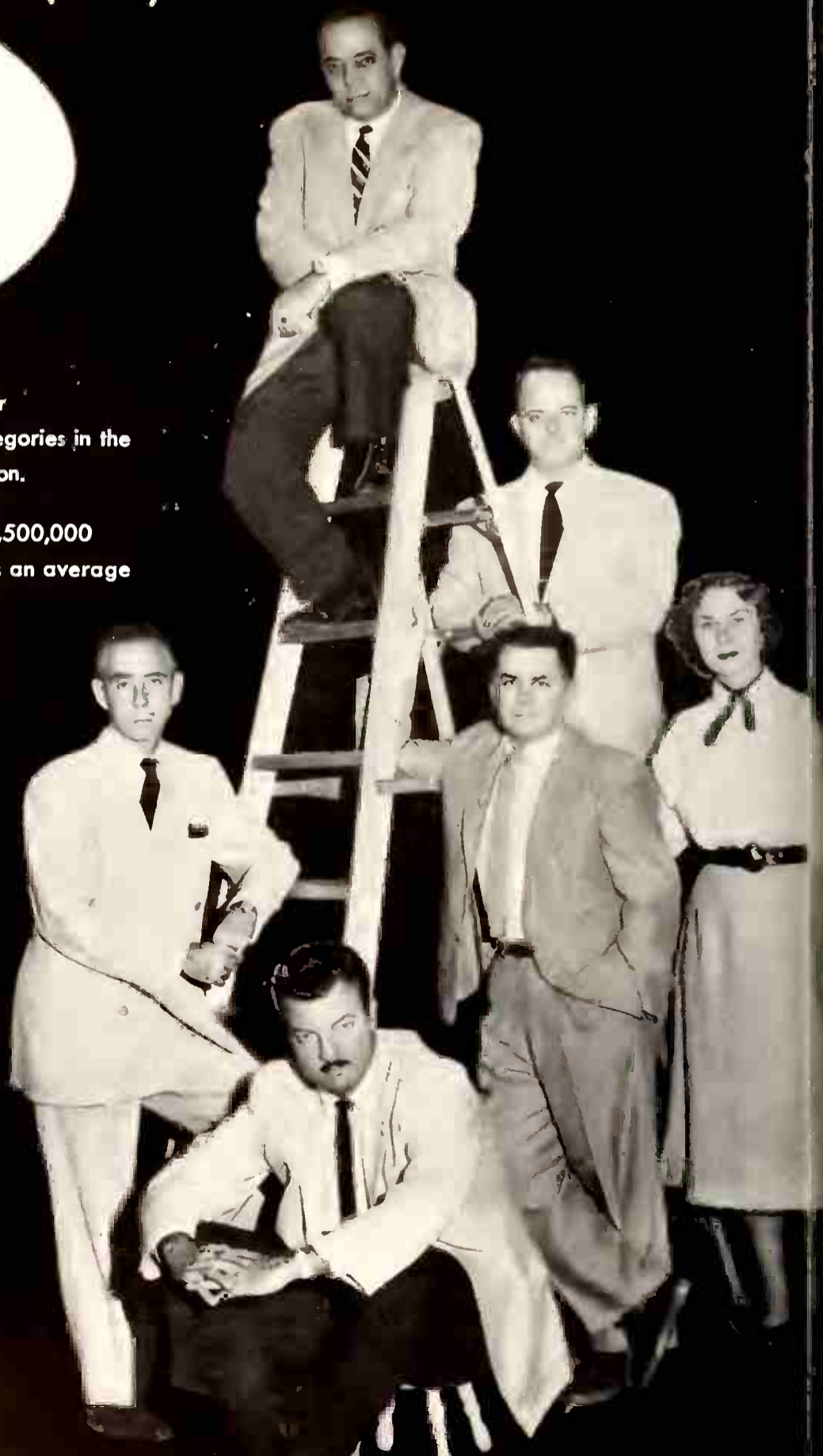
Alert, imaginative, mature, WBT's news service to its 2,500,000 listeners typifies an overall program service which wins an average share of audience attained by few American stations (47%—1955 Pulse of Charlotte).

Relate this radio rarity to your own selling problem by calling WBT or CBS Radio Spot Sales.

1. "Big Bill" Ward, Sports, Superior; 2. J. B. Clark, Special Events and Documentary, Superior; 3. Phil Agresta, State and Local News, Superior; 4. Jim Patterson, Commentary, Superior; 5. Jeanne Alexander, Women's News, Superior; 6. Jack Knell, Comprehensive News, Excellent.



JEFFERSON STANDARD BROADCASTING COMPANY
CHARLOTTE, NORTH CAROLINA



COVERAGE STUDY STATUS AT A GLANCE

PROBLEM: There has not been a comprehensive coverage study since 1952. Agencies spending millions of dollars in tv are panting for detailed and up-to-date data on who views where on what U. S. television stations.

TWO SOLUTIONS: A. C. Nielsen, which did a national radio-tv coverage study in 1952, will do similar one for 1956. ARB has proposed a \$1.2 million study with 500,000 home sample to cover television stations only.

DISPUTE: Two of three tv networks are cool to national coverage study at this time. NBC urges concentration of research funds in areas where data are needed most, wants to wait for NARTB industry-backed study.

FUTURE: NARTB has set 1957 target date. Meanwhile, ARB will go ahead with study of 300 small markets. An ARB national study seems unlikely without the support of the tv webs, which must put up most of the money.

Will tv's buying-blind era end in 1956?

At least one national coverage study looks definite, though not everybody wants one at present time

by Alfred J. Jaffe

The long drought in data about tv set saturation and station coverage may be drawing to a close.

It can't come too soon for admen who have been ladling out millions of dollars in video while working with projections from out-dated studies, fancy guesstimates and piecemeal research.

At least one national set count and coverage study seems assured for 1956 with A. C. Nielsen Co. having stated it will definitely so ahead with its Nielsen Coverage Service No. 2 cover-

ing both radio and tv (for previous developments see 22 August 1955 issue of SPONSOR). It will be the first such study in four years.

Meanwhile, after years in which efforts to provide a comprehensive, county-by-county picture of tv have remained virtually dormant, the coverage-set-count pot is boiling over, with these other research developments all having come to a head in recent weeks:

1. ARB has laid before the networks its plans for a 500,000-interview sample, \$1.2 million tv study for next year.

The future of ARB's study lies entirely with the tv webs. If the networks go along with ARB, there will be, unless Nielsen reverses itself, a repetition of the NCS-SAMS battle in 1952. (In any case ARB will do another "Abilene-to-Zanesville" study of small tv markets with about twice as many cities covered as in the first study, which had data on about 150.)

2. ARF is exploring the possibility of turning out detailed tv set count figures based on the recent June study of the Census Bureau. ARF is seeking

a formula whereby the Census Bureau data could be broken down into county-by-county figures.

3. NARTB has taken itself out of the 1956 picture. It expects, however, to start working on a national tv station circulation study next year. The trade association has set up a 1957 target date for release of its study, details of which have long been a closely guarded secret. Clair R. McCollough, president and general manager of WGAL-TV, Lancaster, Pa., and an important figure in NARTB efforts to set

up an industry-supported tv set count and circulation study, has said there is no doubt in his mind about the study's getting under way next year.

4. SAMS has withdrawn from the coverage picture. It abandoned plans for a 1956 radio-tv coverage study and has returned provisional contracts to stations (mostly radio) which signed up for a second SAMS study.

5. One of the efforts to fill the need for information until a comprehensive field study is undertaken was made recently by the Edward Petry & Co. rep

firm, which released tv set data prepared in cooperation with *Television Magazine* and *Sales Management*.

Symptomatic of the long drought in tv data and the problems of getting accurate research at reasonable cost is the fact the tv networks are split wide open on how to get coverage data during 1956. NBC favors interim methods until the NARTB group can show what it can provide. CBS favors a national coverage study as soon as possible and veers toward Nielsen. ABC is taking an it-depends-on-a-lot-



NBC'S BEVILLE IS AGAINST NIELSEN OR ARB COVERAGE STUDY, URGES

Because so few radio-tv researchers are willing to talk at length for the record on the burning current subject of a national radio-tv coverage study, a frank, outspoken view, in SPONSOR'S opinion, merits special attention. The opinions below, in question-and-answer form, are those of Hugh M. Beville, director of research and planning for NBC. Beville, a widely respected figure in the broadcast industry, views the rapid and complex developments in research from a particularly strategic vantage point.

Q. In a recent speech before the Radio and Television Executives Society, you expressed some views on the question of a national radio-tv coverage study. Is it correct to say you are against such a study at present?

A. Not exactly. It's more a question of what information we can expect to get in relation to what we pay for. I don't think anyone is against the idea of getting more station coverage and circulation data. But I don't feel it's possible at this time to do a sufficiently accurate county-by-county coverage study at reasonable cost . . . and, I might add, one that would be widely accepted and used and be provided on a continuing basis.

Q. Why do you feel this way now? Weren't you all for the Nielsen Coverage Service #1 in 1952?

A. Yes, that's true. We bought both the radio and tv material from NCS #1. As a matter of fact, I might say we were the initiators of NCS #1. We put up \$300,000 for it. That's a lot of money, even for NBC. But we were disappointed in the acceptance of NCS #1 by advertisers and agencies. We found they were more interested in ratings. We got little use out of the radio data, but some use out of the tv material, even though the tv part of the study was secondary at the time. The NCS tv data was mainly

confirmatory of the coverage and set estimates we were already using. Then, there's another thing. These one-shot coverage studies have their limits. You make a study—and then what? In a short time, the information is outdated. In fact, it's obsolete before it's published because these studies can take as long as a year.

Q. There are a lot of people calling for an up-to-date set count and coverage study. Doesn't that indicate a need for that kind of information?

A. There is definitely a need for information. But the question is: what kind of information? I want to stress at this point that that is the key to the problem. Now, you mentioned two things—set count and coverage study. I think a set count is two-thirds of the problem and I'm talking about a tv set count. The tv side is more important than radio right now because the picture is changing more rapidly. Now, as you know, the Census Bureau made a survey of tv homes in June, with the financing coming through the ARF from NARTB, the tv networks and TvB. There will be another one in January and we hope to have such nationwide set counts every six months in the future.

Q. But this doesn't provide county-by-county figures. Aren't they important?

A. Yes, they are. But the ARF is exploring the possibility of breaking down the Census Bureau figures into county-by-county data. This would be done mathematically, through some kind of formula. It's true the results would be estimates but I prefer good statistical estimates to estimates based on inadequate sampling. We hope to have them by early next year. One virtue of these ARF figures is that they have the support of the tv networks, the TvB and the NARTB.

Q. You said that a tv set count is two-thirds of the

of-factors stand but is decidedly cool toward a national coverage study at this time.

The interim methods proposed by NBC are detailed by Hugh M. Beville, its director of research and planning, below. NBC's attitude, as well as that of ABC's, appears to put the quietus on ARB's big study since the research firm has priced the study so that the nets pay 75% of the cost. On the other hand Nielsen, while it would feel the absence of network support, has the financial resources to go ahead

without the webs if it wishes.

Watching these developments on the sidelines, admen are, of course, vitally concerned. While some important researchers go along with Beville on the idea of concentrating on getting data in "problem" areas rather than lay out money for a national study, SPONSON found a majority of research executives panting for data as soon as possible.

This parallels the findings of a Nielsen questionnaire sent to both buyers and sellers of air time. The questionnaire, which Nielsen said was sent out

to a carefully selected sample, asked if interest in a national radio-tv coverage study was "intense," "moderate," "so-so," or "nil." The research firm told SPONSON returns from 80 agencies representing a cross-section of the field showed 90% expressing "intense" interest in a tv study and 85% expressing "intense" interest in a radio study.

The research firm had previously reported that 72% of the replies from radio stations and 86% of the replies from tv stations indicated intense in-

(Please turn to page 113)

RESEARCH MONEY BE SPENT WHERE NEEDED MOST UNTIL AN NARTB STUDY COMES ALONG

problem? Does that mean you don't feel coverage data stacks up as particularly important?

A. Let me give you a little background on that. You must realize that radio and tv coverage problems are different. There was a good reason for the interest in radio station coverage in the past. The power of radio stations differs tremendously. You have 50,000-watt clear channels and you have 250-watt outlets. Then you have differences in ground conductivity. And then the important difference between day and night signal strength of radio stations. These differences are much more pronounced for radio than tv and, of course, it's very important to know the details of these differences. Radio engineering data can't give it to you. Now, with tv it is quite different. The FCC set up regulations for power, antenna height and so forth and these tend to equalize the geographical reach of vhf stations. Engineering contours are easy to estimate and are relatively accurate for measuring tv coverage. The trouble is that there is too much outmoded, conventional thinking on the subject of coverage. People think about tv in the same terms as radio and they are not the same. NCS #1 would never have been done were it not for radio.

Q. Then, you don't think tv station coverage data is necessary?

A. Again, I want to stress that it's a matter of what kind of information and of what cost. Let me put it this way. Do you think any advertiser wants to know what New York City stations get into Manhattan? Or Queens? Or Brooklyn? Or, take any big market. Is there any doubt about which stations cover Los Angeles, or Chicago? Now, you can say that doesn't show which station is listened to most. But what are rating services for? I maintain we do not need coverage data for areas where we have rating reports.

We made a study to find out what percent of tv homes are covered by rating services or some kind of coverage

service, and when I say coverage service now I mean things like the ARB Abilene-to-Zanesville study. Well, we found out, for example, that 88% of the tv homes in New York State and 93% of the tv homes in California are covered by some kind of local rating or coverage study. You know there's a lot of concentration of tv homes in certain states and in urban areas. For example, 71% of all households are located in Standard Metropolitan Areas, as defined by the Census Bureau. It's in these SMA's where you find the rating services naturally. Now, in many areas there are only one or two stations. In Utah there are only two stations, both in Salt Lake City. There is not much of a problem in deciding what tv station to buy to cover Utah. The same situation prevails in most of the western half of the country. Actually, there's an awful lot of information around, more than the agencies realize. I know we've been putting out a lot of it.

Q. Well, what information is it necessary to get right now?

A. There are still plenty of areas where there is a need for up-to-date tv data. I'm talking about the areas where several stations operating in different markets overlap and the areas representing the outer reach of a station's signal. Also, areas where there is no rating information. ARB's Abilene-to-Zanesville study provided helpful data and they're going to do another one in January including even more areas. Why throw away a lot of money on a national survey that provides a one-time snapshot of coverage? Let's use the money now where it'll do the most good until we get a study that will be provided on a continuous basis and that has the support of the entire industry.

Q. You're talking now about the NARTB's plan for a regular tv set count and station circulation measurement?

A. Yes. Out of that we hope to get more information
(Please turn to page 124)

Is radio overdoing music-and-news

Too many stations are spinning disks without creative planning, say

The programming bread-and-butter of radio today is music-and-news. But not all buyers are happy about this post-tv trend.

"The only way to tell a lot of radio stations apart these days," grumbled the chief buyer for an auto account last week, "is by listening *real* hard for their call letters at station-break time. Otherwise it's often the same records spun by same-sounding guys who are reading the same newscasts from the same wire services."

It's true there are many switches on the formula. Some stations air hill-billy music and farm news. Some use classical recordings and special news analysis. Others rely on dreamy mood music and soft-voiced news.

But from the major network program headquarters to small-town 250-watters, the basic music-and-news formula is king. A study based on SPONSOR's latest *Buyers' Guide to Sta-*

tion Programing indicates that more than half of the hundreds of thousands of program hours beamed annually by U.S. radio stations is composed of a program marriage of popular music and news. (See photographic bar chart below).

As the trend mounts, many admen are beginning to ask themselves a few pointed questions, such as:

- Is the formula making stations lose their identity and causing them to sound like so many peas in radio's pod?
- Although music-and-news has shown itself to be a natural "companion" medium, indoors and out, are there some important segments of the radio population being overlooked in the m&n barrage?
- Is radio developing into a promotional medium for the record business and song publishing field—at the sponsor's expense?

POP MUSIC, NEWSCASTING NOW

PHOTOGRAPHIC BARS ON THESE PAGES SHOW WHAT RADIO STATIONS PROGRAM TODAY. BY TV AND THE INFLUX OF POSTWAR INDEPENDENT STATIONS, RADIO HAS MOVED INCREASINGLY IN THE DIRECTION OF MUSIC AND NEWS (SEE EL)

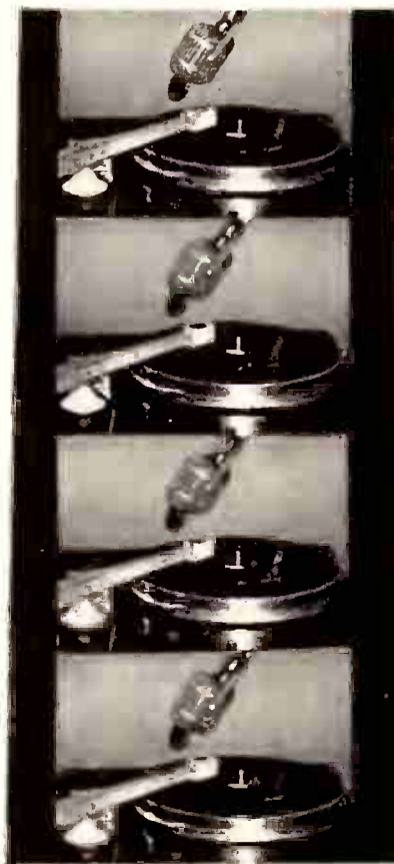


All programing types total
100%

Popular Music
45.1%

Concert Music
12%

Folk Music
14.5%



Programming?

Admen attacking copy-cat tactics

What they think: SPONSOR sought the opinions of buyers of radio, of broadcasters, researchers, and radio performers. This seemed to be the consensus:

1. *Music-and-news is here to stay.* As a program attraction, it has proved itself tops, when handled properly. Being timely and nonpictorial, it can lock horns successfully with even the biggest television programs, and will probably continue to do so.

2. *Admen like music-and-news.* "I feel much safer when a 52-week spot radio contract is riding in a popular music-and-news show," is a feeling often voiced by admen who shoot for wide audiences with both radio and television.

3. *Newcomers to music-and-news imitate established stations in the music-and-news field, not always with commendable results.* The temptation is easy. All that's needed to get into

the act is a stack of records (often gotten free from pluggers or promotion men), a "list" or "poll" of popular recordings such as those in *Billboard* or *Variety*, and AP and or UP wire news. At least, that's all it *seems* to take.

4. *A small but important local counter-trend is developing.* Admen are discovering, on analyzing many a broadcast audience of music-and-news shows, that it's a young audience. Afternoon blocks attract the teenagers particularly. Some buyers with products to sell to older listeners are ducking the m&n approach and are hunting other vehicles. Some stations are buying up syndicated radio transcriptions and programming them in blocks or strips.

The networks: Dick Pack, programming chief of the Westinghouse stations and a former executive of WNEW — the

best-known m&n station in the business — stated recently:

"Drama and large scale production in radio is a thing of the past. Even networks have a hard time competing with the more glamorous tv. But there is an important and somewhat new function for radio.

"This function is to provide a background against which to get up in the morning, eat breakfast, go to the office or do the chores at home. It is best filled by intelligent programming on the music-and-news level."

Network radio is meanwhile trying to walk an interesting path: while holding on to some of the things that have given it network prestige in the past — particularly worldwide news coverage and star personalities — it has at the same time been borrowing liberally from the music-and-news sales pattern along with some innovations in short-

(Please turn to page 144)

MORE THAN HALF OF ALL THE HOURS IN RADIO

... COME FROM CROSS-SECTION OF STATIONS REPLYING
... SURVEY MADE FOR SPONSOR'S "BUYERS' GUIDE."
... SHOW HOW LOCAL PROGRAMING IS KEYSTONED TODAY
... M&N FORMULA. SOME ADMEN FEEL "SAMENESS" IS
... R, WHILE LAUDING WELL-PLANNED MUSIC-AND-NEWS



Newscasts
11.3%



Other types
17.1%

Coming: SPONSOR's 3d annual "Buyers' Guide"

"A Sears catalogue for time-buyers" — that's how one top agencyman describes SPONSOR's annual "Buyers' Guide." Next edition of the buying aid, based on an extensive survey of the local radio and tv programming of all outlets in U.S. and Canada, is in the works. Publication date: February.

PART TWO
OF FIVE PARTS

Today's account executive: funnel for expanding services

Tv account man must be marketing-merchandising expert as well as adman

Today the typical large advertiser with a stake in tv expects his agency's staff to serve as marketing, sales and merchandising consultants as well as advertising strategists. The tv sponsor is spending millions a year. He feels he's got to insure this investment by thorough merchandising and exploitation, and he wants to feel that his approach to marketing and sales problems is in harmony with his advertising effort. The ultimate responsibility for the various services the agency performs for today's client falls upon the shoulders of the account man.

This is the second of a SPONSOR

series analyzing the effect the growth of the air media has had upon agency-men, client admen, reps and station personnel—the new and old headaches that complicate their job. In the 31 October issue SPONSOR analyzed the problems of the timebuyer in 1955. The third article in this five-part series will deal with the headaches of ad managers.

"Tv didn't just add the headaches of one more medium to worry about," the account executive for a major cosmetics advertiser told SPONSOR, between a series of phone calls from his client and from within the agency

checking with him about (1) a whole saler convention, (2) the new tv commercials and (3) a magazine campaign about to break. "Tv actually forced account executives more and more into fields other than advertising. To do a top job in 1955 a guy should probably have spent five years each as a show man, merchandiser, district sales manager, media director, researcher, as well as in the many phases of advertising he was always expected to know.

So complex are the functions and responsibilities of today's account man for a major advertiser that some of the top air media agencies have developed two-man teams of account executive to service a client. The team is often composed of one man who's the advertising expert, and another who's primarily a marketing and merchandising man.

However, it is still far more usual for one account executive to bear all of the headaches implicit in servicing a particular air advertiser.

SPONSOR's survey of account men revealed that while their background vary considerably, account executives tend to work on a particular category of accounts even when they change agencies. For example, the account man for a beverage at a major radio

ADVERTISING HEADACHES

A series of articles designed to put in perspective the air media problems of:

- I. Timebuyers31 October
- II. Account executives.....this issue
- III. Ad managers.....28 November
- IV. Representatives.....12 December
- V. Station executives.....26 December

tv agency has been in the agency business for seven years, working always on either food or beverage accounts. Prior to coming into agency work he worked in sales and sales management within the food industry.

Some account executives have come out of the media department, others out of copy, more out of market or radio-tv research, but once they're in account work, they become specialists in products, e.g. toiletries, foods, hard goods, automobiles. The trend to specialization seems far more ingrained than ever because of the increasing complexities in sales and distribution set-ups within each industry.

Here then are some of the most common complaints and worries that account men face:

Selling top management on tv:

Because of the tremendous cost of a tv campaign, top management on the client's side has become intimately involved with advertising plans. Very often the account executive has to justify the ad manager's and the agency's recommendations to men who are not advertising men at all.

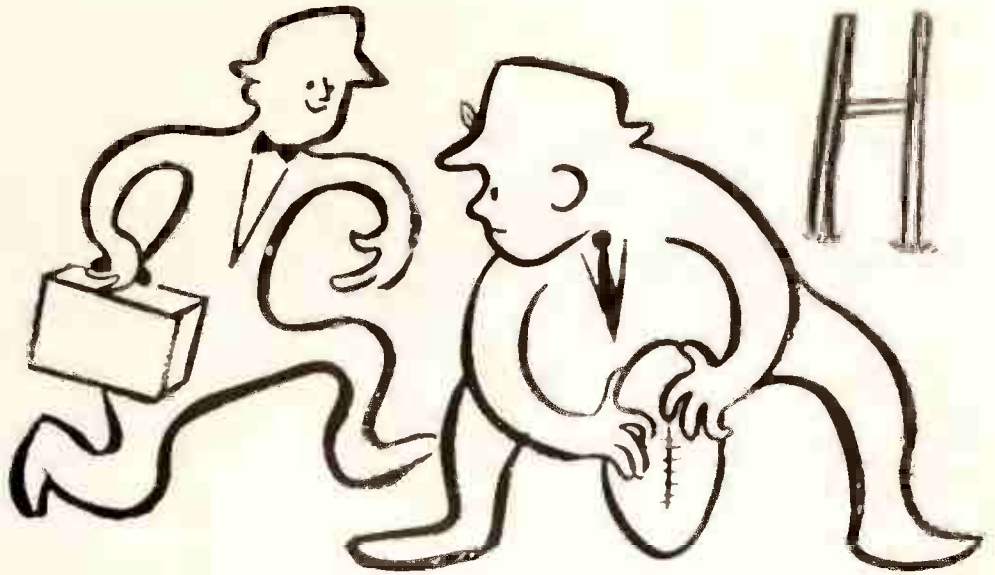
"It makes for a rough communications problem sometimes," said one account executive who had just spent two solid days in meetings with top client executives. "You're trying to sell the president of the company on the merchandisability of the network show, but he's a financial genius, and all he wants to know is how come it costs so much."

"We feel that for an impulse-purchase item like cigarettes an announcement campaign is very effective," said the account man on a major brand. "But you talk cost-per-1,000 and frequency impact to the chairman of the board till you're blue in the face and he says, 'I don't care. I want George Gobel.'"

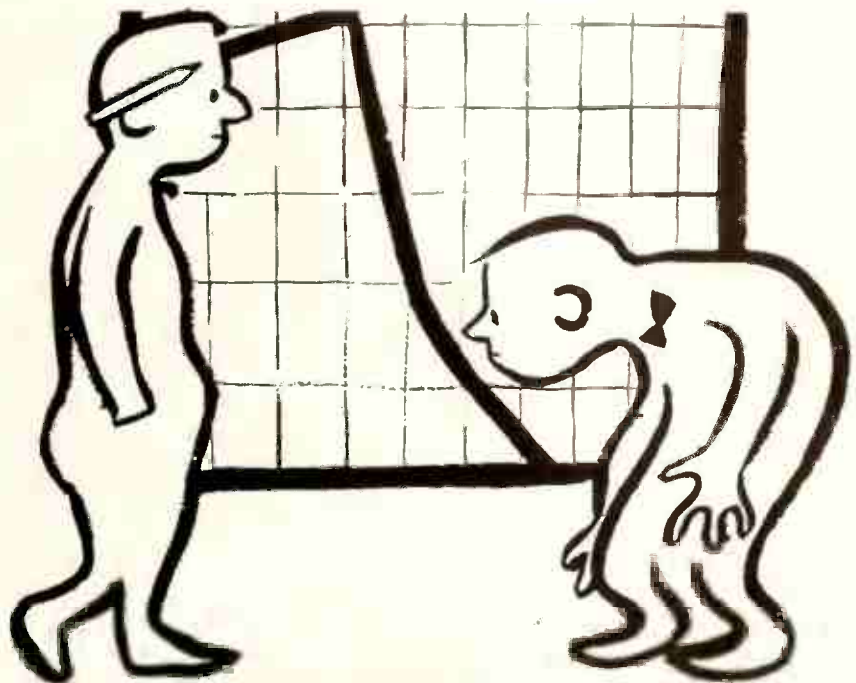
Department heads bypassing a e's:

When there's a struggle for power within the agency, or if the head of one department is considerably stronger than the head of another, it's frequently the account executive who suffers most. In the first place, it makes it harder for him to make as objective recommendations as he might want to. Furthermore, the department head may be tempted to go over the account exec's head to the client directly.

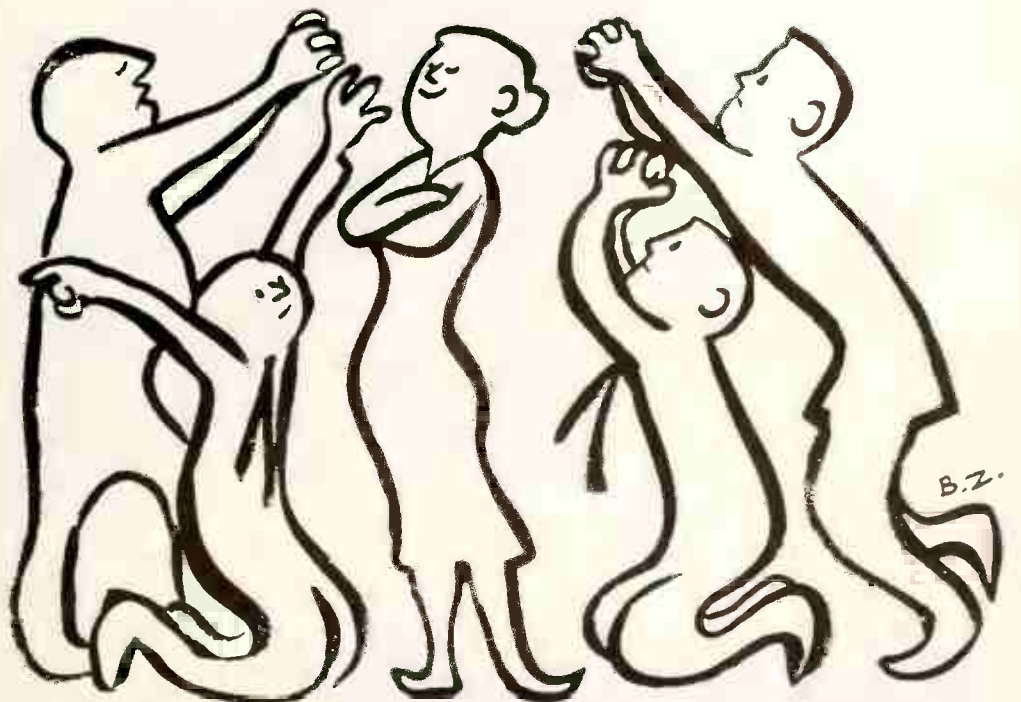
(Please turn to page 128)



When reps or station men run around the a/e's end to the client direct, it's the account man who's left holding the ball. He's the one who's got to go back to the od manager and justify agency strategy over again.



It's the account man's neck that's way out when show ratings fall down one week. Clients who're "ratings-howks" have him on the carpet regularly to explain the ratings when their show dips below the week before.



All too often an account executive finds himself caught between client and stor — the former asking for an unreasonable number of personal appearances, the stor refusing to listen to the account man's pleading.

Radio-print teamwork breaks sales records for Bon Marche

Forced back into air media by newspaper strike, Seattle department store now puts 10% of its ad budget into radio—and some television

Most local retailers move gradually and smoothly into air advertising—once they've been sold on the idea.

But when Seattle's Bon Marche department store moved into it, it practically catapulted through the door.

It was July, 1953. The store was getting ready for one of the largest retail promotions of the year. Then—a strike that was to drag on for three months hit the *Seattle Times*, the city's evening newspaper and a pri-

mary advertising medium of Bon Marche.

As the *Times's* presses stopped, Bon Marche's advertising toppers—Sales Promotion Manager John Keeler, Advertising Manager Shirley McKown, and Account Executive Peter Lyman of the Frederick E. Baker agency—started reaching for the phones. An advertising schedule had to be built—but quick.

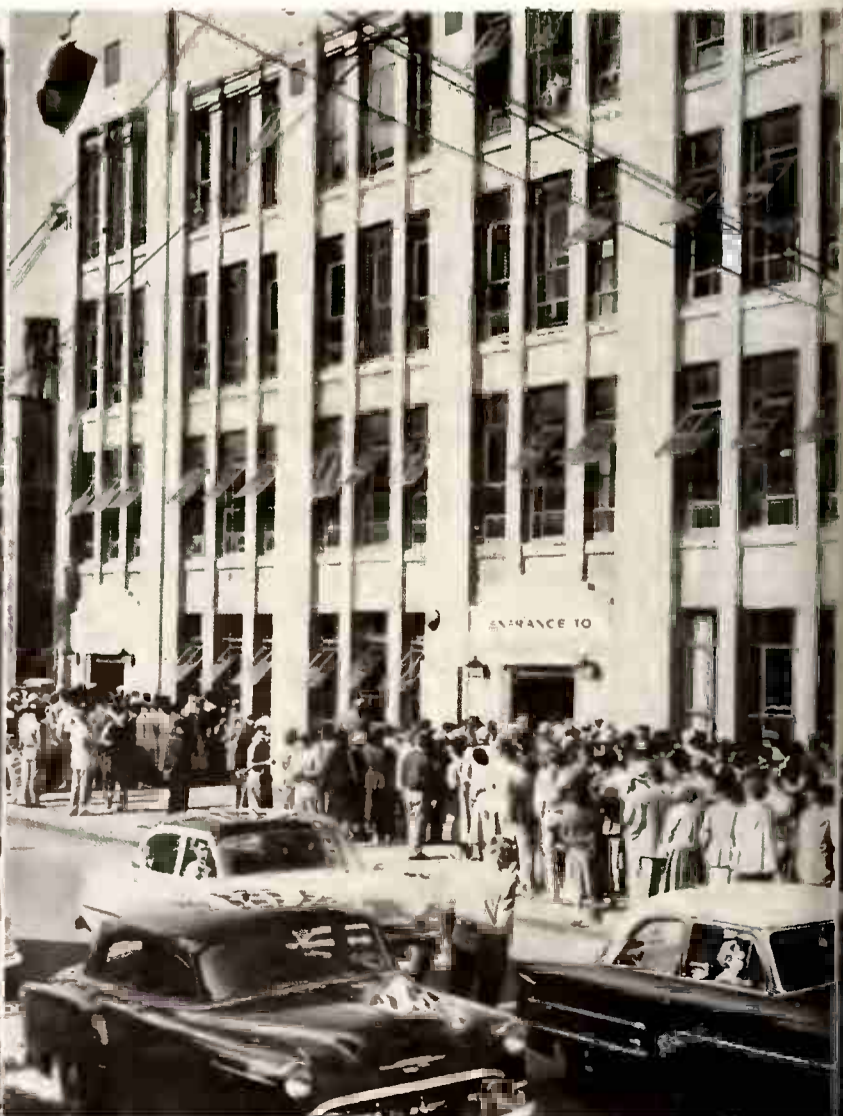
With a small mountain of merchandise to move, the trio had little choice.

They bought up practically every available news period, local program and spot announcement slot on the city's seven radio and one tv outlets. Then they stopped long enough for black coffee, and started writing air copy on the specials due to be featured in the storewide sale.

Overnight, Bon Marche — which hadn't used radio or tv in any amount since 1949—was practically saturating Seattle's airwaves. And, overnight, Bon Marche executives got a liberal edu-

Men's wear sale. Radio-tv combined to help give store biggest Father's Day sales among all 75 stores in Allied Stores chain.

Warehouse sale. plugged heavily via radio and tv, cracked Bon Marche's 56-year record for weekly gross with more than \$500,000.



cation in the selling power of the two local air media.

Success story: The 1953 crisis had a happy ending for the air media. For two weeks, the store (actually, there are four Bon Marche stores in the area) pounded away in radio-tv, and in the city's non-struck morning paper, the *Post-Intelligencer*. Instead of dropping off, store sales edged up nicely, and executives and admen of Bon Marche started to catch their breath.

Air media, and particularly radio, have been high on the store's media list ever since.

In 1953, Bon Marche spent about \$20,000 on the air.

In 1954, the figure jumped to a total of \$50,000.

In 1955, the air budget figure will be over \$60,000. By the latest local estimates, this will be about 10% of the store's entire advertising appropriation—about 2½ times as high as the "normal" percentage for department store air advertising as checked by the National Retail Dry Goods Association.

Currently, Bon Marche's radio lineup in Seattle looks like this:

- Four five-minute "Blue Streak Bulletin" newscasts daily on 5,000-watt KOL, plus announcements.
- Three five-minute news periods

daily on 50,000-watt KING, plus announcements.

- Heavy and consistent announcement campaigns on KAYO and KJR, both 5,000-watt outlets.

- In addition, special promotions for individual stores in the four-store chain are used in the Seattle-Tacoma-Everett area on other radio outlets. Tv is a factor, although its use is geared mostly to special seasonal promotions (such as Christmas) and not as a steady item in the store's air advertising.

How it works: In the first hectic days of the mid-1953 crisis, as agency-man Peter Lyman recalls, "little thought was given to the selection of stations or the time of day beyond spotting specific male or female-appeal items in evening or in daytime, and such other obvious choices."

But when the shouting died down and the empty store shelves gave evidence of the success of the campaign, Bon Marche executives had a chance to evaluate some of the lessons they'd learned. SPONSOR considers many of them particularly applicable to a wide variety of retailers using, or planning to use, air advertising, and commends them to the attention of admen.

- **Approach:** A lot of department store executives, for one reason or another, feel that radio-tv advertising



John Keeler (l.), Bon Marche's sales promotion manager, and Peter Lyman, Frederick E. Baker acct. exec., led the return to air media, head continuing campaign.

for a store has to be "institutional." Newspapers, they feel, are the medium that can sell a price special. Bon Marche, caught in 1953 without its usual newspaper space, had no time for the institutional pitch and hasn't tried it since.

Regarding the store's announcement packages on four local radio outlets, Lyman told SPONSOR:

"Downtown retail merchants in Seattle remain open on Monday nights until 9:00 p.m., so Monday is generally the top day of the week for sales.

"Naturally, then, Sunday is the heavy day for newspaper promotions for Monday business, and our use of radio ties in with this pattern. Generally, one or two of the most promotional items or events are selected for the radio back-up, and the spot announcements are run on Sunday and Monday. Or, if the event warrants, they are continued through Tuesday, Wednesday and sometimes even through Friday. Generally our radio expenditure is roughly equal to the newspaper budget for the items advertised.

"In every case, we try to make full use of the urgency and action value of radio as a medium. Because radio accomplishes its action-impelling job so well, we feel that the use of radio for regular merchandise at regular prices would 'water down' its effectiveness when we need it to produce action. Therefore, we restrict our use of radio to the advertising of highly promotional merchandise and events only. Our feeling is that when listeners hear 'Bon Marche' on the air they always know that it tells them about unusual values available at the store."

- **Radio-print team:** Bon Marche doesn't sell one way in print and an-

(Please turn to page 125)

HOW BON MARCHE AIR FORMULA WORKS

Copy slant: Store's admen avoid institutional air approach and use radio to sell specific items or to promote special store sales. They feel radio has special "urgency and action value." To keep "news value" of radio, however, regular-priced items aren't stressed; listeners know announcements mean specials.

Radio-print team: Store generally picks one or two of its top price bargains for daily radio featuring and heavy newspaper back-up. Both media drive home the same basic sales points with coordinated copy. Air copy changes after Mondays to keep in step with newspaper ads for specific item or event.

Scheduling: Bon Marche uses transcriptions featuring hand-picked group of announcers to build store identification and control the exact delivery of copy points. Programs (short newscasts) and spot announcements are used on four local radio outlets, with time slots scheduled by store in run-of-schedule and fixed air positions getting over 50% of audience.



ALCOA DROPPED MURROW TO GET BIG RATINGS IT HOPES TO ATTRACT WITH STARS LIKE WENDELL CORY, ANN TODD ON *ALCOA HOUR*

Alcoa enters "get-out-and-sell" era with \$3.6 million in tv

**Aluminum company fights competition by heavy consumer
promotion of its customers' products**



Alcoa label will sell brand name

Alcoa's streamlined sales strategy revolves around promotion of its customers' finished products to consumers. Firm will show aluminum furniture, for example, on its tv program. Alcoa labels on customers' products will tie in Alcoa name to customer advertising, promote brand

by Evelyn Konrad

This fall Alcoa made a sharp change in its television strategy. It bought alternate-week sponsorship of a mass-appeal drama show on NBC TV Sunday nights after three years with Ed Murrow's upper-brow, controversy-stirring *See It Now* on CBS TV.

Was the switch a delayed reaction to years of sitting on the hot seat after a succession of controversial shows including the famous Murrow indictment of Senator McCarthy?

Many a head on Madison Avenue nodded yes last spring when the decision to drop Murrow became known. But spend some time with Alcoa's executives and agency people and you come away with the impression this question gets more to the heart of the matter:

What's the reasoning behind Alcoa's emphasis on mass tv circulation, since the company is one that has little direct contact with the broad public?

Among the several answers: (1) Wartime aluminum shortages have finally petered out, and with the passing of huge government contracts, the aluminum industry finds itself in a buyers' market. (2) The growth of Alcoa's two competitors (Reynolds and Kaiser) and Reynolds's strong entry into consumer product manufacture is forcing Alcoa's hand.

Now the giant in the aluminum business is fighting for its share of the market. The new Alcoa strategy is based primarily upon promoting the finished products of its customers in all its advertising, thereby inducing the customers to buy Alcoa aluminum, and making the public Alcoa-conscious. It feels, therefore, that it needs mass audiences rather than the upper-level, select group which constituted the major Murrow following.

Getting a slot: The story behind Alcoa's recent network buy could make an exciting show on the firm's own drama program. It started a number of months ago, when Art Duram, v.p. in charge of radio-tv at Fuller & Smith & Ross, one of Alcoa's two agencies, alerted the three tv networks to the fact that Alcoa was in the market for a top-grade time franchise.

"We told each network about two or three time periods that we had our

eye on," says Duram. "One of the times we were watching was *The Philco Playhouse* on NBC TV. We figured they'd been on tv for seven years, and maybe they were getting ready for a switch. The hunch paid out."

On a Monday afternoon early this fall Philco did cancel. By Tuesday afternoon, Joe Calligan, NBC TV's manager of national sales, was on the phone with Duram. Duram in turn reached Todd Hunt, Alcoa's new ad manager, in his Pittsburgh office at 6:00 p.m. the same day.

A blondish, quiet man in his thirties, Hunt calls himself "a neophyte in advertising" but recognized the import of the phone call immediately. "Art Duram and I talked long-distance about the show for about half an hour," he recalls. "The biggest stumbling block could have been the fact that Alcoa normally makes decisions on a committee basis."

Hunt knew, however, that network tv doesn't permit time for dawdling. From his home he called Arthur P. Hall, Alcoa's advertising and public relations v.p. He then got Robert

McKee, the firm's v.p. of field sales, away from his dinner table for a quick telephone briefing. The following morning, he talked to such other Alcoa executives as Don Wilmot, v.p. of sales products managers, and Frank L. Magee, Alcoa executive v.p.

"We held informal conferences all morning," says Hunt. "By two o'clock, we felt ready to recommend both the time and the new program to Irving W. (Chief) Wilson, our president. Actually, we didn't go to him until 1:15 p.m., and by 6:00 p.m. I was on the phone with Duram again. By Wednesday, Joe Calligan had Duram's letter of intent to buy."

During Alcoa's "D-Day" Hunt had also been on the phone several times
(Please turn to page 133)

For Alcoa's philosophy

on sponsorship of controversy-

stirring Ed Murrow "See It Now,"

turn to next page ►►

Vertical saturation is Pat Weaver-Alcoa philosophy behind \$125,000 tv buy giving Alcoa every available network program for its "Christmas creations of Alcoa aluminum" promotion Tuesday, 6 December. Firm expects to reach over 10 million viewers at least once that day

ALCOA DAY—ALL DAY Tuesday—Dec. 6—NBC-TV

ARLENE FRANCIS
HOME

HARLIF RUGGLES
WORLD OF
MR. SWEENEY

TENNESSEE ERNIE FORD

STEVE ALLEN
TONIGHT

DAVE GARWAY
WAY
TODAY

RED BUTTONS
FEATHER
YOUR NESTS

MISS FRANCES
DON'T KNOCK THE SQUIRE

MATINEE!
ALCOA

TV's star salesmen will be selling
CHRISTMAS CREATIONS of ALUMINUM
for a FULL DAY on NBC-TV

How Alcoa looks at tv controversy

● Many tv sponsors become extremely concerned over any unfavorable mail about their show. They worry because it's difficult to gauge whether two bad letters represent 1,000 viewers or 200 potential customers, or whether they're indicative of a loss in sales.

Alcoa is one tv sponsor who had good cause to ponder these questions when Ed Murrow's McCarthy indictment and his interview with Oppenheimer hit newspaper headlines and caused a stir throughout the country. As sole sponsor of Murrow's *See It Now*, Alcoa found itself in the center of the storm.

SPONSOR interviewed public relations executives at the company to find out how Alcoa had felt about its association with controversy-stirring programming and whether its Murrow sponsorship had boosted or hurt sales. Their frank answers and comments can guide advertisers who are concerned about controversy issues on their own shows.

Why Alcoa bought Murrow initially—The purpose of Alcoa's original tv venture was to make the Alcoa company favorably known to the public. To do this job, the firm sought a public service type program.

"We felt we needed the support of the people who would tend to watch the Murrow show," one Alcoa public relations executive explained. "Of

course, it was a revelation to Alcoa to find out the number of ways in which matters of current interest could be controversial."

When Alcoa bought the show (in a deal made directly with Ed Murrow), it was agreed that Murrow retained complete control of the programs (which Alcoa never even saw before they went on the air) and Alcoa maintained control of the commercials.

Which shows were most controversial?—"Because the company is so big and widespread, some subject which has no connection whatever with Alcoa could kick back," an Alcoa public relations executive said candidly. "A show about book-burners in California might involve a big client's wife for all we know."

Most of the Murrow shows pulled a considerable amount of mail. 99% of which the firm answered. ("We don't answer obscene or ridiculous letters.") The only show on which there was no critical mail was the one tracing a pint of blood on the way to the battlefield in Korea.

Said one Alcoa public relations man: "On a program about Eisenhower, half the mail said Ed had sold out to the big companies. Others commented Ed was trying to sabotage Eisenhower by including a shot of him shaking hands with a Negro and remarking,

'Glad to know you.' The critical letter writers said Murrow was trying to make Ike unpopular in the South and that this might prevent him from breaking the solid South."

Alcoa executives recall a program that showed a mail-call scene in Korea. A fruit cake was shown arriving in poor condition. Within days thereafter Alcoa got mail from a fruit cake packers association protesting that their cakes always arrived in good shape.

How did Alcoa feel about the McCarthy shows?—"We made some enemies with these shows, and some friends," said an Alcoa public relations man. "I don't know if we would have vetoed the show if we had the chance. Probably so. We would have been readier to say 'yes' if we felt the networks had first taken responsibility along these lines. Why should we be the fall guy for networks who didn't have the courage to do it?"

"We want to sell everyone aluminum as long as they're not subversive. It isn't our job to go around and make any segment of the population mad."

Public opinion research surveys conducted by the Psychological Corp., however, showed public opinion continuously moving upwards about Alcoa. There was no fluctuation during the
(Please turn to page 142)

Reason for dropping Murrow?

Many speculated that shows like Murrow's interview with Oppenheimer and the McCarthy shows caused Alcoa to cancel sponsorship. Actually, Alcoa attributes switch to marketing strategy (see story on page 39). Alcoa knew controversial nature of programs before McCarthy. Even Ike's handshake with a Negro on one show aroused ire of some of Murrow's viewers.





Edgar J. Donaldson, associate radio-tv director, Ketchum, MacLeod & Grove Inc., Pittsburgh, here tells how he has fought and won the continuing battle of the spray gun.

Don't let fear of glare dull your live tv commercial

There are other ways besides spraying to reduce bothersome light reflection if you want your product to shine

With approximately 70% of tv programming throughout the country on film, and an increase in this percentage an almost certain prediction for the future, the networks have every reason to worry about how they are going to amortize the considerable investment they have in equipment and studios and people for live television production.

There is probably no way to completely stem the tide. But those of us who believe in a healthy percentage of "live production" do not want the film industry to be able to add "quality" to the advantages of film over live. And yet if the production experts responsible for many of the live commercials currently being aired do not begin to pay more attention to detail, this will be the case.

Take, for instance, the use of "dulling spray," a liquid wax or plastic normally used in a studio to dull a "hot spot" on a shiny surface. If properly and artistically applied, undue glare from an object can be avoided without making it apparent that a "doctoring job" has been done.

This is very important when appliances and automobiles are being sold via television. The glitter of chrome and enamel is one of the main reasons why a new car or a new refrigerator or a new toaster looks attractive. When the showroom shine is removed, or

covered up, it looks dull and unexciting.

We, at Ketchum, MacLeod and Grove are very familiar with the pressure exerted by the engineers of a television station or network to avoid glare. These technicians seem to abhor any type of light reflection. They point out that glare from a strip of chrome drags down the over-all picture level. They work so hard to get a technically perfect picture that the star often suffers. And, let's face it! the star of any commercial is the product being sold.

When handling automobile commercials, we spray only the problem areas. If light hits a bumper, or a strip of chrome in such a way that we cannot avoid tremendous glare by changing the camera angle or repositioning lights, we spray the offending area delicately. We spray in such a way that the glare is reduced, not eliminated.

Automobiles are shiny. The manufacturers mean them to be shiny. They arrive shiny at the dealer's. He gives them an *extra* coat of shine and puts them out on the showroom floor to glisten their way into the hearts of prospective customers. When these customers see their dream boats on television, they expect them to be shiny. They do not expect them to look as dull and drab as the "old bus" they're planning to trade in.

All chromium-plated appliances are lighting hazards. We are frequently faced with such everyday problems as how to get a shot of the inside of a chromium-lined oven. The everyday solution to this everyday problem seems to be to give it a good soaking down with dulling spray. But suppose you want to say something nice about chromium-lined ovens? You can't . . . if it doesn't look like chromium. And chromium, covered with dulling spray, just doesn't look like chromium.

A close-up of a large chromium surface, like a toaster or an automobile bumper, will act exactly like a mirror. Not only do you have the problem of light reflection, you have to avoid giving the viewers a behind-the-scenes shot of the camera, the cameraman, the floor manager or anything that happens to be in the reflective path of the mirror-like chromium surface being televised. In most cases a change of angle will eliminate the close-up reflections of camera and crew. But some part of the studio will be seen. The overhead must be avoided since it is a solid mass of lights. Some other parts of the studio can be reflected without too much harm, provided there is no movement on the floor during the shot. This is certainly far more desirable than a shot of a toaster with what looks like a quarter of an inch
(Please turn to page 137)

Timebuyers of the U.S.

The list of timebuyers starting below is designed to be used by all those who must communicate with buyers. It is probably the most complete list of national and regional buyers ever assembled and is based on the John E. Pearson Co. timebuyer list

supplemented by a SPONSOR survey. Agencies appear alphabetically by states and cities. This list will be published in reprint form for handy reference; for prices of single copies or quantities, write to Sponsor Services Inc., 40 E. 19th St., New York 17, N. Y.

This index gives you page where list for each city starts

Atlanta	45	Washington, D. C.	45	Lincoln, Neb.	95	Philadelphia	114
Baltimore	83	Denver	45	Los Angeles	42	Portland, Ore.	114
Beverly Hills, Cal.	42	Des Moines	78	Louisville, Ky.	83	Richmond, Va.	122
Birmingham, Ala.	42	Detroit	88	Memphis	116	San Antonio	122
Birmingham, Mich.	88	Durham, N. C.	114	Milwaukee	123	Salinas, Cal.	43
Bloomfield Hills, Mich.	88	Fort Wayne, Ind.	78	Minneapolis	88	San Francisco	43
Boston	83	Fort Worth Tex.	121	Muncie, Ind.	78	Seattle	123
Cambridge, Mass.	88	Glendale, Cal.	42	Nashville	116	St. Louis	95
Chattanooga	116	Hollywood, Cal.	42	New Orleans	83	Terre Haute, Ind.	78
Chicago	72	Houston	121	New York	95	Tulsa	114
Cincinnati	114	Indianapolis	78	Oakland, Cal.	43	Tyler, Tex.	122
Cleveland	114	Kansas City, Mo.	90	Oklahoma City	114	Waco, Tex.	122
Dallas	118	Knoxville	116	Omaha	95		

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

BIRMINGHAM, ALA.

J. HOWARD ALLISON & CO.
Suite 215 Town House

BBDO
800 Peachtree, N. E., EL. 7015

DE SOTO (SE Area) } ROBERT A. OLSEN

KEEGAN ADV. AGENCY } FORBES
Title Guarantee Bldg. } McKAY

ROBERT LUCKIE & ASSOC.
Frank Nelson Bldg.

Green Spot Orange Juice }
Ziegler Sausage } JOHN FORNEY
Bama Foods }
Yellow Label Syrup }

PARKER & ASSOC. } WAYNE PARKER
Comer Bldg. }

SILVER & DOUCE, INC.
Brown-Morx Bldg.

SPARROW ADV. AGENCY
Farley Bldg.

T. O. WHITE ADV. CO. } T. O. WHITE
Title Guarantee Bldg. }

BEVERLY HILLS, CAL.

BIOW-BEIRN-TOIGO, INC. } AVIS PHILBROOK
8707 Wilshire Blvd. }

BYRON H. BROWN & ASSOC. } SALLY WALKER }
8241 Wilshire Blvd. } DON FRANK }
B. BROWN }

EISAMAN-JOHN } JESS JOHNS
9155 Sunset Blvd. }

IRWIN—LOS ANGELES } GEORGE IRWIN
226 N. Canon Dr. }

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

LENNEN & NEWELL } BENJAMIN R. POTTS
308 N. Rodeo Drive }

WALTER McCREERY } WALTER McCREERY
9344 Wilshire Blvd. }

ARTHUR A. MEYERHOFF & CO. } LYLE WESTCOTT
328 S. Beverly Drive }

GLENDALE, CAL.

HARRY G. WILLIS & ASSOC. } WILLIAM P. STONEHAM
404 E. Broadway }

HOLLYWOOD, CAL.

BROOKS ADV. } JEAN SHAY
1610 N. Argyle Ave. }

LEO BURNETT CO., INC. } NANCY MYERS
1680 N. Vine St. }

CALIFORNIA ADV. } WALTER VAN DeKAMP }
1680 N. Vine St. } BOB WARD }

FAIRFAX } BOB NOURSE
1680 N. Vine St. }

JIMMY FRITZ & ASSOC. } JIMMY FRITZ
1680 N. Vine St. }

GRANT ADV., INC. } JOHN GAUNT
1680 N. Vine St. }

GUILD, BASCOM & BONFIGLI } GEORGE ALLEN
1741 N. Ivar }

HUNTER-WILLHITE ADV. } BILL HUNTER }
1540 N. Highland Blvd. } EARL WILLHITE }

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

KENYON & ECKHARDT } GORDON WALKER
6253 Hollywood Blvd. }

McNEILL & McCLEERY } JAMES McCLEERY
6777 Hollywood Blvd. }

RAYMOND R. MORGAN CO. } TERRI BRADY }
6233 Hollywood Blvd. } JACK KERR }

M. B. SCOTT & ASSOC. } BOB SMITH }
9155 Sunset Blvd. } MILT SCOT }
DON OTIS }
LOU NOLSE }
BY NEIMAN }

THE TULLIS CO. } HOWARD TULLIS }
6000 Sunset Blvd. } RUSTY McCULLOUGH }

WADE ADV. AGENCY } SNOWDEN HUNT, JR. }

DAL WILLIAMS & SONS } DAL WILLIAMS }
2142 Cahuenga Blvd. } DON BREWER }

LOS ANGELES, CAL.

ANDERSON-McCONNELL } JACKIE OAKNER }
731 N. La Brea Ave. } MOHLINER }

ATCHISON, DONOHUE & HADEN } ROBERT C. DONOHUE
1206 Maple Ave. }

ATHERTON ADV. AGENCY } ALFRED A. ATHERTON
8455 Melrose Pl. }

BARNES CHASE CO. } CHARLES DAVIS
3450 Wilshire Blvd. }

BBDO } LOCKE TURNER
6363 Wilshire Blvd. }

BROOKE, SMITH, FRENCH & DORRANCE } HARVEY WEST
1250 Wilshire Blvd. }

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

BUCHANAN & CO. } ROBERT WEST
151 N. La Cienega Blvd.

FRANK BULL & CO. } MEL R. ROACH
1239 N. Highland Ave.

CALKINS & HOLDEN } BLANCHIE M. GRAHAM
712 S. Carson Ave.

CAPLES CO. } MARION WELBORN
101 S. Kingsley Drive

MILTON CARLSON CO. } RUTH JOHNSON
1450 Wilshire Blvd.

CARSON-ROBERTS } RALPH CARSON DAN STEFFI
8811 Alden Dr.

D'ARCY ADVERTISING CO. } MERRIT WILLEY
1450 Wilshire Blvd.

DOYLE DANE BERNBACH } BERNICE LEVITAS
607 S. Hobart

ROY S. DURSTINE } WILLIAM D. SLOAN
1440 Wilshire Blvd.

EDWARDS ADV. AGENCY } EDDIE KOBILITZ
435 S. La Cienega Blvd.

ERWIN, WASEY & CO. } GLENN BOHANNAN } ROBERT CLARK } JUNE KIRKPATRICK
5045 Wilshire Blvd.

FOOTE, CONE & BELDING } MRS. LYDIA R. HATTON } MURIEL RULLIS
900 Wilshire Blvd.

GLASSER-GAILEY } GRACE GLASSER
1416 W. First St.

GLENN ADV. } RAYMOND E. PROCHNOW
6399 Wilshire Blvd.

GOODMAN-ANDERSON ADV. } CLAIRE KOREN
913 S. San Vicente Blvd.

GREY ADV. } MARSHALL EDSON
9165 Sunset Blvd.

HARRINGTON-RICHARDS } BUNNY WALKER
5816 Wilshire Blvd.

WILLIAM W. HARVEY } ROLAND E. JACOBSON
5747 Melrose Ave.

HEINTZ & CO. } ROBERT P. HEINTZ } JUNE MORGAN
611 Wilshire Blvd.

HIXSON & JORGENSEN } HARRIETT M. WEIGAND } LEON H. THAMER } WILLIAM RETTS } ROSS L. SAWYER } ROBERT J. DAVIS
7257 Wilshire Blvd.

THE JORDAN CO. } WALTER HUGHES
2404 W. 7th St.

EDWARD S. KELLOGG } WALLY SEIDLER
585 S. Carondelet

LANCE ADV. } JOEL DOUGLAS
2006 Sunset Blvd.

THE MAYERS CO. } BETH BRORERU
1301 W. 3rd St.

McCANN-ERICKSON } MARY KAY CAIN
1440 Wilshire Blvd.

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

THE McCARTY CO. } HERB C. BROWN
1206 Maple Ave.

DAN B. MINER CO. } KAY OSTRANDER
111 S. Kingsley Drive

MOGGE-PRIVETT } JANE LINDER } HERRI BEAVEN
712 S. Carson Ave.

MOTTL & SITEMAN } L. L. SITEMAN } ELVA PASCOE
8117 Beverly Blvd.

RHOADES & DAVIS } LAYTHE VENT
1204 W. Fourth St.

ELWOOD J. ROBINSON CO. } ROBERT L. SELMAN
1111 Wilshire Blvd.

ROCKETT-LAURITZEN } DONALD C. LAURITZEN } ROBERT R. ROCKLIT
1636 S. Oxford

RUTHRAUFF & RYAN } RUTH FREDERICKS
3439 Wilshire Blvd.

DEAN SIMMONS } DEAN SIMMONS
1430 S. La Brea Ave.

SMALLEY, LEVITT & SMITH } HELEN SMITH
613 S. Olive St.

BARTON A. STEBBINS } ART CADELMAN } BARTON A. STERRINS
3142 Wilshire Blvd.

HAL STEBBINS } MARCO STEVENS
714 W. Olympic Blvd.

STODEL ADV. CO. } CLIFF LEVINE
5611 Melrose Ave.

STROMBERGER, LaVENE, McKENZIE } GEORGE ANTHONY
600 S. LaFayette Park Place

J. WALTER THOMPSON } EILEEN HENRIQUEZ
6399 Wilshire Blvd.

UDKOFF-SHOEMAKER ADV. } BOB UDKOFF } STEVE SHOEMAKER
6602 Selma

WARWICK & LEGLER } JOY MALLICOAT
2405 W. Eighth St.

MILTON WEINBERG ADV. } JOEL STEARNS
6523 Wilshire Blvd.

WELSH, HOLLANDER & COLEMAN } JERRY COLEMAN
350 S. Harvard

WEST-MARQUIS } HAZELLE S. BEAVER
1220 Wilshire Blvd.

WESTERN ADV. AGENCY } EDMUND A. LYTLE
4848 Wilshire Blvd.

ALVIN WILDER CO. } ALVIN WILDER
1090 S. La Brea Ave.

YOUNG & RUBICAM } REGINALD SPURR } JULIE HERRELL
611 Wilshire Blvd.

OAKLAND, CAL.

ASSOCIATED ADV. COUNSELLORS } MONTGOMERY WARD } HOLLY MEATS } ROMA MACARONI } WARD WILKINSON
610 - 16th St., TE 6-2952

AGENCY ACCOUNTS ADDRESS & PHONE TIMEBUYERS

MERLE C. BLAIR ADV. } RUTH JEWETT } GUY BOW } LEWIS LEWIS } MERLE BLAIR
311 - 15th St., TE 2-6452

THE ELLIOTT AGENCY } CAROL ELLIOTT } WALLY ELLIOTT
178 Grand Ave., TE 3-1550

JEWELL ADVERTISING AGENCY } FREDERICK & McMONAGH } SUN BLEST CANNED FOODS } MARY ELLEN JAVIS & JELLY } SCALY MATTRESS } CANNON BAKERY } LADUNG & PLASTERING INSTITUTE OF N. CALIF. } ROBERT BAUM- GARDNER
1615 Broadway, TE 2-7260

HELEN A. KENNEDY ADV. } 1ST SAVINGS & LOAN } GOLDEN WEST FINANCE CO. } PRUDENTIAL REALTY } HELEN KENNEDY
160 - 17th St., TE 6-2582

METROPOLITAN ADV. ASSOC. } RAY BOHANNAN
1115 Webster St., GL 2-0306

PACIFIC ADV. STAFF } MAYFLOWER WAREHOUSES } GOODWIN OF CALIFORNIA } WELLMAN-PECK FOODS } JOHN BERMANSKY
1624 Franklin St., TE 2-2885

REINHARDT ADV., INC. } YANN YOGURT } PACIFIC FIRE & RUBBER CO. } KIRKPATRICK BAKERIES } TUTTLES COTTAGE CHEESE } SPRECKELS-RUSSELL } BREONERY } PAR I PAK } BOYSEN PAINTS } LEO BOWMAN
1736 Franklin St., TE 2-2408

RYDER & INGRAM, LTD. } BERKELEY SAVINGS & LOAN } CHEET'S FAMOUS FOODS } MCCARTHY SEAT COVERS } ESTELLE GUY
1924 Franklin St.

SALINAS, CAL.

COHAN, JOHN, ADV. } CENTRAL CALIF. ARTICHOKE GROWERS } LETTUCE, INC. } JOHN COHAN
837 S. Main St., Salinas 2-6468

SAN FRANCISCO, CAL.

ABBOTT-KIMBALL } SOUTHWEST AIRWAYS } GENERAL P2 NT } MERCANTILE ACCEPTANCE CORP. } 1ST WESTERN BANK } BERT DUNNE
405 Montgomery St., TA 26275

ALBERT, FRANK-GUENTHER, LAW, INC. } MISS SAILORS CANDY } SCHWABACHER & CO. } DEAN WITTER & CO. } SELMA GILDISHHEIM
125 Bush St., YI 6-4643

N. W. AYER & SON

Russ Bldg., SU 1-2531

Hawaiian Pineapple (Dole) } W.M. COLDFREN
Plymouth Dealers }

BBDO

Russ Bldg., SU 1-2232

Pacific Gas & Electric Co. } BETTY SHIARE
MJB Coffee } FRANCES LYNDH
Pacific Tel & Tel }
Standard Oil of Calif. }
San Francisco Brewing Co. }
Cling Peach Advisory Board }

BEAUMONT & HOHMAN

Russ Bldg., GA 1-0816

East Bay Producers Milk } ANNE HOHMAN
Hannah Labs }
McCormick & Co. }
Pacific Greyhound Lines }
Hawaiian Pacific Lines }

BIOW-BEIRN-TOIGO

703 Market Street, GA 1-4854

Dennison Foods } LYNDON CROSS
Langendorf United Bakeries } ROZZANNE SPEARS
Pepsi Cola }

PHILIP S. BOONE & ASSOC.

Monadnock Bldg., DO 2-4309

Hiller Helicopter } FRANCES COCHRANE
Interstate Baking Corp. }
Krey Meats }
Spice Island }
Sterling Furniture }

BOTSFORD, CONSTANTINE & GARDNER

625 Market St., EX 2-7565

Calif. Prune Advisory Board } MARY FERRITER
Japan Air Lines }
Sego Milk Products }
Tillamook County Creamery }
Poultry Producers of N. Calif. }

BRISACHER, WHEELER & STAFF

1660 Bush St., PR 6-2600

Crown Zellerbach (Zee Products) } MARY ELIZABETH LOEBER
Hershel Calif. Fruit Products } JEAN MALSTROM
Pictsweet Frozen Foods } FAYE HANGER
Van Camp Seafood }
Butternut Bread (Langendorf) }
Anglo Bank }

BROOKE, SMITH, FRENCH & DORRANCE

149 California St., YU 6-6836

Folger's Instant Coffee } DORIS WILLIAMS
Granny Goose Potato Chips }
Guittard Chocolate }
Gantner & Maddox }

BUCHANAN & CO.

155 Montgomery St., YU 6-2927

Tide Water Associated Oil } GERTRUDE MOELLER

CAMPBELL-EWALD CO.

Russ Bldg., SU 1-8736

Goebel Brewing } BERNICE ROSENTHAL
Rheem Mfg. (Wedgewood Ranges) }
United Motors Div. (Delco Batteries) }
Chevrolet }

L. C. COLE CO.

406 Sutter St., EX 2-2565

Jenkel-Davidson } KATIE SPANN
Roos Bros. }
Slim Milk }

CONNER, JACKSON, WALKER & McCLURE

161 Market St., YU 6-0196

Golden Nugget Sweets } AUDREY JANISEN
Western Condensing }
(Pebbles Dog Milk Formula) }
Turkey Growers Association }

RAY CORMIER ADV.

1011 Hearst Bldg., SU 1-6376

Gateway Chevrolet } JOHN ALLEN
Tom Ray Pontiac }

DANCER-FITZGERALD-SAMPLE

114 Sansome St., DO 2-5107

Best Foods } GLENN WILMOTH
Falstaff Beer (West Coast) }
General Mills (Sperry Div.) }
Guild Wine }
Pratt-Low Preserving }
Peter Paul Mounds }

DIAMOND & SHERWOOD, INC.

821 Market St., YU 2-1157

Fashion Sewing Center } JIM DIAMOND
Tappan Stoves }
John Oster Company }

DOREMUS & CO.

125 Bush St., YU 2-4080

Crocker Bank } LARRY HOGE

ROY S. DURSTINE, INC.

1736 Stockton St., EX 7-0456

Roman Meal } EDITH CURTISS
Oakland Zone Chevrolet Dealers }
Flotill Products }
(Tillie Lewis Tasti Diet) }
Wine Advisory Board }

E. E. FISHER & ASSOC.

1548 Stockton St., YU 6-5739

Gallo Wine } PAT LAMB

FOOTE, CONE & BELDING

Russ Bldg.

CVS Corp. (Roma Wine) } HELEN STENSON
Rolley, Inc. (Sea & Ski Lotion) } EVELYN KLEIN
Safeway Stores }
Southern Pacific Railroad }

SIDNEY GARFIELD & ASSOC.

26 O'Farrell St., EX 2-3420

Chemicals, Inc. (Vano Products) } VIRGINIA PELTON
Harrison Products (No-Doz) }
Ore-Ida Potato Products }
Simon Mattress Mfg. (Serta) }

GOLDTHWAITE-SMITH

26 O'Farrell St., YU 6-4018

General Electric } BERNA SCHEFFLER
Sherman Clay & Co. }

GRANT ADV. AGENCY

593 Market St., DO 2-0369

Dodge } MILT MEYERFELD

GUILD, BASCOM & BONFIGLI

130 Kearny St., YU 2-6010

Best Foods } ROD McDONALD
(Skippy Peanut Butter) } DICK TYLER
Foremost Dairies } PEG HARRIS
Ralston Purina }
Regal Amber Brewing }

M. E. HARLAN ADV.

525 Market St., DO 2-5721

Nob Hill Coffee } M. E. HARLAN

HARRINGTON-RICHARDS

256 Sutter St., EX 2-6025

Avoset (Quip) } STEWART CHOATE
Western Pacific Bank }
Morris Plan }

HOEFER, DIETERICH & BROWN, INC.

405 Sansome St., YU 2-0575

Mayday Oil } WALLY RIDDELL
Culligan Water Softener }
Marin Del Dairies }

HONIG-COOPER CO.

1275 Columbus Ave., OR 3-4169

Clorox } VIRGINIA SOTII
C & H Sugar } JOHN W. DAVIS
Italian Swiss Colony Wine }
Girard's French Dressing }
Leslie Salt }
United Grocers }

KENYON & ECKHARDT

620 Market St., YU 2-3070

American President Lines } RUTH POWERS
Lincoln-Mercury Dealers }
Leo J. Meyberg Co. }

KNOLLIN ADV.

105 Montgomery St., SU 1-6110

Mannings } ROBERT KNOLLIN

LONG ADV. INC.

681 Market St., GA 1-4244

Dri Zit } GERTRUDE MURPHY
Pioneer Savings }

LYKKE, WILKIN & ASSOC.

681 Market St., YU 6-5842

Ice Follies } FAUN WILKIN

McCANN-ERICKSON, INC.

114 Sansome St., DO 2-5560

Calif. Packing (Del Monte) } KEITH LANNING
Calif. Spray Chemical } JOSEPH NARCISSO
Lucky Lager Brewing }
Nat'l. Lead (Dutch Boy Paints) } S.O.S.

RICHARD N. MELTZER ADV.

785 Market St., YU 2-5877

Donald Duck Beverages } JOYCE JANSEN
Harrah's Club }
Trewax }

MERCHANDISING FACTORS

300 Montgomery St., SU 1-6280

Sears, Roebuck } HAL BROUSE
Emporium }
Hobbs Battery }

RAYMOND R. MORGAN CO.

260 California St., DO 2-6073

Folger Coffee (Regular) } PORTER ANDERSON

HARRY MORRIS ADV.

821 Market St., DO 2-7018

Cecil Whitebone (Ford) } HARRY MORRIS
Appliance Mart }

HERB NELSON & CO.

61 Market St., EX 7-0933

Ellice & Perelli Canning } **HERB**
 Rancho Soup } **NELSON**

NELSON NORMAN ADV.

22 Kearns St., DO 2-3042

Golden Grain Macaroni } **BERYL**
 Honor Brand Frosted Foods } **THEIFER**
 Stokely Van Camp }
 Dubuque Packing }
 Zellerbach Paper Co. }

RHOADES & DAVIS

12 Commercial St., EX 2-2870

Riviera Foods } **HELEN**
 7 Up } **OSBORNE**

RUTHRAUFF & RYAN

Quay Bldg., EX 2-4616

Saleway (Edwards Coffee) } **VIRGINIA**
 Canterbury Tea, Fac-Mix, } **CRAWFORD**
 Dutch Mill Cottage Cheese, }
 Guthrie Biscuit }
 Reddi Wip }
 Packard }

BERNARD B. SCHNITZER ADV.

33 Kenney St., YI 2-3690

Protex Wax } **BERNARD B.**
 Red Goose Shoes } **SCHNITZER**

THEODORE SEGALL ADV.

344 Market St., SI 1-6557

Milens Jewelers } **TED**
 SEGALL

ROBERT B. SELBY & ASSOC.

222 Powell St., YI 2-6936

Pansons } **HAZEL**
 Les Vogel } **HEDSON**
 Union Furniture }

RAYMOND L. SINES ADV.

291 Geary St., SF 1-8137

Eureka Federal Savings & Loan } **RAY**
 SINES

CHARLES R. STUART

225 Market St., DO 2-2438

Bank of America } **JANET**
 LINDSAY

J. WALTER THOMPSON

320 California St., CA 1-3510

Ford Dealers of No. Calif. } **FRAN**
 Safeway (Lucerne Milk) } **AUSTIN**
 Shell Chemical }
 Pineapple Growers Assoc. }
 Kraft Cottage Cheese (W. Coast) }

VERNOR ADV.

201 Geary St., EX 2-7052

Ellis Brooks Chevrolet } **WILLIAM**
 Great Western Furniture } **VERNOR**

DEL WAKEMAN

1200 Van Ness Ave., PR 5-2400

McAllister Buick } **DEL**
 Thompson Holmes } **WAKEMAN**

WANK, LOUGEE, MacDONALD & LEE

425 Bush St., EX 2-6545

Cutter Labs. } **DAVE**
 Wilson & Geo. Meyer Co. } **MacDONALD**

WEINER, OHLENER, REYNOLDS & BAKER

149 California St., YI 2-2700

Bellast Beverages } **WILLIAM**
 Foremost Evaporated & } **ANDERSON**
 Dehydrated Prods. }
 Cresta Blanca Wine }

LEE WENGER ADV.

1005 Market St., EX 1-3276

Capel Klug (Magnite) } **LEE**
 Luchetti Meats } **WENGER**
 Eagleson's }

WYCKOFF & ASSOC.

140 Geary St., YI 6-1352

Eureka Savings & Loan } **BARBARA**
 Rose Exterminator Co. } **HERSHEY**
 Thrift Federal Savings & Loan }
 Heco Paints }
 Calif. Ink }

YOUNG & RUBIGAM

Russ Building

Bordens } **JAMES**
 Calso Water } **McMANUS**
 Mission Bell Wineries } **E. PATRICK**
 Petri Wine } **HEALY**
 W. P. Fuller Paint } **MITTLE**
 BIRK

DENVER, COLO.

BALL & DAVIDSON, INC.

670 Delaware, Main 3-1291

Bowman Biscuit } **C. A.**
 SALSTRAND

CONNER ADV.

431 W. Colfax Ave. (4), Keystone 5351

Colorado Peaches } **CECIL**
 CONNER

GALEN E. BROYLES CO., INC.

713 Midland Savings Bldg., Tabor 1293

Continental Airlines } **ROBERT B.**
 McWILLIAMS } **GALEN E.**
 BROYLES }

TED LEVY ADV.

515 Insurance Bldg., Main 7133

Ellis Canning } **TED LEVY**
 BARBARA D. } **AITON**

PRESCOTT & PILZ

1766 Sherman Ave., Alpine 5-2869

Tivoli Beer } **BILL**
 PRESCOTT } **GENE PILZ**

RIPPEY-HENDERSON-KOSTA

First National Bank (2), Tabor 0221

Coor's Beer } **REV FOX**

WASHINGTON, D. C.

ADVERTISING INC. OF WASHINGTON

1625 Eye St., N. W., Republic 7-3447

Foremost Dairies } **KING**
 (Milk & Ice Cream) } **PEPLAR**

GORDON MANCHESTER AGENCY

1726 Pennsylvania Ave., Metropolitan 8-0060

C. F. Sauer } **DON**
 MANCHESTER } **DICK**
 WILLIAMS }

BOZELL & JACOBS

711 14th St. N. W., Sterling 3-2406

A. P. CHG. RADIO TA DON UNDERWOOD

CAMPBELL-EWALD

1737 H St., N. W., Republic 7-7400

CHARLES M. WHITE

ALBERT FRANK-GUENTHER LAW, INC.

1025 Connecticut Ave., Sterling 3-5353

KAL, EHRICH & MERRICK

314 Star Bldg., Executive 4-3700

RADIO TA DIRECTOR DAVE THOMAS

TIME & SPACE BUYER NELLA MANES

HENRY J. KAUFMAN & ASSOC.

1419 H St., District 7-7400

RADIO DIRECTOR JEFFREY A. ABEL

TA DIRECTOR ROBERT S. MAURER

C. I. O. } **JEFFREY A.**
 A. Sagner's Son, Inc. } **ABEL**
 UAW } **ROBERT S.**
 MAURER

RUTHRAUFF & RYAN

1275 National Press Bldg., Executive 3-6730

ACCOUNT EXECUTIVE DONALD J. WILKINS

LEWIS EDWIN RYAN ADV.

726 Jackson Place, N.W., REpublic 7-7606

DIRECTOR RADIO & TV-WILLIAM J. GREEN

ASSISTANT-LOUISE SCHEIMAN

ATLANTA, GA.

J. HOWARD ALLISON & CO.

680 Peachtree St., N. W.

BURKE DOWLING ADAMS, INC.

992 W. Peachtree, N. W., EL. 5521

Delta-C&S Airlines } **B. D. ADAMS**
 Southern Bread } **ETHEL M.**
 Superior Ice Cream } **LEIBSCHER**
JOE V.
ERFITAG

ALLEN, McRAE & BEALER, INC.

15 Peachtree Pl., N. W., EM. 6128

FLOYD
McRAE, JR.

BBDO

800 Peachtree, N. E., EL. 7015

DE SOTO SE Arca } **ROBERT A.**
 OLSEN

BEARDEN-THOMPSON-FRANKEL ADV.

22 8th St., N. E., EL. 5587

J. S. Elco Food Sales } **WARREN**
 Orkin Exterminating } **BEARDEN**
 Redfern Sausage } **MERLE**
 Mar'Gold } **THOMPSON**
 Atlanta Baking Co. (NF) } **NORMAN**
FRANKEL
BOB JENSEN

BEAUMONT & HOHMAN, INC.

Wm. Oliver Bldg., MI 4770

Greyhound Bus Line } **J. L. LAUBE**
J. J. HANNA

GEO. I. CLARKE CO.

1401 Peachtree, EL. 4834

Ga. Broilers, Inc. } **GEO. I.**
 Pet Dairy Products } **CLARKE**
 JFG Coffee } **IVE**
 Home Credit Co. } **COLEMAN**

Best bet

TELLO-TEST

Are Doing It! Doing What

For further details on **tello-test** and **tune-test** consult the radio stations below, or get in touch with America's "hep" radio representatives who know that TELLO-TEST and TUNE-TEST hypo ratings, and are a fertile field for national spot business.

Stations desiring further information on **tello-test** and **tune-test** write **Walter Schwimmer, Pres.**
Radio Features, Inc., 75 E. Wacker Drive, Chicago 1.

tello-test & tune-test stations

Aberdeen, Wash.	KXRO	Centralia, Wash.	KELA	Garden City, Kansas
Albany, Oregon	KWIL	Chicago, Ill.	WGN	Grants Pass, Oregon
Albert Lea, Minn.	KATE	Chico, Calif.	KXOC	Guymon, Okla.
Alton, Ill.	WOKZ	Cincinnati, Ohio	WKRC	Hazleton, Penna.
Amarillo, Texas	KGNC	Cleveland, Ohio	WJW	Hornell, N. Y.
Ashland, Oregon	KWIN	Coeur d'Alene, Idaho	KVNI	Houston, Texas
Astoria, Oregon	KAST	Coldwater, Mich.	WTVB	Indianapolis, Ind.
Atlanta, Georgia	WGST	Columbus, Ohio	WTVN	Jacksonville, Fla.
Augusta, Maine	WRDO	Coos Bay, Oregon	KOOS	Jamestown, N. Y.
Bakersfield, Calif.	KBAK	Corpus Christi, Texas	KRIS	Kingston, N. Y.
Baltimore, Md.	WITH	Dallas, Texas	WRR	Klamath Falls, Oregon
Bangor, Maine	WLBZ	Decatur, Ill.	WSOY	Lafayette, La.
Batavia, N. Y.	WBTA	Denver, Colo.	KIMN	Lewiston, Idaho
Bellingham, Wash.	KPUG	Des Moines, Iowa	KWDM	Lockport, N. Y.
Bend, Oregon	KBND	El Centro, Calif.	KXO	Longview, Wash.
Billings, Mont.	KGHL	El Paso, Texas	KTSM	Los Angeles, Calif.
Binghamton, N. Y.	WENE	Eugene, Oregon	KORE	Louisville, Ky.
Boston, Mass.	WNAC	Eureka, Calif.	KIEM	Marysville, Calif.
Buffalo, N. Y.	WEBR	Everett, Oregon	KRKO	Merced, Calif.
Burlington, Vermont	WJOY	Fresno, Calif.	KYNO	Miami Beach, Fla.

perspicacious time-buyers acing spot radio business!

TUNE-TEST

aking

sales!

tello-test and its musical counterpart, **TUNE-TEST**, are the most successful, syndicated radio quiz shows in America . . . the radio shows that come up with top listenership ratings, plus King-size sales results, just like in the good, old-fashioned, pre-TV days.

TELLO-TEST is the oldest and the Bell-Ringer of all radio telephone quizzes—the show that started the craze for give-aways throughout the country.

tune-test, its musical twin, fits into those stations with the music, news and sports format, and is neck-and-neck with **TELLO-TEST** as a **BIG** result-getter.

If you are buying spot radio programs or choice spot announcements—check the list below of the Blue-Chip radio stations carrying **TELLO-TEST** and **TUNE-TEST**. If there are any availabilities in these two premium shows, you're in luck, and your sales are away and running!

opolis-St. Paul, Minn.
er N. D.
h le, Tenn.
eans, La.
ma, Okla.
alma City, Okla.
N. Y.
a, Wash.
obles, Calif.
alphia, Penna.
st'gh, Penna.
ed, Maine
ed, Oregon
ed, Oregon
rtle, Penna.
nce, R. I.
t: City, Quebec
evada
rind, Va.
eter, N. Y.

KSTP
KLPM
WSIX
WDSU
KNOR
KOCY
WHDL
KGY
KPRL
WIP
KDKA
WCSH
KGW
KPOJ
WPAM
WRIB
CKCV
KATO
WLEE
WHEC

Rock Island, Ill.
Roseburg, Oregon
Sacramento, Calif.
Salem, Oregon
Salina, Kansas
Salinas-Monterey, Calif.
Salt Lake City, Utah
San Antonio, Texas
Santa Barbara, Calif.
San Bernardino, Calif.
San Diego, Calif.
San Francisco, Calif.
San Luis Obispo, Calif.
Sarasota, Florida
Savannah, Georgia
Sayre, Penna.
Scranton, Penna.
Seattle-Tacoma, Wash.
Spokane, Wash.
Spokane, Wash.

WHBF
KRXL
KXOA
KSLM
KSAL
KSBW
KALL
KTSA
KDB
KFXM
KGB
KFRC
KVEC
WSPB
WTOC
WATS
WGBI
KVI
KNEW
KHQ

Stockton, Calif.
Storm Lake, Iowa
Syracuse, N. Y.
Terre Haute, Ind.
Toledo, Ohio
Topeka, Kansas
Tulare, Calif.
Tulsa, Okla.
Utica, N. Y.
Ventura, Calif.
Walla Walla, Wash.
Wallace, Idaho
Watertown, N. Y.
Wenatchee, Wash.
Wheeling, W. Va.
Wilkes-Barre, Penna.
Williamsport, Penna.
Yakima, Wash.
York, Penna.

KXOB
KAYL
WSYR
WBOW
WSPD
WREN
KCOK
KTUL
WRUN
KVEN
KUJ
KWAL
WATN
KWNW
WWVA
WILK
WWPA
KYAK
WNOW

Includes complete Don Lee Network



Dan Daniel

STAR OF NOON EDITION

WABT 12 to 12:30 Monday-Friday

NEWS, SPORTS, WEATHER

WABT 6:30 to 6:45 Monday-Friday

AUBURN DAILY NEWS

WAPI 12:30 to 12:45 Monday-Friday

These stations are recognized for their superior handling of Birmingham and Alabama news, as well as world-wide news . . . Birmingham's only stations using Photofax and direct teletype to weather bureau. Dan Daniel is now in charge, coordinating the complete coverage.

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

WAPI
Birmingham

Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station

WABT

Represented by BLAIR-TV

New developments on SPONSOR stories



See: Network tv, color

Issue: 11 July 55, page 100

Subject: Stations equipped to transmit color

Questionnaires sent out for the Fall Facts Basics Issue determined that, as of July, 62% of the television stations in the country could transmit network color shows but only 5% could originate their own color telecasts. Only 2% of the stations unable to originate their own color shows thought they would be able to do so by the end of the year. One reason for the low figures in the local color programming field is the lack of experience in this new medium and the expense in learning about it.

NBC recently announced the forthcoming conversion of its owned-and-operated Chicago station, WNBQ, to all-color transmission. Significantly, the network announced the creation of the first all-color originating station by way of a two-city, closed-circuit color tv press conference—also a first.

When the move was announced by Brigadier General David Sarnoff, chairman of the boards of both RCA and NBC, he stated, "All the know-how, all the lessons we learn in this Chicago pilot operation will be made available to other television stations interested in advancing color television service to the public. . . . I believe [they] will follow Chicago's lead and produce *their* local programs in color."

Target date for WNBQ's total conversion to color is 15 April 1956. By then the station expects to have 10 hours of color daily on the air, including all local live shows. Five live and two film color cameras will be used to pick up the action in the three color studios. Visitors will be able to look into the studios from the hall, watch the shows being made and see them on color receivers placed around the station.

The need for more color programming to interest viewers was pointed up at the press conference by NBC Executive Vice President Robert W. Sarnoff, who pointed to the amount of color tv the networks are airing. He indicated that NBC's present schedule of 40 hours of color each month is five times as much as it telecast a year ago.

★ ★ ★

WNBQ visitors will see color shows simultaneously in the studios and on receivers





they listen while they work



Availabilities

EARLY BIRDS
7:15 - 8:30 a.m.
820

LADIES FIRST
10:00 - 10:30 a.m.
570

ROSEMARY JOHNSON SHOW
11:45 - 12:00 noon
820

MELODY-GO-ROUND
(minute participations)
1:15 - 3:00 p.m.
570

Whatever else they're doing, women-folks in North Texas are *also* listening to WFAA! They keep their radios tuned while they're sewing . . . cleaning . . . cooking . . . and looking after little North Texans. No other station in Radio Southwest offers such a variety of on-the-go entertainment. And no other station has as many listeners as WFAA.* Music and drama, news and sports, grand opera and soap opera, WFAA gives busy people their own brand of listening enjoyment. Why not tell them *your* brand of merchandise? They've got money to spend, and time to listen . . . when you're selling on WFAA. Ask the Petry man for details.

* Source: 1955 Whan Study

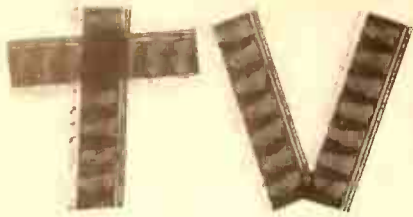
A Clear Channel Service of the Dallas Morning News

WFAA *Dallas*

Alex Keese, Manager
Geo. Utley, Commercial Manager
Edward Petry & Co., Inc., Representative

50,000
WATTS

NBC



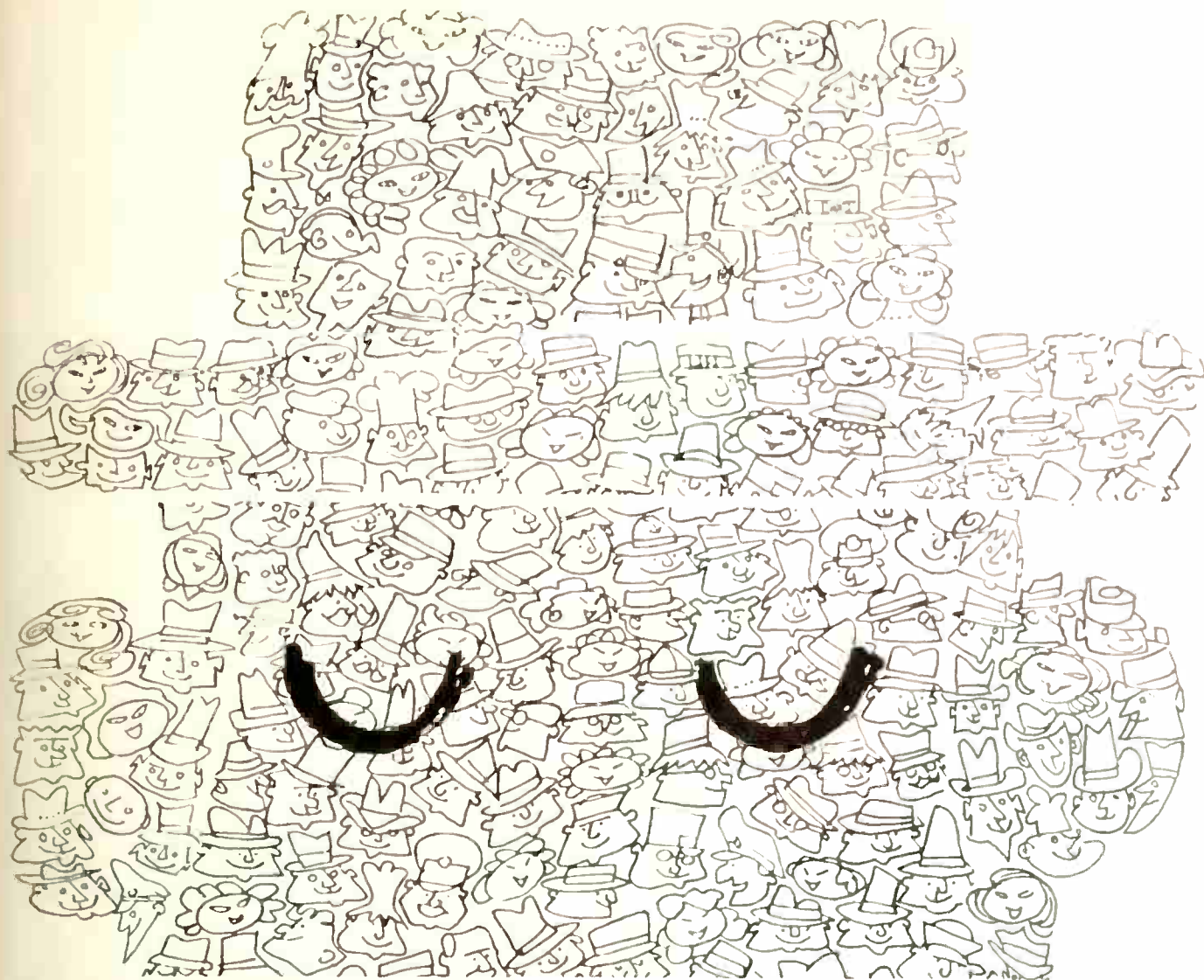
film shows recently made available for syndication

New or first-tv-run programs released, or shown in pilot form, since 1 Jan., 1955

Show name	Syndicator	Producer	Length	No. in series
ADVENTURE				
Adventures of Long John Silver	CBS TV Film	Joe Kaufman	30 min.	26
Captain Gallant	TPA	Frantel	30 min.	39
Count of Monte Cristo	TPA	Leon Fronkess	30 min.	In production
Cross Current*	Official	Sheldon Reynolds	30 min.	39
Crunch & Des	NBC Film Div.	Bermuda Prod.	30 min.	In production
Oatline Europe*	Official	Sheldon Reynolds	30 min.	78
Headline	MCA-TV	Gross-Krasne	30 min.	39
I Spy	Guild	Guild	30 min.	In production
Joe Palooka	Guild	Guild	30 min.	26
Judge Roy Bean	Screencraft	Quintet Prod.	30 min.	39
Jungle Jim	Screen Gems	Screen Gems	30 min.	26
New Adventures of China Smith Overseas	NTA	Bernard Tabakin	30 min.	26
Adventures*	Official	Sheldon Reynolds	30 min.	39
Passport to Danger	ABC Film Synd.	Hal Roach, Jr.	30 min.	39
Ramar Of The Jungle	TPA	Arrow Prod.	30 min.	52
Rin Tin Tin	Screen Gems	Screen Gems	30 min.	39
Sea Hawk	MCA-TV	Rawlins	30 min.	1 (pilot)
Sheena, Queen of the Jungle	ABC Film Synd.	Nassour	30 min.	26
Soldiers of Fortune**	MCA-TV	Revue	30 min.	In production
Tales of the Foreign Legion	CBS TV Film	Tony Bartley	30 min.	26
Tropic Hazard	Sterling	Sterling	15 min.	In production
**Sponsored by 7-Up in 120 markets, but many are open on alternate-week basis.				
*Formerly titled "Foreign Intrigue."				
CHILDREN'S SHOWS				
Animated Fairy Tales	General Teleradio	Lotte-Reinger	10 min.	26
COMEDY				
The Goldbergs	Guild	Guild	30 min.	In production
Great Glidersleeve	NBC Film Div.	Mathew Rept	30 min.	39
Halls Of Ivy*	TPA	TPA	30 min.	39
I Married Joan	Interstate	Joan Oavis	30 min.	78
Life With Elizabeth	Guild	Guild	30 min.	39
Little Rascals	Interstate	Roach	10 min.	22—1 reel
My Little Margie ("Our Gang")	Guild	Warner's	20 min.	68—2 reel
Looney Tunes	Official	Hal Roach, Jr.	15 min. to one hour	Library
Susie*	Official	Hal Roach, Jr.	30 min.	126
Trouble With Father	TPA	Roland Reed	30 min.	52
Willy	Guild	Chertok Tv	30 min.	130
	Official	Hal Roach, Jr.	30 min.	39
		Roland Reed		
		Desilou		
DOCUMENTARY				
Key to the City	Hollywood Tv Prod.	Hollywood Tv Prod.	15 min.	7
Living Past	Film Classics	Film Classics	15 min.	7
Mr. President	Stuart Reynolds	Stuart Reynolds	30 min.	3
Science In Action	TPA	Calif. Academy of Sciences	30 min.	52
Uncommon Valor	General Teleradio	Executive Prod. Inc.	30 min.	26
DO-IT-YOURSELF				
Walt's Workshop	Sterling	Reid Ray Prod.	30 min.	39
DRAMA, GENERAL				
Camera's Eye	Sterling	TeeVee Prod.	15 min.	In production
Dr. Hudson's Secret Journal	MCA-TV	Solow & Morgan	30 min.	In production
Celebrity Playhouse*	Screen Gems	Screen Gems	30 min.	None
Confidential File	Guild	Guild	30 min.	In production
Oouglas Fairbanks, Jr.	ABC Film Synd.	Douglas Fairbanks	30 min.	78
His Honor, Homer Bell	NBC Film Div.	Galahad	30 min.	In production
Invitation Playhouse	Sterling	TeeVee Prod.	15 min.	26
I Led Three Lives**	Ziv	Ziv	30 min.	52
Charles Laughton Show	Sterling	TeeVee Prod.	15 min.	26
Little Theater	Sterling	TeeVee Prod.	15 min.	52
O. Henry Theatre	MCA-TV	Gross-Krasne	30 min.	26
Mr. Ostrich Attorney***	Ziv	Ziv	30 min.	52
Conrad Nagel	Guild	Andre Luotto	30 min.	26
Public Defender	Interstate	Hal Roach, Jr.	30 min.	69
Science Fiction Theatre	Ziv	Ziv	30 min.	In production
Tales Of Tomorrow	Sterling	TeeVee Prod.	30 min.	26
Tugboat Annie	TPA	Chertok Tv	30 min.	In production
Wrong Number!	John Christian	John Christian	30 min.	1 (pilot)

*Very similar to Screen Gems' "Ford Theatre." Pilot unnecessary.
 **Show is in third production cycle, sponsored by Phillips in 60 markets.
 ***Show is in second production cycle, sponsored by Carter Products in 40 markets.

Show name	Syndicator	Producer	Length	No. in series
DRAMA, MYSTERY				
Ellery Queen	TPA	Norman & Irving Pineus	30 min.	32
Highway Patrol*	Ziv	Ziv	30 min.	In production
New Orleans Police Dept.	UM&M	Motion Picture Adv. Svc. Co.	30 min.	26
Paris Prelnet	UM&M	Etoile	30 min.	39
Police Call	NTA	Procter	30 min.	26
Sherlock Holmes	UM&M	S. H. TV Corp.	30 min.	39
Stories Of The Century	Hollywood Tv Service	Stude City Tv Prod.	30 min.	39
*Sponsored by Ballantine in 24 Eastern markets.				
MUSIC				
Bandstand Revue	KTLA	KTLA	30 min.	6
Bobby Breen Show	Bell	Bell	15 min.	1 (pilot)
Frankie Laine	Guild	Guild	15 & 30 min.	78 & 39
Abbie Neal & Her Ranch Girls	NTA	Warren Smith	30 min.	26
New Liberace Show	Guild	Guild	30 min.	In production
Song Stories of the West	Gibraltar	Althea Pardee	15 min.	13
Stars of the Grand Ole Opry	Flamingo	Flamingo	30 min.	39
Story Behind Your Music	—	Randall-Song Ad	30 min.	1 (pilot)
This Is Your Music	Official	Jack Donove	30 min.	26
Florian ZaBach	Guild	Guild	30 min.	39
RELIGION				
Hand to Heaven	NTA	NTA	30 min.	13
SPORTS				
Bowling Time	Sterling	Discovery Prod.	1 hour	13
Jimmy Demaret Show	Award	Award	15 min.	In production
Mad Whirl	NTA	Leo Seltzer	30 min.	26
Sam Snead Show	RCA Programs	Scope Prod.	5 min.	39
Texas Rasslin**	Sterling	Texas Rasslin Inc.	30 min. or 1 hour	In production
Touchdown**	MCA-TV	Tel-Ra	30 min.	Approx. 43
*In continual production.				
**Available with start of football season. New film each week. No reruns.				
VARIETY				
Eddie Cantor Comedy Theatre	Ziv	Ziv	30 min.	In production
Hollywood Preview	Flamingo	Balsan Productions	30 min.	In production
Movie Museum	Sterling	Paul Killam	15 min.	93
Showtime	Stude Films	Stude Films	30 min.	39
WESTERNS				
Adventures of Kit Carson	MCA-TV	Revue	30 min.	104
Buffalo Bill, Jr.	CBS TV Film	Flying "A"	30 min.	In production
Frontier Doctor	Studio City Tv	Studio City Tv	30 min.	39
Gene Autry—Roy Rogers	MCA-TV	Republle	1 hour	123
Red Ryder	CBS TV Film	Flying "A"	30 min.	1 (pilot)
Steve Donovan, Western Marshal	NBC Film Div.	Vi-bar	30 min.	39
Tales Of The Texas Rangers	Screen Gems	Screen Gems	30 min.	26
WOMEN'S				
Amy Vanderbilt's Etiquette	NTA	United Feature Synd.	5 min.	78
It's Fun To Reduce	Guild	Guild	15 min.	150
Life Can Be Beautiful	ABC TV Films	Trans-American	15 min.	5 (pilots)



OVER HALF OF THE POPULATION OF INDIANA



*lives
in
the
area
served by
WFBM-TV*

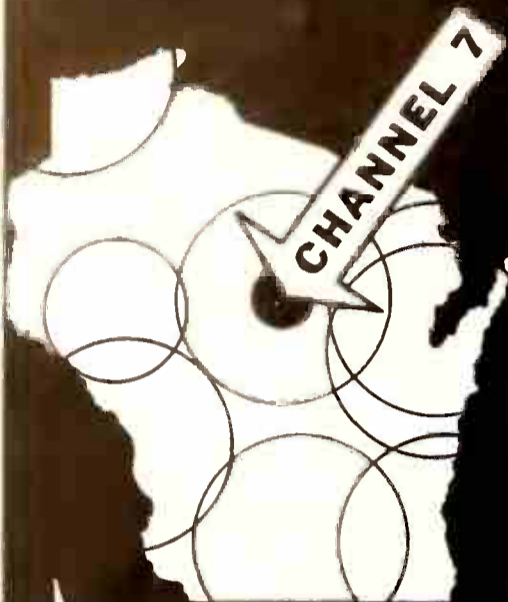
Population state-wide: 4,313,091
Population WFBM-TV-wide: 2,372,800



WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio, WOOD AM & TV,
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul

WSAU-TV

WAUSAU, WISCONSIN



CBS • NBC
ABC • DuMont

CHANNEL 7

110,000 watts

1,921 ft. above sea level

540,000 population

\$662,899,000
spendable income

152,000 homes

Represented by
MEEKER, TV.
New York, Chi., Los Angeles, San Fran.

Stockholders Include

RADIO STATIONS:

WSAU - WFHR - WATK

NEWSPAPERS:

Wausau Daily Record-Herald
Marshfield News Herald
Wis. Rapids Daily Tribune
Merrill Daily Herald
Rhineland Daily News
Antigo Daily Journal

OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.



film notes and trends

Growth: Largest single sponsor of any syndicated film program is now the Carnation Co. of Los Angeles, with a total of 140 markets covered by its *Annie Oakley* film series, according to CBS TV Film General Sales Manager Wilbur S. Edwards. He made the announcement as Carnation added 17 new stations to its schedule.

The company's Albers Division uses *Annie Oakley* to sell cereals and dog food in 129 markets; Fresh Milk Division is the sponsor in 11 markets. The show's star, Gail Davis, appears in Carnation commercials as well as meetings with the company's brokers and salesmen.

Distribution: MCA-TV has appointed Tom McManus to the new position of international sales manager to handle the diverse nature of its business. An increase in worldwide distribution made the new post necessary, according to the syndicator, which has 26 offices throughout the world.

With 28 properties, MCA-TV claims to be the world's largest film distributor and is currently preparing a catalogue of tv films for foreign markets. McManus will work out of New York and keep track of the rapidly expanding foreign market for American television films.

Tradition: The reading of Dickens's *A Christmas Carol* by Lionel Barrymore is something of a tradition for radio listeners. This year tv viewers will have the opportunity to begin another by seeing Alastair Sim's version of the story. It has been contracted for on 80 stations. The \$1 million motion picture, distributed in theaters in 1951, played on 40 stations last year. Distributor is Associated Artists.

S-D Day: Ziv's *Highway Patrol* series will carry a special episode on

behalf of President Eisenhower's Safe Driving Day during the week of 1 December. The 23 Eastern markets in which Ballantine sponsors the show will be sure to see the feature with no difficulty as Ballantine runs the same episode in all of its markets every week a la network operation. This system makes for ease of ratings, since the identical show is measured in each instance. Other sponsors are also expected to tie in with the S-D Day promotion in the 160 markets in which the program plays.


The Ballantine system was evolved by Ziv and Ballantine's agency, William Esty, a few weeks ago. As in the case of other multi-market operations of sponsors like Carter Products, Emerson Drug and Phillips Petroleum, a fresh print goes to each station every week (instead of "bicycling" between stations) and the commercial is inserted in New York.

Episode selected by Ballantine for S-D Day was the one recently screened for 200 top police executives at the International Association of Chiefs of Police Conference in Philadelphia.

Highway Patrol is given dual-exposure in New York each week. It plays on WRCA-TV Mondays and on WPIN on Wednesdays. The same episode is used to pick up on Wednesday any audience missed on Monday. The same sponsor has both telecasts.

Reversal: The usual pattern of film companies in television is Hollywood first and tv second. Parsonnet & Wheeler, originally producer of tv feature films and commercials as well as industrial films, has expanded its operations to produce full-length feature films for national theater distribution.

The company's first property for its new venture is *A Lion Is Loose*, which will begin early in January under the personal production-supervision of Marion Parsonnet. ★★★



... as the shadows
lengthened across
the field, State
threw into high the
drive that's destined
to linger long in
football memory ...

SHOOT LATER . . .

SHOW EARLIER

with Eastman Tri-X
Reversal Safety Film,
Type 5278 (16mm only).

Here is a new motion picture film material of great value to the newsreel services. Twice as fast as Super-XX Reversal Film, it can be processed interchangeably with Plus-X Reversal Film; also it can be processed at higher temperatures than either Super-XX or Plus-X.

Result: Faster—and better—news coverage under minimum conditions—with or without supplementary lighting.

Graininess and sharpness characteristics, furthermore, are equal to or better than those of Super-XX.

For further information address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

or **W. J. GERMAN, INC.**

Agents for the sale and distribution of
Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

PEOPLE'S

*Not so with radio where they unvarying
can produce. In the nation's biggest
of the top ten programs come from
with more than twice as many
clearly the listeners' overwhelming*

ing ways are often unpredictable.
ct to hear the big shows that only networks
markets, for example, more than 90 per cent
networks! And the CBS Radio Network,
winners as all other networks combined, is

CHOICE



districts" reported: New York,
Los Angeles, Philadelphia,
Boston, San Francisco,
Chicago, St. Louis, Washington,
New York, January-April 1955.

Out of 200 possible "top ten" placements—ten daytime
and ten nighttime in each of ten markets—there were
154 network wins, and of these, 152 for CBS Radio.
In the ten biggest markets, a clear-cut verdict on 1955's
peak programming season. More happy returns ahead!

CUCKOO CLOCKS

SPONSOR: Star Import Co. AGENCY: Fitzmorris Agency

CAPSULE CASE HISTORY: *On the premise that the best time to sell listeners a cuckoo clock would be when they were getting up in the morning, the sponsor used a six-week announcement schedule on Sunrise Salute. Despite the relatively high price of \$5 for a mail order item, the sponsor grossed \$4,495 with a schedule of one and two announcements daily. Cost of the announcements on the Monday through Saturday morning disk jockey show was \$1,410.*

WCAU, Philadelphia

PROGRAM: Sunrise Salute, Announcements



RADIO results

DRY CLEANING

SPONSOR: Valet Cleaners AGENCY: Direct

CAPSULE CASE HISTORY: *This sponsor boosted his door-to-door dry cleaning business by devoting his five-minute portion of the early morning show, Big Jim's Perk-u-lator, to the promotion of a gift offer. Customers were offered a polyethylene clothing-storage bag for every cleaning order of \$2 or more. After one month of exclusive radio promotion the routemen had 13,000 requests, 3,000 of which were from new customers. Total cost of the month's promotion: \$158.*

WFEA, Manchester, N. H. PROGRAM: Big Jim's Perk-u-lator, Participation

DANCE COURSES

SPONSOR: Fred Astair Dance Studio AGENCY: Direct

CAPSULE CASE HISTORY: *When a new Fred Astaire Dance Studio opened in Dayton, the main advertising effort was not made with radio. Despite the fact that only two one-minute participations were used on the Betty Ann Horstman show (Saturdays from 5:00 to 7:00 p.m.), the dance studio noted that "results were tremendous." For the \$25 the sponsor spent on WING radio advertising, the sponsor credited the station with producing 75% of the studio's initial business.*

WING, Dayton

PROGRAM: Betty Ann Horstman, Participations

USED CARS

SPONSOR: W. C. Barrow Used Cars AGENCY: Direct

CAPSULE CASE HISTORY: *Newspapers have long had the lion's share of used-car advertising, but listeners in Longview, Tex., have responded to the use of radio for same. The sponsor has been using a one-minute announcement daily in the Lunch Time with Uncle John show, allowing KFRO Commercial Manager John Allen to ad lib the commercials. Two cars are featured daily. In the course of a month, eight cars, grossing \$6,800, were sold at a radio time cost of \$156.*

KFRO, Longview, Tex.

PROGRAM: Lunch Time with Uncle John, Announcements

GAS COMPANY

SPONSOR: Worsham Gas Co. AGENCY: Direct

CAPSULE CASE HISTORY: *Radio announcements brought the Worsham Gas Co. so much business that the home office sent this telegram to the station: "Cancel all advertising. Unable to handle all the business your station has developed for us." The company had used three announcements daily advertising bottled gas service to subscribers anywhere the announcements were heard. Three weeks of announcements cost \$153.90 and brought responses by mail and phone from listeners up to 100 miles away.*

WMIX, Mt. Vernon, Ill.

PROGRAM: Announcements

REFRIGERATORS

SPONSOR: B. F. Goodrich Store AGENCY: Direct

CAPSULE CASE HISTORY: *In order to test radio as a medium for specific sales, the B. F. Goodrich Store manager placed an order for 18 announcements in three shows in one week. Six announcements each in Cuzzin Al, Jive and WDAKapers led to the sale of 11 Kelvinator refrigerators. The successful test cost only \$54 and resulted in the steady use of 20 announcements a week at the store since. No other advertising medium was used during the test week.*

WDAK, Columbus, Ga.

PROGRAM: Announcements

FURNITURE

SPONSOR: Smith Furniture Co. AGENCY: Ideas Inc.

CAPSULE CASE HISTORY: *In order to check the effectiveness of its advertising campaign for its client, Ideas Inc. kept cost figures on the advertising done by the Smith Furniture Co. The agency discovered that gross business for three months of 1955 was 62% above the same period in 1954. The advertising that produced the jump was a one-minute announcement schedule on KLIF, Dallas. Cost of the productive announcement campaign for the three-month period was \$521.*

KLIF, Dallas

PROGRAM: Announcements

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

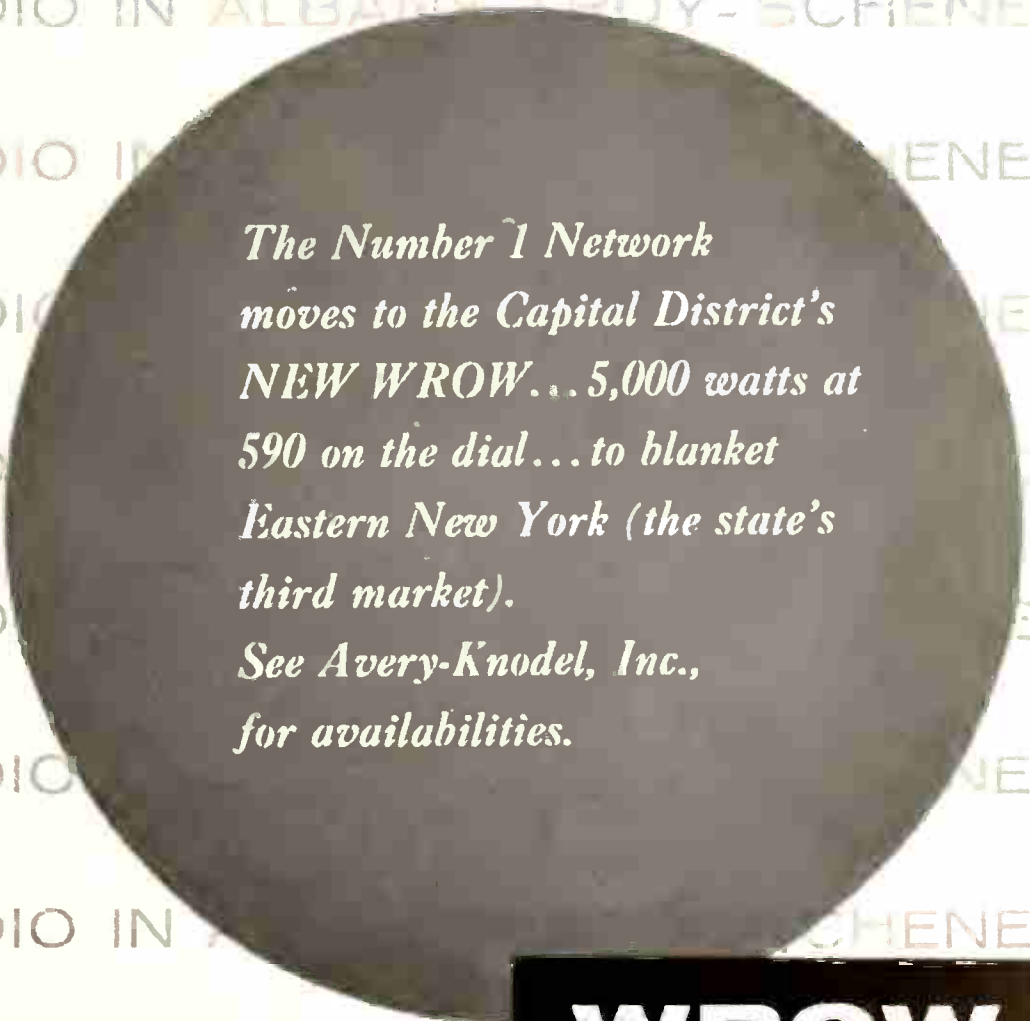
CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY

CBS RADIO IN ALBANY-TROY-SCHENECTADY



*The Number 1 Network
moves to the Capital District's
NEW WROW... 5,000 watts at
590 on the dial... to blanket
Eastern New York (the state's
third market).
See Avery-Knodel, Inc.,
for availabilities.*

WROW
Albany, N. Y.

SPONSOR Asks...

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

What advantages do Hollywood and New York each offer for television production



Stan Lomas
Vice President
William Esty
New York

ADVANTAGES VARY WITH JOB

● There are advantages for the production of television programs in general and commercials in particular on either coast, and the divers governing factors in each case make a blanket answer impossible. Breaking it down into specifics, here are some of the points to be taken into consideration:

1. Studio space: By using the large Hollywood sound stages it is practical and cost-saving to have three or more sets standing, thereby eliminating the expensive striking, rebuilding and re-rigging time. While studio space as such is usually cheaper in the East, the Western facilities are unequaled anywhere in the world and can result in greater efficiency, more than offsetting the basic rental charges.

2. Technical know-how: On the West Coast every man from camera-man to grip is an expert. Though minimum crews in the West are usually larger than in the East, they work fast and have the problem of division and integration of the various chores down to such a science that the increased payroll in the final analysis

may result in an over-all saving. There can be no question that Hollywood knows how to make film, like Detroit knows how to make cars.

3. Climate and topography: In cases where exteriors are important, where else but around Hollywood can one find snow-covered mountains, a palm-lined shore and barren desert all within a stone's throw? And the weather (the much-publicized smog notwithstanding) is ideal for exterior shooting nearly 12 months out of the year. On the other hand, the police departments and chambers of commerce in New York and New Jersey are more cooperative by offering free support.

4. Talent: There is a large pool of professionally qualified performers on the West Coast, while New York offers the majority of "name" commercial announcers and a greater number of performers who have specific experience in handling the live commercial. With most of the important talent agencies, as well as Screen Actors Guild, being headquartered in the West, negotiations concerning talent are more easily handled there. And in cases where stars are involved it is usually difficult, in view of other commitments, to persuade them to fly East to do a series of commercials.

5. Special effects: This important phase of motion picture making is used in ever-increasing quantities in the production of commercials, and in this field, which embraces miniatures, matte-shots, animation, rear-projection and hundreds of other specialties, Hollywood undoubtedly has the edge on any other production center anywhere in the world.

6. Unions: New York has fewer unions to deal with than the West. Also, we don't face the necessity of supplying salary bonds here. In addition, the "don't-touch-that" rules on

the West Coast can be most bothersome and have got many an Easterner supervising production on the coast into trouble.

7. Program distribution: With New York being the heart of distribution, it often means more efficient handling and faster cut-ins when the negative material is here in the East.

Of course in many ways all of this is an oversimplification, as the combination of requirements for each particular production must govern the selection of production locale.



Robert Broekman
President
Robert Broekman Productions
New York

NEW YORK IS MORE CONVENIENT

● To the independent producer of television commercials one of the most important elements is the proximity of agencies and sponsors here in the East. It gives us a chance to discuss commercials in advance in all detail at no expense to either the client or us. Further, it makes it possible for all concerned to pass on important performers, props, sets, etc. during the all-important preparation period.

One of the most important considerations in commercial production is

the crew. Here in the East it is possible to work with a smaller number of technicians, and as a general rule these technicians during the past years have grown into efficient units, used to working with each other. They look upon the making of a commercial, no matter how short, as an important undertaking, unlike their Hollywood colleagues, who are prone to shrug them off as one-day-nuisances which they perform only in order to fill in between the more important chores of tv or motion picture film production. This sincere interest or the lack of it in a crew will inevitably show in the end result as well as in the cost.

Along with the smaller crews, there is less emphasis on jurisdictional issues in the East. No one is going to get an ulcer just because the prop man who happens to stand next to a light moves it a foot in accordance with the director's request. Generally most of the Eastern crew members make it their business to know as much as possible about the other man's job and problems.

Hollywood, on the other hand, offers advantages based on years of motion picture production which can not be duplicated here. The easy accessibility of an immense variety of props, the different locations, the generally excellent shooting weather and the unequalled know-how of the special effects men in many cases make a move to the West an absolute necessity.

Animation, so important in today's tv commercial, is as good here in New York as it is on the West Coast, and it is often easier to have specialized types of animation done here, where the most important phase is the commercial rather than the fully animated Disney feature.

The actual laboratory work is equally good on both coasts, but Eastern labs in recent times have been so jammed beyond capacity that delays are incurred, whereas the Hollywood labs are adequately equipped to handle the ever-increasing quantity of footage and, therefore, will often appear more efficient.

To sum it all up, I personally prefer to work here in the East, where the commercial producer is considered an important part of the business rather than someone asking for cooperation from men who prefer to work with the motion picture giants.

(Please turn to page 138)



**let's
get down
to bare facts**

**The One Outstanding
Milwaukee Radio Buy is WEMP!**

If you were right here, in the country's 15th largest population center, you'd get next to the facts in a hurry. The Big One is that the important local advertisers . . . the guys who know the market best . . . buy WEMP. 24 hours a day of music, news and sports delivers Milwaukee's largest audience at the lowest cost per head. And this is based on facts compiled by two rating services.

Pretty good, don't you think?

Because: how often do two of 'em agree?

**24 HRS. A DAY OF MUSIC,
NEWS AND SPORTS**

Milwaukee's Best Buy

WEMP

5000 Watts at 1250

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

TWO GREAT NEW



STEVE DONOVAN, WESTERN MARSHAL *starring Douglas Kennedy*

A rugged new Western star in 39 half-hour films of thundering action for youngsters and adults.

Star personalities head up these two new audience-pulling programs for your exclusive local sponsorship in your markets. Early ratings prove that these shows have what it takes to bring in large audiences even against tight network competition.

And you get unprecedented merchandising rights at no additional cost. Use the name and character of Steve Donovan, Western Marshal, and the Great Gildersleeve to sell for you.

TV SALESMEN...



**two
personalities...
the same
big payoff!**

THE GREAT GILDERSLEEVE starring *Willard Waterman*—A favorite comedy star
program for the whole family. After 13 years as a top radio success, now even better in 39 half-hour TV films.

Use these great salesmen to work selling *your* products. For complete
details and prices for your markets, phone, wire or write today.

NBC FILM DIVISION

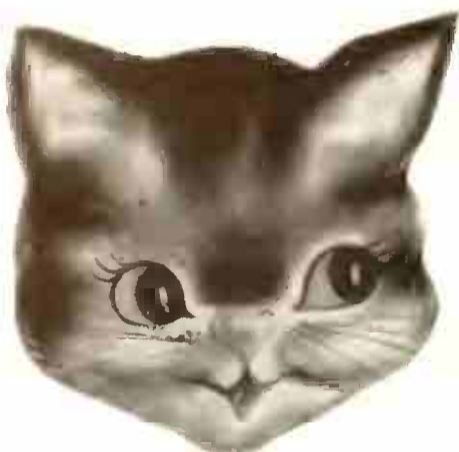
serving **all** stations... serving **all** sponsors

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

We're

Not Being

KITTENISH



But —

It's Purr-ty Nice

To Be **WELCOME** In

90,000 HOMES

This Winter!!!

NBC Affiliate

WJHP-TV

ABC

Jacksonville, Fla.



agency profile

John Sheehan

V.p., radio-tv director
Cunningham & Walsh, New York

"We rarely recommend that our clients angel shows, and, after all, that's what it essentially is when an agency, with the client's money, goes into tv show producing," says John Sheehan, Cunningham & Walsh's radio-tv v.p.

"Of course, ideally the tv exec at an agency today should be showman, businessman, advertising man and media man in these times," Sheehan explains. "Personally, I add another requisite, and it holds true for virtually everyone in our radio-tv department: we want our people to have worked at some out-of-town radio or tv station before they come to us. We like our people to know something about the U.S. beyond one coast or the other."

Nor does Sheehan, originally from Schenectady, N. Y., underestimate the sophistication of U.S. audiences. "The opera couldn't survive without Cleveland and Columbus and Denver and other cities around the country," he says. "The biggest danger in making commercials is really two-fold: talking down to people and being so intent on entertaining that you forget to sell."

A big, bespectacled, soft-spoken Irishman, Sheehan lives in the middle of a farm in Princeton with his wife and two small kids, likes to use the two hours daily he spends on the train to read his papers and "switch point of view" from agency to home.

"We love living in Princeton, and it isn't only for the peace and quiet, because there are lots of parties. But maybe one of our friends is fresh back from the Geneva Atoms Conference, another has been excavating old villages in Italy; it's nice not to talk ratings and cost-per-1,000 after 12 hours in the shop."

Cost-per-1,000, incidentally, is Sheehan's most unfavorable expression. "You can't measure commercial effectiveness with a cost-per-1,000 yardstick. Sure, maybe you've got a lower cost-per-1,000 from 18 seconds adjacent to a show than from a minute within the network program. But there are a lot of factors accruing from show sponsorship that can't be discounted, particularly for products outside of the impulse-buying categories.

"I've got a lot of respect for the researchers in radio and tv. But a lot of agency men and clients yield too much to the temptation of overusing ratings and cost figures. Advertising's still a field requiring judgment."

★ ★ ★

There's a BIG DIFFERENCE



Represented
Nationally
by
**THE
HENRY L. CRISTAL
COMPANY**



NBC

WSYR

5 KW · SYRACUSE · 570 KC

between

NEWSCASTING

and

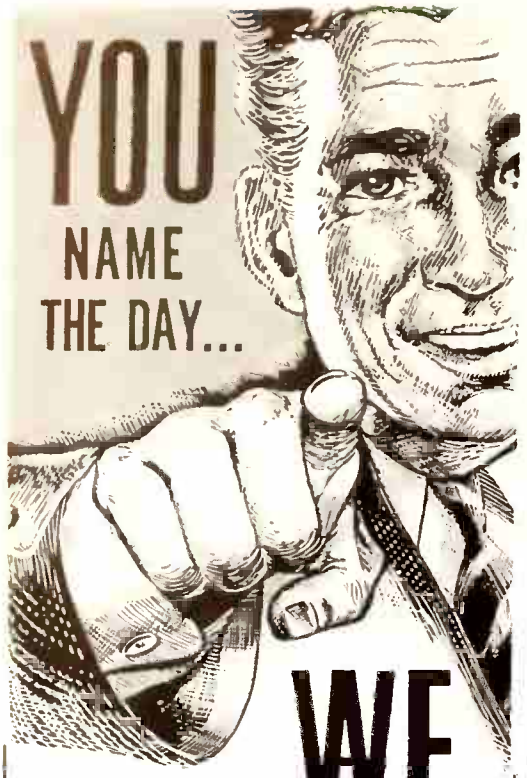
NEWS COVERAGE

You can hear newscasts on any radio station. A newscast can be any announcer's voice reading the latest summary torn from a news machine.

It's news coverage which distinguishes a superior radio station from just another station!

At WSYR a staff of five newsmen produces a complete, distinctive news service. They gather and write the home town and area news. They edit the reports of the national news wires with an experienced eye for news that's important to the 1.5 million population of WSYR's service area. The result: complete news digests, reported ten times daily by men who know news.

Central New Yorkers have come to rely on WSYR for all the news, all the time. This kind of news coverage — like WSYR's distinctly superior geographical coverage — is one of the important reasons for WSYR's head-and-shoulders leadership in the \$2 billion Central New York market.



**YOU
NAME
THE DAY...**

**WE
HAVE THE AUDIENCE!***

HERE'S WKBN-TV'S
SHARE OF AUDIENCE!*

Time Period	WKBN TV	Stations				
		B	C	D	E	F
Mon.-Fri.						
7 a.m.-Noon	44	31	14	3	3	5
Noon-6 p.m.	44	29	11	3	8	6
6 p.m.-Midnight	45	33	7	3	9	3
Saturday						
Noon-6 p.m.	50	31	6	3	3	7
6 p.m.-Midnight	47	35	6	2	4	6
Sunday						
Noon-6 p.m.	52	17	12	6	8	6
6 p.m.-Midnight	49	34	6	2	5	3

Station B is Youngstown. Stations C, D & E are Cleveland. Station F is Pittsburgh.

CLEVELAND OR PITTSBURGH STATIONS DO NOT COVER THE YOUNGSTOWN MARKET! WKBN-TV SHARES OF AUDIENCE FAR SURPASS LOCAL AND OUTSIDE OPPOSITION. WHAT'S MORE, CHANNEL 27 HAS THE 16 TOP RATED PROGRAMS* IN YOUNGSTOWN AND 366 OF 442 QUARTER HOUR FIRSTS.*

*Source: Telepulse, September 18-24, 1955.

WKBN
YOUNGSTOWN, OHIO
TV 172,000 WATTS CHANNEL 27 CBS-ABC
CHANNEL 27
Represented Nationally by the Paul H. Rayner Co.

AGENCY AD LIBS



(Continued from page 8)

I said that resumes should be stenciled. This doesn't mean that the same copy is equally suited for each agency to be contacted. It's been my experience that a resume should be *tailor-made* to the specific agency visited. It never hurts to show you know something about the agency. What would be wrong in demonstrating that you are aware of their accounts, how many out-of-town offices they have, whether they are involved in export advertising or institutional? It indicates the job-seeker has some sense. Not a bad sales argument.

Don't, however, attempt to solve the agency's problems or point out where their mistakes are. Even if you happen to have the answers (which is dubious), this is infuriating.

Which brings me to the applicant for a creative job—that is, one seeking work in broadcast copy or in tv art. Here a proof book as well as resume is essential.

For goodness sake, have it nicely mounted and tidy. I've seen so many dog-eared proof books, it's appalling even to a disorderly person such as myself. Such can only reflect on the tidiness, mental as well as physical, of the applicant.

Make sure to include a short resume about the campaigns you worked on or what phase of them you helped on. But don't overdo this. A cub copywriter who attempts to take 100% credit for a four-million-dollar campaign will not be believed (and chances are he shouldn't be!).

Underplay the successes of these campaigns because any intelligent agency man knows that copy or art *alone* is not the only factor in success.

It takes time to prepare a sales pitch about one's self. It's the toughest job a person may ever face. But it's certainly worth the time and effort. ★ ★ ★

Letters to Bob Foreman are welcomed

Do you always agree with the opinions Bob Foreman expresses in "Agency Ad Libs?" Bob and the editors of SPONSOR would be happy to receive and print comments from readers. Address Bob Foreman, c/o SPONSOR, 40 E. 49 St., New York.

W

est Virginia's

C

harleston -

H

untington



S

tation

*covers
West Virginia's
biggest markets
like a 316,000 watt
Channel 8
Television Station,
which it is.*

DEPARTMENT STORE SALES
FOOD SALES
DRUG SALES
<i>(Sales Mgt. May/55 Data)</i>

Charleston
\$35,543,000
61,122,000
6,058,000

Huntington
\$15,976,000
26,250,000
3,813,000

For complete coverage data (sets-in-area figure passed 475,000 in July, 1955) and information about availabilities, please check with our national representatives, The Branham Company.

WCHS-TV

*Mail Address:
Charleston, W. Va.*

round-up



American show pulls 94% of audience on British tv: Nielsen

An American show stole the spotlight when commercial tv debuted in England late in September. According to A. C. Nielsen, *I Love Lucy* drew 94% of the homes equipped to receive commercial tv on a Sunday night. An English product was very close: *Sunday Night at the Palladium* drew 93%. Both were offerings of the new Independent Television Authority, commercial competitor of BBC.

ITA is at a disadvantage because of the small number of homes equipped to receive commercial programs (the

figure was set at a low of 169,000 by the British Attwood concern, 188,000 by Nielsen and 370,000 by Gallup).

Oddly, one source of rating figures now used by ITA is its direct rival, the BBC. For about \$3 weekly, BBC supplies results of its highly reputed aided-recall roster system. The figures do not show commercial effectiveness but only tv set count figures in the coverage area, share of audience for BBC and ITA, and both size and composition of audiences by sex, age and social groups. ★ ★ ★

WRCA-TV tucks viewers into bed, wakes them in morning



"Count Sheep" helps viewers get to sleep; "The Eye Opener" wakes them up in the morning

Television is now so much a part of its viewers' home life, it puts them to bed at night and wakes them up in the morning. At least WRCA-TV, New York, offers this service to its audience. Monday through Friday at 1:00 a.m. it airs a five-minute show soporifically titled *Count Sheep*.

Cover girl-model Nancy Berg goes through a getting-ready-for-bed routine, commenting meanwhile on topical events, and giving hints for insomniacs before climbing into bed. As this pretty sleepy-time gal closes her eyes she counts visible, animated sheep jumping over a fence.



Englander Mattress Co. has purchased the sign-off show, effective in December. *Count Sheep* is slated to begin its appearance soon on other NBC stations.

The sign-on companion piece begun by the station is called *The Eye Opener* and is telecast Monday through Friday from 6:55 to 7:00 a.m. for the early riser. Humorist and critic Martin Levin, also dressed in sleeping attire, lampoons the news and brightens up the day for viewers in an informal, across-the-breakfast-table approach. New to the air, the early morning show has not yet landed a sponsor. ★ ★ ★

WRVA's 30th year launched with Southern cruise ship

As a part of its recent 30th anniversary celebration, Richmond's WRVA sponsored a nine-day cruise to Nassau and Havana. The ship was the first ocean-going passenger liner ever to sail from the Port of Richmond, and the station threw a Bon Voyage party for the 210 vacationers that drew 8,000 listeners to help send the S. S. Tradewind on her way.

Other aspects of the celebration included salutes to 30 outstanding Vir-



WRVA listeners attend Bon Voyage party

ginians, 30 communities in the station's primary coverage area and a review of 30 of the state's industries. A letter-writing contest and a beauty and baby sweepstakes gave the listeners an opportunity to share in the celebration, and an hour-long commemoration broadcast was also featured. Besides all of the state's living ex-governors, several persons who were on the station's inaugural broadcast appeared on the show with CBS Radio personality Galen Drake. ★ ★ ★

Texas tv station boasts remote rainfall indicator

To give weekend sports enthusiasts and vacationers an advance look at the weather picture, Fort Worth's WBAP-TV has installed what it believes is the first remote rainfall indicator designed for tv. Patterned after the precision devices used by the Weather Bureau, the indicator is mounted on WBAP-TV's roof-top weather station with an electrical connection to the studio weather board and a dial to indicate the rainfall.

The station gives its weekend forecast on Thursdays via *Weather Telefacts*, though the official Weather Bureau forecast is never more than two days in advance. ★ ★ ★

Briefly . . .

Another harbinger of color tv was the recent announcement by Magnavox that it has opened its second school

to train servicemen in the repair of color tv sets. The first school opened a short time ago in San Francisco and the company plans to set up more throughout the country as color sets become more numerous.

Need for the new schools stems from the fact that color circuitry is vastly different from those of the black-and-white sets, reports Magnavox's general service manager, Ray Yeranko.

* * *

Butte, Mont., was treated to a "Television Week" last month by the Pacific Northwest Broadcasters. Object of the promotion was to sell more television sets in the area. The group printed banners plugging the event and offered them to local dealers with a promise to plug the week with radio and tv announcements.

All tv dealers in the city were invited to a luncheon at which the campaign was promoted, and then it got underway. In a single day one dealer sold 16 sets; another more than 10. A third dealer ordered a carload of sets, plans an announcement schedule to sell them.

The promotion cost the broadcasters about \$250 and they consider the money well spent because it made the community conscious of their fall programming schedule.

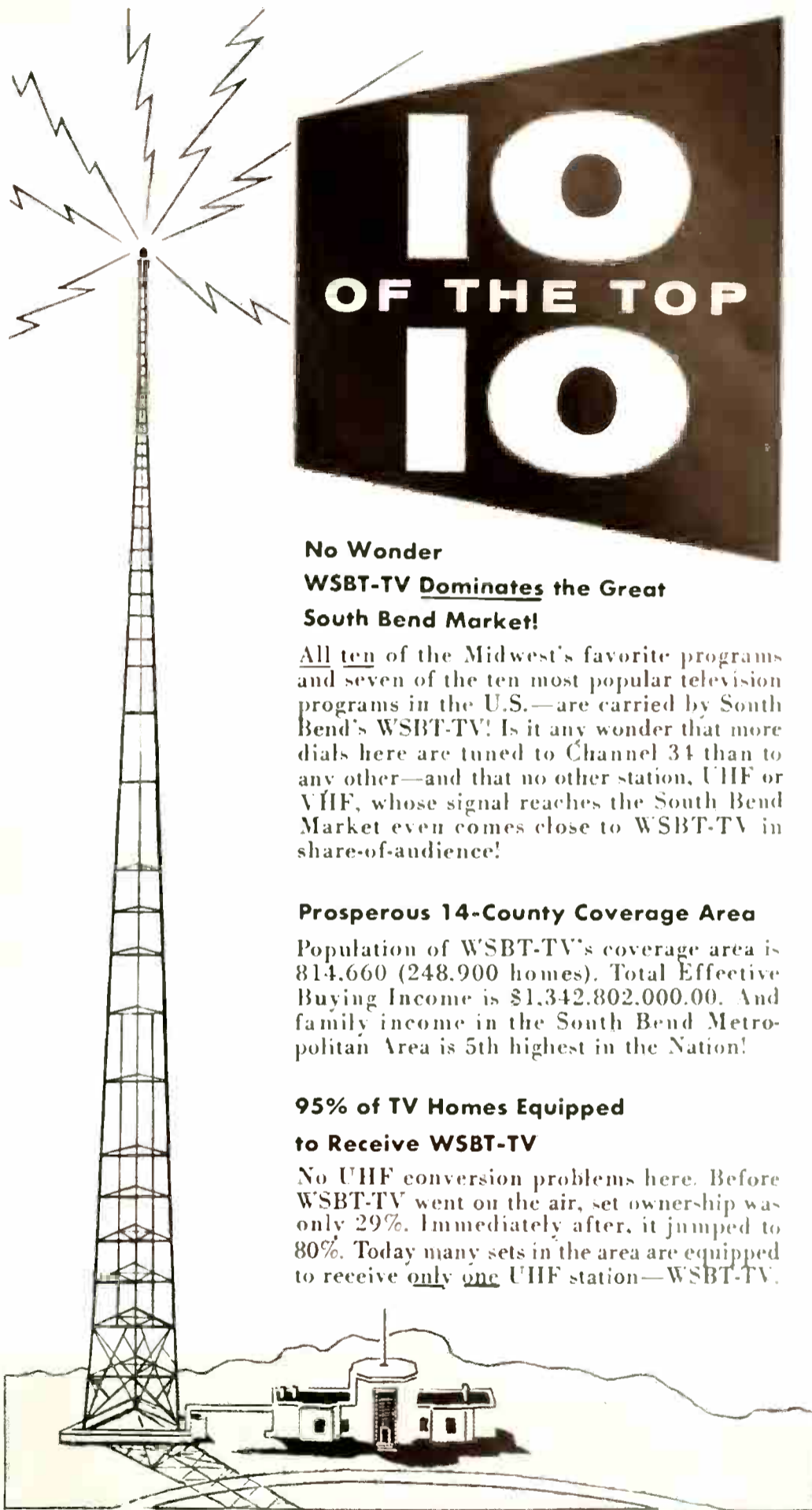
* * *

New WLW, Cincinnati, program, *The World Now*, providing local-level listening service a la *Monitor*, kicked off 6 November. Program will be sold under unique Certified Audience Plan. Shown in picture with promotion piece for "C.A.P." are, left to right: Dick



Jones, director of client service, Crosley Broadcasting Corp.; John Babcock, director, *World Now*; Robert Dunville, president, Crosley Broadcasting; James Allen, director, *World Now*; James D. Shouse, chairman of board, Crosley Broadcasting.

14 NOVEMBER 1955



**10
OF THE TOP
10**

**No Wonder
WSBT-TV Dominates the Great
South Bend Market!**

All ten of the Midwest's favorite programs and seven of the ten most popular television programs in the U.S.—are carried by South Bend's WSBT-TV! Is it any wonder that more dials here are tuned to Channel 34 than to any other—and that no other station, UHF or VHF, whose signal reaches the South Bend Market even comes close to WSBT-TV in share-of-audience!

Prosperous 14-County Coverage Area

Population of WSBT-TV's coverage area is 814,660 (248,900 homes). Total Effective Buying Income is \$1,342,802,000.00. And family income in the South Bend Metropolitan Area is 5th highest in the Nation!

**95% of TV Homes Equipped
to Receive WSBT-TV**

No UHF conversion problems here. Before WSBT-TV went on the air, set ownership was only 29%. Immediately after, it jumped to 80%. Today many sets in the area are equipped to receive only one UHF station—WSBT-TV.

WSBT-TV SOUTH BEND, IND. CHANNEL 34

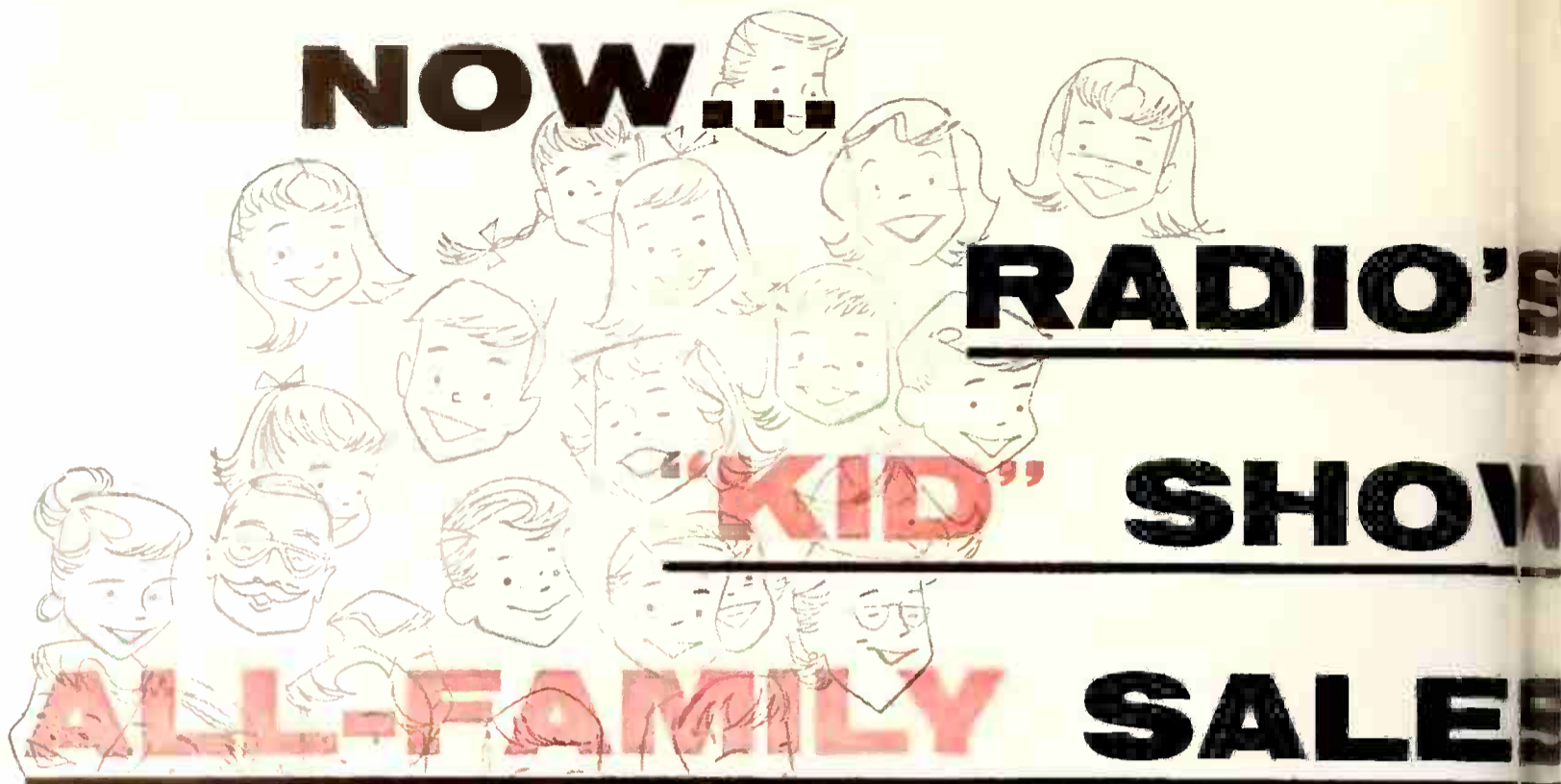
CBS... A CBS BASIC OPTIONAL STATION

NOW...

RADIO'S

SHOW

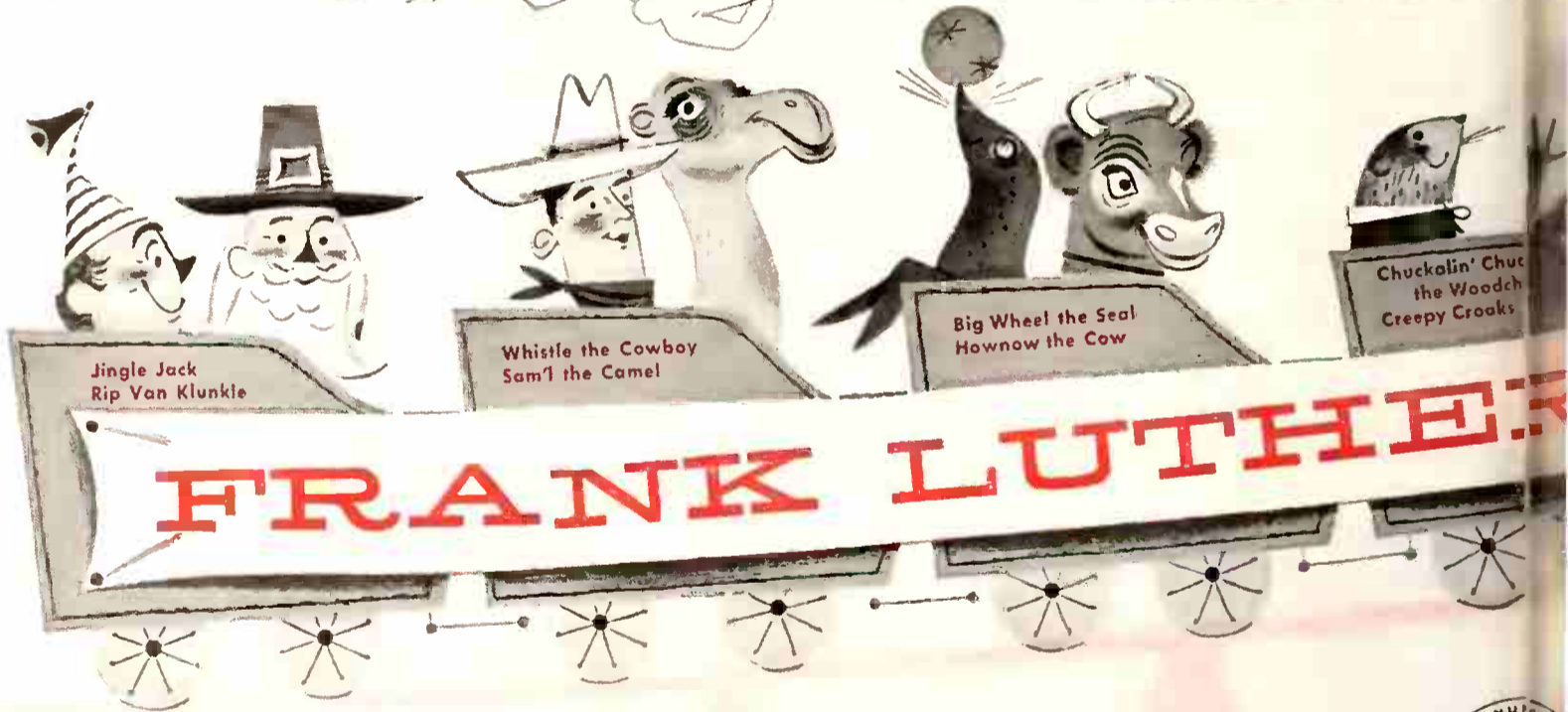
SALES



THE



Thesaurus



ANOTHER 20TH ANNIVERSARY FEATURE FROM RCA THESAURUS



RECORDED PROGRAM SERVICES

RADIO CORPORATION OF AMERICA RCA VICTOR RECORD DIVISION

155 East 24th Street, New York 10, N. Y.—Murray Hill 9-7200

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

1016 N. Sycamore Ave., Hollywood 38, Cal.—Oldfield 4-1660

445 N. Lake Shore Drive, Chicago 11, Ill.—Whitehall 4-3530

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

TMKS® ©RCA

VIEWWEST WITH APPEAL!

You can sell more children and adults with this show because it builds a big, all-family audience with —

- ★ Original songs recorded exclusively for RCA *Thesaurus* by Frank Luther . . . comic songs, ballads, folk numbers, holiday songs, sacred songs, educational tunes.
- ★ Limericks, riddles, jokes and character dialogues to tickle any youngster's — or oldster's — funny bones.
- ★ Sparkling Safety, Health and Public Service Jingles . . . many of them endorsed by the National Safety Council.
- ★ Special Birthday Announcements.
- ★ Musical accompaniment by the Tony Mottola Group.

You can sell more children and adults with this show because sponsors get these big **EXTRAS** —

- ★ Frank Luther will record special announcements wherein he will identify himself with a sponsor's product or service.
- ★ Recorded commercial jingles by Frank Luther provide a "built-in" extra for participation buyers in local sponsor categories such as ice cream manufacturers, supermarkets and department stores, drug stores, furniture stores, insurance companies and banks, laundries, frozen custard stores, shoe stores, bakeries, milk and butter companies.
- ★ Free sales promotion kit to help you promote and merchandise the show.

The most versatile transcription radio show ever —

All voice tracks and musical portions have been created and recorded for complete flexibility. A half-hour program format is provided weekly, plus sample five, fifteen and sixty-minute formats, so you can have *any* length show . . . for *as many times* per week as you want!

AVAILABLE ONLY THROUGH RCA THESAURUS SUBSCRIBER STATIONS

This uniquely different children's program shows again how RCA *Thesaurus* and subscriber stations are *first* with the biggest, finest, audience-building programs:

26 different, big-name programs

Fully recorded open end shows

"Shop-At-The-Store" merchandising promotion

2,000 commercial singing jingles

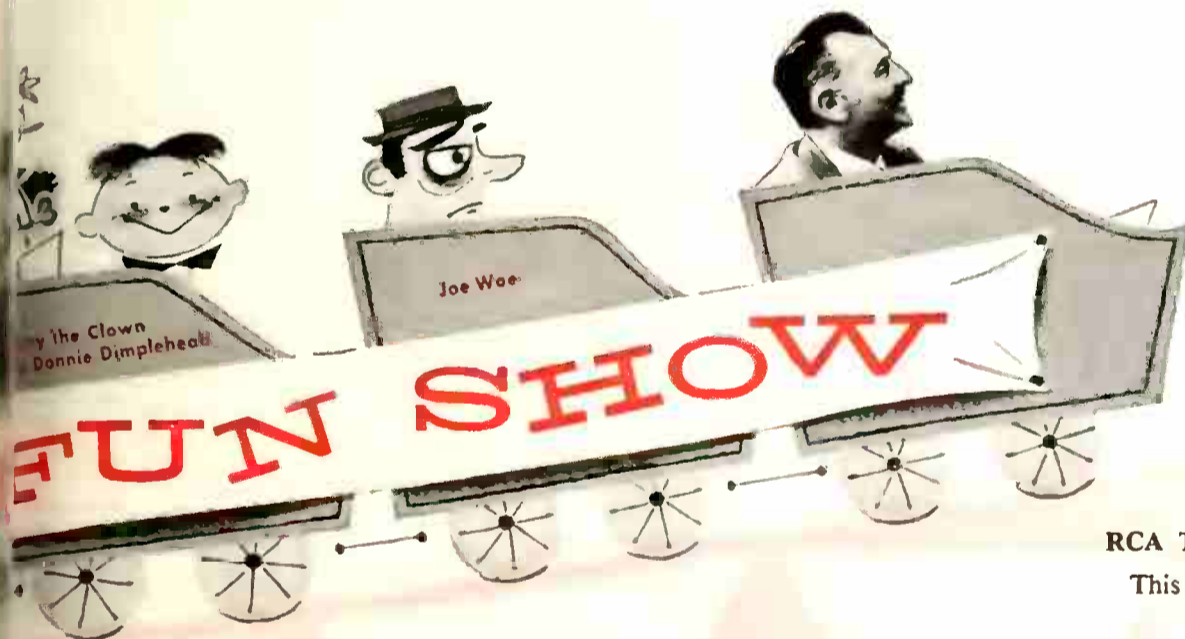
Complete weekly continuity service

Listener-selling recorded sell-effects

Voice-tracks, brochures and 52 new releases every month.

For complete information about The Frank Luther Fun Show and other RCA *Thesaurus* big-star shows, ask your radio station or write, wire or call your nearest RCA Recorded Program Services office,

Dept. S-11, *today!*



FRANK LUTHER, AMERICA'S FOREMOST EDUCATOR THROUGH ENTERTAINMENT

This unique radio show is the culmination of 25 years of entertainment "know-how" by the one and only Frank Luther. As a composer and recording artist, Frank Luther is known and loved in millions of homes. As a story-teller and entertainer, he offers a very special kind of folk-appeal that makes this show simple and universal enough for children, warm and appealing to adults.



**FOOD
FOR
THOUGHT**



CARL MOORE

Six mornings a week, Carl Moore proves his drawing power by attracting a very large share of the Boston listening audience. Key your food advertising to a sales-proven personality—WEEI RADIO's Carl Moore!

If you want your share of
NEW ENGLAND'S No.1 MARKET

use

WEEI

BOSTON

**SPONSOR
BACKSTAGE**



(Continued from page 24)

Another incident—new, different, and exciting—recently was an off-tv *Person to Person* in which Ed Murrow interviewed Hollywood producer Sam Goldwyn at a Radio and Television Executives' Society luncheon in New York. Listening to Mr. Goldwyn's simple, basic, down-to-earth answers to Murrow's questions, I was impressed with the notion that Sam Goldwyn is about as different from the sensational novel concept of a major Hollywood producer as a man could be. He has a talent for stripping every issue down to its essentials. Murrow asked him what the television networks might do to induce him to try his hand at tv.

"What would I prove?" said Goldwyn. "It takes me years to find a story or a property I want to do. And then it takes me years to do it the way I think it might be good. It costs millions of dollars. What could I do for television, working like that?"

What about new talent, asked Murrow. How does new talent get a break?

"Well, fellows like me," said Goldwyn, "we have to take a chance on new talent we believe in. Sometimes we're right and sometimes we're wrong. When I first saw Gary Cooper, I thought here was a handsome, intelligent young man. Maybe we can do something with him. And it worked out. But one time we brought a young lady over from Europe, Anna Sten. On her we spent a million dollars and lost it, and got nothing but a lot of grief."

At one point Goldwyn was stressing the fundamental importance of the story. Many a story has made a star, said the producer. But no star has ever made a bad story. In this connection, he pointed to Robert Sherwood, sitting alongside him, and said:

"This man, when he wrote *The Best Years of Our Lives*, gave me one of the greatest stories I have ever had the pleasure of doing. He deserves all the credit for the success of that picture."

Sherwood got to his feet.

"I can't take this sitting down, Sam," he said. "I wrote some of your biggest flops, too."

This, of course, brought a roar of laughter from the audience.

Goldwyn waited until the laughter subsided. Then he said: "Bob, I've had flops without you!"

★ ★ ★

WOODLAND-TV is big territory!



Norge, one of the nation's best known appliance manufacturers, is growing greater in WOODland U. S. A.



In their huge Muskegon Heights plant, the Norge Division of Borg-Warner Corporation produces the exciting new Norge "Customatic", with double-deep "Ilandidor" on both freezer and refrigerator compartments.

Norge expects this year to be the most profitable in its history. Lively merchandising, strategic planning, new products and expanded facilities reflect in the tremendous activity of 82 Norge distributors and more than 15,000 retail dealers across the nation.

Norge's sales record is typical of the enterprising industries in WOODland's thriving production area—a rich market that encompasses Grand Rapids, Muskegon, Battle Creek, Lansing and Kalamazoo. This market—with the country's 20th highest TV set count—is all yours with WOOD-TV, Grand Rapids' only television station.



WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

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

Timebuyers of the U.S. (Continued from page 45)

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

CRAWFORD & PORTER ADV., INC.

101 Marietta Bldg., LA 0656

Black Panther Co. }
 J. O. Jewell, Inc. } HARRY
 Mask & Gay Food Prod. } CRAWFORD,
 Frymaster } JR.
 Drennon Food Products } CAROL
 Southern Frigid Dough } PORTER

CAMPBELL-EWALD CO.

Hurt Bldg., LA 3858

Chevrolet } C. G. THOM

D'ARCY

75 8th St., N. E., VE 8815

Lance Foods } J. H.
 KINSELLA
 CAL
 VOORHIS

DAY, HARRIS, HARGRETT & WEINSTEIN

40 16th St., N. W., EL 4824

Southern Airways } MARVIN DAY
 S.S.S. Tonic } HANES
 Tuxedo Club } HARGRETT
 AUDREY
 FERGUSON
 HOLT
 GEWINNER,
 JR.
 BEVERLY
 KIRVEN

EASTBURN-SIEGEL ADV.

623 Spring St., N. W., VE 4707

Monarch Sewing Machines } MEL FINKEL
 Kitchen Magic Co. } MRS. TROY
 Miller Hi-Life Beer } COX
 SAM
 SCHINEMAN

HARVEY-MASSINGALE, INC.

Walton Bldg., WA 9117

Tetterine } R. WINSTON
 HARVEY
 R. WINSTON
 HARVEY, JR.

DILLARD JACOBS

1145 Peachtree St., N. E., AT 7991

Calotabs Co. } J. F. JACOBS
 BGO } P. W. SMITH
 BQR }

KIRKLAND, WHITE & SCHELL

101 Marietta St. Bldg., LA 3682

Gordon Foods } J. A.
 KIRKLAND
 FRANK
 WHITE
 JAS. B.
 SCHELL

LILLER, NEAL & BATTLE ADV.

Walton Bldg., CY 6521

Pesco Chemical } C. K. LILLER
 Piedmont Airlines } WM. W. NEAL
 Brock Candy } JAMES L.
 Colonial Stores } BATTLE
 H. W. Lay Co. } SARAH
 National NuGrape } WILLIAMS
 Patten Food Products } BUD WATTS
 Carling Brewing }
 Life Ins. Co. of Ga. }

LOWE & STEVENS

685 W. Peachtree St., N. E., VE 9695

Ashmore Sausage Co. } ROBERT C.
 JOHN H.
 STEVENS
 Canton Poultry Co. } JULES CLYDE
 GERDING
 Roman Cleanser (SE Area) } NELL P.
 DONALDSON

CHAS. A. RAWSON & ASSOC.

223 Peachtree St., Whitehead Bldg., WA 3594

Cannoline } MISS HELEN
 BULLARD

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

H. G. SAMPLE ADV.

302 Glenn Bldg., AL 1919

Bryant Packing Co. }
 Eelbeck Milling Co. } H. G. SAMPLE
 Dothan Peanut Oil Co. } JACK VELLER
 Cloverleaf Creameries }

J. WALTER THOMPSON

Palmer Bldg., 41 Marietta St., N. W., CY 1744

Ford Dealers } RUSSELL
 PAULSON
 FRANK
 CARLSON

TUCKER WAYNE & CO.

1175 Peachtree St., N. E., AT 3856

White Ice Cream } TUCKER
 Capudine } WAYNE
 American Bakeries (Merita) } MRS. C. C.
 Creomulsion } FULLER
 Southern Bell Tel. } MISS ANN
 Southern Dairies } BENTON

BURTON E. WYATT & CO.

First Natl. Bank Bldg., MA 1121

Standard Oil of Kentucky } B. E. WYATT

CHICAGO, ILL.

AUBREY, FINLAY, MARLEY & HODGSON

230 N. Michigan Ave. (1), Financial 6-1600

Double Cola }
 Williamson Candy } GENE
 International Harvester } FROMHERZ

BBDO

919 N. Michigan Ave. (11), Superior 7-9200

Peter Hand Brewery (Meisterbrau) } Murine } RUSSELL
 Zenith Radio } TOLC
 CORA
 HAWKINSON

BEAUMONT & HOHMAN, INC.

6 N. Michigan Ave., Central 6-4230

Greyhound Buslines } CLARKE
 TRUDEAU
 JEAN
 HECKSCHER
 W. W. O'NEIL

WALTER F. BENNETT CO.

20 N. Wacker Drive (6), Franklin 2-1131

Assemblies of God } WALTER
 Light of Life Hour } BENNETT
 Billy Graham } JANE
 GUNTHER

GORDON BEST CO., INC.

228 N. LaSalle St. (1), State 2-5060

General Finance } E. A. TRIZIL
 Milner Products } FRANK MOOR
 Maybelline } RICHARD
 Helene Curtis } BEST
 KAY KNIGHT

E. H. BROWN ADV. AGENCY

20 N. Wacker Drive (6), Franklin 2-9494

Funk Bros. } R. CRABB
 Southern Farmer } ELLEN
 Pratt Food } KORNGIEBEL

BUCHEN CO.

400 W. Madison St. (6), Randolph 6-9305

Oliver Tractor } WIS FISHER
 Fairbanks-Morse } HOWARD
 Club Aluminum } ROSE
 LEE CARLSON

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

LEO BURNETT CO.

360 N. Michigan Ave. (1), Central 6-5959

Comstock Canning }
 Toni } DICK COON
 Tea Council } BOWEN
 Pure Oil } MUNDAY
 HELEN
 STANLEY
 Buster Brown Shoes } KEN FLEMING
 Pillsbury Mills } JOHN HARP
 Farina } KAY MYERS
 Mars, Inc. } JOHN BODE
 REX FRENCH
 P & G (Lava, Joy) } NICK WOLFI
 PHIL ARCHI
 Bauer & Black } DAVE
 Kellogg } ARNOLD
 HAL TILLSC
 Pfizer Feeds } DICK
 FOERSTER
 Globe Mills } HARRY
 Santa Fe R. R. } FURLONG
 Converted Rice } ESTHER
 Green Giant } RAUCH
 Marlboro Cigarettes } JOHN
 Heileman Beer } DEACON
 CARL GLYE

CALKINS & HOLDEN, INC.

333 N. Michigan Ave. (1), Randolph 6-3830

Berlitz School of Languages } MICKIE
 Amboy Milk Products } HARRINGTON

CAMPBELL-MITHUN

919 N. Michigan Ave. (11), Delaware 7-7553

American Dairy Assoc. } MINNIE
 Charmin Paper Mills } KAPLAN
 ELISIE
 John Morrell } LAUFER
 CLAY
 ROSSLAND

CHRISTIANSEN ADV.

135 S. LaSalle St. (3), Central 6-2484

Allstate Insurance } MARTIN
 Bruce Cleaner } FRITZ
 PAT BIRD

COMPTON ADV., INC.

141 W. Jackson Blvd. (4), Harrison 7-6935

Garst & Thomas Hybrid } WM. B. HILL
 Seed Corn } BEVERLY
 HALDEMAN

D'ARCY ADV.

8 S. Michigan Ave. (2), Central 6-4536

Standard Oil of Indiana } BETTY
 LAVATY
 RAY SPENCER
 RAN DUNNEE

DANCER-FITZGERALD-SAMPLE

221 N. LaSalle St. (1), Financial 6-4700

Pfaff Sewing Machine } HARRY PIC
 Consolidated Products } KATHERINE
 Sterling Insurance } ROACH

W. B. DONER CO.

203 N. Wabash Ave. (1), Dearborn 2-4676

Tavern Pale Beer } M. F.
 Plastone } KOSTMAN
 Mail Order }

DUGGAN-PHELPS

307 N. Michigan Ave. (1), Randolph 6-1076

Consolidated Drugs } FRANK
 Lanolin Plus } DUGGAN
 GEORGE
 O'LEARY
 WILLIAM
 CLINE
 NORMAN
 PHELPS

ERWIN, WASEY & CO.

230 N. Michigan Ave. (1), Randolph 6-4952

Knox-Carbon } JOHN GWYN
 Hyde Park Beer } HELEN WOO
 Stag Beer }
 Chamberlains Lotion & Ayds }
 Clyman Canning }
 Dad's Root Beer }

For outstanding service to Georgia
agriculture the top radio award goes
to **WSB**, the Voice of the South

This award was made by the Georgia Farm Bureau Federation on October 10 in recognition of WSB Radio's progressive and active farm programming for the betterment of Georgia farmers and farming in 1954-1955. It is another laurel to be added to the scores already earned by WSB Radio throughout thirty-three years of broadcasting in the public interest. No other Georgia radio station—or economical combination of Georgia stations—gives advertisers an audience as large and as loyal as does WSB Radio.



*Mike McDougald
WSB Farm Director*

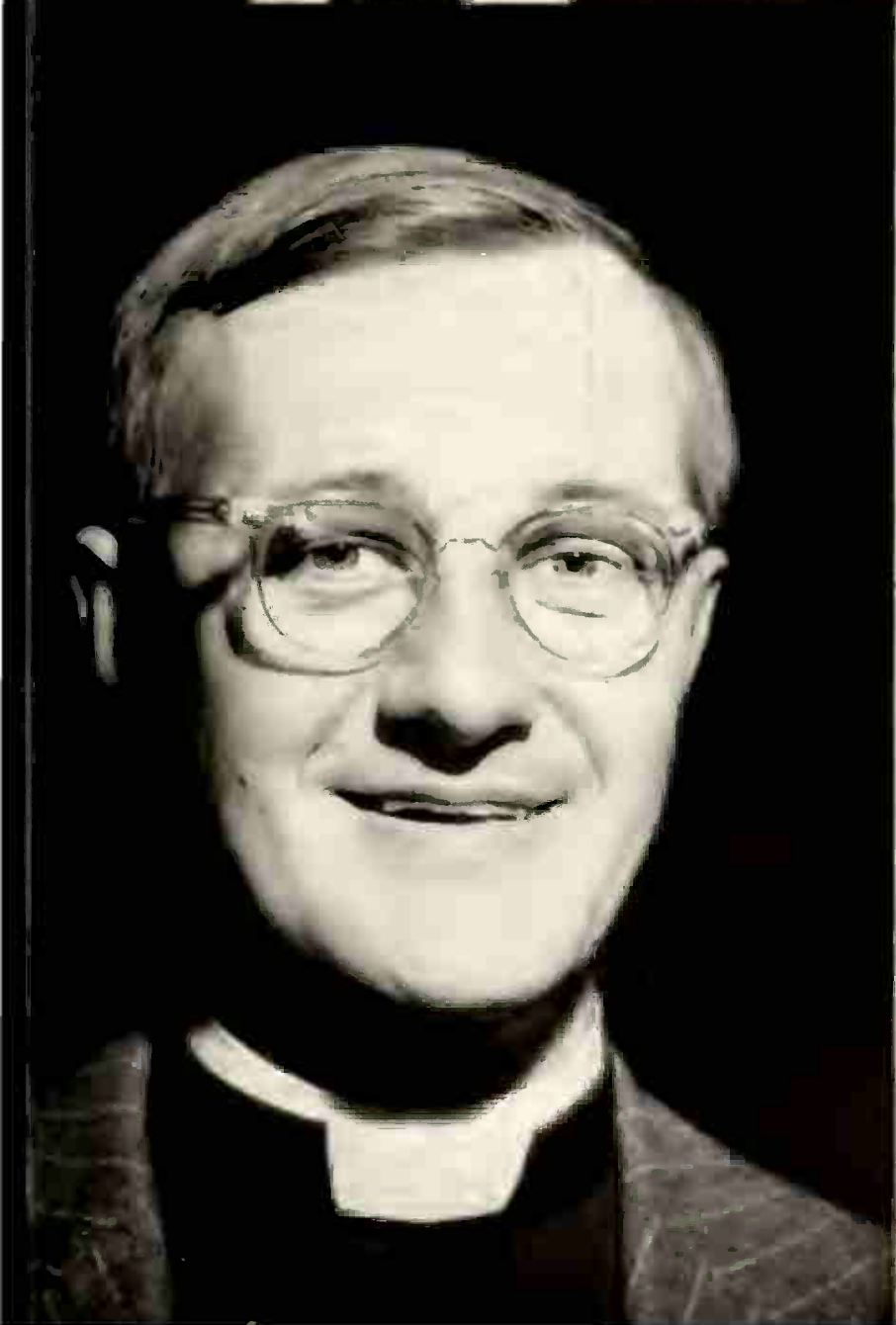
NBC affiliate. Represented by Edward Petry & Co. Affiliated with the Atlanta Journal and The Atlanta Constitution.

WSB Radio
ATLANTA



Anybody
here
you don't
know?





If you have trouble identifying these people there are more than 40 million of your fellow citizens who can do it for you.

Each of them became famous faster perhaps than anyone else in history. Outside the intimate circle of their families, friends and neighbors no one had ever heard of any of these people until a Tuesday night at 10 o'clock. Thirty minutes later each of them was known throughout the United States.

They became famous so fast for one reason—the phenomenon of television, and more specifically, a phenomenal television program.

Today television is the shortest distance between obscurity and fame. This popularity applies not only to people, but to the products they use and the companies that manufacture them.

Many of these companies are convinced that CBS Television is the quickest path to popularity in all television. They know that day and night CBS Television broadcasts the majority of the most popular programs. They know too, that on the CBS Television Network they can reach their customers at a far lower cost per thousand than on any other television network. These facts may help to demonstrate why the largest single advertising medium in the world today is CBS TELEVISION.

FIRST UNITED BROADCASTERS

201 N. Wells St. (6), Randolph 6-7800

Willard Tablet } HUGH RAGER
MARYELLEN
CONVERY

FOOTE, CONE & BELDING

155 E. Superior St. (11), Superior 7-4800

Armour } GENEVIEVE
Beatrice Creamery } LEMPER
Hall Bros. Cards } GWEN
Libby McNeill & Libby } DARGEL
(Pineapple Juice) } DOROTHY
S. C. Johnson & Sons (Carnu) } FROMHERZ
ROBERT
HUSSEY
RITA HART

CLINTON E. FRANK, INC.

Merchandise Mart (54), Whitehall 4-5900

Reynolds Metals }
Quaker Oats } JACK
Dean Milk } MATHEWS
Toni Co. (Pamper Shampoo) } HELEN DAVIS
Fould's Macaroni }

FULLER & SMITH & ROSS

105 W. Adams St. (3), Andover 3-5041

Ferguson Tractors } CHARLES
Keystone Fences } BILLINGSLEY

GLENN-JORDAN-STOETZEL

307 N. Michigan Ave. (1), State 2-8927

Christian Reformed Church } R. R. ROZEMA
GEORGE
McGIVERN

GOODKIND, JOICE & MORGAN

919 N. Michigan Ave. (11), Superior 7-6747

Planters Peanuts and Peanut Butter } FLORENCE A.
Illinois Canning } NEIGHBORS

GRANT, SCHWENCK & BAKER

520 N. Michigan Ave. (11), Whitehall 3-1033

Bankers Life & Casualty } JAMES E.
SCHWENCK
FRANK
BAKER
BETTY
ARMSTRONG
MARSHALL
EDINGER
TOM ELYDGE

GRANT ADVERTISING

919 N. Michigan Ave. (11), Superior 7-6500

Dr. Pepper } FRED
Monroe Chemical (Putnam Dies) } NORMAN

GEORGE H. HARTMAN CO.

307 N. Michigan Ave. (1), State 2-0055

Mystik Tape }
Berghoff Beer } VIRGINIA
Joanna Western (TV) } CALDWELL
Manchester Biscuit }
Sawyer Biscuit }

HENRI, HURST & McDONALD

121 W. Wacker Drive (1), Franklin 2-9180

Thor }
Ready-To-Bake (Puffin) } LAURA HALL

H. W. KASTOR & SONS ADV.

75 E. Wacker Drive (1), Central 6-5331

Int'l Milling (Robin Hood Flour) } JIM WEST
P & G (American Family Flakes) } JOHN URICE
Union Starch & Refining } HARVEY
Pennant Syrup } MANN

LAUESEN & SALOMON

520 N. Michigan Ave. (11), Superior 7-0738

Dulane Corp. } BOB
Sylcon Corp. } SALOMON

EARLE LUDGIN & CO.

121 W. Wacker Drive (1), Andover 3-1888

Rath Packing }
Rit and Shinola } JANE DALY
Manor House Coffee } RUTH BABICK
Stopette Deodorant } KAY MORGAN
Wrisley } MARILYN
Linco Bleach } BEILEFELDT
Bendix }

MARK T. MARTIN CO.

59 E. Van Buren, Harrison 7-9499

Churches of Christ } GLADYS
JOHNSON

THE MARTIN CO.

201 N. Wells St. (6), Dearborn 2-5910

Amion } E. J.
Reber Packing } LEWINSKI

MAXON

664 N. Rush St. (11), Whitehall 4-1676

Hotpoint } LES SHOLTY
PAUL KELLY
DICK LARKO

McCANN-ERICKSON

318 S. Michigan Ave. (4), Webster 9-3701

Milnot } JOHN COLE
Derby Foods } PAT
Swift's Ham & Bacon } CHAMBERS
Swift's Swifties } ESTHER
Swift's Ice Cream } ANDERSON
HOWARD
HELLER

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave. (11), Delaware 7-7860

Owen Nursery }
Wrigley Chewing Gum }
Ill. Meat (Broadcast Corned Beef }
Hash & Redi-Meat) } PAT GRAY
Brach Candy } EVELYN VAN-
Myzon } DERPLOEG
D-Con }
Heet (Demert & Dougherty) }
Ratner Promotions }

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave. (1), Randolph 6-9360

Alemite Corp. } BEVERLY
Drewry's Ltd. } HICKS
Zenith Hearing Aid } BUD TRUDE
JAMES
SHELBY

C. WENDELL MUENCH

75 E. Wacker Dr. (1), Financial 6-3481

Fox De Luxe Foods }
Monarch Beer } VICTOR
Visking Corp. } FABIAN

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St. (3), State 2-5151

Campbell Soup }
Phenix Foods }
Household Finance Corp. }
Johnson Wax } DON
Parkay Margarine } DeCARLO
Nesco, Inc. } PAT
Kennell Products } BROUWER
Morton Salt } ARNOLD
Wilson-(Canned Meats and Soap, } JOHNSON
Sporting Goods) }
Monsanto Chemical }

OLIAN & BRONNER CO.

35 E. Wacker Drive (1), State 2-3381

American School }
Atlas Beer }
Edelweiss Beer } KAY
Beltonne } KENNELLY
Sealy Mattress }
Princess Pat Cosmetics }

O'NEIL LARSON & McMAHON

230 N. Michigan Ave. (1), Andover 3-4470

Mail Accounts } NELSON
Imdrin (Rhodes) } McMAHON
GRACE
MORAN

PRESBA, FELLERS & PRESBA

360 N. Michigan Ave. (1), Central 6-7683

Flex-o-Glass } WILL PRESB
Olson Rug } CHARLES
Hi-Life Dog Food } DABNEY
FRANK STE
GRANT SMIT
GLENDA
ALLEN

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave. (11), Whitehall 4-7440

C B & Q RR } WALLACE
Anco Windshield Wipers } MEYER

L. W. RAMSEY CO.

230 N. Michigan Ave. (1), Franklin 2-8155

Sawyer Biscuit (Iowa) }
Mickelberry Sausage }
Squire Dingee } DOROTHY
(Ma Brown Products) } PARSONS
Marshall Canning } L. H.
Brown Beauty Foods } COPELAND

ROCHE, WILLIAMS & CLEARY

135 S. LaSalle St. (3), Randolph 6-9760

Hardware Mutual }
Milwaukee RR } CHARLES G.
John Puhl Products } BRODERSEN
Nadinola }

ROGERS & SMITH

20 N. Wacker Drive (6), Dearborn 2-0020

Little Crow Milling } RAY H.
REYNOLDS

RUTHRAUFF & RYAN

360 N. Michigan Ave. (1), Financial 6-1833

Wrigley Chewing Gum }
A. E. Staley } HOLLY
Strong Heart Dog Food } SHIVELY
American Breeder } IRENE HES
Allied Florist } EDMUND
KASSER

ROSS ROY, INC.

307 N. Michigan Ave. (1), Randolph 6-7000

Lake Central Airlines } ROBERTA
HARNEY

RUTLEDGE & LILIENFELD, INC.

121 W. Wacker Drive, Dearborn 2-6326

Puritan Foods (Realemon) } ANNE COYL
National Tea }

HARRY SCHNEIDERMAN, INC.

141 W. Jackson Blvd., Webster 9-3924

State Finance } DORIS
Lane Bryant } GOLOW

YOU MISS FLORIDA IF YOU DON'T USE W•GTO

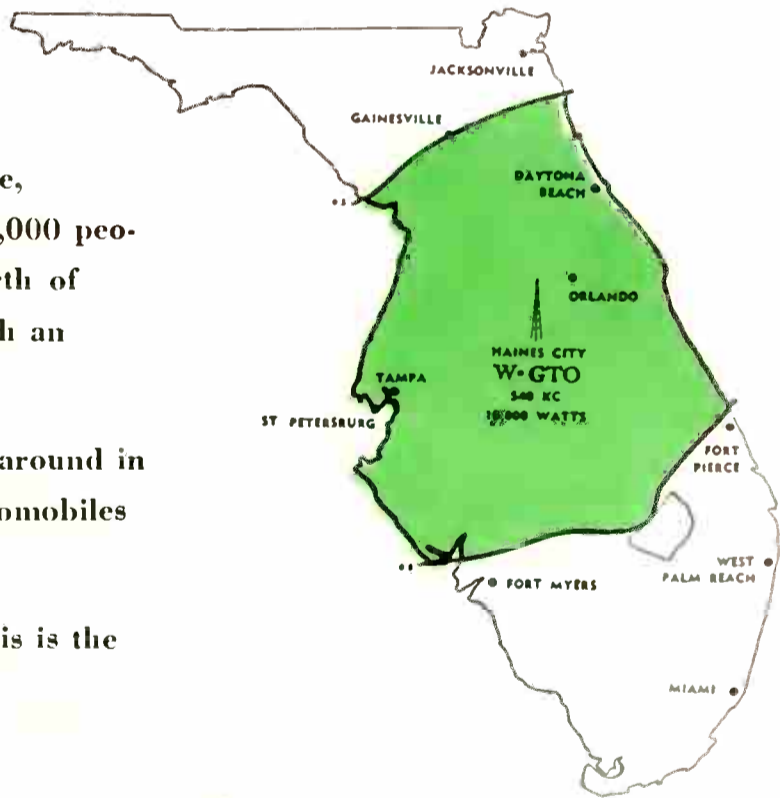


from **Gulf To Ocean** • **Gainesville To Okeechobee**

Judge for yourself. There are some mighty pretty figures in the Florida market. For instance, with a powerful new radio station you reach 1,500,000 people. These same people buy \$1,443,330,000 worth of products each year. Tourists swell the coffers with an additional \$650,000,000 annually.

The residents of the W•GTO coverage area cruise around in 484,000 automobiles while another 1,600,000 automobiles bring in money laden vacationers every season.

This all adds up to a really important market. This is the market W•GTO delivers.



10,000 WATTS
540 KILOCYCLES

W•GTO

HAINES CITY, FLA.
PHONE 6-2621

*owned and operated
by KWK, St. Louis, Missouri*

Represented by
WEED & COMPANY

SCHWIMMER & SCOTT

814 N. Michigan Ave. (11), Whitehall 4-6886

Kist Beverages	}	R. R. RIEMEN-SCHNEIDER, JR.
Schlutter Candy		
Walgreen		
Keeley Beer		
Salerno-McGowan		
Hawthorne-Melody Milk		
Spiegel, Inc.		
H-A Hair Arranger		
Red Dot Potato Chips		
Brown Food Processors		

RUSSEL M. SEEDS CO.

51 E. Superior St., Mohawk 4-6323

Pinex	}	MERLE MYERS VIRGINIA RUSSET
Brown & Williamson (Wings and Raleigh)		
Elgin American		
W. A. Sheaffer Pen		

JOHN W. SHAW, INC.

51 E. Superior St., Mohawk 4-6323

Lehon Mulchide Roofing	}	ANN SHEAFFER BOBBIE LANDERS
Armour		
Quaker Oats Co. (Corn Meal and Pack-O-Ten)		

CHARLES SILVER & CO.

737 N. Michigan Ave. (11), Superior 7-6625

Rival Dog Food	}	CHARLES SILVER BEN SOLOMON MAXINE ZIV

SIMMONDS & SIMMONDS, INC.

520 N. Michigan Ave., Michigan 2-3360

B-I Beverage	}	PHIL TOBIAS, SR. STEPHANY SEEDER

SMITH, BENSON & McCLURE

8 S. Michigan Ave., State 2-1931

Sterling Beer	}	JACK SCHROEDER

TATHAM-LAIRD, INC.

64 E. Jackson Blvd. (4), Harrison 7-3700

Armour (Ham, Bacon, Sausage)	}	PAUL SCHLESINGER JOE PERRY JIM MADISON GEORGE BOLAS HAROLD BENNETT DON GRASSE JACK RAGEL JIM ZITNIK SYLVIA RUT BERNICE McTAGGART BOB ATWOOD
Simoniz		
Toni (Bobbi)		
Wiedemann Beer		
General Mills (Korn Kix, Surchamp Dog Food)		
Swanson Chicken		
Wander Co. (Ovaltine)		
Norge		

J. WALTER THOMPSON

410 N. Michigan Ave. (11), Superior 7-0303

Kraft Foods	}	E. R. FITZGERALD ELLEN CARLSON T. V. WATSON BILL KENNEDY
Swift & Co. (Allsweet)		
Indiana Bell Tel.		
Libby, McNeill & Libby		
Quaker Oats (Aunt Jemima)		
Pancake & Cake Mixes)		
Seven-up Bottling		

TURNER ADV. AGENCY

101 E. Ontario St., Michigan 2-6426

O'Cedar	}	KARL F. VEIHE

U. S. ADVERTISING CORP.

23 E. Jackson Blvd. (4), Webster 9-0911

Wilson & Co. Ideal Dog Food	}	A. J. ENGELHARDT AL BONK C. E. RICKERD
Wilson & Co. Salad Dressing		
Wilson & Co. Bakerite		
M & R Mfg. Co. (Sno Bol)		
Schulze & Burch		

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive (6), State 2-7369

Miles Laboratories (Alka Seltzer, Nervine)	}	LOU J. NELSON DAVE WILLIAMS

WEISS & GELLER

400 N. Michigan Ave. (11), Whitehall 3-2100

Monarch Foods	}	JACK BARD NORA MARCUS ARMELLA SELSOR
College Inn Foods		
Toni Co.		
Cudahy Packing		

WESTERN ADV. AGENCY

35 E. Wacker Drive (1), Andover 3-2445

De Kalb Hybrid Assoc.	}	FRED PAINE PAUL LIMMERICK DEL GURLEY W. W. UNEER KEITH FRED. ERICKSON
Allied Mills		
Pure Milk Assoc.		

WHERRY, BAKER & TILDEN

919 N. Michigan Ave. (11), Delaware 7-8000

Quaker Oats (Full-O'-Pep Feeds)	}	CLIFF BOLGARD HARRY BARGER MARCELLA O'NEIL GORDON HENDRY

YOUNG & RUBICAM

333 N. Michigan Ave. (1), Financial 6-0750

American Bakeries (Taystee Bread)	}	MARION REUTER RUTH LEACH VERA TABOLOFF PEGGY McGRATH
Grennan Cakes)		
Elgin Natl. Watch Co.		
Marathon (Northern, Waxtex)		
Intl. Harvester		
Borden (Milk, Ice Cream)		

FORT WAYNE, IND.

BONSIB ADV. AGENCY

700 W. Wayne Bank Bldg.

} JOHN BONSI

CHAMBERLIN-JUNK ADV. INC.

5233 Coldwater Rd.

} JAMES CHAMBERLIN

DAUGHDRILL ADV. SERVICE

5021 Fairfield Ave., Harrison 9978

Rosary Hour	}	FORREST V. DAUGHDRILL

WILLIS S. MARTIN CO.

525 W. Wayne Street

} JAMES H. HOLTHOUSE

SUEDHOFF ADV.

921 Cettle Bldg.

} CARL SUEDHOFF O. FERBER

LOUIS E. WADE, INC. ADV.

204 Paramount Bldg.

} RICHARD M. KATT EDWARD P. WADE LOUIS E. WADE

INDIANAPOLIS, IND.

CALDWELL, LARKIN & SIDENER-VAN RIVER

BRAD DeMARCAS - RADIO-TV DIRECTOR

KEELING & CO., INC.

Chamber of Commerce Bldg., Melrose 5-5434

Casite & Hastings	}	MARY C. DI
Wilson Milk		

RUBEN ADV. AGENCY

966 N. Meridian St.

} GARY RUBEN ELMER RUBEN

MUNCIE, IND.

APPLEGATE ADV.

206 Rose Court, 66-43

Ball Brothers	}	M. BAY APPLEGATE HARRY BIR JAMES R. FOX

POORMAN, BUTLER & ASSOC.

1801 W. Jackson St., 3-6375

} SAIDIE BOSWELL

BOB ROBINSON AGENCY

612 S. Elm, 2-2263

} BOB ROBINSON BOB STASSE DON KLOCK

TERRE HAUTE, IND.

POLLYEA, INC.

822 1/2 Ohio St., Crawford 6707

Clabber Girl Baking Powder	}	KENNETH WARD JEAN KALE MARIE PERSHING
K. C. Baking Powder		

DES MOINES, IOWA

ADCO, INC.

211 Home Federal Bldg., 8-6539

Felco Feed	}	ROGER JOHNSON EDWARD I. FRANKEL

AMBRO AGENCY

314 Shops Bldg. (9), 8-0071

} BILL NELSON

CARY-HILL ADV.

200 AIB Bldg., 4-0375

Thompson Seed	}	JAMES HILL JOE LACAV/ JOAN ANDERSON BEN GIBSON
Tones Coffee		
Armand		
Occo Chemical		

DAY, WESLEY & CO.

2818 Ingersoll, 8-0236

} DONALD H. WALLACE MARY H. ALEXANDER

FAIRALL & CO.

830 Liberty Bldg., 3-5255

Associated Serum Prod.	}	JOHN McLAREN ROGER BARNETT
Sargent & Co.		
Fox-Bilt		
Corn King		

J. M. HICKERSON, INC.

2021 Grand Ave., 2-0221

Townsend Engineering	}	ROBT. H. MORGAN



Why the media department moved to Cloud Nine...

The elevator operator noticed it first—for the first time in weeks the media director was whistling.

"What's up, Mr. Timebuyer?"

"I've got it all figured out, Joe, and it's so simple!" What he meant was that his problem of finding the radio buy that would give his client (a) a real live

market at (b) sensible cost and (c) with *lots* of plus merchandising was (d) *solved*. KBS!

Cloud nine is a rare place to be, but Keystone clients are "at home" there, and keep coming back for more of the same. 60 million listeners in Keystone's great 820-station primary coverage area are YOUR customers in Hometown and Rural America.

• WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3 2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440



✓ TAKE YOUR CHOICE

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ MORE FOR YOUR DOLLAR

No premium cost for individualized programming. Network coverage for less than "spot" cost for some stations.

✓ ONE ORDER DOES THE JOB

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

THE VOICE OF HOMETOWN AND RURAL AMERICA

Who is the man behind

One of the sad sales practices which has put the damper on national spot is the tendency on the part of most radio and tv salesmen to start and stop with the timebuyer.

Which reminds us of a comment made by a prominent timebuyer recently. Said he, "I'm pretty much on top of the xxx account. But my zzz account is different—the account man and ad manager put their heads together on this one. I can't broadcast this information, but it's no state secret. The printed media boys play this bit of intelligence for all its worth, while the tv and radio boys bark up the wrong tree."

Timebuyers know that the sure-fire way to lose out in the battle for media dollars is to overlook the decision-makers behind the ad curtain.

Fortunately, the industry (at long last) is shunting tradition aside. The RAB, TvB, NARTB, station representatives, station salesmen and many others are training their sights not only on the timebuyer but on the people behind the timebuyer.

This is the area in which SPONSOR shines. Much of its editorial content is pinpointed toward the firm head, the ad manager.

S PONSOR *the magazine radio and tv advertise*

Write for these previously published ads: (1) "Why is a trade paper like a television station?" (2) "How necessary is trade paper advertising?" (3) "How much should a station invest in trade paper space?" (4) "Sure way to get a well-read trade paper!"



ad curtain

sales manager, the account executive, the plans board and many more who decide which media to use, which markets to sh, and which stations to buy. Nearly 40% of SPONSORS arranged circulation (10,000 on 1 January 1955) goes to vets at the client level; 30% to buyers at the agency level. SPONSOR is the made-to-order prestige magazine for station buying, whether tv or radio. For example

1953 vs. 1954 BROADCAST PAPER AGENCY/ADVERTISER READERSHIP

Publication	1953	1954	1953	1954	1953	1954	1953	1954
"I read regularly"	63%	68%	58%	39%	32%	42%	42%	48%
"I read thoroughly"	31%	62%	43%	35%	8%	16%	3%	3%
"Practical use to me"	22%	44%	29%	27%	10%	12%	2%	2%
SPONSOR	68%	58%	39%	31%	31%	31%	31%	25%
BROADCASTING	56%	45%	20%	24%	10%	10%	12%	12%
TELEVISION	52%	44%	29%	27%	12%	12%	10%	10%
VARIETY	62%	43%	35%	32%	2%	2%	2%	2%
RADIO DAILY	31%	22%	8%	16%	3%	3%	3%	3%
BILLBOARD	42%	42%	42%	42%	42%	42%	42%	48%

Survey by CORE, 1954 survey by Alan C. Russell Marketing Research Agency and advertiser surveyed; only broadcast publications in last one year. Sample of 100 in last year's Advertising Register and Arnold.

May Charles Godwin, Bernie Platt, Norm Glenn, Ed Cooper, Alan Gietlerup or Arnold Alpert tell you more about SPONSOR?

SPONSOR

NOW FULL POWER!

KSLA

**CHANNEL 12
SHREVEPORT
COVERING THE RICH
ARK-LA-TEX AREA**

**LOWEST COST
PER
THOUSAND**

... because present low rates are in effect for established clients through June 1956!

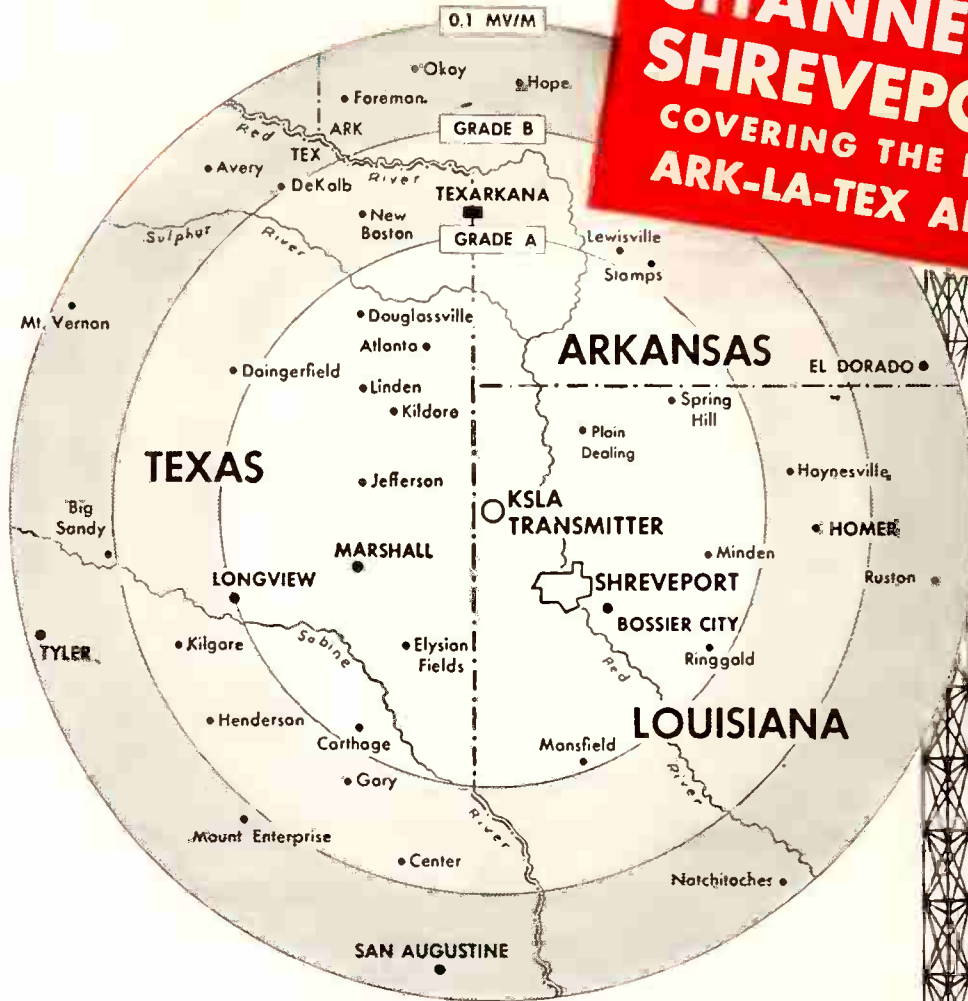
**CBS-ABC
NETWORK
SHOWS**

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

**23 MONTHS
ON THE AIR**

Shreveport's only experienced television staff, with 23 months of telecasting to its credit.

BUSINESS IS GOOD in the rich **ARK-LA-TEX MARKET...**
More people with a higher spendable income!
Over \$203 million in grocery sales, \$27 million in drug sales, \$236 million in automotive sales.
77,390 farms with a gross income of \$171,155,000.



... and now, great new 48-COUNTY-3-STATE COVERAGE!

**KSLA'S
316 KW
Market
Picture**

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	\$1,275,069,000
Income per household	3,411
Retail Sales	\$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

**FIRST
IN
SHREVEPORT,
LOUISIANA**

KSLA

CHANNEL 12

Affiliated with
CBS and ABC



HURLEY ADV.

214 Security Bldg., 4-6209

Chevrolet } JACK HURLEY, SR.
JACK HURLEY, JR.

LESSING ADV.

910 Walnut Bldg., 3-1149

Standard Seed } ED LUGRAVE, JR.
Berry Poultry
Lutheran Vespers

MENEOUGH MARTIN & SEYMOUR, INC.

501 Carver Bldg., 3-1221

E. M. MENEOUGH

DICK NELSON ADV.

309 Masonic Temple, 8-6555

Viking Feed } DICK NELSON

SON DE REGGER ADV. CO.

1020 Locust, 3-3185

LES SON de REGGER
GUS STRAUSS

R. J. TRUPPE ADV.

649 Ins. Exch. Bldg. (9), 3-7427

Hospital Service } HUSS J. TRUPPE

WALLACE ADV.

212 Masonic Temple, 4-8173

Hybrid Corn Chicks } ROSS WALLACE

N. A. WINTER ADV.

1106 Paramount Bldg., 4-9154

Dr. Salsbury Labs } N. A. WINTER
HARVEY BROWN

LOUISVILLE, KY.

FRED BECKER ADV. AGENCY

1008 Washington Bldg., Wabash 5268

Lincoln Income Life Ins. } FRED BECKER
Paramount Foods, Inc. } ROGER MADISON

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., WA-3193

Commonwealth Life Ins. }
Federal Chemical Co. }

DOOLEY ADV.

310 W. Liberty, Jackson 0238

JIM DOOLEY

FARSON, HUFF & NORTHLICH, INC.

1110 Republic Bldg., Wabash 3227

Delmonico Foods } W.M. S. KNAPP
Cochran Foil Co. }

M. R. KOPMEYER CO.

Realty Bldg., Amherst 1641

Arkansas Rice Growers } M. R. KOPMEYER
Oertel Beer } WILLIAM H. HILL

MULLIGAN CO., INC.

310 W. Liberty, Clay 8883

L & N Railroad } HOWARD FERRY

W. J. SMITH COMPANY

Martin Brown Bldg., JA-2163

Aubrey Feed Mills }

NEW ORLEANS, LA.

ARTHUR ADV. SERVICE

Board of Trade Bldg., 320 Magazine, Canal 2372

Antocrat Foods } JOHN ARTHUR
Wuff Dog Food } PIERCY
Barq's Root Beer } STAKELUM

BAUERLEIN ADV. INC.

1026 Iberian Bank Bldg., Canal 5461

RADIO & TV CLARKE SALMON, JR.

Quick Rice }
Wright Root Beer }
Lou-Ana Salad Oil & Shortening }
Holsum Bread } PIERRE VILLERE
French Market Coffee }
Dixie Beer }
Sub Rosa Deodorant }
King Kotton Meats }

BRINCKERHOFF & WILLIAMS

920 Gov. Nichols, Canal 6219

Dr. Tichenor's Antiseptic } AUBREY WILLIAMS
Browns Velvet Ice Cream }

FITZGERALD ADV.

Lou Circle Bldg., Tulane 3131

Southern Shellfish }
Freedom Motor Oil }
Alaga Syrup } JOE KIL-LEEN, JR.
Pan Am Gasoline } MARIE O'MEARA
Snow Drift, Crustene } GLORIA BONIN
Wesson Oil } BILL THOMAS
Jax Beer }
Blue Plate Foods }
Godchaux Sugar }
Water Maid Rice }
Jet Dog Food }

MILTON HANSMAN AGENCY

#2 Laux Manor Drive, CE 9267

Chisesi Packing Co. }
Monogram Wine }

ROBERT KOTTWITZ, INC.

540 Audoban Bldg., Canal 8158

National Foods }
Kam Dog Food }

WALKER SAUSSY CO.

Texas Co. Bldg., 17th Floor, 1501 Canal St., Canal 9212

Regal Beer (Fla.) } WALKER SAUSSY
Luzianne Coffee } JOE SHIELDS
Tulane Shirts } STANLEY STARR
Sans Souci }

SEWELL, THOMPSON & CAIRE

315 St. Charles Ave., Tulane 2251

Morning Treat Coffee }
Fungo } RONNY CAIRE
General Gas }
Elmer Candy Co. }

TRACY-LOCKE

Texaco Bldg., 1501 Canal St., CA 9278

Regal Beer } KEN BROWNING
JACK HELM }

A. M. SIMCOCK CO.

528 Canal, Tulane 1684

Dubon Foods }
Insta-Crete }
World Sew Vac }

STONE-STEVENSON CO.

818 Gravel, Magnolia 1684

Dickey Potato Chips }
Union Coffee } ROBERT STONE
Jalucke Materials } DELION DIXON
United Rice }
7 Up }
Martin Seafood's }
Crystal Preserves }

J. WALTER THOMPSON

International Trade Mart, Tulane 7654

Ford Motor Co. } PAT KARST
JACK HILL WILHEM }

WHITLOCK-SWIGART INC.

#21 Poydres, Express 2148

RADIO & TV DIR. - JEANNE FONTAINE

BALTIMORE, MD.

CAIN-MILLER

1 E. 21th St., Belmont 5-2520

W. B. DONER & CO.

225 W. Fayette St., Mulberry 5-1800

National Bohemian } HERBERT FRIED
AGENCY MANAGER - HERBERT FRIED
TIME BUYER - LOUISE CROCKER

JOSEPH KATZ CO.

10 W. Chase St., Lexington 9-1500

SPACE & TIME BUYER - JEAN MITCHELL

American Oil }
Chas. Antell } JEAN MITCHELL
Madera Wine & Liquor }
Maryland Pharmacal (Rem & Rel) }

KAUFMAN-STROUSE, INC.

130 W. Hamilton St., Saratoga 7-2414

KUFF & FELDSTEIN

233 E. 25th St., TU 9-1485

S. A. LEVYNE CO.

343 St. Paul Place, Mulberry 5-3390

Baltimore Paint & Color }
Cat's Paw } JUNE ENGELDORF
Recipe Foods }

EDWARD PRAGER ADV. AGENCY

1001 N. Calvert St., Vernon 7-2525

Webster Clothing (Brooks Clothes) } PHILIP WILLEN

VANSANT, DUGDALE & CO.

15 E. Fayette St., Lexington 9-5400

Crosse & Blackwell }
Fram }
F. S. Royster Guano }
San Giorgio Mac., Inc. } ROBERT V. WALSH
Eaco Products, Inc. } RITA EASTMAN
American Brewery, Inc. }
Black & Decker, Mfg. Co. }
Sakrete, Inc. }
U.S.F.&G. }

BOSTON, MASS.

ALLIED ADV. AGENCY

100 Boylston St., HU 2-4100

Beacon Wax }
Floor Wax } HOWARD SHAMBAN
Furniture Polish }

ARNOLD & CO., INC.

262 Washington St., RI 2-1220

- Stop & Shop Supermarket
- Food Chain
- Daniv Dot Hosiery
- Duran Confectionery
- Formaid Company Brassieres
- North American Packing

ARNOLD Z. ROSOFF

BBDO

162 Boylston St., CO 7-7800

MEDIA DIR. - ELIZABETH PARSONS

- First National Bank
- Boston Five-Cent Savings
- Liberty Mutual Insurance Co.
- Savings Bank Asso. of Mass.
- Underwood Deviled Ham
- New England Coke
- New England Mutual Life Ins. Co.

GEORGE WRIGHT BRIGGS

BENNETT & NORTHROP INC.

711 Boylston St., KE 6-3820

- James O. Welch (Confectionery)
- Kyanize Paints

BADGER, BROWNING & PARCHER, INC.

75 Federal St., LI 2-3364

- Schrafft Candies
- Parker Brothers (Games)
- Star Markets

FRANK BROWNING, JR.

AL BLACK AGENCY

260 Tremont St., HONCOCK 6-1000

MEDIA DIR. - DAN COMRAS

- Seymour Chevrolet
- Wilson Lines (Excursion Boat)
- Boston Cinerama
- E. M. Loews
- Foxboro Raceway

BRESNICK & CO.

216 Tremont St., LI 2-7751

- Hathaway Bakery (Life Bread)
- Keystone Mfg. (Cameras)
- Emile Bernat & Sons (Yarns)
- Garland Knitting Mills (Sweaters)
- Green Shoe Manufacturing
- Jay Shoe Manufacturing
- Rose Derry (Mattresses)
- A. Sandler & Company (Shoes)

GEORGE T. CARROLL

JULIAN BRIGHTMAN CO.

702 Beacon St., CO 6-0430 & 6-0431

- Clinton Clothes
- Northeastern Distributors (Appliances)
- Norfolk Paint & Varnish Co.

JULIAN BRIGHTMAN

HAROLD CABOT & CO., INC.

136 Federal St., HA 6-7600

MEDIA DIR. - DAVID R. WILLIAMS

- H. P. Hood & Son (Dairy Products)
- N. E. Tel. & Tel.
- S. S. Pierce (Food Products, Overland Cigars)
- Carling's Beer & Ale
- Clicquot Club (Beverages)
- Boston & Maine
- Boston Consolidated Gas Co.
- Allied Gas Companies
- N. E. Electric System
- Stone & Webster Engineering Corp.

CHAMBERS & WISWELL, INC.

250 Park Square Bldg., LI 2-7565

MEDIA DIR. HELEN C. HERRIGAN

- John E. Cain Co. (Potato Chips)
- Hospital Brand (Cough Drops)
- Chevrolet Dealers Association
- S. C. Clayton Company (Zarex)
- Curtis Bros. Blue Label (Ketchup)
- Habitant Soup
- Adams & Swett Rug Cleaning
- Kimball Company (Red Cap Refresh-R)
- William Filene's & Company
- Whiting's Milk
- Rust Craft Greetings
- Food Specialties (Appian Way Pizza)
- Ingersol Products (Canned Chicken)
- Northeast Airlines
- Prudence Food Products (Canners)
- Webster Thomas Company (Matchless Brand Food Products)
- Narragansett Racing Assoc.

JAMES THOMAS CHIRURG CO.

114 Park Square Bldg., HA 6-7310

MEDIA DIR. - HERMAN A. BRAUMULLER, JR.

- Better Heat Council
- International Shoe Co. (Sundial)
- Hogan Fire
- Atlas Plywood

DOREMUS & CO., INC.

53 State St., LA 3-0770

MEDIA DIR. - RUTH SIMONDS

- Automatic Heating Corp. (Timkins Silence Automatic)
- Cities Service of Boston
- H. J. Seiler's Food Products
- Pastene Wines
- Pepperall Manufacturing Company
- Diamond Match

JOHN C. DOWD, CO., INC.

208 Park Square Bldg., HU 2-8050

MEDIA DIR. - WILLIAM H. MONAGHAN

- Cott Beverages
- Megowan-Educator Foods
- Waltham Watch
- Albany Carpet Cleaning
- Babijuice Corp.
- First National Stores
- Boston Edison Co.
- Boston Globe
- P. H. Revell-Zippy Starch
- Martin L. Hall (Victor Coffee & Tea)
- Harvard Brewing
- House of Old Molineaux (Wines)
- R. G. Sullivan 724 Cigars
- Sweetheart Cosmetics Co.

HARRY M. FROST CO., INC.

260 Tremont St., LI 2-6140

- Nash Dealers Assoc.
- Gentle's Baking Co.
- Daggett Chocolate Co.
- Winslow Potato Chips
- Gorton-Pew Fisheries
- LePage's Inc. (Glue)
- National Cranberry Assoc.
- Durkee-Mower Inc. (Marshmallow Fluff)
- Suffolk Downes Race Track

HARVEY P. NEWCOMB

HOGAN & PROVANDIE, INC.

136 Federal St., HA 6-8580

- Brigham's Inc. (Candies, Ice Cream)
- (Dorothy Muriel)
- Deerfoot Farms (Dairy Products)
- Diamond Spring Brewery
- General Ice Cream Corp. (Sealtest)
- Holiday Brands (Instant Coffee)
- N. E. Bakery (Harvest Bread)
- Swift & Company (N. Eng. Plants)

PAUL PROVANDIE

H. B. HUMPHREY, ALLEY & RICHARD INC.

1235 Stetler Bldg., LI 2-6100

- Bird & Sons (Roofing products & floor covering)
- MTA
- Raleigh Industries (Bicycles)
- Milton Shoe

MARY ANN MEOLI

INGALLS-MINTER CO.

137 Newbury St., CO 6-5767

MEDIA DIR. ALICE LIDDELL

- Groveton Papers (Vanity Fair Tissues)
- Blue Ribbon Napkins, paper products)
- Moxie Beverages
- Kennedy & Company Creamery Stores
- Charlestown Savings Banks
- La Touraine Coffee
- Raymond's (Department Store)
- Friend Brothers, Inc. (Beans, Food Products)
- O. Donald Hughes & Fisher (Tabby Cat Food)
- Celest Baking Company (Bakery Food Products)

LASKER-RISEMAN INC.

120 Boylston St., HA 6-4422, 6-4423

- R. H. White (Department Store)
- Shawmut Tv
- Magee's Appliances
- Able Rug Cleaning
- Niagra Massage (Products)

YALE LASKER

JEROME O'LEARY ADV. AGENCIES

115 Chouncy St., LI 2-1312, 2-1313, 2-1314

- Weathermaster
- Prince Macaroni
- Bella Pizzarettes
- Warner Bros. (Local)
- Waleco Candy Bars

JEROME O'LEARY

THE REINGOLD CO., INC.

69 Newbury St., CA 7-7611

- Dawson's Beer & Ale
- D'Arrigo Bros., (Andy Boy Farm Products)
- Statler Tissues
- Table Talk Pies
- Nissen's Bread
- Quinn, K. J. (Scuffy Shoe Polish)
- Mr. Boston Distillers

DOROTHY F. STEWART

SILTON BROS., INC.

131 Clarendon St., CO 7-3730

- Barcolene Co. (Household Cleaning Products)
- Boston Bonny Fisheries
- Craftsman Insurance
- Sears, Roebuck & Co.
- Elm Farm Foods
- N. E. Provision Co.
- Spencer Shoes
- Homestead Motors

MARIE KUDJENSKY

HERMAN W. STEVENS. AGENCY

9 Newbury St., CO 7-2757

MEDIA DIR. - SANTO J. CRUPI

- Salada Tea
- Haffenreffer (Pickwick Ale & Beer)
- New Hampshire (Planning & Development Commission)
- Father John's Medicine
- Houghton-Mifflin Co.



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for unlimited showings during Christmas week

Unlimited repeat telecasts during Christmas week of all four of these fine Encyclopaedia Britannica Films can be yours for just 50% of your one time national Class A one hour rate. (Minimum charge: \$175.00.)

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| NIGHT BEFORE CHRISTMAS | <i>(11 Minutes)</i> | As agile as ever in spite of his age, Santa Claus himself plays the leading role in a delightful re-enactment of "A Visit From Saint Nicholas". This nineteenth century American Classic has been filmed with an original musical score to accompany the famous poem that begins "Twas the night before Christmas". |
| CHRISTMAS RHAPSODY | <i>(11 Minutes)</i> | The heart-touching story of the littlest Christmas tree . . . as tender and warm as the meaning of Christmas. Photographed in one of America's more beautiful natural settings—near Brighton, Utah. The familiar music and carols of the Yuletide are woven throughout the film by a full symphony orchestra and chorus. |
| CHRISTMAS THROUGH THE AGES | <i>(13 Minutes)</i> | The story of Christmas, blended from Biblical history, myths, legends, and customs as old as the human race. Dramatic scenes trace the symbols of Christmas to their many sources and reflect the world-wide response to a holiday which celebrates goodwill and peace on earth. |
| SANTA AND THE FAIRY SNOW QUEEN | <i>(26 Minutes)</i> | The Fairy Snow Queen gives life to Santa's dolls on Christmas Eve. They dance and sing for Santa to the music of T-schaikovsky's Nutcracker Suite and The Sleeping Beauty. |

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TO: ASSOCIATED PROGRAM SERVICE
221 FOURTH AVE., NEW YORK, N. Y.

We want the Encyclopaedia Britannica package for our station. Please rush contract for our approval. I understand this offer is subject to prior sale.

Name _____ Title _____
 Address _____ Station _____
 City _____



everything
in
the
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for
women
on
"WEEKDAY"
companion and counselor to
America's women



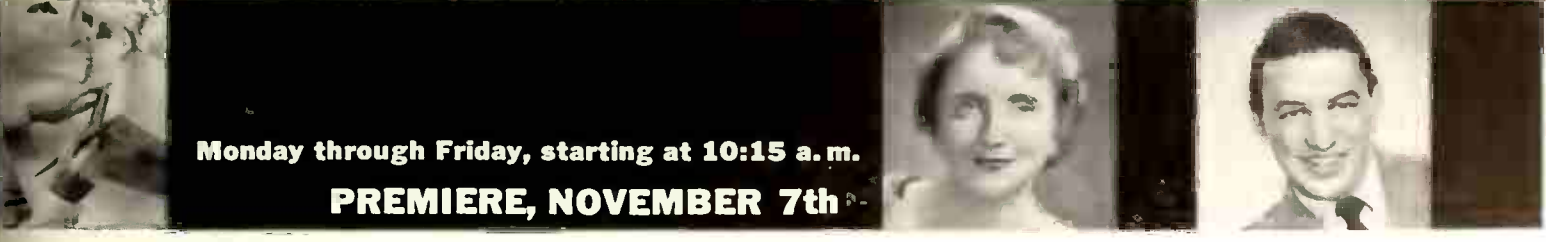


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WEEKDAY is a fascinating departure from *all previous patterns of daytime radio programming!* It is brought to America's millions of homemakers by hosts Margaret Truman and Mike Wallace, and co-hosts Martha Scott and Walter Kiernan.

Every bit of WEEKDAY is tailor-made for women:

- Fresh dramatic entertainment: an absorbing short-story heard in its entirety each day, and serializations of best-selling fiction and non-fiction.
- Subjects of widest interest discussed by an unusual group of experts—most of them are *men*: Richard Willis on Beauty; Jim Beard on Food; John Peter on Home; Meredith Willson on Music Appreciation; Bert Bachrach on Men's Apparel; Ashley Montagu on Education; and many others.



Monday through Friday, starting at 10:15 a. m.

PREMIERE, NOVEMBER 7th

- A new slant on headline personalities—through refreshing interviews with celebrities' wives.
- Easy-to-listen-to music, with a different top performing star each day.
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WEEKDAY will become a regular part of the buying pattern of America's advertisers. Never before has it been possible to reach such a concentrated mass market so flexibly and economically. WEEKDAY's Charter Clients will have two *extra* bonuses—the profitable association with an exciting programming development, and the special savings possible through the Introductory Dividend Plan. Call your NBC representative today about


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216 Tremont St., HA 6-7643, 6-7644, 6-7645

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EDDY-RUCKER-NICKELS CO.
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BIRMINGHAM, MICH

STANLEY G. BOYNTON CO.
159 Pierce St., Midwest 4-2346

Calvary Hour
Radio Bible Hour

STANLEY BOYNTON
MARJORIE SMITH

BLOOMFIELD HILLS, MICH

MacMANUS, JOHN & ADAMS
Midwest 6-1000

Dow Chemical
Pontiac Motors
Cadillac Motors
S. S. Kresge
Ferry Morris Seed Co.

JOHN HARDIGAN
CHUCK CAMPBELL
BILL BUSHWAY

DETROIT, MICH.

BBDO
Penobscot Bldg., WO 5-0620

DeSoto } WOODY GROUSE

BROOKE, SMITH, FRENCH & DORRANCE
8469 E. Jefferson (14), Valley 2-9700

Hudson Motor Car
Ironrite

HAL RUMBLE
BILL HAMMOND

D. P. BROTHIER
4-135 General Motors Bldg. (2), Trinity 2-8250

Oldsmobile
A. C. Spark Plugs

JOE HENRY
PHYLLIS BRANCH
DICK HOFFMAN
WATTS WACKER

CAMPBELL-EWALD
General Motors Bldg. (2), Trinity 2-6200

Chevrolet Motors
Goebel Brewing
Rheem Mfg. Co.
United Motor Service, Delco Battery Div.

J. J. HARTIGAN
JIM TELISKY
JOHN PASSMORE
BOB CROOKER

CLARK & ROBERTZ, INC.
826 Fox Bldg. (1), Woodward 1-5500

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Sunshine Chicks
Buhl Sons

ERNEST W. BAKER, JR.

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505 Washington Blvd. Bldg., 234 State St., Woodward 5-7400

Easy Pop Popcorn
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Presto-Whip
National Bohemian Beer
D.W.G. Cigar Co.

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GEYER ADV.
14250 Plymouth Rd., Webster 3-5520

American Motors
Nash

ROBERT CLARK

GLEASON ADV. AGENCY
726 Fisher Bldg. (2), Trinity 3-8181

Aunt Jones Pickles
Roman Cleanser
Kretschmer Wheat Germ
Solvintol

PEGGY VAN CAMP

GRANT ADVERTISING
2900 Guardian Bldg., Woodward 3-9400

Dodge Motors
Iodent Toothpaste

JIM BROWN
LOUISE GRACE

MAXON
2931 E. Jefferson Ave. (7), Lorain 7-5710

Pfeiffer Brewing
H. J. Heinz

P. C. BEATTY
JACK WALSH
RAY REESE

McCANN-ERICKSON
Penobscot Bldg. (26), Woodward 2-9792

Chrysler Div.
Chrysler Corp.

KELSO
TAEGER
MARIANNE
LIXIE
BILL DAVIS

POWELL-GAYEK, INC.
Penobscot Bldg. (26), WO 1-4321, WO 3-6580

Lee & Cady Packaged Foods
Chateau Wine

FRAN URKCHYT

ROSS ROY, INC.
2751 E. Jefferson, Lorain 7-3900

Dodge Trucks

CARL H. SEL
RON PO

RALPH W. SHARP AGENCY
736 Lothrop, Trinity 3-3350

Shedd-Bartush Foods
(Keyko Margarine, Old Style Sauce)
Frankenmuth Brewing

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J. WALTER THOMPSON
2130 Buhl Bldg., Woodward 2-8890

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Blue Brass
Evans Products Co.

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IRVING MacKEN
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1900 Mutual Bldg., Woodward 1-9151

Stroh's Bohemian Beer
F&M Beet Sugar Assoc.
E & B Beer
Velvet Peanut Products

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DICK HUBBARD

MINNEAPOLIS, MINN.

BBDO
Northwestern Bank Bldg. (2), Lincoln 8401

Doughboy Feed
Cream of Wheat
Gamble Stores
General Mills (Betty Crocker)
Hormel Packing
Northern Pacific RR
Minnesota Mining
N. W. Bell Telephone
Northrup-King Seeds

HALE BYRON
BILL CONOR

BOLIN-SMITH
2652 Lyndale Ave. So., Lacust 2609

American Food Plan

SOL WERNER

BOZELL & JACOBS, INC.
401 WCCO Bldg., Main 4527

Fruen Milling
Balm Argenta
Burma-Shave

SAM KAUFMAN

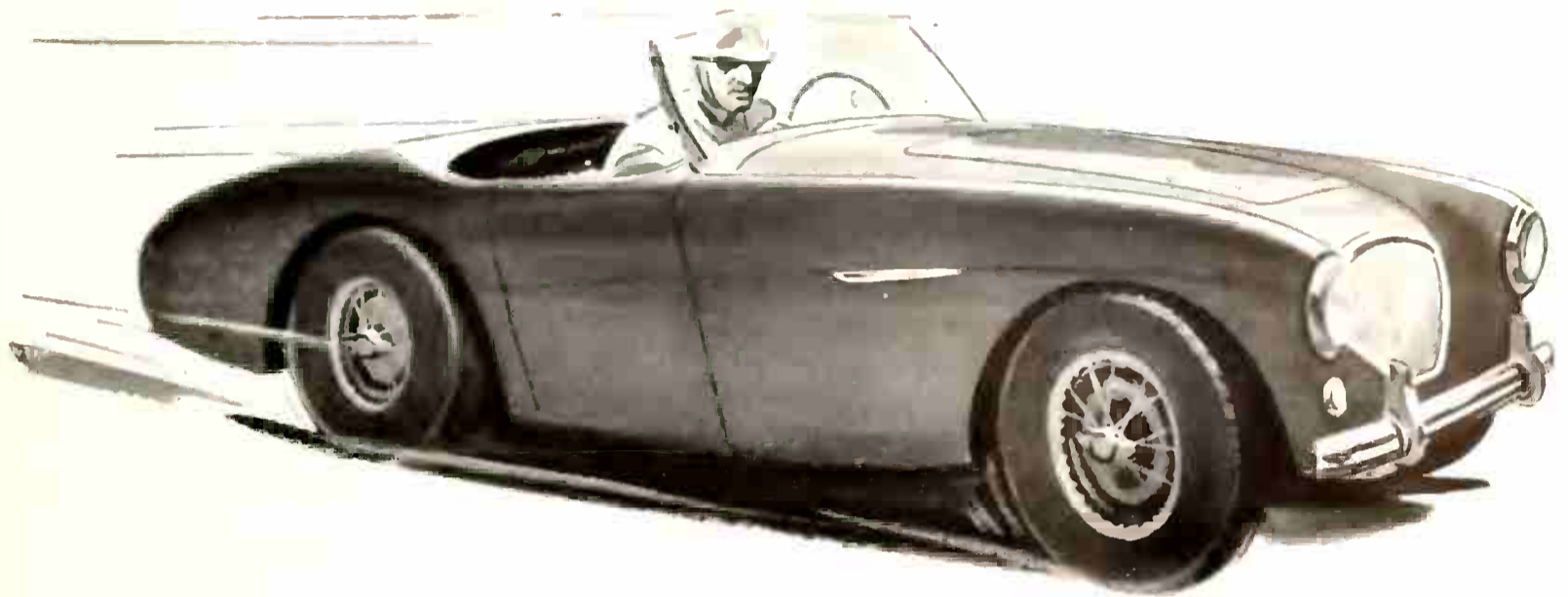
BRUCE B. BREWER & CO.
400 Foshoy Tower (2), Atlantic 3314

General Beverage of Minn., Inc.
Cargill, Inc. (Nutrena Feeds)
American Crystal Sugar
Lan-O'Sheen
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2446 Park Ave., Lincoln 0661

RITA UMHOEFFEL



YOU MIGHT DRIVE 3175 MILES IN 24 HRS.* —

BUT . . . YOU NEED WKZO-TV

AMERICAN RESEARCH BUREAU
February, 1955 Report
GRAND RAPIDS—KALAMAZOO

TO SPEED UP SALES
IN WESTERN MICHIGAN!

	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
SATURDAY & SUNDAY		
10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Western Michigan. With over half a million television homes in 29 counties, this is one of America's "top-20" TV markets!

American Research Bureau figures, left, prove WKZO-TV's tremendous popularity—not only in Kalamazoo and Grand Rapids, but in Battle Creek and Muskegon as well.

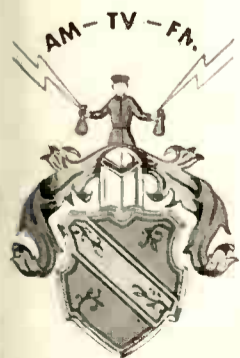
Let Avery-Knodel fill you in.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV

Kalamazoo - Grand Rapids

Avery-Knodel, Inc., Exclusive National Representatives



The Fetzer 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

*Donald Healey and a five-man team set this world's record in an Austin-Healey 100-S, in August, 1954.

CAMPBELL-MITHUN

Northwestern Bank Bldg. (2), Lincoln 8824

Malt-O-Meal	} ARTHUR H. LUND DICK FOREST RITA A. KASPER BOB WOLD BOB BLEGEN MARIAN MANZER
Gold Seal Wax	
Hamm's Beer	
Land-O-Lakes	
Ballard & Ballard	
Pillsbury Feeds	
Pillsbury Country Style Biscuits	
Nash Coffee	

JAFFE-NAUGHTON-RICH

1101 Curria Ave., Main 5165

Scaley Mattress } SID RICH

RAY JENKINS ADV.

1240 Builders Exchange, Main 4121

Pearson Candy } RAY JENKINS
Ganey Foods } DARWIN FREY

MARTIN-WILLIAMS, INC.

1212 Ramoth Bldg. (2), Lincoln 0653

Creamettes } ROYCE C. MARTIN
Larabee Mills } LAWRENCE D. WILLIAMS
Rose-Kist Popcorn }

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave. (2), Geneva 9619

Gilt-Edge Paint }
Chartex Sales (Mouthwash) } ROBERT P. MILLER
Goodrich-Gamble }

NELSON-WILLIS, INC.

Syndicate Bldg., Lincoln 4753

Archer-Daniels Midland }
National Tea } CLYDE LAKE

NICOLIN-GOUSHIA ADV.

130 South Tenth, Fillmore 6831

King Midas Feed } BOB NICOLIN

OLMSTED & FOLEY ADV.

1200 Second Ave. S. (4), Atlantic 8166

Russell-Miller Milling } ROBERT PYLE
Minnesota Macaroni } WARREN T. WAY
Owatonna Canning } BRAD MORISON
Ft. Dodge Labs. }

VANCE PIDGEON & ASSOC.

Builders Exchange (2), Bridgeport 6801

Gluek Brewing } VANCE PIDGEON
W. J. WHITBECK }

KNOX REEVES ADV.

600 First National Bank Bldg., Bridgeport 7701

Gamble-Robinson } RUSS NEFF
General Mills (Wheaties, Flour) } COY BENDER
Art Instructions } PERRY CHUCK
Grain Belt Beer } ANDERSON BURTON BROWN

RUTHRAUFF & RYAN

2650 University Ave., Midway 7711

Minn. Consolidated Canneries }
Janney Sample Hill }
American Pressure Cooker } JIM RAHDAR
Blue Cross } LOREN SORENSON
Erickson Oil }
Rock Spring Soda }

SAVAGE-LEWIS INC.

1807 Lyndole Ave. S., Kenwood 6282

J. F. Anderson }
Red Owl Stores }
Twin City Chevrolet Dealers }
Great Western Sugar Company }
The Lavis Company }
Ihorpe Bros., Inc. }
The Farinhand Company }

ERWIN WASEY & CO. OF MINN.

523 Marquette Ave. (2), Atlantic 1233

Watkins Products }
Ballard & Skellet } WILLIAM WHITE
Peters Meat } BILL NEE

KANSAS CITY, MO.

ALLMAYER & FOX-RESHIN

707 E. Linwood Blvd., Jefferson 1400

Crawfords Maternity Wear } BENN ALLMAYER
Goldman Jewelry Co. } JERRY RESHIN
Wishbone Salad Dressing }

ARCLEE ADVERTISING

215 Pershing Rd., W. (8), Victor 6450

United Farm Agency } K. W. CHRISTOFER

BEATTY-HENDERSON, INC.

1115 Grand Ave., Baltimore 7820

Ashmore Pontiac } HAROLD BEATTY
Lingle Refrigeration } WELSH HENDERSON

BEAUMONT & HOHMAN, INC.

921 Walnut St. (6), Victor 3063

American Dairies, Inc. } WM. MONTGOMERY
Hogue Merc. } DICK HALSTEAD
Crown Coach }
Percy Kent Bag Co. }

BOZELL & JACOBS

1016 Baltimore Ave., Baltimore 4997

Staley Milling Co. } BERT BREMSON
Stanton Construct. Co. } ROBERT HUGHES
Parkview Drugs }

BRUCE B. BREWER & CO.

900 Walnut St., Harrison 4890

Katz Drug Co. }
Faultless Starch }
Western Auto Supply } BRUCE B. BREWER
Boyer Chemical } JACK KIRWAN
James Dishwasher } MARY KLEIN
Spencer Chemical }
Miracle Green }
Skelly Oil }

CARTER ADV. AGENCY, INC.

609 Minnesota Ave. (12), Harrison 1356

American Hereford Assn. }
Broadway Mtrs. }
City Natl. Bank } CHARLES CARTER
R. B. Jones & Sons, Insur. } W. G. ROWE
Seidlitz Paint }
Missouri Co-op }
May Potato Chips }

COMER & POLLARD ADV.

3207 Summit, Harrison 3964

Geo. H. Weyer-Surlay }
Croft Trailer Co. } C. ALEC POLLARD
Bareco }
Universal TV School }

CARY-HILL ADV. AGENCY

4028 Broadway, Valentine 3754

Van Chevrolet Co. }
Trough-Nichols Co. } WM. DIETZ
United Austo Sales }

ECKENROED & FARDON

9 East 45th St., Lagon 2404

Rudy Fick Ford Co. } VIVIAN ECKENROED
U. S. Cold Storage Co. } WILLARD FARDON
Lyon & Rooney Appliance Centers }

GALVIN-FERRIS ADV. AGENCY, INC.

329 Dierks Bldg., Victor 1746

Webb Hatchery } JEROME G. GALVIN
Columbia Natl. Bank Co., Inc } FRED FARL

JONES & HANGER CO.

612 W. 47th St., Jefferson 2365

Traders National Bank } FRANK JONES
Badger Lumber Co. } BOB HANGER

RICHARD LANE & CO.

307 West 14th St., Victor 4232

Sam Schwartz Pontiac } DICK LANE
Burlington Trading Post } JOSEPH LAPIDES

CARL LAWSON ADV.

4722 Broadway, Jefferson 5155

Kitty Clover Potato Chips } JOHN R. LAWSON
Mid-Way Coal } WAYNE H. ROSS
Dempster Pump }

LITMAN-STEVENSON & MARGOLIN

2201 Grand Ave., Baltimore 2996

Clasen-Morse Chevrolet Co. } MARVIN LITMAN
Diamant Jewelers } MARIAN MARGOLIN
Maurer-Neuer Corp. }
Midwest Motors }

MERRITT OWENS ADV.

New Bratherhead Bldg. (11), Drexel 7250

Home Federal Savings & Loan } MERRITT OWENS
Allvine Dairy } EARL ALLVINE
Nourse Oil }
DeCoursey Ice Cream }

R. J. POTTS, CALKINS & HOLDEN

2233 Grand Ave. (8), Grand 5775

Colonial Hatchery }
Cook Paint }
Braniff Airways } J. B. WOODBURY
Interstate Bakery } C. C. TUCK
Pioneer Chemical } BILL BREW
Mid-Continent Petroleum, Elko, D-X } GENE DENN
K. C. Southern } CHARLES JONES
Pen Jel }
Gooch Feed Mills (Foods) }
Coleman Stove Co. }

JAMES R. REESE ADV.

200 Riss Bldg., Victor 5269

Superior Feeds }
Mid-Continent Grain } GARDNER REAMES
Great Western Paint }
Mid-Central Fish Co. }

PHILLIPS REICH & FARDON

1012 Baltimore (6), Harrison 7650

Braemoor } JOHN G. REICH
Ball Clinic } RALPH PAG
Benson Mfg. Co. } ED FARDON
Natl. School of Aeronautics }

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**ALL DIFFERENT
ALL WINNERS**



A basket full of prize winners

DALLAS • First in both Hooper and Pulse	K L I F K E L P W N O E W R I T K N O E
EL PASO • Highest rated station in radio history	
NEW ORLEANS • Tops all independents in August Hooper	
MILWAUKEE • In just 6 months a record breaker	
MONROE, LA. • First by far in Hooperatings	

Pick any one, pick 'em all, each is a winner. Yet, each is different. And the same is true of the five NoeMac stations. Use one, use them all, you can't go wrong... for each is tops in its market. Operating under separate management—yet all following the same proven pattern of programming—each is an independent local station giving wide, intensive and responsive market coverage. Check the ratings, get the facts, for definite proof that if you have a job to do in a NoeMac market, you can do it better with a NoeMac station.

For Availabilities, Ratings and Market Facts, call your H-R Man.

FIVE OF
A KIND

NOEMAC

NEWS

James A. Noe



STATIONS

MUSIC

Gordon B. McLendon

ALL
DIFFERENT

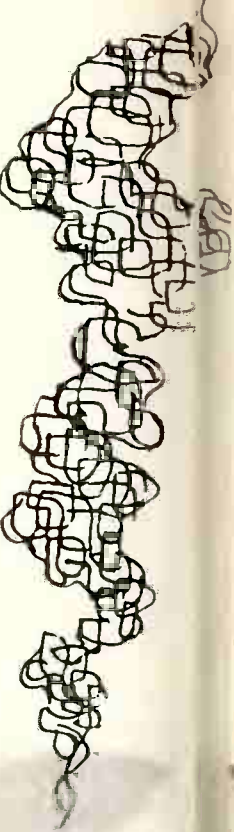
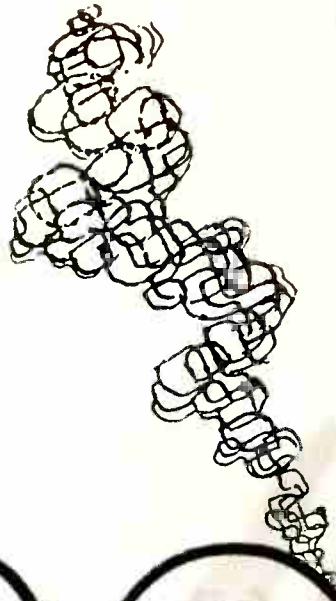
Nationally represented by

H-R



REPRESENTATIVES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • DALLAS • ATLANTA • HOUSTON



Spot's



Pioneer Station Representatives Since 1932

FREE & PETERS, INC.

NEW YORK
250 Park Avenue
Plaza A-2700

CHICGO
230 N. Michigan
Franklin 2-61

Today, advertisers judge good and bad advertising in terms of sales results. National Spot Radio can get sales —and not stop with building consumer demand or gaining good will. We have the *Formula For Selling Americans Today* that demonstrates "how" to use the medium.

This presentation has proved so exciting that many top agencies and advertisers have arranged meetings with their management men, plans boards, account executives and creative staffs, as well as their media people. And a great many have asked for repeat performances, for further inspiration and study!

hot

f you know how to use it

We want to show you "how" — with our new *Formula For Selling Americans Today*. We're ready to demonstrate, individually or in group meetings with planning and creative people — as soon as you give the word. Why not call or write us today?



EAST, SOUTHEAST		
WBZ+WBZA	Boston + Springfield	51,000
WGR	Buffalo	5,000
WWJ	Detroit	5,000
KYW	Philadelphia	50,000
KDKA	Pittsburgh	50,000
WFBL	Syracuse	5,000
.		
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000
MIDWEST, SOUTHWEST		
WHIO	Des Moines	50,000
WOC	Davenport	5,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000
.		
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000
MOUNTAIN AND WEST		
KBOI	Boise	5,000
KVOD	Denver	5,000
KGMB-KIIBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000



JOHN E. PEARSON

WHAT'S IN A NAME?

The names you see on this page are the men behind the John E. Pearson Company. They represent 300 years of tv and radio experience. They are "pros" that know this business—your business. They know their markets—your markets. They know how to sell individually. They are self-starters, creative hard hitting salesman—they know the tough sale. These men behind the John E. Pearson Company are our greatest asset. They can be yours, too. You can put them to work selling for you—and you will know how you can get maximum sales effort—and maximum results when you select JEPCO to represent your station.



RUSS WALKER
NEW YORK



BILL WILSON
NEW YORK



RAY HENZE
NEW YORK



DAVE CASSIDY
NEW YORK



BOB BAIRD
ATLANTA



TOM MURPHY
DALLAS



FRANK REED
CHICAGO



JIM BOWDEN
CHICAGO



FRANK FROST
CHICAGO



BUD STITT
MINNEAPOLIS



BOB WALKER
LOS ANGELES



BAMBIE HERRINGTON
LOS ANGELES



ROGERS PARRATT
SAN FRANCISCO

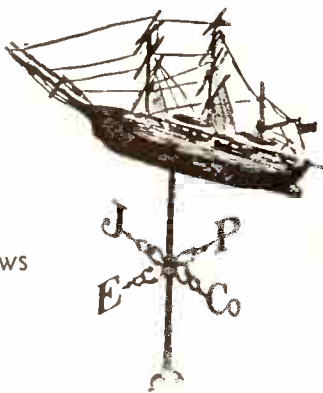


SUE MASTERSON
SAN FRANCISCO



JOE KELLER
SAN FRANCISCO

JEPCO KNOWS
HOW THE WIND BLOWS



JOHN E. PEARSON COMPANY

Radio and Television Station Representatives
NEW YORK, CHICAGO, MINNEAPOLIS, ATLANTA, DALLAS, LOS ANGELES, SAN FRANCISCO.

ROEDERS AND SMITH, POTTS-TURNBULL
Plekwelck Bldg. (6), Baltimore 4567

Cartier Oil Co. }
Rich Maid Margarine }
Franklin Ice Cream } **H. S. (DICK)**
American Beauty Macaroni } **BRIGHAM**
Conkey Feed Mills } **DICK SLADE**

ROEDERS, JONES, COVINGTON

Broadway, Jefferson 5650

Johnson Furnace Co. }
Milgram Food Stores } **DAVE**
Old American Life Ins. } **SELDERS**
 } **JOHN GAIN**

STANDART & O'HERN

Reliance Bldg., Victor 607B-79

Allen Chevrolet } **WM.**
Consumers } **STANDART**
Muehlebach Beer } **JOHN B.**
 } **O'HERN**
 } **DAVE**
 } **LORENZ**

WALTER THOMPSON

Commerce Trust Bldg.

Ford Motor } **ROBERT**
 } **SMITH**
 } **MORLEY**
 } **DAVIES**

TOWNSEND & WILLIAMS

Main, Victor 9865

K. C. Life Insurance } **ROBERT**
K. C. Philharmonic Assn. } **TOWNSEND**
Bonus Stamp Co. } **ARTHUR**
Trailhouse Restaurant } **WILLIAMS**

VALENTINE-RADFORD

Central St., Victor 5104

Cross, Kansas City, Health Plans }
Shield, Kansas City, Health Plans }
Commerce Trust Co. } **HERB**
Davis Paint Co. } **VALENTINE,**
Dannen Mills } **JR.**
Gustin-Bacon Mfg. Co. } **EARL**
Intersate Oil Co. } **RADFORD,**
Marley Co. } **JR.**
Marsh Steel Corp. }
Plaza Bank of Commerce. }
Richards & Conover Hardware Co. }

WASSON ADV.

W. 8th St., Victor 7139

Alden Hatchery } **I. B. WASSON**
 } **W. P. COOPER**

ST. LOUIS, MO.

VALENTINE-RADFORD

N. 7th St., Central 1-8907

Corno Feeds } **ED COOMBS**
 } **H. NEU-**
 } **WOEHNER**

VALENTINE-RADFORD

North-Pacific Bldg., Central 1-6700

Rcardon Paint } **J. C. COWHEY**
Anheuser-Busch } **ROBERT**
Coca Cola } **THEIS**
Brooks Foods } **J. DOLAN**
 } **WALSII**
 } **HARRY**
 } **RENFRO**
 } **WILLIAM**
 } **HOLMES**
 } **JOHN HYATT**

VALENTINE-RADFORD

5 Lindell Blvd. (8), Jefferson 1-0037

H. P. Coffee } **C. S.**
Hotel Jefferson } **PANGMAN**
 } **OAKLEIGH**
 } **FRENCH**

GARDNER ADV. CO.

915 Olive St. (1), Central 1-3200

Duncan Hines Cake Mixes }
Goshfroy Mfg. } **WARREN**
Pet Milk } **WIETHALPT**
Barton Dynashine } **GRACE**
Southwestern Bell Telephone } **McMELLEN**
Swift (Jewel Shortening) } **EARL HOTZE**
Ralston-Purina } **FRANK**
 } **HEASTON**

HIRSCH-TAMM-ULLMAN

316 N. Eighth St., Central 1-2389

Old Judge Coffee } **M. HIRSCH**
 } **PAT**
 } **MOSELEY**

KRUPNICK & ASSOC., INC.

520 N. Grand Blvd. (3)

Magic Chef } **RAY SCHIEN-**
 } **FELD**

OLIAN ADV. CO.

4010 Lindell Blvd., Jefferson 1-4977

Manhattan Coffee-Winius Brandon, }
Inc. } **HAROLD**
Dining Car-Rutledge & } **THOMAS**
Lilienfeld, Inc. }
Sayman Soap Products }

PRATER ADV. CO.

705 Chestnut St. (1), Garfield 1-6490

Falls City Beer } **GEORGE L.**
 } **PRATER**
 } **BARBARA**
 } **BLOCK**

RIDGWAY CO., INC.

8008 Carondelet, Parkview 1-3755

Oyster Shell Prod. } **RICK SIDES**
Lion Oil } **JOHN**
Camicide } **MOELLING**
 } **LINDA**
 } **BLAKEY**
 } **CASPER YOST**

RUTHRAUFF & RYAN

Railway Exchangn Bldg., 611 Olive St., Main 1-0127

Krey Packing } **OSCAR**
Banquet Canning } **ZAIHER**
Grisedieck Bros. Beer } **DAVE MARS**
 } **ROBT. LEE**
 } **ROGER**
 } **RACON**

RUTLEDGE & L. LIENFELD, INC.

317 North 11th St.

Dr. LeGear Medicine } **WM. WIDER**
 } **GRANVILLE**
 } **RUTLEDGE**

SIMMONDS & SIMMONDS, INC.

611 Olive St. (1), Chestnut 1-1162

B-I Beverage } **SHERWIN**
American Beauty Macaroni } **TOBIAS**
Arrow Feeds } **GEORGIA**
 } **TOBIAS**

WESTHEIMER & BLOCK

Chase Hotel

Centlivre Brewing } **LOU WEST-**
 } **HEIMER**
 } **SID BLOOM-**
 } **ENTHAL**

WINIUS-BRANDON, INC.

1706 Olive St. (3), Chestnut 1-6380

Miller Chemical } **VERNON L.**
American Packing } **MORELOCK**
Deep Rock Oil } **MRS. R. A.**
Carling Brewing } **PIETUCH**

OMAHA, NEB.

ALLEN & REYNOLDS

1300 W. O. W. Bldg., Atlantic 4445

Merchant Baking }
Peterson Baking } **MILT**
Larmont Foods } **STEPHAN**
Leck Seed } **DON AMSDEN**
C. H. Lee Pou (ry } **SYBIL**
Uncle Sam Breakfast Food } **BERGREN**
Walnut Grove Feed }

ANDERSON & RAIL

1904 Farnam St. (2), Jackson 6400

Interstate Hatcheries } **HAROLD**
Omaha Livestock } **ROLL**
 } **IDA MAE**
 } **BIRKE**

BEAUMONT & HOHMAN, INC.

516 Insurance Bldg., Atlantic 0369

Overland Greyhound } **JACK KIRBY**

BOZELL & JACOBS ADV.

510 Electric Bldg. (2), Jackson 8030

J. H. DOW }
MORRIS E. }
JACOBS }
S. J. WOOD- }
BRIDGE }
CLETE HANEY }
RANDALL }
PACKARD }
JOE KELLY }
JERRY }
FREEMAN }
J. K. }
BILLINGS }
DICK JOHNS }

BUCHANAN-THOMAS ADV.

412 S. 19th St. (2), Atlantic 2125

Metz Beer }
Paxton & Gallagher Coffee } **ADAM**
Perfex (Tidy House) } **REINEMUND**
Dwarfies } **CHARLES**
Vitamin Stores } **HARDING II**
Reliance Battery } **GENE E.**
 } **CUDDIRACK**

THE CAPLES CO.

1504 Dodge St. (2), Jackson 7795

Union Pacific RR } **JAMES D.**
Mission Pop } **FARRIS**

JOE H. LANGHAMMER

Omaha Natl. Bank Bldg. (2), Jackson 6190

Crown Products } **J. H. LANG-**
 } **HAMMER**

UNIVERSAL ADV.

311 S. 15th St., Jackson 8448

Cooper } **JAMES**
Frito } **LIPSEY**

LINCOLN, NEB

AYRES, SWANSON & ASSOC.

1325 "A" St., 2-4426

W. H. Bull Co. }
Driftmier } **ARTHUR**
Inter-State Nurseries } **WHITE**
Sweet Lassy Feeds } **W. J. AYRES**
Schreiber Mills } **WARREN**
Anchor Serum } **SWANSON**

NEW YORK, N. Y.

ANDERSON & CAIRNS

488 Madison Ave. (22), MU 8-5800

Rootes Motors } **VIC SEYDEL**
Martinson's Coffee & Tea }

ATHERTON & CURRIER

420 Lexington Ave. (17), LE 2-8795

Brylcreem }
Cuticura Soap } **HUBERT SWEET**
Scott's Emulsion }

N. W. AYER & SON

30 Rockefeller Pl. (20), CI 6-0200

SUPERVISOR CHARLES M. WILDS

Electric Companies Adv. Pgm. }
Atlantic Refining } **BILL MILLAR**
Ohio Oil }
B. C. Remedy } **MRS. ELAINE OGLE**
Johnson & Johnson }
National Dairy Products }
Insurance Co. of North America } **JEANNE NOLAN**
Charles E. Hires }
Yardley of London }

SUPERVISOR - RICHARD BUNBURY

Hills Bros. Coffee }
Plymouth Div. - Chrysler } **RICHARD BUNBURY**
United Air Lines }
Knouse Foods }
Seabrook Farms } **PAUL KIZENBERGER**
Tasty Baking }
Zippo Manufacturing }
Chrysler } **HELEN HARTWIG**
Plymouth Co-op }
Bell Telephone }
Illinois Bell } **MARGE FREEMAN**
Michigan Bell }
Reuben H. Donnelly }

LYNN BAKER, INC.

720 Fifth Ave. (19), JI 6-3900

Puss 'N Boots Cat Food } **MARY A. BIRAK**

TED BATES & CO.

630 Fifth Ave. (20), JU 6-0600

SUPERVISOR - ED SMALL

Colgate-Palmolive }
(Dental Cream, Octagon Products, } **CHRIS LYNCH**
Palmolive Soap, Palmolive Shave }
Cream & Lotion) } **Charlie Theiss***

Continental Baking } **WIN KIRCHERT**
Bob Graff*

SUPERVISOR - NED MIDGLEY

Brown & Williamson } **BILL KENNEDY**

(Kools) } **JOHN SINNOTT**

(Viceroy & Tube Rose Snuff) } **NORMAN CHESTER**

CBS Columbia, Inc. }
(tv sets & receivers) } **TOM TILSON**
Standard Brands (Royal Desserts, }
Blue Bonnet Margarine) } **Dan Monahan***

SUPERVISOR - MAC DUNBAR

American Chicle (Beeman's Pepsin, }
Chiclets, Rolaid's) } **DON CHAPMAN**

Anahist (Anahist, Mist-o-plus, }
Super Anahist) } **CHIT SLAYBAUGH**

* Assistant

Carter Products (Carter's Pills, } **CAMERON HIGGINS**
Nair, Arrid Spray Deodorant) }

Hawley & Hoops (M&M Candies) } **FRANK THOMPSON**

SUPERVISOR JOHN HAIGHT

American Sugar Refining (Domino, }
Franklin & Sunny Cane Sugars) } **BILL WARNER**
Cantrell & Cochrane } **Jack Dougherty***
(Super Solt Drinks) }
Grocery Store Products (Cream of }
Rice, Kitchen Bouquet) }
Minute Maid (frozen fruit juices) }
Morton Packing (frozen meats & pies) }
Dromedary (cake mixes) }

BBDO

383 Madison Ave. (17), EL 5-5800

GROUP HEADS - BILL BORCHERT, AUSTIN BREW, HERB MANELOV, LOU MILLOT

American Safety Razor }
American Tobacco }
Armstrong-Cork. }
Bon-Ami }
Bristol-Myers (Ban) }
Campbell Soup }
Curtis Publishing (Sat. Evening Post, }
Ladies Home Journal) } **ART BERLA**
De Soto } **MILLIE EBERHARD**
DuPont (Cavalcade & General) } **TROW ELLIMAN**
DuPont-Zerone, Zerex } **ED FLERI**
Electrolux } **HOPE MARTINEZ**
General Baking } **MICKEY McMICHAEL**
General Electric Lamp Division }
General Mills } **ELIZABETH MOORE**
Goodrich Rubber } **MILLIE PADOVA**
Hamilton Watch } **ELENORE SCANLAN**
Lever Bros. (Surf, Breeze, Swan) } **CARRIE SENATORTE**
Nehi } **FRED STOUTLAND**
Maine Sardine Industry } **TED WALLOWER**
N. Y. State Dept. of Commerce }
Penick & Ford }
Readers Digest }
Remington-Arms }
Revlon }
Rexall Drug }
T.W.A. }
United Fruit }
U.S. Gypsum }
U.S. Steel }
Wildroot }

VICTOR A. BENNETT

511 Fifth Ave. (17), MI 7-2186

Longines Wittnauer } **EDWARD KAHN**

BENTON & BOWLES

444 Madison Ave. (22), MI 8-1100

General Foods

ASSOC. MEDIA DIRECTOR - M. DONOVAN
ASST. MEDIA DIR. (cereals) - T. MAHON
ASST. MEDIA DIR. (coffees) - B. BALDWIN

Diamond Crystal Salt } **TOM MAHON**
Gaines Dog Food }

Post Toasties }
Post Tens } **BILL MURPHY**
Raisin Bran }
Sugar Crisp }
Bran Flakes }
Corn Fetti }
Grape Nuts }
Grape Nut Flakes }
Krinkles }
Wheat Meal }

Instant Maxwell House Coffee } **GRACE PORTERELLI**
General Foods- }
Inst. & Misc. }
Bliss Coffee } **PAUL REARDO**
Regular Maxwell House Coffee }
Yuban Coffee }

Procter & Gamble

ASSOC. MEDIA DIR. - LEE RICH
ASST. MEDIA DIR. (case goods) - RAYMOND HALL
ASST. MEDIA DIR. (drug brands) - LEE CURRY

Tide } **BERNARD Grant J. Joe Fan**

Ivory Snow } **TONY LI**

Crest } **DON FOOT**

Zest } **JOE FANELI**

Secret } **JAY WASSERMAN**
Canada (All Products) }

Prell & Pin-It } **TOM CA...**

Whirl } **BEN DAV...**

Diversified Products (1)

ASSOC. MEDIA DIR. - M. KIEBLER
ASST. MEDIA DIR. - S. HAVEN

Benson & Hedges } **FRANK CARVELI**
Florida Citrus }
Johnson & Co. }

Norwich Pharmacal (Pepto-Bismol) }
Buckeye Cellulose } **HELEN KOWALS**
Grove Labs }
Mutual of N.Y. }
Pream }
Pepperell Mfg. }

Carling Brewing } **DICK TIA**
Diamond Match }
Gen. Electric }

Continental Oil } **FRANK LIONETT**

Diversified Products (2)

ASSOC. MEDIA DIR. - E. BOWMAN
ASST. MEDIA DIR. - D. HARRIS

American Express }
Assn. of American Railroads } **BOWMAN HARRIS**
Cigar Inst. of America } (temporar...)
French Govt. Tourist Office }
Railway Express }
Studebaker }
IBM }

BERMINGHAM, CASTLEMAN & PIERCE

136 East 38th St. (16), LE 2-7550

Griffin Polishes } **BOB ROW...**

BIOW-BEIRN-TOIGO

640 Fifth Ave. (19), PL 9-1717

V.P. & DIRECTOR RADIO/TV - JOHN KUCIA

Philip Morris Tobacco Co. Ltd. } **ISABELLE ZIEGLER**
Armstrong Rubber } **GERARD HOBSON**
Sol Int. }

American Home Products }
Bond Clothing Co. } **AL SESSIO**
Knickerbocker Beer }
Nat'l Shawmut Bank }

HEART makes sales and friends



Letters like this that appeared as a welcome "thank-you" to Dick Doty in the Democrat and Chronicle and Times Union are tangible evidence of selling "heart" and the human approach.

When WHAM Radio personalities talk to the more than 2 million people in our WHAM-land area they listen because it's done with a "heart."

Whether selling a sponsor's product with a capital "sell" or asking listeners to help a friend, WHAM-landers listen and act.

Folks like Dick Doty on WHAM put their "heart" in it when they sell for you. They go to work on your sales force as though in your employ, which they are.

Ask Hollingbery to tell you about top local and network ratings—Western N. Y. coverage of an area where people have more money to spend—prime test market and other pertinent facts.

A Grateful Patient

When someone does something especially wonderful, the courteous response is to thank them, either in person or by mail. This is fairly simple with only a few people involved, but when it's necessary to express gratitude to an entire city, the task is indeed magnified.

The city to which I owe an enormous debt is your own generous Rochester. In fact, because of Dick Doty of Station WHAM, I have gained new friends from your area numbering over a thousand. Just a week ago I was released from a Chicago hospital following a month's confinement.

Knowing I needed absolute quiet (no visitors) Mr. Doty enlisted the aid of his Rochester audience to brighten my empty hours. Letters poured in until the number exceeded that of those received by Adlai Stevenson during his illness in the same hospital.

Although I have never had the good fortune of visiting your city, through Mr. Doty's nightly program I have become extremely fond of it.

EILEEN MACK,

6243 S. Talman Ave.,
Chicago 29, Ill.

LET WHAM RADIO SELL FOR YOU

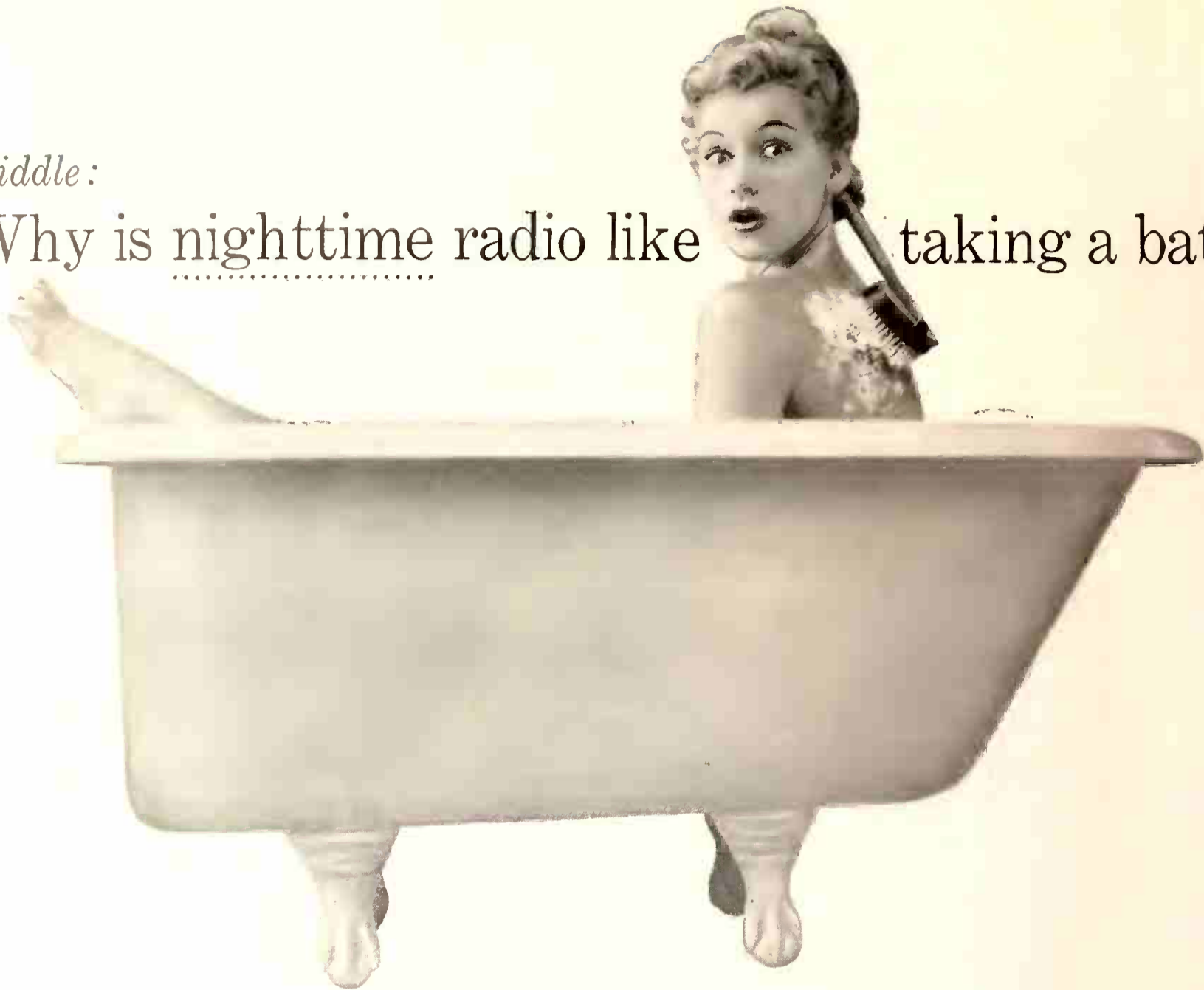
ROCHESTER RADIO CITY



The STROMBERG-CARLSON Station, Rochester, N.Y. Basic NBC • 50,000 watts • clear channel • 1180 kc
GEORGE P. HOLLINGBERY COMPANY, National Representative

Riddle:

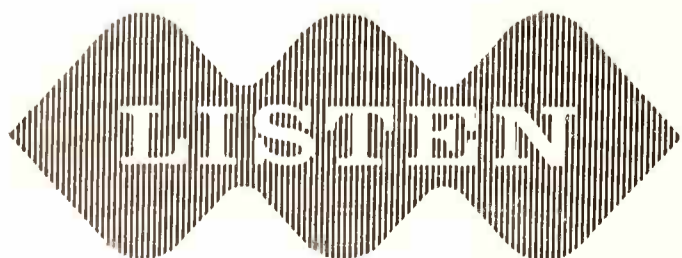
Why is nighttime radio like taking a bath?



It's so very personal! Once upon a time, radio listening was a "family affair." The family had one radio. The family listened *as one*. Nowadays, you catch radio by yourself. In your car. Your kitchen. Your bedroom. Your cellar workshop. In short, radio has become the *personal medium*. And ABC Radio has developed an entirely new concept of *personalized* nighttime programing!

NEW SOUNDS FOR YOU

- **LISTEN!** A brand-new idea in radio programing, designed for today's listening habits.
- **LISTEN!** It's the up-to-the-minute way to *buy* network radio . . . full sponsorship of regularly scheduled program segments. Only \$800 buys a complete program segment on the full ABC Radio Network.
- **LISTEN!** On the phone or in person your ABC Radio Network salesman can give you the exciting story of personalized listening—the new sounds for you.



... the new sound of ABC Radio



Table with columns for SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. Each column contains a grid of program listings with station call letters, program titles, and times.

STEEL

The Wheeling Steel Corporation, with eleven modern plants located along a 25 mile reach of the Upper Ohio Valley, employs 15,000 people.



The steel industry, combined with glass and pottery making, chemicals, tobacco, and other diverse industries, forms the backbone of the healthy and solid industrial economy of the Upper Ohio Valley.



WTRF-TV has proved to be the BIG station in a BIG market. With 316,000 watts, great network shows via NBC and ABC, plus imaginative local programs, and unusually active promotion that has netted FOUR important FIRST PRIZES in nationwide competition.

Explanations to help you use this chart

Explanations to help you use this chart. This section provides detailed instructions on how to interpret the TV program listings, including symbols for network affiliations and time zones.

Sponsors listed alphabetically with agency and time on air

Sponsors listed alphabetically with agency and time on air. This section lists various advertising clients and their respective agencies, along with the specific time slots for their commercials.

Agency and time on air

Agency and time on air. This section provides a detailed breakdown of advertising spots, including the agency name, the time slot, and the duration of each spot.

Agency and time on air

Agency and time on air. This section continues the list of advertising spots, detailing agency names, time slots, and durations.

Agency and time on air

Agency and time on air. This section continues the list of advertising spots, detailing agency names, time slots, and durations.

Agency and time on air

Agency and time on air. This section continues the list of advertising spots, detailing agency names, time slots, and durations.

WTRF-TV NBC Primary

WTRF-TV NBC Primary. This section highlights the station's primary affiliation with NBC and lists the various network programs being broadcast.

WTRF-TV logo and contact information. Includes the station's name, logo, and details about its location and services.

"The service with the most subscribers"

SPONSOR

Daytime 14 November 1955

TV COMPARAGRAPH OF NETWORK PROGRAMS

Daytime 14 November 1955

LARGEST SAMPLING OUTSIDE U. S. CENSUS

ACCURATE

Each month Pulse interviewers visit in their homes more than 150,000 different families to bring you a thoroughly scientific and accurate measure of audience size and other important characteristics.

Just think, for a single program rating of a network show, Pulse interviews more families than are reported by any other services for their entire data!*

In September Pulse included in all its reports three (3) attempts on "Not-At-Homes", standard procedure henceforth. For years theorists have beaten Pulse with that stick.

The actual facts? The "Not-At-Home" is of no valid statistical significance in affecting ratings!

Pulse accuracy even without that triple-visit check has been uncanny, a maximum error possible of only six-tenths of one rating point.

So that you can verify Pulse accuracy for yourself, let us send you the test data, a copy of our informative booklet, "Pulse Pluses", and a sample report for you to study.

*Pulse interviews 25,000 different families per daytime program—6,000 families per nighttime program.

This month throughout the U.S., 150,000 homes are being interviewed for next month's "U.S. Pulse TV"



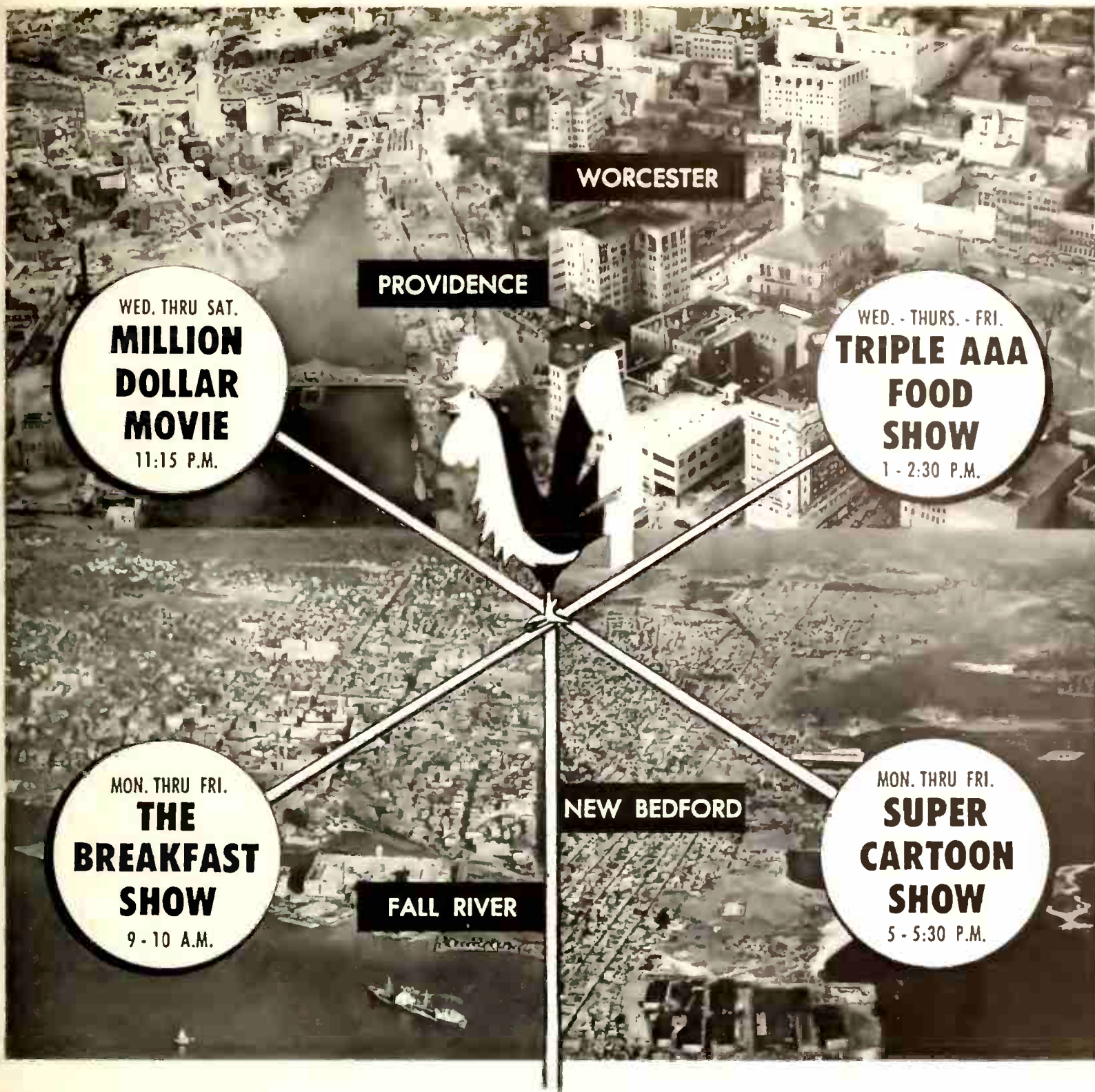
PULSE, Inc., 15 West 46th St., New York 36 Telephone: Judson 6-3316

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Table with columns for each day of the week and rows for various TV programs, including details like time slots, networks, and sponsors.

RURAL AND URBAN COVERAGE

LOS ANGELES — 5399 WILSHIRE BOULEVARD — WEBSTER 1-2612



Big 4 Shows! Big 4 Markets! *Big 10 Does It!*

WJAR-TV 10
DOMINANT 10

★ Embraces All Of Southern New England . . . PLUS Brockton, Taunton, New London and The Cape as well. Details on BIG 10's BIG 4 from any WEED TELEVISION office.

WJAR-TV PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Pepsi-Cola }
Hudson Pulp & Paper } **SAM VITT**

Benrus Watch } **LEN TARCHER**

SUPERVISOR THEL WIEDER

Procter & Gamble (Fluffo, Spic & Span, Shasta) } **KENNETH KEARNS**
Dorothy Houghney*

STATION RELATIONS MGR. - DON SEVERN

CARL S. BROWN CO.
630 Fifth Ave. (20), PL 7-1610

MEDIA DIRECTOR - HERB STOLT

Sterling Drug (Dr. Caldwell, Fletcher's Castoria, Z. B. I. Baby Powder) } **ROSE MARIE VITANZA**
Colonial Sugar }
Hal O }

BUCHANAN & CO.
1501 Broadway (36), BR 9-7900

Eskimo Pies } **MILDRED INGVALL**
Paramount Pictures }

CALKINS & HOLDEN
217 Park Ave. (17), PL 5-6900

MEDIA DIRECTOR - THOMAS YOUNG

Oakite }
Stokely-Van Camp Food } **TIMOTHY O'LEARY**
Preen }
Prudential }

CAYTON
9 East 40th St. (16), LE 2-1711

TV DIRECTOR - DONNA QUIGLEY

Hanovia Chemical }
Miracle Adhesives }

CHRISTOPHER ALLEN CO.
30 East 60th St. (22), MU 8-9445

Various Mail Order Accounts } **LOUIS FIGENWALD**
LUCILLE }
DREHER }

HARRY B. COHEN ADVERTISING CO.
41 East 42nd St., OX 7-0660

HEAD TIMEBUYER - BETH BLACK

Block Drug (Amm-i-dent, Green Mint, Py-co-pay, Nytol) } **ROB KELLY**
Groves Labs (Four Way Cold Tablets, Fitch Shampoo, Fitch Ideal Hair Tonic) }

Glim }
Black Draught } **ARTHUR HARRISON**
Utica Club Beer } **IRA CONSIER**
Lydia Pinkham }

COMPTON ADVERTISING INC.
261 Madison Ave., OX 7-2400

HEAD OF DEPT. - HENRY CIOCHESSY

P&G COORDINATOR - RUTH JONES

Procter & Gamble

Crisco } **FRANK SWEENEY**
Ivory Flakes }

Dash } **ROBERT LIDDEL**
Drene }

Duz } **BERT MULLIGAN**
Gleem }

Ivory Soap } **THELDA CORDANI**
Sterling Drug (Fizrin) }

Standard Brands } **GENEVIEVE SCHUBERT**
Personal Products (Yes Tissues) }

*Assistant

Chase & Sanborn Coffee }
Instant Chase & Sanborn Coffee } **ED SEMEL**
Tenderleaf Tea } **AL RITTER**
Instant Tenderleaf Tea }

M. K. Goetz Brewing } **MARTIN HANSEN**

ROBERT CONAHAY & ASSOCIATES
270 Park Ave., EL 5-6017

Chesapeake & Ohio } **DOROTHY E. DELBASCO**

CUNNINGHAM & WALSH
260 Madison Ave. (16), MU 3-1900

V.P. & MEDIA DIRECTOR - NEWMAN F. McEVOY

GROUP MEDIA HEAD - WILLIAM WHITE

Colgate-Palmolive } **CHARLES HELFRICH**
Eversharp }

J. A. Folger } **JIM DUCEY**

E. R. Squibb } **WILLIAM WHITE**
Universal Pictures }

Northwest Airlines } **JACK GIEBEL**

GROUP MEDIA HEAD - JEROME FENIGER

Liggett & Myers } **HOWARD SPOKES**
JOHN }
MORENA }
GROUP MEDIA HEAD - JOHN LUCINATELLI

Super Coola } **JERRY SPRAGUE**

GROUP MEDIA HEAD - EDWARD BACZEWSKI

Sunshine Biscuit } **JOE GAVIN**

DANCER-FITZGERALD-SAMPLE
317 Madison Ave. (17), OR 9-0600

ASSOC. MEDIA DIRECTOR - KEN TORGERSON

American Chiclet } **FRANK HOWLETT**
Nestle's } **GERTRUDE DINEEN**

General Mills } **BOB WULFHORST**
Guild Wine } **LIONEL FURST**

ASSOC. MEDIA DIRECTOR - IRVING SLOAN

Procter & Gamble (Oxydol) } **MISS PAT HAWLEY**

Procter & Gamble (Dreft) } **PETE SAMAN**

Best Foods (Nucoa) } **CLIFF BOTWAY**

Hellman's Mayonnaise } **GENE ALNWICK**

Lewis-Howe (Tuins) } **JACK STACK**
B. T. Babbitt } **VAL RITTER**
Peter Paul }

ASSOC. MEDIA DIRECTOR - ED SCHERICK

Falstaff Brewing } **JIM NEVILLE**

ASSOC. MEDIA DIRECTOR - LOUIS FISCHER

Sterling Drug (Bayer Aspirin) } **FRANK MORIARTY**
LOUIS }
DORKIN }

Centaur-Caldwell D'v. } **STANLEY HAMER**

D'ARCY ADVERTISING CO.
430 Park Ave. (22), PL 8-2600

Coca-Cola } **IRENE MARS**
Bayuk Cigars }
Gerber Products }

General Tire } **JIM MARIN**

HERSCHEL Z. DEUTSCH & CO.
575 Madison Ave. (22), PL 3-1788

E. T. Brown Co. } **MADELEINE ALLISON**
Palmer's Skin Success } **Dorothy Glasser***
Palmer's Soap }
Palmer's Ointment }
Household Products (Sulfur-8) }
Lander Co. (Dixie Peach) }

DOHERTY, CLIFFORD, STEERS & SHENFIELD
350 Fifth Ave. (1), BR 9-0445

MEDIA DIRECTOR - DON QUINN

Ammen's Powder } **JERRY GIBSON**
Bristol-Myers (Ipana, Minit Rub, Vitalis, Mum) }
Duff Baking Mix }
Pharmaco, Inc. (Feen-a-mint, Chooz, Medigum) }

Borden's Instant Coffee } **LEE GAYNOI**

DONAHUE & COE
1270 Sixth Ave. (20), CO 5-2772

SUPERVISOR - EVELYN JONES

Burlington Mills (Cameo Hosiery) } **CAROLYN DIEHM**
Dr. Scholl's } **BARBARA JONES**
Loew's M-G-M } **MARIE COLEMAN**
Wash 'n Dry } **FRED McLAFFERTY**

DOWD, REDFIELD & JOHNSTONE
501 Madison Ave. (22), MU 8-1275

Block Drug (Omega Oil) } **JEAN GILBOY**

Bristol-Myers (Mum Mist) } **SANDY LYNN**
Century Brewing (Champale) }

DOYLE DANE BERNBACH INC.
20 West 43rd St. (36), LO 5-7878

MEDIA DIR. - HARRY PARNAS

American Pencil Co. } **JEAN SIMPSON**
Columbia Tobacco Co. }
Polaroid Corp. }

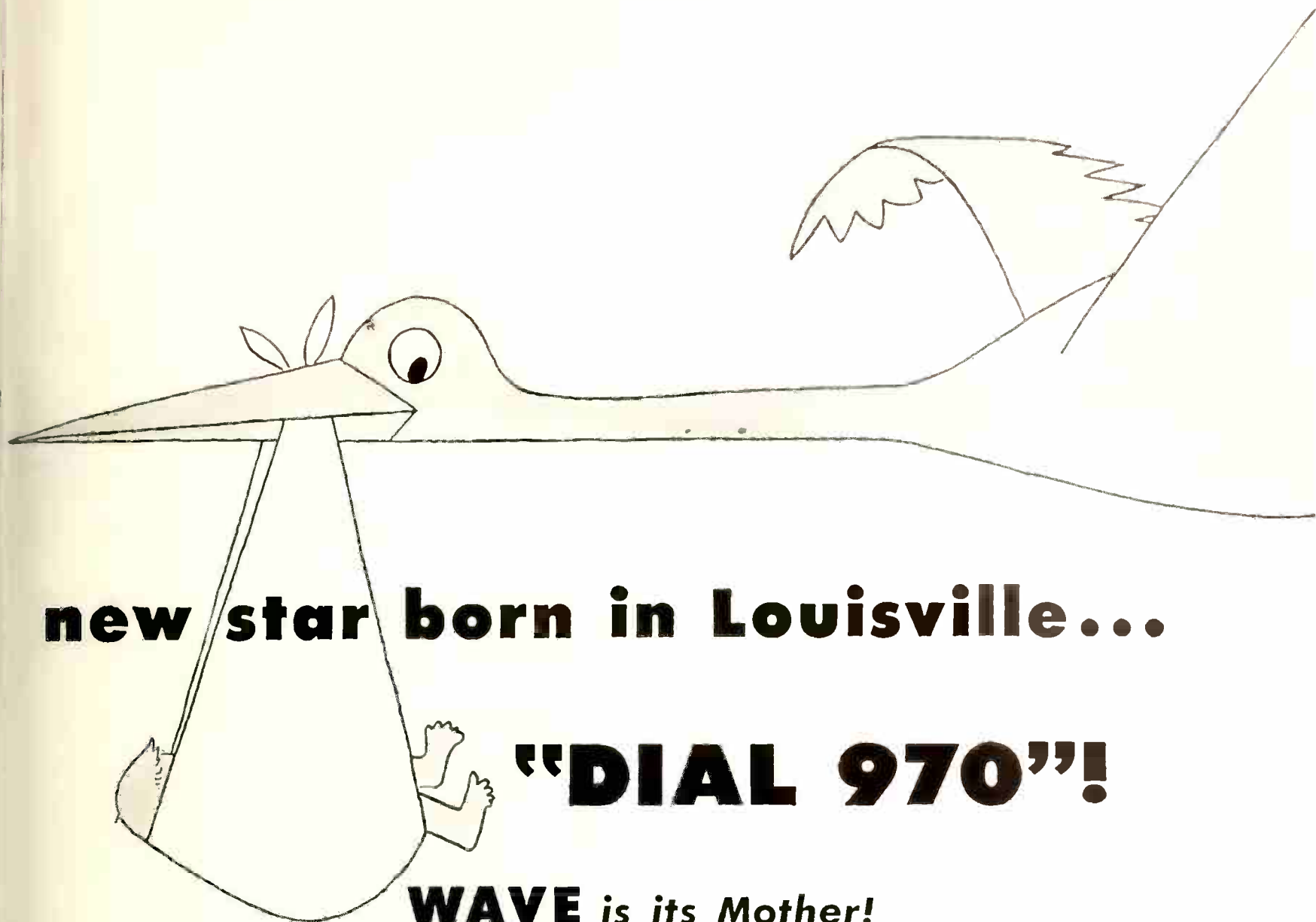
Max Factor & Co. } **NINA FLINN**

DOYLE, KITCHEN & McCORMICK
501 Fifth Ave. (17), MU 7-2090

Mathieson Chemical } **WARREN RODAT**

ROY S. DURSTINE
655 Madison Ave. (21), TE 8-4600

Strong Heart Dog Food } **D. ANNE MacMANUS**
Flako }



new star born in Louisville...

"DIAL 970"!

WAVE is its Mother!

MONITOR is its Father!

WEEKDAY is its Kissin' Cousin!

WAVE

LOUISVILLE

5000 WATTS • NBC AFFILIATE



SPOT SALES

Exclusive National Representatives

Yes! — on November 7, WAVE premiered DIAL 970, its own exciting version of Monitor and Weekday, putting *area* flavor and emphasis into a proven *national* format!

DIAL 970 utilizes all of WAVE'S *unusually* large programming facilities . . . all its well-known personalities . . . all its *localized* radio know-how. It's a coordinated group of programs heard eleven sparkling hours each weekday—hours filled with news, weather, sports, traffic reports, music, interviews, household tips, etc., etc. Hours that are skillfully blended with *Weekday*, to provide good fun, good company, good listening—from early morning till late at night!

DIAL 970 is sometimes light and gay . . . sometimes serious and informative . . . sometimes relaxed and soothing—but *always intensely listenable!*

Participations and spots available as early as 6 a.m.—as late as 11:59 p.m.—or in between. Available NOW, but you'd better hurry!

Let NBC Spot Sales give you the really impressive story on **DIAL 970.**

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



*Well,
that's
the way
the ball
bounces*

Every couple of months our competitors come smack up against the facts of listening. Pulse does the measuring. We try to look modest. Take the last survey: July-August. KNX has half again as many listeners as Southern California's second-place station. KNX delivers over 25,000 more families in the average quarter-hour than the leading independent. KNX reaches more people more often, morning, afternoon or evening, weekdays or weekends, than any other station in the area. For wider and deeper penetration of the Southern California market, KNX is your best buy by far. For more details, call CBS Radio Spot Sales or **KNX RADIO**

Los Angeles • 50,000 watts • CBS Owned

LINGTON & CO.

1 Fifth Ave. (17), MU 7-4300
 DIR. RADIO/TV TIMEBUYING - DAN KANE
 Celanese }
 Cities Service } JAYNE
 McKesson & Robbins } SMATHERS
 Red Star Brand Yeast }

WILLIAM ESTY CO.

10 East 42nd St. (17), OX 7-1600
 HEAD TIMEBUYER - RICHARD GRAILL
 Balkantine Beer } JACK HOESE
 Colgate-Palmolive (Fab, Vel, } LYNN WILSON
 Rapid Shave) } FRANK
 MAHON
 General Mills (Sugar Jets, } JIM CLINTON
 Soft-a-Silk) } GENE
 MALONE
 National Carbon (Eveready } TOM PINS
 Batteries, Prestone Anti-Freeze) } TOM HOL-
 LINGSHEAD
 Pacquins Hand Cream } HAL
 R. J. Reynolds } SIMPSON

TWIN, WASEY & CO.

10 Lexington Ave. (17), LE 2-8700
 MEDIA DIRECTOR - KEITH SHAFER
 Admiral }
 Barbasol } HAL DAVIS
 Dulaney Frozen Foods }
 Musterole }

NOTE, CONE & BELDING

7 Park Ave. (17), MU 8-5000
 DIRECTOR OF MEDIA - ARTHUR PARDOLL
 B.O.A.C. }
 Lever Bros. (Spry, Shield) } PETE
 Rheingold Beer } BARDACH
 Paper-Mate Pen } PENNY
 SIMMONS }

BERT FRANK-GUENTHER LAW

1 Cedar St., CO 7-5060
 Kiplinger's Changing Times } BETTY
 NELSON }

LLER & SMITH & ROSS

10 Park Ave. (17), MU 6-5600
 Aluminum Corp. of America }
 Commercial Solvents Corp. } BERNIE
 Hercules Powder Co. } RASMUSSEN
 Sherwin-Williams Paint Co. }
 Westinghouse }

EYER ADVERTISING

1 Fifth Ave. (22), PL 1-3300
 American Home Products } BETTY
 American Motor } POWELL
 Kelvinator }
 Kiwi Polish } CAROL
 Tetley Tea } SLEEPER

REY ADVERTISING AGENCY

10 Park Ave. (22), PL 1-3500
 SUPERVISOR - HELEN WILBUR
 Block Drug (Polident, Sentrol) } PHIL
 BRANCH }
 Chock Full 'O Nuts } MARION
 5-Day Deodorant Pads } JONES }
 Necchi Sewing Machines } JOAN
 RUTMAN }

M. H. HACKETT CO.

9 Rockefeller Pl. (20), CI 6-1950
 American Tobacco } AIDA
 Herbert Lareyous } STEARNS
 Hershey Chocolate Co. }

HICKS & GREIST

420 Lexington Ave., MU 6-6800
 Glamorene Rug Cleaner } EILEEN
 Dixie Cup } CUMMINGS
 Lewyt Vacuum Cleaners }
 Broil-Quick Rotisseries } VINCENT
 Servel Refrigerators } DARATO
 Servel Air Conditioners }

BRYAN HOUSTON

10 Rockefeller Pl. (20), PL 7-6400
 MEDIA DIRECTOR - HAROLD DOBBERTEN
 SUPERVISOR ON NESTLE PROD. - JOHN ENNIS
 Colgate-Palmolive (Halo, }
 Chlorophyll Toothpaste, Ajax Cleanser, } JOHN
 Cashmere Bouquet Cosmetic Line, } COLLINS
 Cashmere Bouquet Soap, Cashmere }
 Bouquet Beauty Bar, Toothpowders- }
 Regular, Ammoniated, Chlorophyll) }
 Nescafe } FRANCES
 Nestle's Instant Coffee } JOHN
 Shave Creams }
 Veto } ROR LIJEN
 J. P. Stevens }
 Gunther Beer }

CHARLES W. HOYT CO.

380 Madison Ave. (17), MU 2-2000
 American Home Products }
 (G. Washington Coffee) } DOUG HUMM
 Colgate-Palmolive (Kirkman Soaps) }
 Mail Pouch Tobacco }
 Merck }
 Monticello Drug (666 Products) }

LAWRENCE KANE

171 Madison Ave., MU 5-7216
 Waverly Fabrics } TOM NEEFUS

KASTOR, FARRELL, CHESLEY & CLIFFORD

400 Madison Ave. (16), PL 1-1400
 Dr. Pierce's Proprietarys }
 Jeris Hair Tonic } JACK PETERS
 Lite-Diet Bread }

KENYON & ECKHARDT

247 Park Ave. (17), MU 8-5700
 MEDIA DIRECTOR - JOSEPH P. BRAUN
 ASST. MEDIA DIRECTOR - PHILIP KENNEY
 American Maize (AMAZO) } MARY DWYER
 Ford Motor } TOM
 Lincoln-Mercury (Network Spot) } VISCARDI
 Hudnut Cosmetics } MARY DWYER
 Mennen (Men's Line) } LOU
 KENNEDY }
 National Biscuit } LARRY
 DONISO }
 RCA } LUCY
 Schick } KERWIN

KELLY, NASON

247 Park Ave. (17), MU 8-3300
 American Express }
 Henry Heide } ARTHUR
 Rufford Co. } DUFFY

EDWARD KLETTER ASSOCIATES

515 Madison Ave. (22), PL 1-1990
 RADIO TV RES MGR - HERBERT GRUBER
 Pharmaceuticals, Inc. }
 Scrutan } RUTH BAYER
 Journal of Living }

KUDNER AGENCY

575 Madison Ave. (22), MU 8-6700
 General Motors (Buick) } JOHN
 MARSICH }
 Texaco Products } Ann
 Cardner* }
 Collier's } JOHN
 MURPHY }

LAMBERT & FEASLEY

430 Park Ave. (22), MU 8-6464
 MEDIA DIRECTOR - JOE BURLAND
 Lambert Pharmacal Co. }
 Philgas } WILLIAM
 Phillips "66" Gas and Oil } HINMAN

C. J. LaROCHE AND CO.

247 Park Ave. (17), PL 5-7711
 RADIO & TV MGR. - STUART D. TUDUM
 U. S. Tobacco } BOBBI BERGH

LENNEN & NEWELL

380 Madison Ave. (17), MU 2-5100
 MEDIA SUPERVISOR - GEORGE KERN
 Colgate-Palmolive (Lustre Creme, }
 Prof) } JEAN JAFFEE
 Dorothy Gray Ltd. }
 Lehn & Fink Products (Lysol) }
 MEDIA SUPERVISOR - C A BROCKER
 Emerson Drug (Bromo-Seltzer) } RICHARD H.
 Schlitz Brewing } FYMAN
 MEDIA SUPERVISOR - WILLIAM D. SMITH
 P. Lorillard Co. Inc. } J. ROBERT
 WIDHOLM }

DAVID J. MAHONEY

261 Madison Ave. (16), OX 7-0480
 Garrett & Co. (Virginia Dare Wines, }
 Garrett Wines } ROGER
 Sparks-Withington Spartan } BUMSTEAD
 radio & tv sets }

CONKLIN MANN & SON

312 Madison Ave. (17), PA 6-5577
 American Cyanamid- }
 Fine Chemicals Div. } DICK MANN
 Lederle Laboratories Div. }
 George W. Helm Co. Viking Snuff } BOB PALMER

MARSHALK & PRATT CO.

A Div. of McCann-Erickson
535 5th Ave. (17), VA 6-2022

MEDIA DIRECTOR—EUGENE J. COGAN

Esso }
DON LEONARD
HENRY CLEEFF

J. M. MATHES

260 Madison Ave. (16), LE 2-7450

Canada Dry }
Luden's }
Carbola Chemical }
Northam Warren }
Pure Food }
Wagner Baking }

MRS. EDNA S. CATHEART

MAXON

12 East 53rd St. (22), PL 9-7676

DIRECTOR OF RADIO & TV—ED WILHELM

Clinton Foods }
General Electric (tv receivers }
& replacement tubes) }
Gillette }

GEORGE HUELSER

RAY STONE

H. J. Heinz }
Hot Point }

TOM MAGUIRE

McCANN-ERICKSON

50 Rockefeller Pl. (20), JU 6-3400

RADIO/TV SUPERVISOR—MILDRED FULTON

Bulova Watch Co. }
MILDRED FULTON

RADIO/TV SUPERVISOR—AL PETCAVAGE

Crowell-Collier }
Holmes & Edwards Silver Co. }
Lehn & Fink }
Norwegian Cannery Assn. }
Seck & Kade (Pertussin) }

FRANCES VELTHUYS

RADIO/TV SUPERVISOR—TED KELLY

Barrett Division (Allied Chemical) }
Cougoleum-Nairn }
Esso }
Standard Oil of N. J. }
National Biscuit }

JANE PODESTER
PAUL CLARK

RADIO/TV SUPERVISOR—WILLIAM PELLENZ

Chesebrough }
Owens-Corning }

ROBERT ANDERSON

Mennen }
Pacific Coast Borax }
Nestle's }

CHARLES WILLARD

RADIO/TV SUPERVISOR—MURRAY ROFFIS

American Safety Razor }
B. F. Goodrich }
Hood Rubber }
Junket Brand Foods }
Westinghouse }
Columbia Records }

MURRAY ROFFIS

C. L. MILLER CO.

521 Fifth Ave. (17), MU 2-1010

Corn Products (Karo Syrup, Linit }
Starch, Mazola, Niagara Starch) }

MRS. RITA DRISCOLL

EMIL MOGUL CO.

250 West 57th St. (19), JU 2-5200

BUS. MGR. RADIO & TV—LESLIE DUNIER

Rayco Seat Covers }
Block Drug (Alkaid, Minnipoo }
Shampoo, Poslam) }

LYNN DIAMOND

Esquire Boot Polish }
Mauischewitz Wine }

ELAINE SCHACHNE

*Assistant

MOREY HUMM & JOHNSTONE

350 Fifth Ave. (1), LO 4-2240

Sinclair Refining }
KATHRYN SHANAHAN

MORSE INTERNATIONAL

122 East 42nd St. (17), OX 7-2100

MEDIA MANAGER—ORRIN CHRISTY

Vick Chemical (Vaporub, Va-tra-nol, }
Cough Drops, Cough Syrup, }
Sofskin, Seaforth) }

RAY McARDLE

JOHN F. MURRAY ADV. AGENCY

22 East 40th St. (17), LE 2-8000

Whitehall Pharnacal }
ALICE CARLE

NOBLE, ALBERT, SIDNEY ADVERTISING

52 Vanderbilt Ave. (17), MU 6-8788

Allied Chemical & Dye }
Nitrogen Division }

TROY FERGUSON

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave. (22), PL 1-0900

Blatz Beer }
Kaiser-Frazer }
Revlon }

MARY DOWLING
JULIA LUCAS

OGILVY, BENSON & MATHER, INC.

589 Fifth Ave. (17), MU 8-6100

MANAGER—MARTIN KANE

Helena Rubenstein }
Lever Brothers }
(Rinso) }

FRANK GIANNATTASIO

Lever Brothers (Good Luck) }
Pepsi-Cola (Schweppes) }

ANN JANOWICZ

Melville Shoe Corp. (Thom McAu) }

MARTIN KANE

Philip Morris Co. Ltd. (Dunhills) }

RITA FERSEILING

PARIS & PEART

370 Lexington Ave. (17), MU 9-2424

MEDIA MANAGER—WEYMOUTH SIMMS

Great A & P Tea }
Joe Lowe Corp. (Popsicle, Fudgicle) }
Rockwood & Company (chocolate) }
Spratt's (dog food) }

PARKER ADV.

11 West 42nd St. (36), OX 5-3565

Better Living }
DAVE RATKE

White House Co. (18 top hits) }

CHARLENE HIRST

Scott-Mitchell (set of drills) }

BOB DENT

PRODUCT SERVICES GROUP

17 East 45th St. (17), MU 7-0204

Brook Park Dinnerware }
Tress-Kit }
Roto-Broil "400" }

MARTHA ROSE

REACH, BATES & MATTOON

720 Fifth Ave., PL 7-7676

MEDIA DIRECTOR—RICHARD B. GORDON

N. J. Bell }
Red Top Brewing }
Red Top Beer—Wunderbrau }

ROSE ITALIA

FLETCHER D. RICHARDS

10 Rockefeller Pl. (20), JU 6-5400

Eastern Airlines }
U. S. Rubber Company }
(Footwear Division, Keds) }
(Naugatuck Chemical Division) }

JIM KEAY

RUTHRAUFF & RYAN

405 Lexington Ave. (17), MU 6-6400

MANAGER MEDIA TIMEBUYING DIV
VINCENT DELUCA

Sun Oil }
Arthur Murray }
American Airlines }
Frostee }
Eritos }
Eastco (Clearasil) }
Bosco }

CHARLES CORBE
GORDO
HUGHIE
George Heffern
Edward Sherin

BEN SACKHEIM AGENCY

2 West 57th St. (19), PL 1-2200

Flex-Let Corp. }
RITA O'SULLIVAN

SCHEIDELER, BECK & WERNER

487 Park Ave., MU 8-8866

SUPERVISOR—VERA BRENNEN

Hueblein }
Manhattan Soap (Sweetheart, Protex) }
McIlhenny Co. (Tobasco Sauce) }

MARGAID HANLON

International Salt }
Mueller's Macaroni }

SALLY REYNOLDS

REGGIE SCHUEBEL, INC.

7 East 47th St., EL 5-7785

PRESIDENT—REGGIE SCHUEBEL

Salada Tea }
United Automobile Workers }

JEAN SULLIVAN

SCHWAB & BEATTY

38 East 57th St., PL 1-1557

Reader's Digest }
GEORGE PERKINS
CHUCK ALEXANDER

RAYMOND SPECTOR CO.

445 Park Ave. (22), MU 8-4407

DIR. RADIO/TV—RICHARD BLAINE

Hazel Bishop }
RICHARD BLAINE

STORM & KLEIN

45 West 45th St. (36), CI 6-1700

Tintex }
ARTHUR KLEIN
BILL MARLEH

STREET & FINNEY

45 West 45th St. (36), CI 6-1700

V.P. & RADIO TIMEBUYER—HELEN THOMAS
SECRETARY TO HELEN THOMAS—JEAN AUSTIN

Doan's Pills }
Florient Deodorant }
Kan-Kil }

HELEN THOMAS

SSCB

477 Madison Ave., MU 8-1600

Carter Products, Inc.

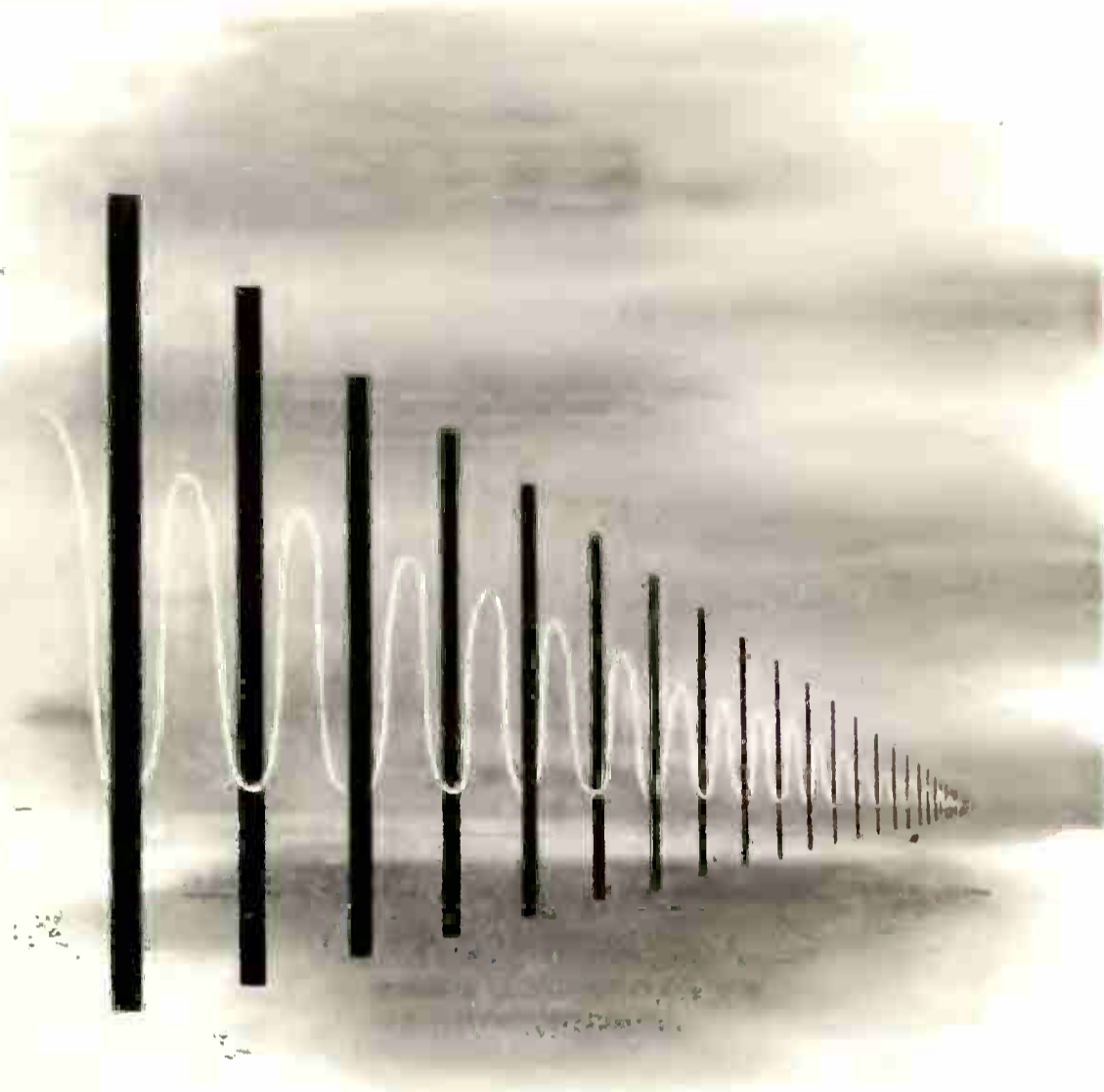
Arrid—U. S. (Regular & Chlorophyll) }
Arrid—Canada (Regular & Spray) }

JEAN CARROLL

Rise—U. S. }
Rise—Canada }
Bingo—U. S. }

STEVE SEBASTIAN

Look into the Future



Representing:

Albuquerque, New Mexico
Augusta, Georgia
Bakersfield, California
Bangor, Maine
Baton Rouge, Louisiana
Champaign, Illinois
Cheyenne, Wyoming
Chicago, Illinois
Columbus, Georgia
Dayton, Ohio
Eau Claire, Wisconsin
El Paso, Texas
Eugene, Oregon
Jackson, Mississippi
Lynchburg-Roanoke, Va.
Nashville, Tennessee
Pensacola, Florida
Phoenix, Arizona
Portland, Oregon
Pueblo-Colorado Springs, Colo.
Rochester, New York
Salt Lake City, Utah
Santa Barbara, California
Scranton-Wilkes-Barre, Pa.
Seattle-Tacoma, Washington
Sioux City, Iowa
Springfield-Holyoke, Mass.
Springfield, Missouri
Temple-Waco, Texas
Tucson, Arizona
Wheeling-Steubenville

KOAT-TV
WJBF
KERO-TV
WABI-TV
WBRZ
WCIA
KFBC-TV
WGN-TV
WRBL-TV
WHIO-TV
WEAU-TV
KTSM-TV
KVAL-TV
WLBT
WLVA-TV
WSIX-TV
WEAR-TV
KOOL-TV
KLOR
KKTV
WHAM-TV
KUTV
KEY-T
WARM-TV
KTVW
KTIV
WWLP
KYTV
KCEN-TV
KOPO-TV
WTRF-TV

... And we think you will agree that merchandising, in all fields, will become more and more important to maximize TV advertising effectiveness.

... That is why we, together with our Television Stations, have studied and drafted a plan to help you merchandise your schedule on all Hollingbery stations.

We call it the ... Hollingbery Four-Point Plan.

Call your Hollingbery man for details—

**George P.
Hollingbery Co.**



Offices: New York Chicago San Francisco Los Angeles Atlanta

Best Foods
 Presto }
 H-O Quick Oats } JACK
 H-O Cream Farina } CANNING

Lever Bros.

Lifebuoy } JEAN
 CARROLL

Silver Dust } JACK
 CANNING

Vim } WALTER
 BOWE

Noxzema Chemical } JEAN
 Simoniz } CARROLL

Pall Mall } WALTER
 BOWE

Smith Brothers }
 Whitehall Pharnacal (BiSoDol -
 Regular Mints, Chlorophyll Mints,
 Powder; Infra-Rub) } STEVE SUREN
 Mrs. Filbert's (margarine, mayonnaise,
 salad dressing) }

Clark Candy } JACK
 Blue Coal } CANNING

J. WALTER THOMPSON CO.
 420 Lexington Ave. (17), MU 3-2000

HEAD TIMEBUYER - JAMES O. LUCE

Atlantis Sales } MARIO
 KIRCHER
 ALICE WOLF

Brillo } NANCY
 SMITH

Champion } MARIO
 Purolator Products } KIRCHER

Ford Dealer Adv. } LUCIAN
 CHIMENE
 CLINT
 PACKARD
 PAUL
 DOUGLAS
 SY GOLDIS

Ford Motor Central Fund } LUCIAN
 CHIMENE

Shell Oil } JOE BARKER
 ALLEN SACKS

J. B. Williams } ALLEN SACKS

HEAD TIMEBUYER - JAYNE M. SHANNON

Devoc & Reynolds } MARIO
 Kilmer } KIRCHER
 Mentholatum }

Eastman Kodak } FRANK
 Scott Paper } MARSHALL

Johns-Manville } JOE BARKER
 TOM GLYNN
 DEWEY YATES

Oncida } ALICE WOLF

Pan-American } TOM GLYNN
 DEWEY YATES

*Assistant

Standard Brands } JOE BARKER
 ALLEN SACKS
 U. S. Lines }
 W. F. Young } NANCY SMITH

HEAD TIMEBUYER - ANNE C. WRIGHT

Aluminium Ltd. }
 Blue Cross } NANCY SMITH
 Church & Dwight }

Irving Trust } MARIO
 National Fisheries } KIRCHER

Lever Bros. } TOM GLYNN
 JOY ADRAGNA

Owens-Illinois Glass } NANCY SMITH
 Pacific Mills }

Pharmacraft } MARIO
 Pond's Extract } KIRCHER
 ALICE WOLF

Alexander Smith } FRANK
 MARSHALL

Sylvania } TOM GLYNN
 DEWEY YATES

Ward Baking } POLLY ALLEN
 ALLEN SACKS

N. Y. Central } ALLEN SACKS

WILLIAM H. WEINTRAUB & CO.
 (See NORMAN, CRAIG & KUMMEL, INC.)

WESLEY ASSOCIATES

247 Park Ave., EL 5-2680

Shulton, Inc. (Old Spice) } JOSEPH E.
 KNAP, JR.

YOUNG & RUBICAM, INC.

285 Madison Ave. (17), MU. 9-5000

V.P. AND DIRECTOR OF MEDIA-
 PETER G. LEVATHES

EXECUTIVE ASSISTANT-
 WILLIAM E. MATTHEWS

ASSOCIATE DIRECTOR-FRANK COULTER
 ASSOCIATE DIRECTOR-THOMAS M. HACKETT
 ASSOCIATE DIRECTOR-CHARLES T. SKELTON
 ASSOCIATE DIRECTOR-HENRY L. SPARKS
 ASSOCIATE DIRECTOR-SAMUEL THURM

(All Borden; }
 Institutional; Cheese Division) } RUSSELL
 Duffey Mott (Apple Products; Sunsweet } YOUNG
 Prune Juice; Clapps Baby Food) } Adelaide
 Hatton*

Borden (Starlac, Evaporated Milk; } KIRK
 Instant Hot Chocolate; Eagle Brand) } GREINER
 Joseph
 O'Brien*

Bristol-Myers (Sal Hepatica; Bufferin; } MARTIN
 Vitalis Hair Cream) } MURPHY
 Sy Drantch*

Drackett (Drano; Windex) } WILLIAM
 DOLLARD
 Thomas
 Comerford*

Ford Motors (Continental Div.) } EDWIN BYRNE
 Robert
 Kowalski*

General Cigar (White Owl Cigars; Wm. } VANCE
 Penn, Robert Burns Cigars & } Arber
 Cigarillos; Van Dyke) } Mearns
 VANCE
 Marie
 Fitzpatrick*

General Foods

All Products; Corporate } JOSEPH
 D-Zerta } LINGCO
 Jell-O } Emma
 White*

Baker Coconut }
 Birds Eye Div. } KAY BR
 (Jack & Jill Cat Food) } Ann P.

Calumet Baking Powder }
 Certo & Sure Jell } LORRAI
 Kernel Nuts } RUGGIE
 Log Cabin } Edith
 Maple Del } John
 Sanka }

Swans Down Cake Flour } EDWIN
 Baker Chocolate } Robert
 Kowal*

Swans Down Mixes } WARRE
 Postum } BAHR
 George
 MacDonal*

La France & Satina } A. B. FRE
 Minute Products } Mary L.*

Goodyear Tire & Rubber } JOHN
 (Goodyear Tires; Lifeguard } FLOURS
 Tubes; Institutional) }

Gulf Oil } FRANK
 GRADY
 John
 Warner*

International Silver } GEORGE
 (1847 Rogers Bros.; International } Genev
 Sterling; Stainless by International) } Hurley
 HOFFMA

Johnson & Johnson (baby products; } KIRK
 Surgical Dressings Div.) } GREINER
 Joseph
 O'Brien

Life Savers } FREDER
 Weiss
 Bertra
 Hopt*

Lipton Tea & Soups } THOMAS
 COMERFORD

Lorillard (Kent Cig.) } JOHN
 HENDERSON
 Martin
 Lukasch*

Metropolitan Life Ins. } JOHN
 Simmons } FLOURN
 Bette L
 White*

National Sugar Refining } ARTHUR
 (Jack Frost; Arbuckle Sugars) } JONES
 Kennet
 Phelps*

Procter & Gamble (Cheer) } WILLIAM
 WALKER
 Marla
 Roberts

Remington Sbarer } WARREN
 BAHR
 George
 MacDonal*

Singer Sewing Machine } A. B. FRE
 Mary L.*



The swing ain't to KING
it's done swung!

	PULSE	ARB
KING-TV	52.0	58.2
Seattle Station "B"	24.6	26.9
Tacoma Station "A"	19.3	16.5
Tacoma Station "B"	6.1	3.3

Total Weekly Averages, August, 1960

KING-TV—Starting its 8th consecutive year of leadership in the Nation's 12th largest market—the great Seattle-Tacoma area.

*Channel 5—ABC
 100,000 Watts
 Blair-TV*

FIRST IN SEATTLE-TACOMA

KING-TV

Otto Brandt, Vice-Pres. and Gen. Mgr.

Time (Life Magazine; Time Inc.; Sports Illustrated Magazine; Time Magazine) }
 MARTIN MURPHY }
 George Bailey* }
 GEORGE HOFFMAN }
 Genevieve Hurley* }
 WARREN BAIER }
 George MacDowell*

DURHAM, N. C.

HARVEY-MASSENGALE CO.
 Snow Bldg., Durham, N. C., 6177-6916
 MANAGER - KNOX MASSEY

B. C. Remedy } KNOX MASSEY

RALPH H. JONES CO.
 Crew Tower (2), Garfield 1-2300

Nu-Maid Margarine }
 Kroger Company }
 Happy Family Baking }
 Strietmann Biscuit }
 Duncan Hines Macaroni }
 ANN SMITH }
 EULA REGGIN }
 EDNA HAVERKAMP }

MIDLAND ADV. AGENCY
 First Natl. Bank Bldg., 105 E. Fourth, Main 1-2112

Burger Beer } R. B. FISHER

PECK-HEEKIN
 414 Walnut, Garfield 1-1520

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 Hudepohl Beer }
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 BLAIR GIBBON }
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 Ozark Nursery }
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 Utical Bldg., Riverside 2-2428

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 Renee Teen-Age }
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ANY WAY YOU LOOK AT IT, KLOR-CHANNEL 12, Portland, Oregon, is one of the West's top SPOT buys! Oregon Territory never looked better...never was richer! KLOR-Channel 12 gives you a big, prosperous 27-county coverage...embracing 310,000 TV homes... 2.9 viewers per set*... 75% saturation. IT'S EASY TO SEE that KLOR's top SPOT leadership has been achieved with top programming, both ABC network and local.

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EYED over this live, local
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*Happy Combination
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HE'S ON THE AIR
PULSE

RATES HIM...

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TOP MAN

in

PHILADELPHIA

**3 1/2 HOURS
DAILY**

Doug Arthur's

DANCELAND

WIBG

Daily for 3 1/2 hours Doug Arthur TOPS
EVERYBODY. . . EVERYTHING! No other station (network or
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MONDAY-FRIDAY

SATURDAY

MORNINGS

MORNINGS

	WIBG	Sta. B	Sta. C	Sta. D	Sta. E		WIBG	Sta. B	Sta. C	Sta. D	Sta. E
10:05	4.9	4.8	4.5	3.2	3.0	10:05	5.3	2.8	1.3	2.5	3.6
10:15	5.5	5.1	4.2	2.7	2.6	10:15	5.3	1.8	1.8	2.3	2.8
10:30	5.9	5.3	4.4	2.5	2.7	10:30	5.8	2.5	1.5	2.3	3.0
10:45	5.8	5.2	4.2	2.7	2.9	10:45	5.8	2.3	2.0	2.5	3.3
11:00	6.1	5.6	3.9	2.7	2.9	11:00	6.5	2.8	1.8	2.5	3.8
11:15	6.4	5.8	3.7	2.5	2.6	11:15	6.6	2.3	1.5	3.1	3.5
11:30	6.5	5.3	3.2	2.2	2.7	11:30	6.8	2.6	1.8	3.0	3.8
11:45	6.2	4.5	3.2	3.0	2.8	11:45	6.8	2.5	1.8	3.3	3.6

EVENINGS

EVENINGS

6:00	5.7	3.9	2.0	3.2	3.3	6:00	4.8	3.0	1.8	2.8	3.5
6:15	6.1	3.5	2.2	2.9	3.3	6:15	5.1	2.8	1.5	3.3	2.8
6:30	6.4	3.5	2.4	2.9	2.9	6:30	5.8	2.5	2.3	2.6	2.8
6:45	6.0	3.7	1.7	3.8	3.0	6:45	5.3	3.0	1.5	2.5	3.3
7:00	4.1	3.0	2.0	2.4	1.8	7:00	5.3	2.8	2.1	2.3	2.8
7:15	3.9	2.5	1.9	2.2	1.8	7:15	5.6	2.5	1.8	2.5	2.5

Look at the Pulse! Monday thru Saturday . . . in the mornings . . . in the evenings . . . whenever he's on the air . . . every minute . . . Doug Arthur's Danceland enjoys the HIGHEST RATINGS!

What's MORE . . . WIBG backs DOUG ARTHUR'S DANCELAND with BILLBOARDS, CAR CARDS, DIRECT MAIL, SPOTS AND WINDOW DISPLAYS OF SPONSOR'S PRODUCTS. Don't Delay Call **RADIO REPRESENTATIVES** Today!

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- Carter Chickery
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- Davis Cabinet Co.
- Dortch Stove Wks.
- Fidelity Insurance
- Fortune Feed Mills
- Frosty Morn Meats
- Indian River Medicine
- Jamison Bedding
- Jefferson Island Salt
- National Life & Accident Insurance
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- Temco Inc. (furnaces, heaters, dryers, etc.)
- Tennessee Packers
- Vallehdale Packers
- Warren Paints
- Martha White Mills (flour, meal, etc.)

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BILL SATTER-WHITE
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Kirby Bldg., PR-6328

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BBDO

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- Easy Washers
- Fedders

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- Zale's Jewelry
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- Skilern's Drugs
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- Princess Gulf Shrimp
- Orange Tommy
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SAM BLOOM
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- Mrs. Tucker's Foods
- Texas Style Mfg.
- S. W. Life Insurance
- Walker's Austex Chili
- Southland Feed Mills
- Linz Jewelers
- Davis Hat
- Manor Baking
- Sledge Mfg. (Tyler Work Clothes)

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- Morton Foods
- Southland Life Ins.

IRA DeJERNETT
BURKE GILLIAM
MRS. K. BONAFELD

DeLOACH ADV.

Texas Bank Bldg., RE-4603

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- Mama's Cookies
- Mitchell Air-Conditioners (Marlin Assoc.)

JIM DeLOACH

JOHN PAYTON DEWEY

2113 N. St. Paul, RI-5051

PETE DEWEY

GANDY-OWENS

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- Keyko Margarine
- Carhart of Texas

W. P. GANDY

GLENN ADV.

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- Gebhardt Chili
- Texcrete
- T & P Railroad

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- Western Hatcheries

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- Texas Citrus
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- Fedders Air-Conditioners

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- U. S. Guaranty & Trust
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- Crown Western Investments
- Oak Cliff Savings & Loan
- Anco Co.

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- Southland Supply
- Binswanger Glass
- Comfort Co. Products

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2011 Cedar Springs, Room 104—RA-6563

- Pi-Do Corp.
- Leeco Rug & Upholstery-Cleaner

JIM McMAINS
HARRY McMAINS

on the Pacific Coast,

"Community Merchants prefer Don Lee..."

from a survey by Dr. Ernest Dichter



Grocers...and butchers and bakers and candle-stick makers...don't really have it this easy when Don Lee is working for them—a really accurate picture would show our grocer suffering from "cashiers' elbow" from ringing up sales.

In a survey of Pacific Coast network radio, conducted by Dr. Ernest Dichter and the Institute for Motivational Research, community merchants showed their preference for Don Lee by their answers to these questions:

Don Lee is
Pacific Coast
Radio

EXCERPT FROM THE SURVEY: "What radio station reaches the greatest number of people? 68% named a Don Lee station. What radio station reaches the people who do the most shopping? 50% named a Don Lee Station."

This is only one of many significant factors Dr. Dichter found responsible for the reputation of the Don Lee Broadcasting System on the Pacific Coast.

For a viewing of the film presentation, "The Depth of Penetration of an Advertising Medium," write to H-R Representatives, Inc., or to the Don Lee Broadcasting System, 1313 North Vine Street, Hollywood 28, Calif.



MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

Night Time 100% Sponsored

THE NUCLEUS OF A 114-HOUR WEEKLY SCHEDULE THAT SERVES AND SELLS 161,360* TV HOMES IN 4 STATES.

*Television Magazine—Nov., 1955

	DOUG EDWARDS A.H.P.	DOUG EDWARDS Pall Mall	DOUG EDWARDS Ronsan	DOUG EDWARDS Pall Mail	DOUG EDWARDS Ronsan	ANNIE DARLEY Carnation	YOU ARE THERE ECAP P. & C THIS IS YOUR LIFE
6:30	ROBIN HOOD Wildroot J. & J.	NAME THAT TUNE Whitehall	MOVIE QUICK QUIZ Dillard's	LONE RANGER Gen. Mills A.D.A.	FRANK LEAHY Dupont	PEOPLE ARE FUNNY Toni Papermate	GUY LOMBARDO Dillard's
7:00	TV READERS DIGEST Studebaker- Packard	TEXAS IN REVIEW Humble Oil	ARTHUR GODFREY AND HIS FRIENDS Toni CBS-Columbia	BISHOP SHEEN Admiral	CITY DETECTIVE Folstaff	GRAND OLE OPRY Purina	PRIVATE SECRETARY Lucky Strike Lucky Strik JACK BENN
7:30	BURNS & ALLEN Carnation Toni TALENT SCOUTS	EDDY ARNOLD Butternut	Kellogg Prestone Pillsbury	CLIMAX and SHOWER OF STARS	CRUSADER Camels	JACKIE GLEASON Buick	ED SULLIVAN SHOW Lincoln-Mercury
8:00	I LOVE LUCY P. & G. Gen. Foods	DANNY THOMAS Dodge Pall Mall	MILLIONAIRE Colgate	Chrysler Corp.	CROSSROADS Chevrolet	TWO FOR THE MONEY Old Gold Sheaffer	G.E. THEATRE G.E.
8:30	DECEMBER BRIDE Gen. Foods	RED SKELTON Pet Carter MEET MILLIE	I'VE GOT A SECRET Winston	FOUR-STAR PLAYHOUSE Bristol-Myers Singer	PLAYHOUSE OF STARS Schlitz	IT'S ALWAYS JAN P. & G.	HITCHCOCK PRESENTS Bristol-Myers
9:00	MR. AND MRS. NORTH Halsum	\$64,000 QUESTION Revlon	STEEL HOUR U.S. Steel	BOB CUMMINGS Winston	THE LINEUP P. & G. Viceroy	GUNSMOKE Chesterfield	APPOINTMENT WITH ADVENTURE Kent Revlon
9:30	BADGE 714 Evergreen Mills	MY FAVORITE HUSBAND Frigidoire	G.E. 20th CENTURY FOX HOUR	CELEBRITY PLAYHOUSE Dillard's	PERSON TO PERSON Elgin Remington WHAT'S MY LINE	DAMON RUNYON THEATRE Budweiser	HIGHWAY PATROL Lion Oil
10:00	GROUCHO MARX DeSoto	MASQUERADE PARTY Esquire Geritol	MILTON BERLE MARTHA RAYE Whirlpool Sunbeam RCA	LORETTA YOUNG P. & G.	DOLLAR A SECOND Mogen David	HIT PARADE Lucky Strike Hudnut	BREAK THE BANK Dodge
10:30	JUSTICE Tareyton	IT'S A GREAT LIFE Chrysler	Chevrolet BOB HOPE BETTY HUTTON	PEOPLE'S CHOICE Borden	CAMERA FOUR Kay's	LAWRENCE WELK SHOW Dodge	THE WORLD TOMORROW Armstrong THE HUNTER Tofon

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 Texline Paint
 Sloop Tire
 Barisall of Dallas
 BOB SHEPHERD
 JERRY MOFFETT

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 Texas Textile Mills
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S. INC.

Indiana, PR-2900
 Temtron
 Tenylhist
 Nic-Rid
 BILL MEERKS

POWELL ADV.

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 Dennison Mattress
 RALPH ROBINS
 B. G. POWELL
 DUB ZACHA

RACEY & ASSOC.

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 Delaware Punch
 McAlester Fuel
 American Wood Window
 S.P.I.B.
 MRS. EVELYN WESTFALL
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 Modern Olds
 Maher Bros.
 Dallas Morning News
 JIM RANDALL, SR.
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 M. RATCLIFFE, SR.
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 Burleson Honey
 Dearborn Stove
 Dearborn Evaporative
 Fourth Army
 Continental-Pioneer Airlines
 Taylor Bedding
 First National Bank
 Uvalde Rock & Asphalt
 Guiberson, Inc.
 J-B Paints
 Insurance Co. of Texas
 RANDALL BROOKS
 MARY ANN BACCUS
 DAVE McCONNELL
 HOWARD FISHER
 WILSON GOSS
 DOROTHY CANTRELL
 HERBERT ROGERS

ROGERS & RYAN

Union Life Bldg., RI-6453
 Krocketts Co.
 Rug Sheen
 Fritos (ex. of Texas)
 Lone Star Gas
 J. C. SIMMONS
 ERNIE LOVAN
 ED GAINES
 ALEX PAPPAS

ROGERS & SIMMONDS

Jackson, PR-8064
 Universal Mills
 Craft Hosiery
 Luby's Cafeterias
 Child's Grocery
 Owen Sausage
 Liquid Smoke
 AL PERKINSON
 JACK CRANDALL
 ROBERT T. HERZ
 CHARLIE NOLAND

JAMES H. SUSONG

Fidelity Union Life Bldg., ST-5593
 Simple Simon Frozen Pies
 Cabell's
 Power Feeds
 Wendland Grain
 Dallas Air-Conditioners
 JIM SUSONG
 DOROTHY STICKLER RG

TAYLOR-NORSWORTHY, INC.

Trinity Universal Bldg., 820 N. Harwood, PR-7773
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 Lone Star Boat
 American Liberty Oil
 TOM NORSWORTHY
 PHILIP WOLFE
 SHARON SULLIVAN
 J. B. TAYLOR

W. W. SHERRILL & CO.

2609 Cedar Springs, RI-4474
 State Fair of Texas
 Interstate Theatres
 BILL SHERRILL
 GENE KEY

J. WALTER THOMPSON

New Republic Bank Bldg., RI-4584
 Ford Motor
 J. WILLIAM BRAUER
 WALTER McGREEVY
 DEAN WILLIAMS

TRACY-LOCKE

2501 Cedar Springs, ST-4741
 Burrus Mills
 Resistol Hats
 Borden
 Duncan Coffee
 Mrs. Baird's Bread
 Comet Rice
 Imperial Sugar
 Fritos (Texas only)
 Adleta
 Reserve Life Ins.
 ROBT. L. PRIES
 HERB F. LEHMAN
 ERNESTINE PARKER
 LARRY DuPONT
 PAUL GIRARD

J. D. "DOC" WILLIAMS

3908 Lemmon Ave., JU-7977
 Proctor's Salads
 Cuellar Foods
 Sil-O-Sheen
 DOC WILLIAMS
 BEVERLEY LITTLEJOHN

TED WORKMAN

National City Bldg., PR-4247
 Saladmaster
 Western Co.
 Honey Box Salmon
 TED WORKMAN
 BOB PIGG
 JOAN BAGGETT

FORT WORTH, TEXAS

ROWLAND BROILES

Dan Waggoner Bldg., Fannin 2261
 Bandera Hat Co.
 CLAUDIA RENGE
 JOHN S. STEWART
 MAXWELL GOODMAN

EVANS & ASSOC.

Dan Waggoner Bldg., Edison 9521
 Bewley Mills
 Williamson Ductile
 Justin Boot Co.
 Totemost Dairies
 Phoenix (Tennessee, Banner)
 ALBERT EVANS
 WM. G. STARKE
 T. B. DAN RUNDLELL
 STAN SCHLENTHER
 EARL COLLINS

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First Life Bldg., Fannin 4476
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 Globe Labs.
 McDonald Hatcheries
 White Swan Foods
 Conro Work Clothes
 RAY K. GLENN
 JOHN STEWART
 A. G. McDANILL
 MERLE BELL

JACK HOLMES & ASSOC.

T & P Passenger Bldg., Fannin 7635
 Necchi Sewing Machine Co.
 Ireland's Chili
 Fort Worth Livestock
 Best Yett Foods
 Lazenda & Bankers Sp. Cigars
 Archer's Champ Dog Food
 Vita-Way Corp.
 National Health & Life Ins.
 Morrison Milling Co.
 JACK HOLMES
 TED NELSON
 JOE EVANS

WILLIAM JARY

1115 W. Fifth, Fortune 8994
 Texo Feeds
 BILL JARY

READ-PETTY

1111 W. Lancaster, Fannin 7605
 Mission Beverage
 JULIAN READ

SIMMONDS & SIMMONDS

Neil P. Anderson Bldg., Fortune 4710
 Red Chain Feeds
 W. Texas Appliance
 Dalton's Best Maid
 JACK GRANDALL

YATES ADV.

1020 Summit Ave., Edison 4473
 Nocona Boots
 TOM YATES
 PAUL RERTHELOT

HOUSTON, TEXAS

ALLSTATE ADV.

3607 Yoakum, Jackson 2-5863
 DICK MINNS

A.M.S. ADV. CO.

4902 Travis, Jackson 8-3176
 Royal Crown Bottling
 Daniel Tire
 AL SHACKEROFF

THE ANTHONY CO.

3311 Montrose Blvd., Jackson 8-1821 & 8-1334
 southern Select Beer
 PAUL ANTHONY
 ELLEN LOVINS

AYLIN ADV.

901 Lovett Blvd., Jackson 9-3766
 General Products Co.
 Kazmeier's Assoc.
 Leverton & Co. Connors
 Rheem Mfg. Co.
 Second Natl. Bank
 Childers Mfg.
 BOR AYLIN
 JO MOORE

A. S. BLACK & CO.

5105 San Jacinto, Jackson 9-4101

Earl McMillian }
Houston Packing Co. } A. S. BLACK
Sears-Roebuck } BILL BRYAN

BOONE & CUMMINGS

3003 Louisiana, Jackson 8-5577

Great Southern Life Ins. } GRAHAM
City National Bank } BOONE
Sharpstown Development Co. } MALCOLM
CUMMINGS
LAURI
SCHUTT

BOZELL & JACOBS

421 Caroline, Fairfax 3-1106

United Gas Corp. } CARL
Consolidated Venetian Blind } STOREY
JACK
STEWART

BRENNAN ADV.

1414 W. Clay, Jackson 4-7581

Houston Bank & Trust } EARL
BRENNAN
JOHN
McGARY

CABLE & ASSOC.

1231 Pecos, Jackson 3-4433

Roto-Rooter } JACK CABLE

CARMONA & ALLEN

1607 Jefferson, Capitol 1-2801

Greater Houston Motors } VALE BROWN

CHARLES CROSSON & CO.

3803 Maia, Jackson 8-1525

CHARLES
CROSSON

D'ARCY

1715 W. Webster, Jackson 4-2111

Hou. Ltg. & Power Co. } BOB WILSON

FOOTE, CONE & BELDING

510 Taft, Jackson 8-5461

Grand Prize Beer } STEVE
Champion Oil } WILHELM
EARL
RICHARDS
GRACE
SPANIEL

GLENN ADV.

1015 Sterling Bldg., Capitol 4-2729

JOHN FRASER

GOODWIN-DANNENBAUM ADV.

4814 Labraach, Jackson 8-0546

O. J'S Beauty Lotion } JOHN PAUL
Texas National Bank } GOODWIN
Napko Paint } HENRY J.
DANNENBAUM

GREER, HAWKINS & AGUILLARD ADV.

4714 Fannin, Jackson 2-5191

Trans-Texas Airways } WENDELL
Houston World's Fair } HAWKINS
JO ANN
S. Republic Life Insurance } KOPECKY
Gulf States Paint } ED ALLEN

GREGORY-GIEZENDANNER CO.

3005 Louisiana, Jackson 3-7383

Al Parker Buick } LLOYD
J. A. Walsh } GREGORY
Paty General Tire Co. } CHARLES
DANNENBAUM
MYRA
WHEELER

GULF STATE ADV.

2714 Danville, Jackson 9-9193

Weingarten's }
Interstate Theaters } A. D. MARKS
Robinhood Eggs } JO ALESSAN.
Shelby Biscuit Co. } DRO

KAMIN ADV.

4610 Main, Jackson 6-1181

Finger Furniture }
Levit's Jewelers } LESTER
Mosk's } KAMIN
Gulf Coast Stores } BILL
Golden Age Bottling } BLUMBERG

McCANN-ERICKSON, INC.

900 Loretta Blvd., Jackson 9-4191

Humble Oil & Refining }
West Texas Cotton Oil }
First National Bank } KERN TIPS
Hou. Natural Gas System } GENE HEARD
Texas Rice Growers Assoc. }
Dentler Maid }
Kuhn's Paint }

RITCHE ADV.

Bank of Commerce Bldg., Capitol 7-1828

Fehr Baking Co. } DAVE
RITCHE
LOU GLAVIS

RIVES-DYKE CO.

2503 Robinhood, Jackson 4-8143

Stewart & Stevenson }
Metallic Bldg. } EARL RIVES
National Bank of Commerce } TOM ROGERS

RUTHRAUFF & RYAN

Old Nat. Life Ins. Bldg., 5615 Fannin, Jackson 4-7531

Texas State Optical } TED KEADY
Red Arrow Labs. } GLENN FORT-
ENBERRY

TRACY-LOCKE

2332 W. Holcombe Blvd., MOhawk 7-3306

Duncan Coffee } CLAY
STEPHENSON
TOM DALEY

VARGA ADV.

West Bldg., Capitol 7-6956

Acme Airco }
Star Steel Supply } DAVE VARGA
Bob McDougal Sewing }
Machine Co. }

SAN ANTONIO, TEXAS

THOMAS F. CONROY

1101 Majestic Bldg., Capitol 7-3456

Lone Star Brewing } THOMAS
(south half of Texas only) } CONROY
Pioneer Flour Mills } MARGARET
H & H Coffee } STAIR
Quaker Oats } DAVE
Saf-Tan } GUTHRIDGE
JACK SLICHT-
ENMAIER
EVERETT
LIABOE

CUSICK-SCHWERKE & WILD

200 Farm & Home Bldg., 403 E. Travis, Fannin 0974

Patio Foods }
Farm & Home Savings & Loan } NORMAN
Knowlton Dairy } SCHWERKE

GLENN ADV.

Transit Tower Bldg., Capitol 7-2369

I. H. Chessher } BOB
HOLLEIN

PITLUK ADV. CO.

123 Auditorium Circle, Belmont 3-6131

Starkist Tuna } JOHN
Pearl Beer } PITLUK
Alamo Livestock Commission } PAT W
Fah Spray } JACK
LUKE
COLLIN
DAVE
HUBBARD
CHARLI
CAROLI

WYATT ADV.

401 Navarro, CA 6-2226

Frederich Refrig. } CHARLI
Fox Company } CAROLI

TYLER, TEXAS

REYNOLDS-ELKIN

271 Tyler Bank Bldg., 4-6714

Gadget Show (TV) } BETTY
REYNOLDS

WACO, TEXAS

CIRCLE ADV.

P.O. Box 2088, 2-7301

Youngblood's Poultry } MIKE
RINEHART

SOUTHWEST ADV.

2508 Washington, 4-5301

Bluebonnet Appliances } RAY BIRD

RICHMOND, VA.

ADVERTISING ASSOC., INC.

1 N. 6th St.

JACK I.
BILL
PROPER

CABELL EANES, INC.

100 W. Maia St.

JOE EA
R. W.
WILLIAM

CARGILL & WILSON

11 So. Second St., 3-3485

A/E - ROBERT WILSON

RADIO & TV BUYER - E. MANNING RUSSELL

Larus Bros. } ROBERT
(Domino Cigarettes) } WILSON
E. MANNING
RUBIN

RALPH L. DOMBROWER CO., INC.

RALPH
DOMBROWER

EASTERN ASSOC.

2902 W. Clay St.

RAYMO
BERRY
WILLIAM
SHOTWELL

L. NEAGLE, INC.
17 W. Franklin St.

RAYMOND HALL
G. W. NEAGLE
MRS. ALICIA TIMEWELL

CHUM, MACLEOD & GROVE, INC.
1st National Bank Bldg.

CHARLES CROWDER

G-SMITH ADV. AGENCY
Fourth St., 7-3065

RUSSELL LANG
RALPH SMITH

DSEY & CO.

4th Fourth St., 7-3065

Southern Biscuit } DOROTHY
(FFV Vanilla Wafers) } LEE NELMS

L. STAPLES ASSOC.

1st Building

FITZHUGH STAPLES

NE, HEFFNER & COOKE

1st F. Grace St.

ED STONE
MARVIN HEFFNER
TEMPLE COOKE

SEATTLE, WASH.

BOTSFORD, CONSTANTINE & GARDNER

1400 Tower Bldg., Elliot 3523

Olympia Brewing } JOHN P. HEVERLY

COLE & WEBER

920 Republic Bldg., Elliot 7377

Washington State Apple Comm. } DAVID TITUS
Wn. State Potato Growers } FLOYD FLINI

MILLER, MacKAY, HOECK & HARTUNG

510 Virginia St., Mutual 6363

Bardahl Manufacturing } JERRY HOECK

PACIFIC NATIONAL ADV.

2121 Fourth Ave., Elliot 1401

Fisher Flouring Mills } GERTRUDE M. NYMAN
Washington Fruit Comm. } FRED SPRAGUE
Oregon-Wash. Calif. Pear Bur.

RUTHRAUFF & RYAN

Northern Life Tower, Elliot 1572

Nalley's Inc. } GERRI RICHARDSON
Vernell's Fine Candies }
M-D Tissue }

MILWAUKEE, WIS.

BAKER, JOHNSON & DICKINSON

710 N. Plankinton (3), Broadway 2-6833

Stark, Wetzel }
Hunter Packing } JAMES A. BAKER
Parrott Packing Co. } FRANCIE KIRSCHNER
Symphony Garden Tractor }
Sunnyland Packing }

BARNES ADV. AGENCY

312 E. Wisconsin (2), Daly 8-2393

Kingsbury Breweries } JOHN BARNES
RAY WHOLLIAN }

CAMM, COSTIGAN, INC.

710 N. Plankinton Ave., Broadway 1-3075

Hevi Duty Electric Co. } H. D. CAMM
Northwestern Hanna Fuel Co. } J. F. COSTIGAN

CORMACK, IMSE-BEAUMONT ADV. INC.

2755 N. 3rd St., Franklin 2-6440

Marathon Corp. } G. W. IMSE
Wisconsin Hydraulics Co. }

CRAMER-KRASSELT CO.

733 N. Van Buren St. (2), Daly 8-3500

Fvinrude Motors } LORETTA MAHAR
Roffs Leather Accessories (Tv only) }
Phoenix Hosiery }
Wisconsin Telephone }

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822

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

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

DUFFY & ASSOC., INC.
 918 N. 4th St., BR. 2-7851

Frost Co. } P. A.
 Hansen Storage Co. } LIMACHER

BERT S. GITTENS ADV.
 739 N. Broadway, BR. 6-5948

RADIO-TV DIR. GRAID S. SEAMAN
 Alis-Chalmers Factor Div.

HOFFMAN & YORK
 808 N. Third St. (3), Broadway 6-6510

Graft Soda Water }
 Gettelman Beer } JOE
 Shaler Rislone } MULVANNEY

KLAU-VAN PIETERSON-DUNLAP
 744 N. Fourth St. (3), Marquette 8-6780

Holsum Products }
 Robert A. Johnston } LEE I.
 Cookies & Candies } ARCHER
 General Mills (Feed Division) } E. P. RITZ

MATHISSON & ASSOC., INC.
 411 E. Mason St. (2), Broadway 6-7181

WISN TV } JACK
 Miller High Life Beer } SEVERSON
 Petco (Clark's Super Gas) } ED BALL
 } ROBERT
 } GEARY

MAERCKLEIN NELSON
 622 N. Water St., BR. 6-9844

West Bend Brewing Co.

PAULSON-GERLACH & ASSOC.
 606 W. Wisconsin Ave.

Otis E. Glidden } WEBSTER
 Rippon Cookies } KUSWA

KEN SEITZ ASSOC.
 710 N. Plankinton, BR. 2-0505

Horlick's Malted Milk } DON
 Fromm Dog Food } McCLELLAN

WM. G. TANNHAEUSER
 623 N. 2nd St., BR. 6-7555

RADIO-TV DIR.—JAMES JEFFORD

COMPARAGRAPH NOTES
 (Continued from page 104)

State Farm Inc., NL&B, NBC, F 10:30-11 pm
 Sterling Drug, D-F-S: ABC, F 9:30-10 pm
 Studebaker-Packard, R&R: ABC, M 8-8:30 pm
 Sunbeam, Perrin-Paus, NBC, T 8-9 pm
 Sweets, Moselle & Elsen: NBC, Sat 10:30-11 am
 Swift, JWT: McC-E: DTN, Th 1:45-2 pm
 Sylvania, JWT: CBS, Sat 7:30-8 pm
 Texas Co., Kudner: NBC, Sat 9:30-10 pm
 Tide Water Assoc. Oil, Buchanan: ABC, M Th
 7:15-30 pm
 Toni Co., W&G, CBS, M 8:45-9 pm; W 8-8:30
 pm; M, W 11-11:15 am; alt Th 10:15-30
 am; Burnett: NBC, Sun 7-7:30 pm; CBS,
 Th 3:30-4:45 pm; Sat 9-9:15 pm; Tatham-
 Laird: ABC partic S 8:30-9 pm
 TV Time Foods, direct: CBS, Tu 5-5:15 pm
 U.S. Steel, BBDO: CBS, alt W 10-11 pm
 Vicks, BBDO: W 5-5:15 pm
 Wander Co., Tatham-Laird: NBC, W 10:15-30 am
 Warner-Hudnut, K&E: NBC, alt Sat 10:30-11 pm
 Webster-Chicago, JW Shaw: NBC, M 7:30-45 pm
 Welch Grape Juice, DCSS: NBC, alt F 5:45-6
 pm; ABC, T 5:15-5:30 pm
 Wesson Oil, Fitzgerald: CBS, Tu 12-12:15 pm
 Western Union, Albert Frank-Guenther-Law: Th
 9:30-10 pm
 Westinghouse, McCann-Erickson: CBS, M 10-11 am
 Whelan Drugs, Product, Du Mont, T 9-10 pm
 Whirlpool, K&E, NBC, T 8-9 pm
 Whitehall Pharm., Blow-Beirn-Toigo: CBS, Sat
 9:30-10 pm; CBS, M 7:30-7:45 pm; T 7:30-
 8 pm; NBC W 10:30-11 pm
 Wrigley, R&R: CBS, Sat 7-7:30 pm
 Yardley, Ayer: CBS F 11-11:15 am

BEVILLE VIEWPOINT
 (Continued from page 31)

more often. NARTB is trying some thing new. Much work has already been done. We at NBC want to see what will come out of it. I don't know exactly what it's going to be but I hope it will be more acceptable than the old methods which stem back to radio's BMB method. I don't know what Nielsen will come up with either but if NCS #2 is like NCS #1, it is unsatisfactory so far as I'm concerned. The industry must develop something that is acceptable and unassailable. We think that, like the NARTB study any coverage study should be submitted to the ARF for approval and should be thoroughly field-tested and validated before broadcasters, advertisers and agencies are asked to subscribe large research funds for it. ARF and Nielsen each have a proposal for 1956 survey so that the present outlook is for more confusion than enlightenment. I believe we should try to fill the gaps in our present data to get up-to-date information we can use in 1956. ***

SUNDAYS - MONDAYS and ALL DAYS

WOLF has a lion's share of audience

SUNDAYS (daytime)	32.6% 1st PLACE	
MONDAY thru SATURDAY	WOLF Share of Audience	
Mornings 8 A.M. - 12 Noon	16.9%	2nd PLACE
Afternoons 12 Noon - 6 P.M.	33.3%	1st PLACE
Evenings 6 P.M. - 10:30 P.M.	29.7%	1st PLACE

**RATING for RATING
 RATE for RATE**

in

CENTRAL NEW YORK

it's

WOLF

SYRACUSE, N. Y.

National Sales Representative
THE WALKER COMPANY

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

BON MARCHE

(Continued from page 37)

other way on the air. Instead, the store teams the two media together and steps up the effectiveness of each. Said Sales Promotion Manager John Keeler:

"In virtually every instance, radio copy calls attention to the newspaper ads on the same item. Generally, a sound effect or other attention-getting device is used and the lead calls attention to the primary sales point of the item or event.

"We seldom, if ever, expect the listener to remember more than one price, particularly if comparative prices are used. Also, we do not expect listeners to remember what we say today any longer than tomorrow.

"Monday-morning copy refers to 'yesterday's ad' and urges the listener to be there early when the store opens at noon, reminding them that they can shop until 9:00 that night. Monday-afternoon copy is aimed largely at evening shopping and the fact that the event is now in progress.

"Unless a follow-up newspaper ad is run, radio copy after Monday morning does not refer to the newspaper advertising, but carries on with specific items and prices for the event, building up to 'last day' copy at the close of the event.

"The results of this radio plan have been most gratifying. Increases in business for annual events have run from fair to phenomenal with great consistency."

(NOTE: Individual results of Bon Marche air campaigns will be detailed later in this report.)

• *Live-vs.-recorded*: "To maintain store identification and consistency in our air campaigns, and to avoid the tendency of some disk jockey announcers to overemphasize the 'personality' at the expense of the copy, we transcribe all our announcements," said agencyman Peter Lyman. "using one or two of a trio of announcers who were selected from an audition of approximately 15. By rotating between the three, and by the use occasionally of two-voice—but not dialogue—announcements we keep some variety.

"We also vary the sound effects and other attention-getters so that our copy does not hit a 'pattern' that will make listeners tune out mentally through familiarity. A musical jingle is used



the SPOT heard 'round the world!

1866 people responded to one week's announcements on KSL Radio's "Music After Midnight." Letters poured in from 38 of the 48 states, Alaska, Hawaii, Mexico, Canada and as far away as Guadalcanal, over **6200 miles** from Salt Lake City.

...and the spot heard 'round the world **RESOUNDS** in the 1¼ billion dollar Mountain West Market where each day two-thirds of all the radio families hear KSL Radio, and 9 out of 10 listen throughout the week.

KSL radio . . . Salt Lake City

*Represented by CBS Radio Spot Sales
50,000 Watt Voice of the West*

Mail Response maps available upon request.

for promotion of one specific credit plan, and we are currently planning the production of another jingle for another storewide promotion that will extend over a considerable period of time."

• *Program commercials:* As mentioned earlier, Bon Marche is a major Seattle program buyer, using a total of seven capsuled newscasts daily on two local stations, KOL and KING.

"One news period per day is used for the promotion of an exclusive paint line carried by the store," Ly-

man revealed. "About every second week a special value in the paint department is advertised. When there is no special to advertise, general merchandise copy, featuring the brand name and completeness of the line and the service, is used.

"On the other six newscasts each day we either feature big, storewide promotions with copy similar to our spot announcement packages, or devote these commercials to the promotion of credit plans. In no case do we ever use radio—or announce-

ments or programs—for a strictly institutional approach."

• *Timebuying tips:* Bon Marche, although it had used radio as far back as 1935, had to make up most of its own ground rules on timebuying when the newspaper strike of two seasons ago forced it into a heavy air schedule.

This is how Lyman describes the store's philosophy in radio purchasing:

"When the extreme pressure of the storewide promotion was over and after the strike ended, a considerable amount of study went into the selection of the stations, days and times to be used for continuing radio promotion.

"During the three months of the strike, we had built up a sizable quantity discount on most of the Seattle stations, and with plans to continue

★ ★ ★ ★ ★ ★ ★ ★
 "We have found that radio is unbeatably flexible—and its elasticity is one of its greatest assets."

★ ★ ★ ★ ★ ★ ★ ★
 ROGER BUMSTEAD
 Media Director
 David J. Mahoney, Inc.
 New York

★ ★ ★ ★ ★ ★ ★ ★
 the use of radio throughout the year we were able to contract for enough time to earn further sizable discounts on three or four stations.

"The problem was to decide which three or four stations would be to our best advantage.

"A study of the survey ratings indicated that the network stations, while carrying top-rated network shows, had fairly high average ratings, but when broken down by periods when they were *not* carrying top network material, they were frequently even lower-rated than the better independents in the area.

"And, since most adjacencies to high-rated network shows were already sold to national spot buyers, it was possible, generally, only to buy their lowest-rated adjacencies and participations.

"On the other hand, while the independent stations never reached the high peaks attained by the network stations, their averages, hour-in and hour-out, were quite healthy. We could see that several of them together offered an average audience coverage total that far exceeded the individual network station averages.



B M I

presents

"MILESTONES"

for

DECEMBER

BMI's series of program continuities, entitled "Milestones," focuses the spotlight on important events and problems which have shaped the American scene.

December's release features four complete half-hour shows—ready for immediate use—smooth, well written scripts for a variety of uses.

"LATIN AMERICAN CARNIVAL"

December 3, 1955

"THE FINNISH MASTER OF SYMPHONIES"

(Sibelius' 90th Birthday)

Born: December 8, 1865

"FUN WITH MUSIC"

(Best Jokes of 1955)

December 24, 1955

"YEAR END REVIEW — 1955"

December 31, 1955

Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

"Milestones" is available for commercial sponsorship — see your local station for details.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, N. Y.
 NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

"Further comparisons of the rates, figured on the basis of the possible earned discounts through the end of the year, showed that we could buy an announcement on four or five independents for the cost of a single announcement on one network station.

"We average approximately 50% to 55% of the total sets in use throughout the day with the four stations — three of which are independent and the fourth an 'independent type' network operation. So, by using run-of-schedule spot packages on the four independent stations, we find that we buy the greatest coverage for the lowest cost that is available."

The big pay-off: Does the formula bring results? Admen can judge for themselves from these examples:

- Last June, using both radio and television for a sale of Black Bear men's sportswear and work clothing, Bon Marche racked up "the largest increase for the week preceding Father's Day among any of the 75 stores in the Allied Stores chain of which Bon Marche is a member.

- Again teaming radio and tv, Bon Marche staged a warehouse sale last August during which the store grossed the largest week's sales in the 56-year history of the establishment — over \$500,000.

- Radio has even enabled the store to switch some long-standing traditions. "Last November," agencyman Lyman recalls, "it was decided to make a change in the date of the regular 'Month End Clearance.' For 56 years, 12 times a year, it had been held on the last Friday of the month. This past year, because of the annual Santa Claus Parade, it was moved up a week, with a possibly disastrous effect on this important event. We used a heavy radio spot schedule along with the usual newspaper space. The result? A 40% increase instead of the expected loss."

- Also traditionally, retailers feel that "nothing is deader than the day after Christmas." Radio changed even that for Bon Marche. Reported Lyman: "Another spot radio schedule on Sunday, December 26, tied in as the others were with newspaper space, gave us a *bigger* day on the 27th of December than the day *before* Christmas was. That, too, was the first time this had occurred in the history of the store!"

★ ★ ★

EXCLUSIVE!!

OUR OWN

FOREIGN CORRESPONDENT!

*K-NUZ News Director, Bill
Craxford, reporting direct from
London
Paris
Frankfurt
Berlin
Madrid
Rome
Athens
Istanbul
Amsterdam
Europe
And the Middle East*



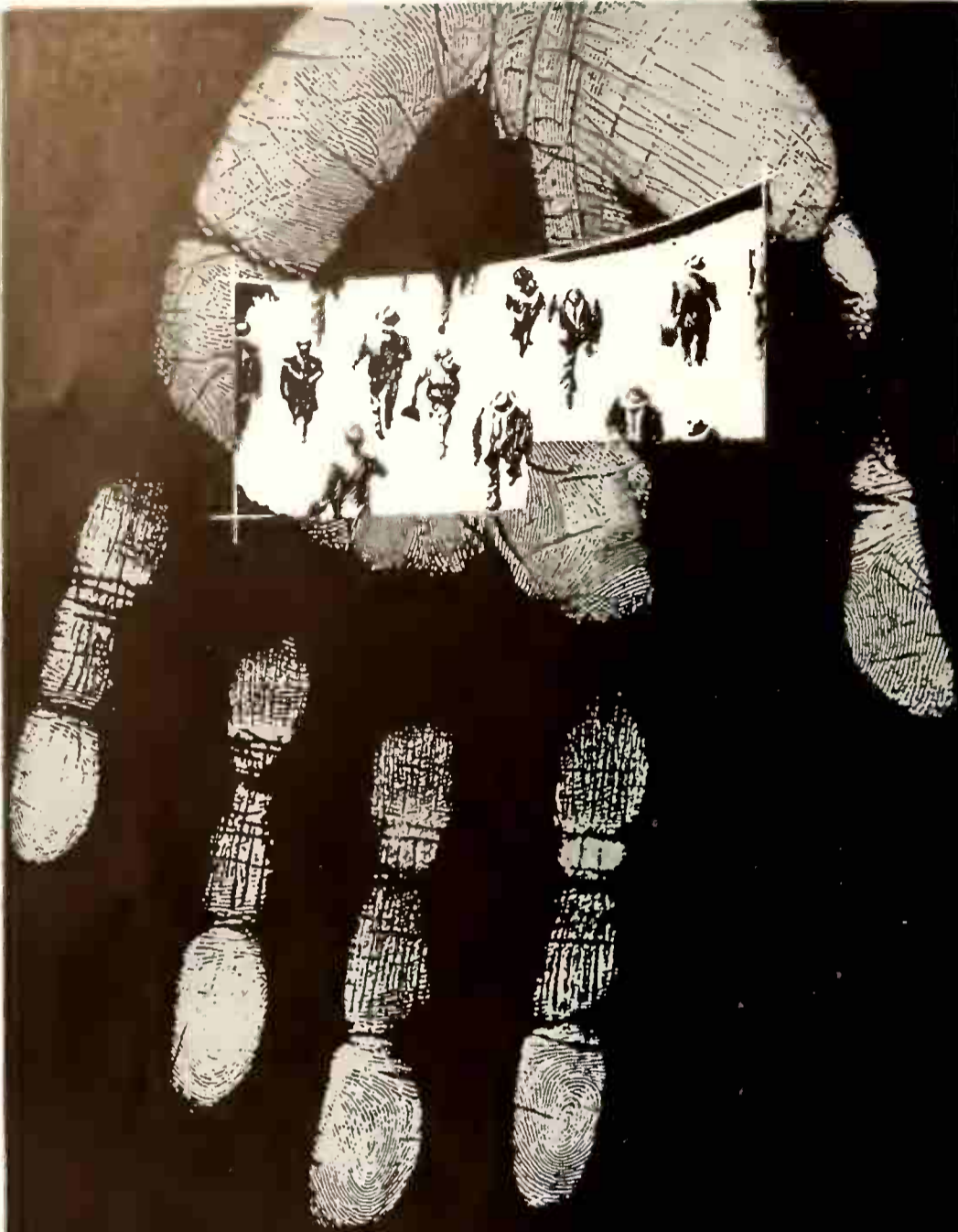
Exclusively reported for Houston, by Houston's favorite Newscaster, exclusively on Houston's favorite station.



This world report is another first for K-NUZ, the station Houston looks to for "firsts". First in News, Music, and on the spot reports from "Big Mike" our roving station on wheels, and first in personalities with Paul Berlin, Texas' No. 1 Radio personality. This *exclusive* program is sponsored by David's Hardware Stores of Houston.

Nat'l. Rep.: Forjoe & Company

In Houston: Dave Morris — JAcKson 3-2581



WBNS *puts the Columbus market in the palm of your hand*

20 top pulse rated programs
day and night

CBS for CENTRAL OHIO

ASK
JOHN BLAIR
WBNS
radio
COLUMBUS, OHIO

ACCOUNT EXECUTIVES

(Continued from page 35)

"That's what happened to my account a couple of months ago," said one unhappy-looking account man. The memory of the problem had him chain smoking. "The media director and the radio-tv director have been at each other's throats for six months now. Well, we had sold this client on using spot radio in a number of major markets to supplement his network tv show, when the media director put a bug in the guy's ear about newspapers. Of course, I looked like a fool when the client wanted to discuss newspapers further with me, because we had already gone ahead and worked out tentative radio schedules for him."

Want immediate results from tv:

Many clients make the account man's job a rough one by expecting tv to double sales overnight. They're more than a little wary because of its cost, and then they panic if the results of their campaigns don't become obvious immediately. It's up to the account executive not to mislead them, to start with, about the outcome of a tv advertising effort.

"You've got to hold their hands more when it comes to tv," a weary-sounding agencyman commented. "But this is more true of the smaller company, particularly the family-type business where everyone from chairman of the board to son-in-law-in-charge-of-paper-clips considers himself an advertising expert. So they want tv all right, but they get cold feet if you're not around to reassure them all the time."

Said the account executive for a jewelry item: "Sure it's an effective medium; sure we know the client's spending a couple of million a year to be on it. But I wish he didn't expect miracles. The week after our tv debut the client was polling sales results all over the country. Of course, he's right to do that, but he kept asking me 'how come, sales aren't catapulting ahead?' Let's face it—continuity of advertising is as important in tv as in other media."

Some account executives pointed out that interpreting the media recommendations of the agency to the client can become a real tug of war in extreme cases.

"But even under favorable circumstances advertising directors often re-

fect the media prejudices of either the management or their own particular background," a seasoned veteran of the soft drink business remarked. "That's when a sophisticated advertiser with his own well-balanced staff becomes ideal to work with. He won't start doubting the effectiveness of his radio schedule, for example, just because his competitor has taken a sudden hiatus."

"Why can't we be on network?":

Most clients, account men agree, are sufficiently educated about air media trends these days to realize that network tv is not a buyers' market these days. And yet, there is still more than one company president with a considerable advertising budget who can't understand why he can't get an 8:30-9:00 p.m. slot on NBC or CBS, pronto.

"The problem," said the account executive for a drug product, "is that there's a lot of ego flattery involved, and also their own personal habits tend to make clients too tv-conscious. However, it's up to the account executive to guide the client's media thinking, calling in his agency's department heads to support his theories when necessary."

Said a former media man now account executive for a cigarette brand: "It's often difficult to get a client to accept the fact that he can't buy tv. Even in the jammed-up radio days you could get exposure of your show. These days an advertiser can say, 'I need a half hour of tv,' and if the agency can't come up with one, the account man's a bum. As it is, all big agencies plant spies in the networks to find out 20 minutes earlier that something's loose."

Clients who are ratings hawks:

It's up to the account executive to interpret and explain ratings to the client. His job is made twice as tough by sponsors who lend excessive importance to Trendex or Nielsen figures.

"I had an automotive account that had me on the carpet regularly once a week to explain why we were .05 under our last week's rating, or why the show opposite was two points ahead of us," one account exec complained. "But it never occurred to the client that we had a network show at a fine cost-per-1,000, that it was selling

for us like mad, that the dealers supported it with all kinds of merchandising. All he watched was the Trendex."

Of course, some a/c's who've been plagued with this particular headache add that in all fairness to the fretting ad manager, it's not the advertising manager's fault. He often in turn has to justify the show to the client brass, who are budget- and tv-conscious, but don't quite understand the meaning of ratings.

When stations slip . . .: The ultimate

responsibility for all the agency's work on an account falls back on the account executive. One a/c on a package goods account was sharply reminded of this just a week before sponsor's presstime. While pouring over tv copy, he got a frantic phone call from the client. It seems that the treasurer of the company had been watching tv in a suburb over the weekend and when the client's show came on he noted to his horror that the right commercial was accompanied by the wrong sound.



4:30-5:00 p.m.

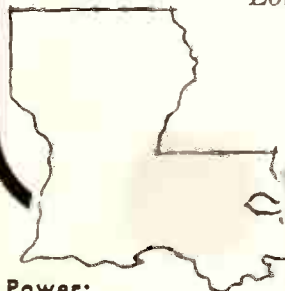
Monday thru Friday

"FOR KIDS ONLY!"

The show that keeps KIDS glued to their Television Sets

Locally produced for local sales! Helen Kelly directs this wonderful audience show — with "BREEZY" the clown and skillfully enacted stories—Kids "write in" for tickets — every show there's "standing room" only! Call, wire, or write for details.

The only television station covering the heart of Louisiana with its \$580,937,000 retail sales.



Power: 100,000 watts

Tower: 1001 ft

NBC-ABC
Represented by Hollingbery

W-B-R-Z Channel **2**

BATON ROUGE, LOUISIANA

"We had even sent special prints to the stations carrying our network show where we wanted to use the new commercial," the worried agencyman sighed. "But the station didn't run the print off first, decided that the sound directly off the cable is better than the track, so they got the right pictures all right, but the words didn't match."

When buyers slip . . .: "It doesn't happen all the time, but even once is too much," one account man said, pointing to all the spot schedules wait-

ing on his desk for him to check over. "All that happened is that our time-buyer figured out estimates for our schedule based on minimum costs rather than maximums, and by the time the client was ready to O.K. the schedule, I had to ask for 20% more budget for the campaign if he didn't want to cut down on markets. Of course, the buyer's the bum, but I'm the one who's on the carpet with the client."

A complaint voiced by many a harassed account man caught between the

client's pressure and the weight of work necessary in setting up spot campaigns was that a timebuyer can make things rough by not having the smooth kind of rep-relationship that makes for getting availabilities quickly.

Reps who bypass a/e's: Account men who've had this problem agree with timebuyers that radio salesmen are more apt to go to the client than tv salesmen.

"I know they're angling for an appropriation," said the account man for an instant coffee. "But actually the agency's done just as well by them when they've come to us with their presentations. If their ideas fit into the client's sales objectives, we'll pitch the medium to the client. But when they go over the head of the account executive, they force him to justify all media decisions all over again and they don't give him the even break he'd have if they had seen him first and told him what their pitch was all about."

"You mean the star won't be there?": Clients, particularly those spending vast sums on network tv shows, tend to feel that their tv stars should find time for sales meetings, dealer conventions and visits to local retail outlets.

"Then it's up to me to see Miss X, who's about to start a run on Broadway besides the tv show, and ask her to spend three days at a meeting because it would build dealer morale," complained one account man. "Of course, a client's got a right to merchandising support from his talent. But he should try to keep demands for personal appearances down to the essential one or two major events a year."

Station managers who bypass a/e's: The account man is responsible and accountable to the client for everything from over-all strategy to network station line-up to pre-empts. It doesn't help him if station managers run to the ad manager without telling him first in their attempt to get the client's network show on in their market.

"When they do that they usually go in armed with a couple of letters from local dealers, and right away the ad manager's in a stew," one account man said. "Then I'm called in to ex-

KTVH Wins Again...

with
9 OUT OF 15
TOP SHOWS*

WICHITA WINDY
SCORES ONCE MORE!...

For the fifth straight time, the latest Pulse survey covering Wichita (Sedgwick County) proves conclusively that KTVH dominates. The September 1955 Pulse* gives KTVH 9 out of the top 15 shows and 5 out of the top 10 multi-weekly shows. In addition to Wichita, KTVH covers 14 other important central Kansas communities. KTVH, with unduplicated CBS coverage, can sell for you!

TO SELL IN KANSAS . . . BUY KTVH

VHF
240,000
WATTS

KTVH
HUTCHINSON
KANSAS
CBS BASIC

CHANNEL
12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

NEW AND UPCOMING TV STATIONS

I. New applications

ITY & STATE	CHANNEL NO.	DATE FILED	ERP (kw)** Visual	Antenna (ft)***	ESTIMATED COST	ESTIMATED 1ST YEAR OP. EXPENSE	TV STATIONS IN MARKET	APPLICANT, AM AFFILIATE
BAY, ORE.	16	24 Oct.	20.5	836	\$155,655	\$125,409	None	KOOS, Inc Sheldon F. Sorkett, pres Mercedes P. Young, v.p.
O, UTAH	11	17 Oct.	3.029	414	\$64,780	\$96,000	None	Beehive Tele-casting Corp Samuel B. Nissley, pres Arthur R. Riley, v.p.
E. P. R.	7	17 Oct.	1.408	199	\$56,100	\$67,200	None	George A. Mayoral & Wm. Corlada, partners

BOX SCORE

U. S. stations on air	419\$
Markets covered	260\$
U. S. tv sets (1 July '55)	36,177,000\$

*Both new c.p.'s and stations going on the air listed here are those which occurred between 17 October and 29 October or on which information could be obtained in that period. Stations are considered to be on the air when commercial operation starts. **Effective radiated power. Aural power usually is one-half the visual power. ***Antenna height above average terrain (not above ground). †Information on the number of sets in markets where not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. ‡Data from NBC Research and Planning. NFA. No figures available at presstime on sets in market.

plain why the show isn't in Kokomo, or else the ad manager decides that it really should be there, forgetting that that'll take money away from an important spot campaign in key markets."

"If station men brought their gripe to us or to our media department first, we'd try to give them an overall view of the client's problem, or, if they had a good point in favor of extending the line-up of our show, we'd go along with them," commented an account man whose client recently added nine stations to his line-up. "But at least give us a break and make the pitch to the agency first."

The a/e's got to be a showman: The whole question of program values has become a problem for account executives. Account men for any major client get involved today in all kinds of phases of show business that radio never required.

"I've got to cast, hire producers and directors, check on scripts and visualize them, etc., etc.," said the account executive for a cereal. "And it's a lot different from radio. I was in one job for some five years till recently, and in that time I hired and fired 11 producers. You never had that kind of pressure in radio."

A more subtle headache that can develop when the account executive isn't on top of program values is that he loses stature and control to the radio-tv head of the agency. This trend is

becoming more and more apparent, since it is usually the head of tv plus another top executive of an agency who negotiate for network tv time.

"Since my client went on tv, he's had more personal contact with the tv v.p. here than with me," an account man remarked candidly. "You might say that our radio-tv head has become an ex officio account executive for all network tv advertisers in the shop. Of course, in many ways this is unavoidable, but the account executive himself has to protect himself by becoming more knowledgeable about showbusiness values."

Immense traffic problem in tv: "You've got problems of film filing and traffic control that can stagger the mind," one account man said. "It would help if you had a couple hundred eyes to keep track of things; otherwise you can't be sure that the schedule that's supposed to kick off to tie in with a certain grocer promotion is actually on the air at the right time. And you can't depend on stations, reps and buyers only. You've pretty well got to check yourself to keep yourself covered."

Client with factional disputes: A major problem arises from a lack of concentrated authority to make strategy decisions on the client side of the ledger.

"I'm trying to sell the client on using a spot radio and tv campaign,"

the account man for a gasoline complained, "and the sales promotion guy is a strong believer in print, while the advertising director goes along with the air media. The only problem is that their budgets interlock and the two have to agree before we can make a move."

"Try and sell client on network radio?": Sometimes emotional factors take the place of judgment on agency and client side both. But many account executives agree that the emotional factors are at a peak when you talk network radio.

"I came to the ad director armed with tons of figures, statistics and a hell-of-a-fine network radio recommendation," a young account executive recalls. "I showed him that we needed rural-area and small-town coverage and that we could get it cheaply through network radio. Do you think I could convince him, even though I had the figures? He'd been hearing a bunch of the boys at the local bistros sneering at network radio, and his feelings were too strong to budge with any amount of reason."

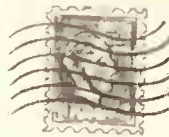
Getting sales figures: There are still a few clients who are coy about giving sales figures to their agencies.

"They don't understand they're cutting their own throats if they don't keep us up to date," the account supervisor for several package goods brands of a major network tv sponsor

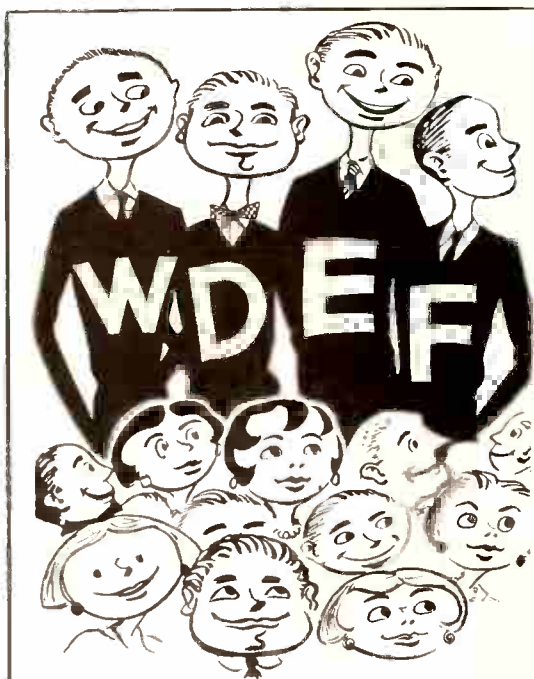


A slice of Jacksonville-
375,000 strong! WMBR's
the most-listened-to station
in the area. Proof in latest
ratings air-mailed today.
The lowest thing on WMBR
is our cost per thousand!

Regards,
Dave Booher



Mr Henry Flynn
General Manager
CBS Radio Spot Sales
485 Madison Ave.
New York 22, N.Y.



HEADS 'N SHOULDERS

ABOVE THE REST!

Top "Hooperatings" in 41
out of a total of 62 meas-
ured quarter hours (7:00
a.m., - 10:30 p.m.) Mon-
day thru Friday. See the
January-February 1955
Hooper Report.

It's a TERRIFIC Story!

Ask **BRANHAM!**

RADIO NBC AFFILIATE IN
CHATTANOOGA, TENN.



CARTER M. PARHAM, President

KEN FLENNIKEN, General Manager

said. "We were rotating commercials for three products on our network show. Well, it turned out that product A sold so fast that the client couldn't keep up with shipments, while product B continued to lag somewhat. If he'd kept me informed about sales and distribution information, I could immediately have switched copy or asked the tv department for new copy. As it was, valuable time and lots of money was lost because the client considered sales and distribution figures too confidential for the agency."

A/e's relegated to position of liaison rather than policy shaper:

This, some account men agree, is the danger of working with a client who has a huge advertising staff of his own. For each agency specialist, the client has a counterpart.

"This can make for very effective.

★ ★ ★ ★ ★ ★ ★ ★

"There are programs on radio and television—there is advertising on radio and television—that (in my opinion) should not be there. But generally, the broadcaster is less likely to engage in bastardizing his privilege to communicate because his method of communication so intimately touches the inner family circle. What he does, he does before millions—instantly and within the sight and sound of all members of the family. Everything is on page one—occupying full attention at the moment of contact."

HAL FELLOWS
President
NARTB

★ ★ ★ ★ ★ ★ ★ ★

team work." the account man for a soap company said. "However, there's the danger that the specialists will outweigh the account executive and, unless the account man has considerable stature, he can become little more than a high-salaried messenger boy."

Other headaches: From an \$18,000-a-year man, at one of the top 30 radio-tv agencies, who was a radio producer nine years ago: "Tv departments play it cozy. Don't like account men to be around when they're working on tv shows."

From a \$17,000-a-year man on a floor wax: "We need definition of coverage in station line-up for network tv shows, an efficient 'cut-off' point in tv station line-ups. Another pain in the neck is the lack of production control over live commercials on local tv shows."

"Cost is the big headache in tv," one 30-year veteran grumbled.

"How can we merchandise radio-tv buying dramatically to the trade without investing a small fortune?" a toiletries account executive asked. "The trade can see proofs of ads. But the trade has to take our word for it that tv and radio advertising exist for our product."

Said the account supervisor for a major drug manufacturer: "We can demonstrate with a test tv spot campaign that we can increase sales in a selected area, but we're unable to prove that the same buying projected on a national basis is worth the investment, mainly because of (1) difficulty of duplicating all factors used in test area—programming, personality of m.c., competitive station pull, etc., (2) inability of tv to saturate small-population markets like other media can."

Said one account exec who's considered the wit of some of the choicer Madison Avenue spas: "As an account man, I've got only one major ambition: to become a client!" ★ ★ ★

ALCOA ENTERS SELL ERA

(Continued from page 39)

with Joe Culligan (of "Culligan's Raiders" fame of World War II days, when the NBC TV's sales chief landed on the Normandy beaches 20 hours before D-Day). From him Hunt got a fill-in on the other Alcoa execs.

"It was lucky," says Hunt, "this opportunity for our own network drama came up on that particular day, because Chief Wilson had lauded in New York from a six-week trip to Europe at 10:00 a.m. the same day, and had flown back to Pittsburgh in one of the company planes."

Actually, Alcoa executives would have been free to move in on this tv purchase without the sanctions of Wilson, but they felt happier to have him approve ahead of time. ("You run the business here while I'm away," the

tall, dignified president of Alcoa had said before leaving for Europe. "Don't hold up any major decisions.")

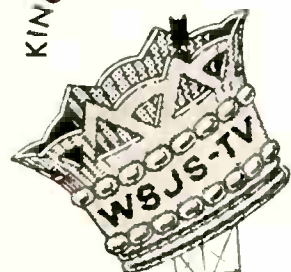
While Wilson does not generally get in on advertising decisions, the large investments involved in network tv buys and the public relations overtones of such decisions brings them within his realm of interest.

The alternate-week sponsorship of the Sunday night drama will cost Alcoa \$3.4 million for the year, compared with the \$2.6 million annual outlay on the Murrow show which

Alcoa had sponsored for three years. In other words, better than one-third of Alcoa's total \$8 million advertising budget is going into that one show alone.

Alcoa got its chance to buy the time slot vacated by Philco even though NBC already had two orders for that period from two other potential sponsors. The feeling at the agency is that Fuller & Smith & Ross's biggest advantages over the other bidders were twofold: (1) The agency has more clients on NBC TV's *Home* show than any

KING OF A NEW FRONTIER



NOW!

UP TO MAXIMUM POWER WITH THE BIGGEST TV BUY IN THE SOUTH

636,421 SETS!

MORE THAN ANY OTHER STATION SOUTH OF WASHINGTON, D. C.

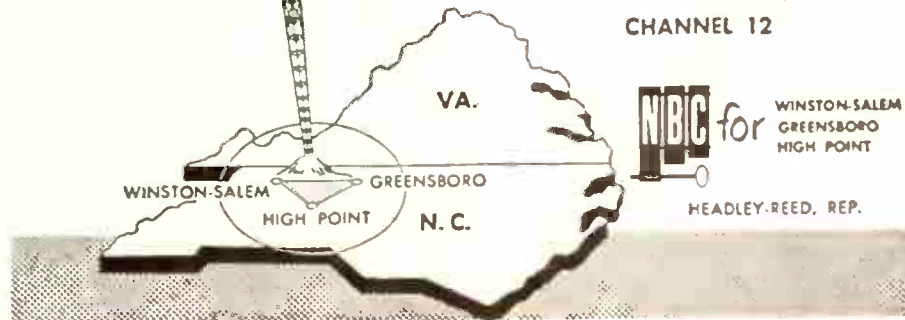
More than top power — here's top coverage, too! WSJS-TV's new mountain top tower is 2000 feet above average terrain . . . beams your sales story to the Golden Triangle cities of Winston-Salem, Greensboro, and High Point, plus 91 counties in 5 states . . . with a whopping total of 3,943,000 people!

A 4½ BILLION DOLLAR MARKET

WSJS-TV

WINSTON-SALEM, N. C.

CHANNEL 12



YONKERS RACEWAY 5TH YR

BATTLE'S + 10 YRS

BARRICINI 2ND YR

"JINGLES that don't JANGLE!"

LANNY & GINGER GREY

18 E. 50 St., N.Y.C. 22 EN. 9-7777

VOICES OF ADAM HATS + 10 YRS

other single shop, and, says Duram, "You can always get buyers for nighttime tv, but the networks are nice to the guy who buys daytime." (2) Alcoa contracted for another pet Pat Weaver idea, "vertical saturation."

Weaver's concept: "Vertical saturation" refers to Pat Weaver's concept of combining a maximum audience turnover, mass circulation and a powerful, concentrated advertising impact through sponsorship of all programming in one particular day, rather than

spreading budgets through the week or on a once-weekly basis. Along with this idea, Alcoa has bought sponsorship of all available NBC TV programming from Garroway's *Today* to Steve Allen's *Tonight* for Tuesday, 6 December, which will be known as "Alcoa Day on NBC."

"The 'Alcoa Day on NBC' works into one of our five separate customer product promotions for 1955," Arthur P. Hall, Alcoa advertising and public relations vice president, explains. "It's part of our 'Christmas

creations of aluminum' promotion."

This promotion is part of Alcoa's big switch in advertising policy. From its primarily institutional and public relations approach, the firm is now plunging headlong into direct sell.

Says McKee, Alcoa v.p. of field sales: "We're no longer selling only the Alcoa company or just the use of aluminum. We're now selling Alcoa aluminum, and we're selling it primarily through our customers' products. The new look in our advertising strategy will generate sales of consumer items in the near future."

The "Christmas creations of aluminum" promotion centers on 28 different direct consumer items made of aluminum which can be attractive Christmas gifts. This promotion will kick off on 3 December with a three-page gatefold ad in four colors in the *Saturday Evening Post*, showing a large store window with the 28 items in it. "The Alcoa Day on NBC" follows three days later as the clincher of the campaign.

"With our participating programs on the network on that Tuesday we expect to reach a minimum of 40 million people in 20 million separate homes," says Hunt. "In most instances, the program stars will do the commercials."

To get this promotion off the ground, Alcoa arranged for a closed-circuit presentation through NBC TV on 15 September. This half-hour show was carried in color to 20 cities all over the country where 700 Alcoa sales people, 200 customers and over 175 representatives from cooperating department stores heard about the promotion.

"The closed-circuit showing cost us only \$15,000," says Hunt, "but it put the promotion over, and thereby insured our \$125,000 investment for *Alcoa Day on NBC*." (With the \$3.4 million for *Alcoa Hour* and tv participations, Alcoa's tv budget is running now at about \$3.6 million.)

All the stars of the *Alcoa Day* appeared on closed circuit, gave typical commercials, while Dave Garroway m.c.'d the proceedings and explained the point-of-sale material and display support to the guests. As a result almost each of the 63 cooperating department stores will give at least one window display and one interior display to the "Christmas creations of aluminum."

TWO TOP CHILDREN'S SHOWS on WGN-TV in CHICAGO!!



"GARFIELD GOOSE AND FRIEND"

5:30-6:00 P.M.

Monday thru Friday

Consistently one of the highest rated children's shows in Chicago . . . average ratings of 5.6% in Telepulse and 5.7% in ARB in September! An offer in September pulled 42,932 requests!

This powerful, proven show is available for either full sale or announcements.

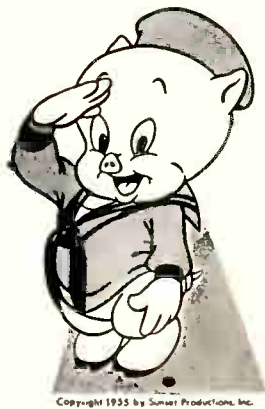
"Lunchtime Little Theater"

12 Noon-1:00 P.M.

Monday thru Friday

Featuring Uncle Bucky and Uncle Dan, 1st run Looney Tunes and a peanut gallery, this potent noontime show reached an average of nearly 75,000 homes per quarter hour in September.

Ward Baking sponsors one strip—the remainder is available for sale by strip or by announcements.



Copyright 1955 by Sunart Productions, Inc.

Check your WGN-TV Salesman on these two great buys

441 N. Michigan Avenue

Chicago 11, Illinois

WGN-TV
Chicago 9

For your best radio buy, it's WGN radio, reaching more homes than any other Chicago advertising medium.

"One interesting aspect of our approach to this day on television is the fact that the women's programs will feature gifts for men and children such as aluminum canoes, fishing tackles, etc., while the Steve Allen show, for example, will feature gifts for women," says Hunt.

Alcoa's approach to its commercials on *The Alcoa Hour* is also a rather radical departure from the institutional and public relations content of Alcoa commercials on the Murrow show until last June. There are, of course, continued public relations aspects to Alcoa's advertising strategy. The company's long background of dragged-out government investigations on varying monopoly charges from 1939 onward (with one decision still pending) make an enlightened public relations program a must for the giant in the aluminum industry.

One public relations idea fathered by Arthur Hall is incorporated into occasional Alcoa commercials on the NBC TV drama. The first of these was introduction of the program on its premiere, 16 October, by Chief Wilson himself. Said he to the viewers: "I hope that you will find our occasional, brief references to the aluminum business of interest and in good taste."

This appearance, of course, is the corporate or public relations aspect still to be found in Alcoa advertising. It is part of a plan to personalize management—a plan that has precedents among other giant industrial concerns whose main public relations problem has always been the fact that management was unfamiliar to the public and, hence, suspect. Such other heads of major industrial concerns as Morehead Patterson, chairman of the board of American Machine & Foundry Co., and Ben Fairless, former president of U. S. Steel, made their tv debuts on their own company-sponsored shows.

The bulk of Alcoa commercials, however, will be devoted to promoting consumer products made by Alcoa customers. With an eye to making the most of its tv investment, Alcoa has made reciprocal arrangements with many of its customers. An aluminum garden furniture manufacturer, for example, may see his products displayed on tv and incorporated into Alcoa's commercials. In return for this, he mentions Alcoa in his own promotions. And buys Alcoa aluminum.

The new label: In their effort to sell Alcoa as a brand, executives of the aluminum giant have had 22 different labels of the same basic pattern designed to be used by its customers on the finished products.

"The Alcoa label is the gimmick for the customer to tie in to our manifold special customer product promotions," says Hunt. "This year we're having five of these. In 1956 we expect to have 12 different customer product promotions. We give these labels (see cut page 38) to our customers, who

then place them on their products either on tags or on decals."

Says Hall: "Alcoa's promotion of this label will make a minimum of 100 million impressions on the public in 1955. Customers' tie-in promotions and advertising of the label is expected to increase these impressions to an estimated 300 million."

Virtually the entire advertising effort of Alcoa is obviously devoted to reaching the largest number of people with sell messages. This is the reason Alcoa executives give for the switch

THE PREFERRED STATION FOR NEWS ... WIBW-TV

...AND ALSO PREFERRED FOR SPORTS, WEATHER, AND FARM SERVICE by viewers in Topeka AREA. This was proved by the Whan TV Study of the Topeka AREA—a penetrating depth study of the viewing habits of this region, made during Jan.-Feb. 1955 by Dr. F. L. Whan of Kansas State College.

A call to your Capper man or Topeka will bring you this enlightening study without cost.



CBS
ABC

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

new!
KCRA-TV

changes
the picture
completely in
California's
rich
Sacramento
Valley!

channel

Complete NBC basic programming — with TV stars and programs never before seen in the area — has come to the fabulous Sacramento Valley!

Sacramento's new station — KCRA-TV, Channel 3 — is the only low band VHF station in the Valley. 100,000 watts maximum power. The television picture has changed in Sacramento — a change that affects you, your clients and the viewing habits of thousands of Sacramento Valley families.

Be sure to re-evaluate your television advertising in the Sacramento-Stacktan market. Take a second look at your present spot schedules and programs. Then call Petry.

KCRA-TV delivers one of the country's richest markets, with spendable income of more than two billion dollars!

KCRA-TV
channel 3

Sacramento, Calif.
100,000 WATTS
MAXIMUM POWER



BASIC AFFILIATE

represented by Edward Petry & Co.

"THERE'S LOTS TO SEE ON CHANNEL 3"

from Ed Murrow's *See It Now* to *The Alcoa Hour*.

"With our new show we hope to reach 30 million people per Alcoa-sponsored hour," says Hunt, "compared with the eight million Ed Murrow reached. Mr. Murrow's contract ran out in June, just a couple of months after our basic sales strategy within the company was undergoing an overhauling."

The Alcoa Hour, produced through NBC TV by Herbert Brodtkin and his assistant producer, Philip Barrie Jr., is expected to have wider family appeal.

The first show, on 16 October, "The Black Wings," starred Ann Todd and Wendell Cory.

"Since it's a Sunday night show, we hope to be able to feature some of the top Broadway talent, who couldn't appear on any other night," says Hunt.

"Ed Murrow's program was fine, but it reached a very adult and very elite audience. Today we want to reach mass consumers," he adds.

Indicative of the change in strategy is the fact that the Ed Murrow show was under the jurisdiction of John Fleming, Alcoa's assistant director of public relations, whereas *The Alcoa Hour* is under the jurisdiction of Fleming's counterpart in advertising, Todd Hunt, the advertising manager.

Said John Fleming about the Murrow program: "While the show (*See It Now*) was a public service, it was not out of the realm of controversy. It had to be controversial. You can't find an item in the papers that people won't argue about. There was seldom a Murrow show which wasn't controversial to someone. But this was all right with us. We were just concerned about the treatment of the material."

(For detailed analysis of Alcoa's reactions to the Ed Murrow programs, including the much debated McCarthy shows, see page 40.)

Alcoa is not satisfied to judge its advertising by ratings or write-ins alone. In spring 1955, for example, Alcoa ordered some opinion research surveys.

"We've done opinion research including studies before tv and after," John Fleming told SPONSOR. "We surveyed our commercials for sponsor identification and irritation factors. These all tended to support the con-

tion that the show (Ed Murrow's) was doing us good."

With its strong emphasis upon developing an Alcoa-brand consciousness, the firm is even now running a survey to determine the success of its labeling program among the public.

"We introduced the labels in April 1955," says Hunt, "and we wanted a control, so we began our public opinion survey very soon after the introduction. We'll continue to run such surveys every six months to determine how Alcoa-aluminum conscious the public is becoming."

New product coming: Alcoa's most significant attempt to woo the mass consumer will occur early in 1956 when the company introduces its first consumer product, Alcoa aluminum wrap.

"This product," says Hunt, "will form the spearhead of all our promotional activity. Behind it Alcoa will place one of the largest advertising expenditures the company has ever allocated. And television will, of course, be particularly important in our plans."

This product will naturally be in direct competition with Reynolds Wrap, which is currently advertised on *Frontier*, NBC TV Sundays 7:30-8:00 p.m. On this half-hour film show, Reynolds Metals Co. advertises its line of aluminum raw product which competes both with Alcoa and with Kaiser Aluminum Co. Reynolds also uses spot radio. Kaiser is currently not on tv, but does use some spot radio.

Competition is a very recent problem in Alcoa's history. Until 1940, the Aluminum Co. of America (owned and managed by the Mellon, Davis and Hunt interests) actually controlled



"Hey, look — somebody must've been advertising over KRIZ Phoenix!"

100% of the U. S. aluminum market. In 1940, partly because of New Deal monopoly actions begun in 1937 and partly because of a pre-war need for greater aluminum production, the government created two competitors artificially by giving contracts and subsidies both to Reynolds and to Kaiser.

During the past 15 years, Alcoa's share of the market has shrunk from 100 to 40%, but its sales have increased four-and-a-half times. Sales for the three U.S. aluminum producers looked like this in 1949: Alcoa, \$344.0 million; Reynolds, \$131.9 million; Kaiser, \$76.2 million. In 1953: Alcoa, \$707.5 million; Reynolds, \$287.8 million; Kaiser, \$182.6 million. In 1954: Alcoa, \$708.3 million; Reynolds, \$306.7 million; Kaiser, \$226.6 million.

In 1955, Alcoa's sales may be up some \$112 million over 1954, partly through its aggressive sales and advertising program, and partly through a low-cost, long-range program of buying aluminum ingot from its former affiliate, Aluminium Ltd. of Canada. ★ ★ ★

SPRAYING

(Continued from page 41)

of bacon grease smeared over it.

When producing the Tappan Range commercials on *The Bob Crosby Show*, for example, we had a battle with technicians to let the beauty of the range show through. The first thing they wanted to do was give each range a coat of yellow water paint. This works beautifully if you are doing a dramatic scene in a kitchen and you want the "white goods" in the background to pale into insignificance. But if you want a range, or refrigerator or dryer or any similar product to appear on the screen with the same personality it would have on the dealer's floor, don't camouflage it with water paint. It will look like a plywood mock-up. Don't give it a bath in dulling spray. It will look drab and lack luster. And it will dull the appetite of Mr. and Mrs. Consumer for your product.

After winning the "battle of the water paint," we conducted a continuing campaign of wiping off the "dulling spray." This was intensified during the weeks we featured a range called the "Chrome Queen." Needless to say, the "Chrome Queen" was a lighting problem. It had so many chrome facets that it reflected light



PAL says:

Guess who just crawled into the kennel with us . . . a brand new, w-PAL personality—ROCKY HODGES!

A real, frantic guy . . . tops in his line as a negro deejay . . . straight from Los Angeles to our Coastal Carolina audience! Already he's the sensation of the station with his introductory ovation!

This makes w-PAL 100% negro in its programming now. . .

the only station in our coverage area that can make that statement!

By the way, Rocky's on at some hot times . . . 6 to 8 a.m., and 11 a.m. to 1:45 p.m.

another w-PAL star salesman for your product!

As Rocky would say, "All right, ol' sweetie—whaddaya waitin' for, hunh?"

w-PAL

of Charleston
South Carolina

For Joe & Company

Dora Clayton,
Southeast

proof positive

WCUE

FIRST

AKRON

now

in

latest
Hooper
ratings

March-April
1955

SHARE OF RADIO AUDIENCE	Mon. thru Fri. 8:00 A.M.-12 Noon	Mon. thru Fri. 12 Noon-6:00 P.M.
WCUE	32.2	32.7
Station B	29.5	28.3
Station C	27.0	21.6
Station D	4.2	9.3

Wcue . . . Akron's only Independent—we're home folks.
TIM ELLIOT, President

John E. Pearson Co., National Representatives

like a diamond. There was a chrome top roll as well as chrome stripping across the front. Part of the chrome was in a satin finish and part in a brush chrome finish. Naturally it was necessary to delineate between the two. But *all* chromium bloomed black on camera. Dulling spray was rushed to the scene and the bath began. Ten minutes later it was no longer a lighting problem; it also no longer looked like the "Chrome Queen."

So we removed all dulling spray. We rigged a cheesecloth tent to serve as a shield between the range and the main source of light. The tent diffused the light sufficiently to enable us to treat the most offensive "hot spots" with dulling spray. Even with these precautions, we had glare. But the "Chrome Queen" looked like the "Chrome Queen."

The moral of the story is this: Television can take pretty pictures of your product. If you sell sterling silver, diamonds, automobiles, appliances, or anything that shines, you will have to work a bit longer to achieve it. These same television engineers and studio technicians, who at times are obstructionists, are capable of some wonderful

things. If they know your problem and are given a creative voice in solving it, they can be the most helpful and cooperative people in the business. Give them a challenge. ★★★

SPONSOR ASKS

(Continued from page 59)



Hubbell Robinson
V.P. Network Programming, CBS

CHOICE OF PERFORMERS

● When it comes to deciding where to produce one of our programs, the first and foremost consideration is al-

ways talent. By talent I don't necessarily mean only performers. In many cases writers, directors, producers, even technicians are a prime consideration.

Take a show like *I Love Lucy* or *Our Miss Brooks*. Here not only are the stars West Coast residents who could not easily be persuaded to move to the East, but it took the know-how of a Hollywood cameraman such as Karl Freund and his crew of experts to develop a filming method which, to date, has proven to be the most effective way of combining live spontaneity with filmed excellence.

Studio One, on the other hand, is a program leaning heavily on theater-trained actors and personnel, and as such has set a standard in the presentation of live television drama here in New York. The real criterion is quality. And to get quality we will go wherever the talent is, be it New York, Hollywood or any other part of the globe.



Richard Pinkham
V.p. in charge of television network programming, NBC
EACH COAST HAS ITS SPECIALTIES

Obviously both coasts have much to offer to the television program producer and, especially now that the cost factors are fairly well leveled off, the true advantages of either production center are more and more the governing factor.

In years past it used to be that a filmed program for instance might be produced in the East simply because the cost of production per finished foot of film was less. This is no longer true and today we are more likely to consider the availability of talent, facilities, technicians, etc.

On the performing talent level, Hollywood seems to boast a considerably

GET **MORE PULL...** WITH THE MOST POWERFUL TEAM IN THE DETROIT AREA!

Choose either one and pull bigger sales for your advertisers

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

Channel 9
325,000 Watts

CKLW

800 kc. Radio
50,000 Watts

National Rep.
Adom J. Young, Jr., Inc.

J. E. Campeau, Pres.
Guardian Bldg., Detroit

larger quantity of reliable professionals with primarily film experience. Quality-wise, on the other hand, there are generally better performers among the no-name talent in the East, this largely due to the proximity of Broadway and the stringent requirements which the stage demands of its actors.

Writers appear to be more plentiful in the West. I don't know whether they like to loll in the sun while dreaming up plots or whether it is the proximity of the motion picture studios with their inviting big-money potential.

Live drama, especially of the hour-show type, seems to be consistently better in the East. Again, I believe that the proximity of Broadway and the intangible excitement of theater as a concept are largely responsible for that.

While the East is learning, film, on the other hand, is still Hollywood's meat. With motion picture technique having been developed at the expense of the movie industry over half a century, we benefit immensely by drawing in their know-how and experience.

Of course in addition there are certain physical advantages to working in the West. These are the availability of any kind of props, the proximity of a variety of locations, the usually good shooting weather and dozens of little things that are the result of years of motion picture production or of geographic location.

To us at NBC actual shooting facilities are no problem, as we have developed excellent plants on both coasts. But often the preference of a key personality, usually a name star, will force us to override other considerations.

While the proximity of sponsors here in the East is rarely an advantage in the creation of a program, this factor is important in the production of commercials and I believe that, for that reason, the majority of commercial production will remain here.



Robert M. Weitman
V.p. in charge of programing and talent
ABC.

IT DEPENDS ON SPECIFIC NEEDS

● While the East or West question some years ago could easily have been called synonymous with *film* or *live*, this is no longer true. With the growing importance of tv, technicians from either coast have invaded the other. Techniques which used to be the sole secrets of a select few in Hollywood are known today to their New York colleagues and, similarly, it is possible today to find fully efficient crews with which to produce a program live on the West Coast.

In the light of this, while the terms *Film* and *Hollywood* and *Live* and *New York* are still synonymous in our minds simply by virtue of past association, there is no real reason to take a show to either coast in preference to the other, except the availability of important talent or the geographic advantages, which one may offer over and above the other. In the light of this latter, it goes without saying, that I would not attempt to produce a Western or, let us say, a *Rin Tin Tin* in New York when Hollywood offers not only the year-round weather advantage but also fully equipped motion picture ranches and otherwise the type of Western landscape which is essential.

In addition to these features, a case such as this would draw on the trained horses and dogs, the wranglers and stunt men that have been part of the Hollywood scene ever since the motion picture industry began and which could not be duplicated in the East except at unwarranted expense.

In the matter of available studio space, it seems that whenever space is needed it can be found even here in the East, and it seems ironic that tele-

PRIMARY
COVERAGE
+
LOCAL
COVERAGE

GIVES YOU

4 MILLION PEOPLE

1 1/4 MILLION FAMILIES

3 1/2 BILLION DOLLARS
Annual Retail Sales

If you're looking for a terrific buy for your client (most buyers are)... then buy Sunflower Network. Sunflower gives greater coverage at a lower unit cost, and...one buy... one billing means less work for you...saves you time and the client's money.

1 Buy-1 Billing

The SUNFLOWER NETWORK

KANS 5000 NBC 1480	WREN 5000 ABC 1250	KSAL 5000 MBS 1150
KVGB 5000 NBC 1590	KOAM 10,000 NBC 860	KGGF 10,000 ABC 690

1st in Power and Coverage
1,000,000 WATTS
WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

This announcement of expanded service to the advertising industry was published in October



Standard Rate & Data Service announces its most significant editorial improvement in 37 years

...making CONSUMER MARKETS' state maps and market statistics readily accessible, monthly, in SRDS itself

Starting in May, 1956, each of the regular monthly issues of *Standard Rate's* Newspaper, Spot Radio, and Spot Television books will include *all three* of the vital tools of market and media selection—

1. The regular standard listings of newspaper, radio and television rates and data
2. CONSUMER MARKETS' state maps for easy geographical analysis and quick identification of available media by types
3. Up-to-date CONSUMER MARKETS' statistics ... state, county, city and metropolitan area data on population, households, spendable income, retail sales by store types, farm data, and other vital market information that provides the gauge of a market's potential and the basis for measuring a medium's coverage of a market.

Over a ten-year span, *Standard Rate & Data Service* has made CONSUMER MARKETS an incomparable source of geographical and statistical data, compiled especially for the advertising industry. One of many marks of its universal acceptance and widespread use is the frequent and regular quotation of CONSUMER MARKETS' statistics by media in the presentation of their own market and market coverage stories.

However, the Executive Committee of *Standard Rate & Data Service*, aware of today's dynamic situation of change in America's markets, concluded an intensive study that the publication of market information only once a year was not enough. It recognized the need for *current* market information, reflecting changes as they occur, and in a form that would be *more accessible to more people* who in any time, participate in the media-buying process.

So now, instead of publishing CONSUMER MARKETS' information in an annual volume, we are publishing it where it belongs...in *Standard Rate* itself...every month.

This expansion of CONSUMER MARKETS' information matches the trend of increasing agency participation in clients' over-all marketing operations. It meets today's real and growing need for convenient, to good, reliable market information, *at the time when plans and media decisions are being made.*

SRDS Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Industry
Walter E. Botthof, Publisher, 1740 Ridge Avenue, Evanston, Ill.
Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Calif.

Here's what
will mean to
Radio and Television
stations when
CONSUMER MARKETS'
maps and statistics
are added to SRDS

The ready accessibility of market maps, market data, and media data, all together, every month in SRDS, brings radio and television stations these important sales advantages:

More eye-traffic for your Service-Ads.

Twice the opportunity to catch the right people at the best time with the right story, by placing your market and market coverage story in a Service-Ad near the CONSUMER MARKETS' data, and your station story in a Service-Ad near your listing.

Greater coverage of more agency and advertiser people of importance to you.

Improved flexibility that permits you to dramatize significant changes in your market story as they are reflected in SRDS.

Yes, this expanded service to the advertising industry makes SRDS a natural fit for your market story and your station story; gives you new opportunities to sell both.

The May, 1956, issues of the Spot Radio and Spot Television books will be the first to carry the CONSUMER MARKETS' maps and statistics. No matter how many subsequent monthly issues you plan to use, don't miss May! You can imagine the intense agency-advertiser interest in these first issues; the multiple use they will get. We suggest that you act just as soon as you can to reserve the advertising positions you want near your market data and near your station's listing.

SRDS Standard Rate & Data Service, Inc.



The National Authority Serving the Media-Buying Function
Walter E. Bothof, Publisher, 1740 Ridge Avenue, Evanston, Ill.
Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Cal.

There Must Be Something To It

WHEN 77 ADVERTISERS RENEW SPOT AND PROGRAM SCHEDULES . . . here is the Something.

KANV DELIVERS THE Shreveport Negro Market LIKE NOTHING ELSE CAN.



ERNEST MILLER
Sportscaster
5 PM 'til SINE.
Well known in
Educ. & Social Flds.
Open for sponsor.

OUR ALL NEGRO AIR PERSONNEL HAVE THAT GOLDEN TOUCH WHEN IT COMES TO CONVERTING LISTENERS TO CONSUMERS. THEY PROVE IT DAY AFTER DAY WITH PRODUCT AFTER PRODUCT. GOOD PARTICIPATIONS OPEN.

WHY NOT TALK TO OUR REP?

DORA-CLAYTON, Atlanta, Ga.
HARLAN OAKES, United Brdctng, Los Angeles, Cal.
BOB WITTIG, U.B.C., N. Y.
RICHARD EATON, U.B.C., Wash., D.C.

KANV 1050 KC
250 Watts
Days

SHREVEPORT, LOUISIANA

IN EVANSVILLE INDIANA
WISE BUYERS CHOOSE



THIRTY FIFTY

The Answer To Tired Movies

"The Nightcappers"

MON. thru FRI.—10:30-11:30 P.M.

—bright music with
LOREN BLAKE'S BAND

—Emcee JIM STEWART

—Starring PETE DOOLEY

Participating Spots Available

Represented by
MEEKER TV, INC. — ADAM YOUNG
ST. LOUIS

11 CHANNEL 50

WENT
NOW OPERATING
WEOA—CBS RADIO

vision, which was the cause of many of the neighborhood theaters' closing, should now be forced to rent these very same theaters in order to accommodate its growing demand for space in which to produce its shows.

We here at ABC have of course always drawn heavily on Hollywood for both talent and production. Not only were we the first network to fully realize the need for large production space, which resulted in our acquisition of the Biograph Studios in Los Angeles, but we also pioneered the use of major motion picture studio-produced programming on tv by bringing Disneyland to the television viewers. With distances in this age of the airplane being no longer of any real importance, it is my belief that programs in future will be produced wherever the important talent happens to be found or wherever geographic considerations will dictate the choice of location. The cost factor, which some years ago used to be an important item, no longer even bears discussion, as costs have largely leveled off and economy is no longer more important than quality. ★ ★ ★

ALCOA CONTROVERSY

(Continued from page 40)

the McCarthy shows. No effect was seen on sales either, because of these programs.

The mail, which was very heavy for these programs, broke down about five to four against Murrow. Said Alcoa: "This was a lot less overwhelming than we would have thought, when you consider that many who wrote in attacking Murrow did so out of loyalty to McCarthy. In some cases, people sat down and wrote 10 postcards so the mail count is not a true indication of public sentiment. Also, it was apparent that some who wrote had not even seen the show."

Why did Alcoa drop Murrow?—"We're now in a big buyers' market for aluminum." Alcoa admen say. "There is competition to sell aluminum. We don't make consumer products but we must advertise the products our buyers make. Our competition does it." (For detailed analysis of Alcoa's new advertising and sales strategy see story on page 39.)

"When we tell our customers we'll help sell their products through our advertising, they're encouraged to buy from us. Their ears light up when we

18

out of

19



NATIONAL SPOT TV ADVERTISERS using programs in the El Paso Market are on Channel 4

KROD-TV

CHANNEL 4

EL PASO TEXAS

CBS - ABC



AFFILIATED with KROD-600 kc (5000w.)
Owned & Operated by El Paso Times, Inc.

Rep. Nationally by the BRANHAM COMPANY



promotes sales in a

6 BILLION MARKET \$

Dayton
Louisville
Columbus
Springfield
Ashland-Huntington

Call any H-R Office for:

WING—WCOL—WIZE
WCMI

or
John Blair & Co. for WKLO



say tv, but when we talked Murrow they asked, 'What's the rating?' The show had 95% adults, but an audience of only six to seven million in about three million homes. We needed a larger audience." ★ ★ ★

TV SET COUNT

(Continued from page 31)

terest in a remeasurement of station circulation.

One thing can be said without fear of contradiction. Everybody wants more facts, especially about tv. Everybody agrees on the need for up-to-date, county-by-county tv set ownership figures, for instance. But the question raised by NBC's Beville and such agency research chiefs as Maxwell Ule of K&E is whether spending research funds on specific problem areas wouldn't be more worthwhile than laying out money for a full-dress national coverage study. These problem areas include places where stations in different cities overlap. They also include those areas representing the outer reach of each tv station's signal.

The Beville position also comes down to a let's-wait-and-see-what-the-NARTB-can-do attitude. The agency people, since they have no idea of what the NARTB method is, are not inclined to consider the trade association study as a solid reason for waiting. But there are other reasons why they feel the piecemeal approach unsatisfactory.

Here's the opinion of an agency man who heads up radio-tv research at a major agency:

"I want nothing less than a full national study, one that will hang to-



"—but Honey, just because KRIZ Phoenix makes housekeeping seem so easy—"

gether. By that I mean a study that can be compared with Census Bureau data or can be checked against the material we already have. But more than that, I want to have a consistent, over-all source of information. I don't want data from a variety of sources.

"It doesn't do me very much good to have to put together rating figures from the inner metropolitan area and other coverage data from the outer metropolitan area. The figures would probably not be comparable. If I wanted to know, for example, what proportion of the full station audience the city audience of a Chicago station is, how could I tell accurately unless I had one coverage study with consistent data? And how can I get good cost-per-1,000 figures?"

"I agree that rating information is more useful than coverage data. Where you have rating data, maybe you don't need information as to which station is viewed most. But a coverage study is useful if for no other reason than to establish the outer boundaries of a station's audience."

Another pro opinion came from Mrs. Teddy Anderson, radio-tv research chief at BBDO:

"I would like to see a national coverage study as soon as possible. We need county-by-county figures for both radio and tv. I know that some of the data will tell us things we already know but most of it will be new. We need a national study rather than piecemeal information because we have equivalent data for all stations at one point in time.

"We have to have radio information, too. We spend a lot of money in radio and at present go through a lot of mental gymnastics to find out how well we do it."

A media research executive at an important agency moving up fast in radio-tv billings said:

"I can't wait for the NARTB to come up with something in 1957. I don't even know for sure they'll come up with anything at all. And if they do come up with something, how do I know it'll be good? Sure, I don't know what Nielsen is coming up with, either. If Nielsen comes to me with something I don't like, I'm in a spot, because we need information in a hurry. We're spending a lot of money every day.

"Mal Beville says why spend money to find out listening in New York and

IN
SALT LAKE CITY
KNAK FIRST



KNAK's Mel Remy

Mel is the DJ of three popular music shows: 12 noon to 3:30 pm and 7:30 to 9:00 pm Mon. thru Fri. Sunday afternoon record party 12-5 pm. Share of audience 35.2.

24 HOURS A DAY

MUSIC

NEWS

SPORTS

NOW GRANTED 5000 WATTS

**LOWEST
COST**

PER LISTENER IN

SALT LAKE CITY

KNAK	27.8 Independent
Station "A"	27.2 Network
Station "B"	14.6 Network
Station "C"	13.7 Network
Station "D"	7.2 Network

(Hooper 1955)

Represented Nationally by
FORJUE & CO., INC.

This Station Manager Knows How To Make A Profit

More than 20 highly successful years as a practical broadcaster, writer, producer, commentator, sales manager, station manager, agency executive, station representative.

Now employed as station manager of a network station in a southern market.

Seeking a greater outlet for talents. Creative, hard-working, steady, professional. Top references.

Write or wire box 1114
SPONSOR,
40 E. 49th St.,
N.Y. 17, N.Y.

Chicago. My answer is: Where we do have rating reports which tell me what I can reach county by county?

"One reason for getting coverage data is that you get a tv set count with it. For practically the cost of the same interview you get additional information. Yes, I know the ARF is working on a way to come up with set count figures, but, after all, they'll just be estimates. Look, we need a set count, anyway. So you might as well set up a coverage study to get it."

An associate research director at one one of the top five agencies had this to say:

"Mal Beville has logic on his side. There are lots of areas where we know the picture. But there are also a lot of areas where we don't know the picture. I don't think it would be any great advantage to leave out the areas where we know a lot. The saving in money probably wouldn't be very great. And with piecemeal material you won't have data on a standardized basis.

"We need a national study and we need it now."

K&E's Maxwell Ule, however, begs to differ. He told SPONSOR:

"To tell you the truth, I haven't given the subject of a coverage study much thought. The reason is it's not a burning question in my mind. The problem is only acute in areas of overlap, like certain areas in New England, such as around New Haven and Hartford. And between New York City and Philadelphia. And there are other areas, too. But the important thing is we don't buy a station primarily because of the families it reaches outside the city. After all, the city population often amounts to 70 or 80% of the station's total audience.

"It may be necessary to find out where viewing tapers off but you don't need a national study for that. Now, I'm not saying that a national study wouldn't be helpful. But samples are too small. What you do is substitute one kind of ignorance for another."

A vice president in charge of research at one of the top 10 air agencies agreed. He said:

"We need a semi-national study. Research money should be put into areas where you need information. If you sample according to population in a national study you would have a big sample in New York and a small sample in let's say Oshkosh. But it's in

Oshkosh where you need the information most. It may be that the economy in piecemeal research is not so great but I think it will turn out to be an economy.

"On the subject of radio, we may need data but can we afford to pay for reliable data? It's not true that adding radio to a tv study is inexpensive. Radio is a lot different from tv. You have radios all over the house and a lot of personal listening. That means you'd have to interview practically everybody in the family. That costs money. If you decide to measure listening to one radio per home, what set would you pick? The one with the best reception or the one with the worst? The set in the living room, or the bedroom, or the kitchen? Or the auto? It's really a big problem."

MUSIC-AND-NEWS

(Continued from page 33)

segment programing.

On the heels of *Monitor*, NBC Radio has come up with *Weekday*, a *Monitor*-styled daytime strip. It has a solid core of music and capsuled newscasting, but it also has a variety of listening fare that can be easily absorbed by the housewife. *Weekday* will offer such items as daily dramatizations of published short stories that are a considerable cut above the literary level of soap opera, a running dramatization of full-length novels, public service features galore, and even poetry readings.

ABC Radio, following out the radio thinking of President Robert Kintner, is programing its nighttime schedule around a series of five- and 10-minute segments tagged *New Sounds For You*. Again, although it is reminiscent of the potpourri style of programing often used by independent stations, it is a program formula that makes use of non-musical entertainment segments.

Said an ABC executive:

"During most music-and-news presentations the listener pays attention with only half an ear. This can't help but adversely affect the impact of commercials. In experimenting with *New*

THE EASIEST WAY
TO SELL THE BIG NASHVILLE
NEGRO MARKET
USE ALL-NEGRO STAFFED
WSOK

Sounds For You we hope to get maximum listener attention and thus create a new awareness, not only of the program, but equally the commercial."

Danger zone: One aspect of the music-and-news trend that's been overlooked by all but a few thoughtful admen is a question that occasionally pops up behind closed doors:

"Who's being helped by this music-and-news trend—the sponsor or the music business?"

It's no small question, either. The music business (records, publishers, artists, managers, "pluggers") has about the same view toward the music-and-news style that Hollywood's major studios have toward tv variety shows that go strong for the promotional tie-in. Music-and-news shows, in short, are an enticing target for free publicity for a few big firms.

Every big station that has ever shifted over to the m&n approach quickly finds that its disk jockeys (the newscasters are largely exempt) are very quickly the target of a well-oiled promotion machine.

Various record companies and pub-

lishers send around stacks of the latest records, often giving an "exclusive" on a new release to a top-ranking jockey. Contact men wine and dine the d.j.'s in the best restaurants from Park Avenue to Sunset Boulevard. Artists "accidentally" drop in on d.j.'s during a show. It's a situation which stations fight to control but is probably not as great a danger to the m&n format as is imitative programming without creative thought.

Future?: Showmanship seems to be the great key to success in the music-and-news style of radio programming. Those stations which have lifted it con-

★ ★ ★ ★ ★ ★ ★ ★

"In television, we are getting a trifle more than 10c out of every dollar that goes into advertising. To get what is rightfully our share of the advertising dollar, we are going to have to brush up our program techniques and evaluations, learn from the past, not only the early days in tv but radio, as well, and seek new methods of improvement in programming, for let's face it, the show's the thing."

WARD L. QUAAE,
V.P., Asst. Gen. Mgr.
Crosley Broadcasting Corp.

★ ★ ★ ★ ★ ★ ★ ★

siderably above the ordinary unprogrammed platter spinning and "rip-and-read" type of newscasting deserve their success.

The charts on pages 32-33 of this issue show the extent to which music-and-news programming has established a general foothold in radio.

Not immediately evident in the chart is the growing influx of local independent-station operations, some of which have dropped their network ties to concentrate on the m&n brand of radio. Today, it's estimated, three out of four independent stations rely entirely or largely on music-and-news programming to operate.

Whether or not music-and-news programming remains a stronghold of radio or an easy way out seems to depend on the following:

1. How well stations manage to program, promote, merchandise and exploit m&n programming.
2. How original they can be in their formats and general presentation, and how well they can police it.

The next two or three seasons should spell out the answers. ★ ★ ★

more
for your
money

**SKYLINE
GROUP
DISCOUNTS**

SALT LAKE CITY **KDYL-KTVT**
DENVER **KLZ AM-TV**
ALBUQUERQUE **KOB AM-TV**

SKYLINE GROUP, RADIO-TV
Covering the Uranium
Triangle—Colorado, Utah, New Mexico

J. I. MEYERSON, 3432 RCA BLDG., N. Y.
THE KATZ AGENCY • BRANHAM CO.

WMRY
NEW ORLEANS

KNOK
FT. WORTH-DALLAS
formerly KWBC

KCOH
HOUSTON

1 order delivers the Negro Population of the South's **3** Largest Markets ...cuts cost, too!

negro radio
South

Gill-Perna, Inc., Nat'l Representatives
Lee F. O'Connell, West Coast

A
\$100,000,000

**RURAL MARKET
AWAITS
YOUR SALES
MESSAGE**

KUOA AM AND FM

5000 Watts
SILOAM SPRINGS, ARKANSAS
Northwest Arkansas'
Most powerful station

the
big
look



is
to

kbis

bakersfield
california

970

DOMINATING CALIFORNIA'S
SOUTHERN SAN JOAQUIN VALLEY
WITH POPULAR MUSIC AND NEWS
24 HOURS A DAY!

representative

NEW YORK
CHICAGO
ST. LOUIS
LOS ANGELES

ADAM YOUNG, JR.

Newsmakers in advertising



Charles T. Ayres, former ABC Radio v.p., has joined NBC as vice president in charge of the radio network. Of his 20 years in broadcasting and selling he had spent the last seven with ABC. During that time he had been Eastern sales manager, director of radio sales and vice president in charge of radio sales. Before that he had been vice president and general manager of the radio and tv department of Ruthrauff and Ryan and, earlier, salesman for the National Carbon Company. He recently served as host at ABC's preview to the trade of its New Sounds for You format.



Fred G. Robbe is the new advertising manager for the P. Lorillard Co., makers of Old Gold and Kent Cigarettes. He has been with the tobacco company since 1950, when he joined as assistant director of advertising. For more than 10 years prior to that he had been an executive at Young & Rubicam. In his new post, he is responsible for all phases of Lorillard's advertising, including export. Present network tv shows for Old Gold and Kent include Truth or Consequences (Friday, NBC TV); Two For The Money (Saturday, CBS TV); Appointment With Danger (Sunday, CBS TV).



Jack Wrather heads the syndicate that recently bought WNEW, New York for over \$4 million. The price is reported to be the largest ever paid for a radio station, and its purchase, subject to FCC approval, makes him one of the country's leading holders of radio and tv property. Last year he bought all rights to The Lone Ranger, the radio program that has blossomed into a multi-million dollar tv, motion picture and comic book property. Another member of the syndicate is WNEW President Richard D. Buckley, who headed a group which bought the station in 1954 for about \$2 million.



Don Durgin has been named vice president in charge of the ABC Radio Network, succeeding Charles T. Ayres (see above). Durgin joined ABC in 1948 as a television sales development writer, next became manager of ABC owned-and-operated stations, director of television sales development and, in September 1954, director of advertising, promotion and publicity for the company. He in turn is succeeded in this position by Gene Accas. In other ABC moves John H. Eckstein becomes director of advertising and promotion, and Adolph L. Seton manager of publicity.

a new family favorite

JOHNNY .44! with GENE AUTRY - ROY ROGERS FILMS galloped into every seventh home in the Minneapolis-St. Paul area . . . according to their first ARB ratings.

They join WCCO-TV's AXEL AND HIS DOG in the heart of the Northwest family circle. Nationally recognized as a program with one of the lowest costs-per-thousand-homes available on television, AXEL drew a smashing 22.2 in September ARB to top all local cumulative ratings for Monday-through-Friday programs!

That's a phenomenal 67¢ per thousand viewers.

Both of these sparkling participation programs were part of WCCO-TV's 9 of the top 11 multi-weekly shows measured by September Telepulse. Free & Peters can put your product into Twin City focus.

WCCO-TV

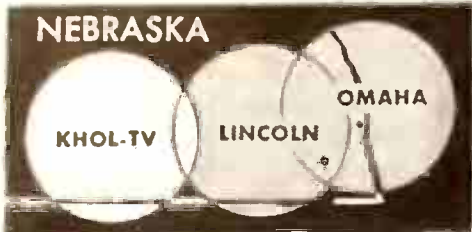
The Other Member Of The Family
Minneapolis—St. Paul

CBS



**Discover this
Rich Market**

**Covered Exclusively
by KHOL-TV**



- 30% of Nebraska's Entire Farm Market
- 128,000 Families
- With a 1/2-billion dollars to spend

High per capita income based on irrigated farming, ranching, light industry and waterpower.

For information, contact Al McPhillamy, Sales Manager, or your nearest MEEKER representative.

KHOL-TV

Holdrege & Kearney, Nebr.
CBS • ABC • NBC • DUMONT

Tillie Vision
IN THE LAND OF
MILK AND ~~HONEY~~



THE ONLY CBS PROGRAMMING AVAILABLE TO A MILLION NICE PEOPLE!

From 7 A.M. to 1 A.M.

Yep! Bigger'n Baltimore!



HAYDN R. EVANS, Gen. Mgr. • WEED TV, Rep.

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IN CANADA'S
THIRD MARKET
IT'S

CKWX
RADIO VANCOUVER

reps: *Weed & Company*
All-Canada Radio Facilities

KCEN-TV

Naturally

ON THE BEAM

with

CONSISTENTLY TOP PROGRAMMING
CONSISTENTLY TOP RECEPTION

from the

WACO-TEMPLE
"HUB"

TO THE REMOTEST CORNERS OF ITS
17,000 SQUARE MILE COVERAGE

of the

**MULTI-MILLION DOLLAR
CENTRAL TEXAS MARKET**

KCEN-TV

TEMPLE, TEXAS

General Offices: P. O. Box 188, Temple
Sales Offices: Professional Bldg., Waco.

Studios and Transmitter at Eddy, Texas —
between Waco and Temple.

TWX Eddy, Texas, No. 8486

Representatives:

National: GEORGE P. HOLLINGBERY COMPANY
Texas: CLYDE MELVILLE COMPANY,
Melba Building, Dallas

CHANNEL 6 VHF MAXIMUM POWER
NBC INTERCONNECTED

A BRAND NEW Christmas

gift idea designed to bring

your company

BRAND NEW BUSINESS

Why settle for an ordinary gift when it takes just a few moments to give clients, prospects and business associates one that reflects your thoughtfulness at Christmas . . . keeps them reminded of you throughout 1955 . . . and shows them how to make their air advertising more profitable.

You actually give **3** gifts in one
all for as little as **\$5**

Do your business gift shopping today . . . right on the special form provided in this issue.

1



YOU GIVE A FULL YEAR
26 ISSUE SUBSCRIPTION TO SPONSOR

Starting at the Holiday Season and continuing throughout the year, SPONSOR helps your recipients save time, work, trouble . . . shows them how to cash in on broadcast advertising's great pulling power . . . gives them ideas they can get from no other source.

2



YOU GIVE SPONSOR'S
"REPRINT-OF-THE-MONTH"

You know what a great selling job the right reprint from the right publication can do. A reprint is easy to handle, gets top readership, and is pinpointed directly to the reader's interests. Under this new service your clients and prospects receive reprints of SPONSOR's "top article of the month"—every month direct from SPONSOR by first class mail.

3



YOU GIVE A HANDSOMELY DESIGNED
GIFT CARD AT THE HOLIDAY SEASON

One that reflects the spirit of Christmas, and the broadcast advertising business all in one



There was a young woman...

*who lived in a shoe--
she had so many children,
but she knew just what to do.*

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13
P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.

The young families — the big families — the buying families have been won to KTRK-TV loyalty, changing the Houston Market in less than one year.

Daytime, Houston mothers and their youngsters have been happy with Channel 13's right combination of children's programs, film features, and women's programs, giving us top or second audience in 116 out of 160 daytime periods.

Nighttime, ABC's great new Fall lineup of family shows plus our strong sports lineup and syndicated shows make KTRK-TV Houston's Best Buy.

REPORT TO SPONSORS for 14 November 1955

(Continued from page 2)

**Urges stress on
am programing**

Radio broadcasters were warned by one of their own colleagues that they don't pay enough attention to programing. Admonishment came from Worth Kramer, v.p., general manager of WJR, Detroit, at NARTB's Region 7 conference. He cited more attention to programing as part of 3-point policy to overcome sagging radio price structure. He said radio is indulging in "most colossal giveaway program in the annals of advertising."

-SR-

**KDKA on
radio's future**

KDKA, Pittsburgh, took look into future as well as recalling its past on 35th anniversary of station's Harding-Cox election returns broadcast early this month. Chris Witting, president of Westinghouse Broadcasting Co., which owns station, pointed out KDKA was fountain-head of broadcast industry. KDKA station manager, L. R. Rawlins, looked to radio future based on: (1) small sets, even tie-clip size and hence even more personal listening; (2) "new programing concepts which are changing radio from a big, loud entertainment medium to a subdued household friend"; (3) tape-recorder techniques which add human dimension to news and open up exciting new program forms.

-SR-

**Elections to tie
up tv periods**

Advertisers will find it rough going to clear prime time on tv next fall. GOP has already plunked down \$2 million in advance commitments for time to avoid expensive pre-emptions. And this is just start. Democrats have not yet bought, but expect to corral time before end of 1st quarter, 1956. Dems, who hope to have \$5 million radio-tv kitty, are aiming at 8:00-9:30 p.m. periods rather than cheaper marginal periods they settled for in 1952. Republicans are expected to cop some juicy slots under timebuying guidance of BBDO.

-SR-

**Ed Ebel is ANA
chairman**

Indicative of growing importance of marketing in total ad scheme is fact that new ANA chairman is marketing man. He is Edwin W. Ebel, v.p. in charge of marketing for General Foods. Ebel succeeds Johnson & Johnson v.p. Edward G. Gerbic. Named vice chairman is George E. Mosley, Seagram Distillers v.p. Paul B. West continues as president, post he has held since it was created in 1935.

-SR-

**"Mickey Mouse"
tops in day tv**

First Nielsen report on ABC TV's "Mickey Mouse Club" bodes well for "third network's" future in daytime video. "Club's" first week on air showed it to be highest-rated show on daytime tv. Top quarter hour (sponsored by Carnation) had 17.9 rating, reached 5,300,000 homes. Show clobbered competing "Howdy Doody," whose top quarter hour got 9.5, reached 2,800,000 homes. Latter show, fifth-highest rated on network tv before 6:00 p.m., was beaten by 3 CBS TV soapers, "Search for Tomorrow," "Guiding Light," "Love of Life." All 3 soapers fall within 12:15-1:00 slot.

-SR-

**Tv ads basis of
all-media drive**

Greater use of art from tv commercials as basis for all-media campaigns may be upcoming trend. One example is series of animated commercials just completed by Harris-Tuchman Productions for Seaboard Finance Co. via Frank Bull & Co. on West Coast. Though commercials were originally destined for tv only, client and agency liked them well enough to use in newspaper, point-of-sale ads.



Godfrey knows better

In his current *Saturday Evening Post* biography, Arthur Godfrey proves all over again that he is a master at public relations. As we see it, the first article in the series sets up a picture of Arthur which is so appealingly human as to disarm any critics past or future. I confess, he says in effect at one point, I used to snitch postage stamps from the boss when I was a lad—though always returning the stamps on payday.

The real question an advertiser must ask who studies the present Godfrey biography and the recent record of Godfrey public relations blunders is how such a master could ever have fallen into the mistakes which made the present biographic rebuttal a necessity.

The answer, simply, is that Godfrey is not an infallible human being, as he points out. But he is a multi-million dollar vehicle for advertising messages. And companies who link the well-being of their products to a fallible human being deserve more protection than is provided by the whims of one man's temperament.

Godfrey has been allowed to rule

his programs, his public utterances and policies without restraint or counsel. He is an autonomous department of a major network seemingly answerable to no one. But one way or another the networks must exercise businesslike control over those who perform via their facilities.

The issue of businesslike restraint on the impulses of stars goes far beyond Arthur Godfrey. There are other Godfreys in the making (at least one star at another network shows all the signs of outgrowing the bounds of common sense). And the problem can become increasingly acute because in this magazine concept era the performer is freed from dependence on only one advertiser for his support. He knows he has a whole group of clients and that, moreover, there may be a line of others waiting outside the network's door.

In this atmosphere, particularly under the gruelling demands made by television, temperamental outbursts are bred. But it is the responsibility of the networks to keep them behind the scenes where they belong.

* * *

Tv set count

Report #8: We ought to be gratified by progress made thus far toward giving advertisers and agencies the reliable tv set count and coverage figures they need so badly. Since we printed Report #1 in this series, activity has become intense (see article this issue page 29).

But what is disturbing to us as well as those who wait eagerly for the data is the length of time required to produce results. Nielsen needs till the latter part of 1956 to produce figures for its announced second Nielsen Coverage Service. Advertising Research Foundation, which is working to adapt regional census figures into

county-by-county set count estimates will probably be months in the process. NARTB must spend another year testing its Cawl method of measuring tv circulation.

We recognize the desire of researchers to insure precision in their figures. But we can't help but think of other scientists who had to move fast—and did—during the war days. It was said that certain radar developments which "couldn't" be perfected in two years were completed in months.

We won't be satisfied until we see the television medium proceeding to a satisfactory solution of its set count problem with all the speed of those wartime researchers.

* * *

Did papers make \$64,000 Q.?

Editor & Publisher recently protested in an editorial that newspapers were aiding a competitive advertising medium by going overboard to publicize *\$64,000 Question*. Newspapers were largely responsible for building the show, *E&P* contends, and now it seems to wish they'd forget the whole thing (and get back, we imagine, to their proper business of building circulation with giveaways and puzzles.)

We don't know to what extent *\$64,000 Question* could have sprung to the heights without intensive newspaper coverage. But we do know why intelligent newspaper editors played and are playing the show to the hilt. It's simply because they are sensitive to the down-to-earth yearnings and emotions of the reading public and know that stories about this show help to sell newspapers. *E&P* seems to be recommending that newspapers turn their backs on a phenomenon which at Nielsen's latest count was reaching nearly 19 million homes. Who will that hurt. *E&P*?

Applause

Gen. Sarnoff's determination

Advertisers and agencies watching the progress of color television must applaud the determination of Brig. Gen. David Sarnoff as he moves forward steadily to build color television. Advertisers now using television, especially those who have sponsored shows in color, realize what a fabulous sales medium is being forged for them. Other advertisers who are not now in television but who use color in other

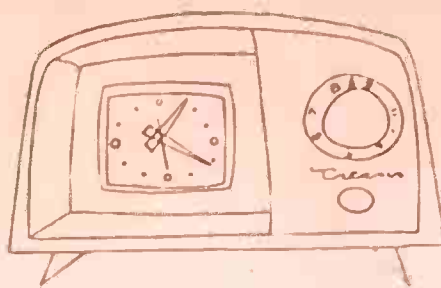
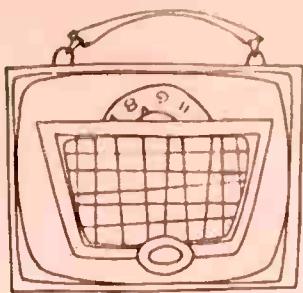
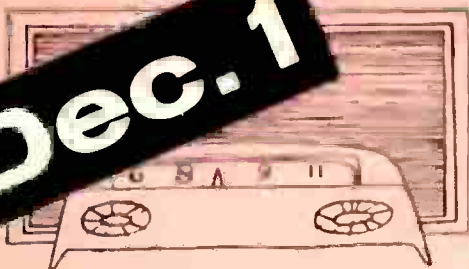
advertising media are eagerly awaiting the prospects color tv promises.

We're convinced that Gen. Sarnoff's determination as well as the natural course of progress will bring about rapid growth of color television within a short span of years. The General predicts that next year over 200,000 color sets will be sold. And by spring, the first station broadcasting all of its local programming in color, WNBQ, Chicago, will have completed its con-

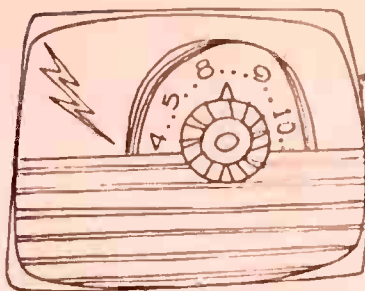
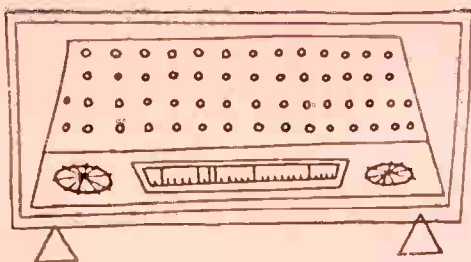
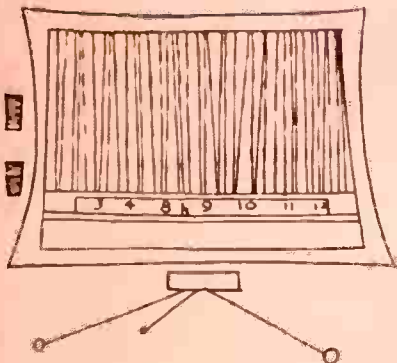
version from black-and-white. All told, NBC is investing \$9 million in expansion of its color facilities.

The problem, eventually, will not be getting advertisers to use color tv, but finding room for all the new advertisers who will crowd into the medium. Thus progress in color television is linked to the broader picture of how to get more television stations on the air so that all advertisers as well as the general public can be better served.

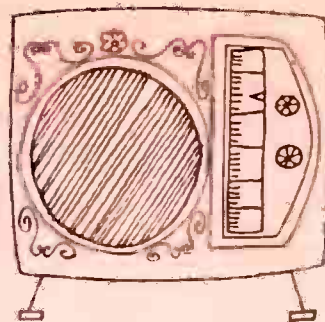
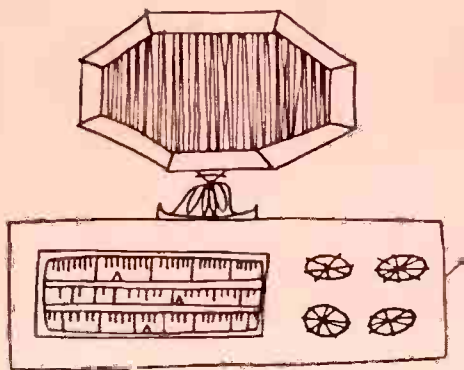
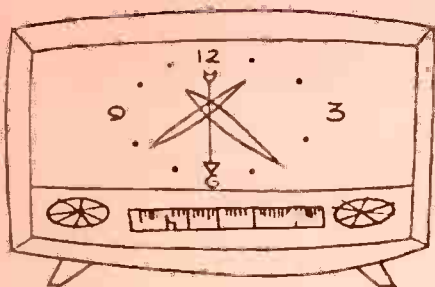
Dec. 1



CBS Radio moves to



KCMO • 50,000 watts (10,000 watts night)



Kansas City, Missouri

KANSAS CITY

**K
C
M
O**

RADIO
810 kc.
CBS

SYRACUSE

**K
C
M
O**

TV
Channel 5
CBS

**W
H
E
N**

RADIO
620 kc.
ABC

**W
H
E
N**

TV
Channel 8
CBS

PHOENIX

**K
P
H
O**

RADIO
910 kc.
ABC

**K
P
H
O**

TV
Channel 5

OMAHA

**W
O
W**

RADIO
590 kc.
CBS

**W
O
W**

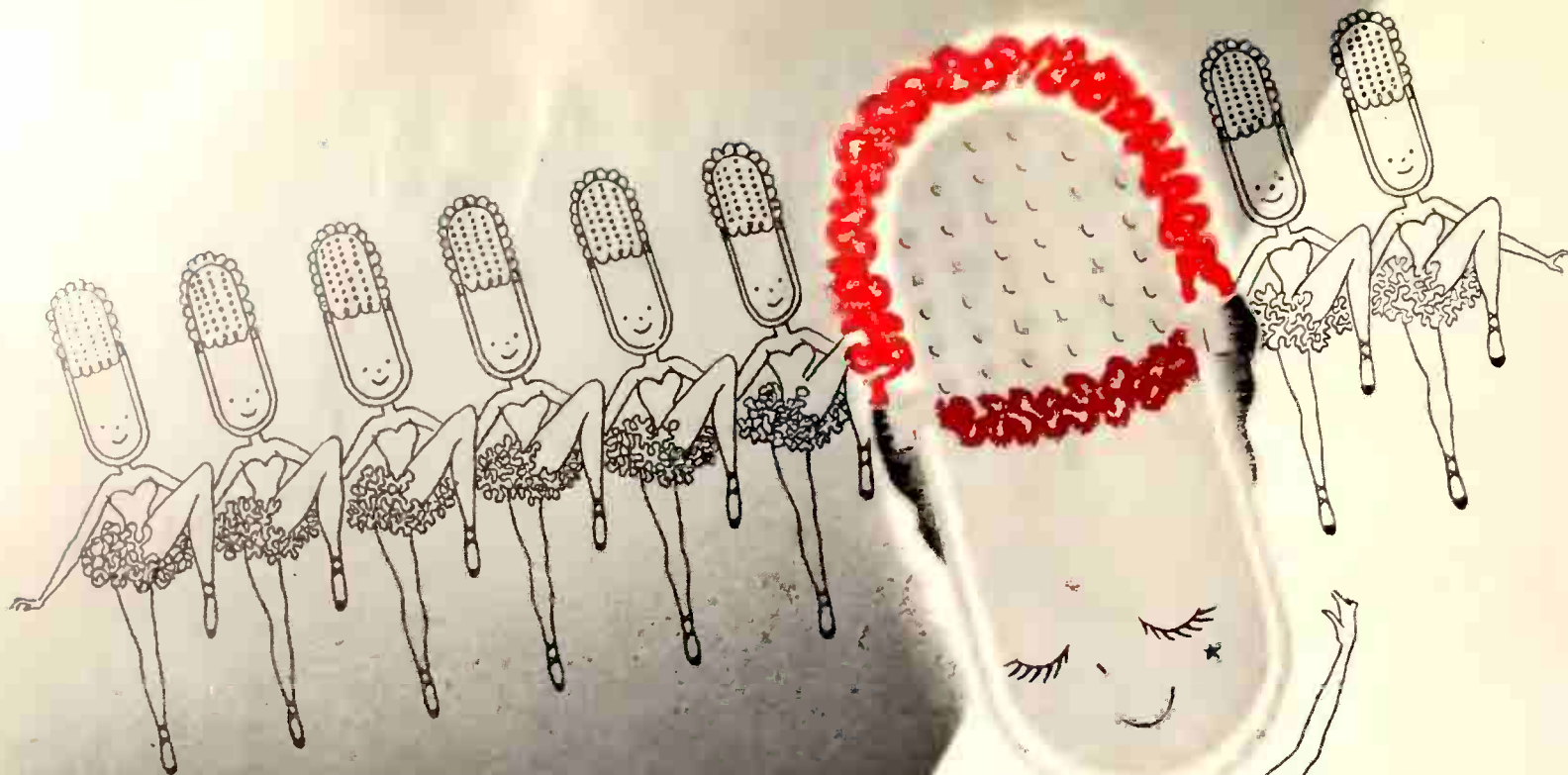
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