

ON ONE OF SPONSOR 20 AUGUST 1956

Times Mail produces a thousand a Baltimore, Md.

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magazine radio and tv advertisers use

SPONSOR

20 AUGUST 1956

50¢ per copy • \$8 per year

...And now a **5**th Storz Station heard from

WQAM, *Miami*

Serving all of Southern Florida with 5,000 watts on 560 kc. Represented by JOHN BLAIR & CO.

KOWH, *Omaha*

First on Hooper (46.8%), Pulse, Trendex in every time period. Represented by H R Reps, Inc.

WTIX, *New Orleans*

Even further ahead in first place per latest Hooper Represented by Adam J. Young, Inc.

WHB, *Kansas City*

First per Hooper (45.8%), Also Area Nielsen, Area Pulse, Metro Pulse. Represented by JOHN BLAIR & CO.

WDGY, *Minneapolis-St. Paul*

Now all-time highs. Strong 2nd place, Hooper. Strong 2nd place, Nielsen—and climbing fast. Represented by Avery-Knodel, Inc.

"The Storz Stations"

President: Todd Storz

SOLVE WINTER PROBLEMS NOW

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Perfume and politics: Why Lanvin thinks they mix

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Why KPRC-TV Has Houston's Largest News Staff

Houston people possess an unsurpassed thirst for news. To meet this demand, KPRC-TV has built Houston's only complete TV news service. National and regional news rolls in over five AP wires. A live-wire newsreel staff affords fast, first-hand blanket coverage of local events, backstopped by on-the-spot reporters who edit all news for Houston appeal. No wonder Houstonians look to KPRC-TV *first for news*.

KPRC-TV
HOUSTON
CHANNEL **2**

JACK HARRIS, Vice President and General Manager

JACK MCGREW, National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE

REPORT TO SPONSORS 20 AUGUST 1956

MGM enters station ownership

Loew's-MGM has apparently moved into television with no opportunities barred. First big stroke was last week's two-way transaction with KTTV, high-powered L.A. Times operation. KTTV gets a seven-year lease on MGM's 725 pre-1949 films for total of somewhere around \$5 million and MGM picks up a 25% stock ownership in KTTV - the FCC willing - for \$1.6 million. (Up to now The Times-Mirror Co. has been 100% owner.) MGM has indicated sensitiveness about its policy of dealing on a basis, wherever it can, of film leasing plus station stock purchase being associated in any way with the word "barter." Each party, it emphasized, pays separately for what it gets. MGM's further plans in tv: the production of half-hour tv films ("Goodbye, Miss Chips," the first) and perhaps even entry into the network business. MGM states it has several other deals similar to KTTV's pending.

-SR-

Foremost Dairies pegs marketing in naming BBDO

Does a major agency in a position to offer broad marketing assistance have an edge over a regional agency? Foremost Dairies account, third largest in its field, apparently is strongly of the affirmative. In consolidating its \$4-million-plus ad outlay under BBDO roof, Foremost explained: "The ever-growing importance of national and international brands makes it almost compulsory to use marketing knowledge and facilities offered by a major agency which has both national and international representation." Up to now Foremost business has been spread among 15 smaller agencies. Hit hardest by switch is Guild, Bascom & Bonfigli, whose share has been \$1.5 million, and responsible for "Rosemary Clooney Show" in spot tv. Quipped GBB prexy, Walter Guild in interoffice memo: "If pressed for reason why we were fired, tell them the best damned advertising is no good when you don't have an office in Greece."

-SR-

Whelan decree may have local, regional impact

Consent decree signed by United Cigar-Whelan Stores Corp. with Federal Trade Commission may well affect some regional and local tv programs. Whelan through its own wholly-owned subsidiary, Product Advertising Corp., has been producing "Cavalcade of Stars" series. Manufacturers with whom it dealt contributed to costs of telecasts. Under decree, sponsorship of "Cavalcade" passes from PAC to New York State Pharmaceutical Association. Whelan-FTC accord came after the commission's citing of 9 advertisers and 3 tv networks in connection with special in-store promotion assistance. Violation of Robinson-Patman Act was basis of complaint.

-SR-

More "specials," less spectaculars

NBC TV's realignment of fall programming drops Friday Night Spectacular in favor of shorter Chevy Hour. With less sponsor interest in 90-minute Spectaculars this season, progress of "special" 60-minute irregularly scheduled Chevy Hour should be interesting to watch. In all, total number of "specials" and Spectaculars is more than 85 at NBC.

REPORT TO SPONSORS for 20 August 1956

**Agencies against
net iron curtain**

What's the No. 1 frustration bedeviling New York ad agency executives concerned with network tv? SPONSOR polled a number of programing heads in leading agencies and found it was what was described as a lack of openboard information from the tv networks. The gripe: When a period becomes available, the network's programing masterminds pinpoint the accounts they would prefer most and pitch accordingly. Not until such possibilities have been exhausted, is the information passed on to the network's sales department for open solicitation. Complaining executives say this practice forces them to spend valuable time "beating the bushes" to find what's going on around the networks.

-SR-

**Bates again tops
TvB spot tv list**

TvB's agency "shuffleboard" - showing the top spenders for tv spot - ranks Ted Bates as No. 1 for the second quarter of 1956. McCann-Erickson moved into second place from its third position for the initial quarter of this year. Y & R was third this quarter, and Leo Burnett, which was previously in the second slot, was next to Y & R. Next 6 leaders, in order were B & B, BBDO, Dancer-Fitzgerald-Sample, Compton, JWT and Esty. Y & R's fast surge during past 2 quarters has been due to spot expenditures on P & G's Spic 'n' Span and GF's Jell-O. Package goods agency Bates heads list for third consecutive quarter.

-SR-

**Publicity-wise
Ford rides again**

In the field of institutional promotion the Ford Motor Company is ever the virtuoso. Take the latest episode in this respect. Ford's in the market for still another network show (plus "Ford Theatre" and "Star Jubilee"). Show-wise Ford's two agencies, JWT and K & E, rate among the top. To rest the quest there would just be routine. So Ford proceeds to collect loads of free space and at the same time making millions of viewers participants in the outcome by announcing that it's open to ideas from everybody.

-SR-

**National spot
has "hot" July**

Several reps report this has been "hottest" summer for national spot radio in several years. While units of sale haven't been uncommonly substantial, bookings have been steady and mounting. One major rep stated that his accumulated radio billings for July were three times what they were for same month in 1955.

-SR-

**52% tv homes
in Canada**

Canadian tv home saturation has passed half-way mark. Canadian Broadcasting Corp. estimate as of 1 July is 52%. With 35 stations on air in 33 markets, 86% of Canadian households are covered by video signals. With station growth slowed, set sales are down in 1956, however. Canadians are awaiting recommendation of Royal Commission on Broadcasting which is expected to urge end of one-station-per-market policy of government. For details, see SPONSOR's 1956 issue on Canadian radio and tv. Issue, bound separately, is published simultaneously with this issue.

-SR-

**Canadian radio
audience up**

Despite tv, more Canadians tuned in radio during average daytime hour in 1955 than 1950. While percent tuning was down slightly (22.9 to 22.3%), greater number of homes upped actual audience per hour (733,000 to 828,000). Data was gathered by All-Canada Radio facilities, one of top Canadian reps, from Elliott-Haynes' telephone coincidental audience measurement service.

(Sponsor Reports continues page 123)



From 4 to 7 P.M.

Drive Home Time...



**WPEN IS THE HIGHEST
RATED STATION
IN PHILADELPHIA**

five days a week .. and all day Saturday, too*



*PULSE *January-February • March-April • May-June '56*

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

SPONSOR

advertisers use

20 August 1956
Volume 10 Number 17

ARTICLES

10 winter headaches you can start to lick now

How to plan now against such possible mid-season problems as: The show's a flop, star gets sick, commercials don't sell, etc. First of two parts

29

What 25 years on the air taught Campbell's

In its quarter century as a radio and television advertiser, Campbell Soup has sponsored 51 network programs. From this comes today's approach to air media

32

So you're going to meet in a wooded nook?

Trend toward agency planning for the future necessitates informal atmosphere for easing day-to-day tensions. Here's how a number of companies and agencies get true planning perspective—and how you can do it, too

31

What radio did for King's wines

After only two weeks on WPEN, Philadelphia, this wine company experienced a 43% sales jump. One reason: audience recall of commercial personality

36

Reps: The eyes and ears of national advertisers

Modern reps have facts and figures for buyers seeking market information. Projects by Katz Agency and Peters, Griffin & Woodward are reviewed

38

Spot tv spending up \$5,000,000

Spot tv spending for the second quarter of 1956 is up \$5,000,000 over amount of first quarter, despite cutback by major automotive manufacturers

40

Perfume and Politics: Why Laurin thinks they mix

Men's toiletry concern hosts convention commentary shows via six-station hookup. Lanvin feels that politically conscious men are socially alert

48

COMING

Network program cost trends

Next issue, look for review of net program costs and upcoming trends.

3 Sep.

Licking winter headaches now

Conclusion of this two-part series will appear in next issue. You'll find five more tips on how advertisers can solve air media problems before winter

3 Sep.

DEPARTMENTS

AGENCY AD LIBS
AGENCY PROFILE, D. D. Stauffer
FILM NOTES
49TH & MADISON
MR. SPONSOR, Charles Kreisler
NEW & RENEW
NEWSMAKERS
NEW TV STATIONS
P.S.
RADIO RESULTS
ROUND-UP
SPONSOR ASKS
SPONSOR BACKSTAGE
SPONSOR SPEAKS
TV COMPARAGRAPH
TIMEBUYERS
TOP 20 FILM SHOWS

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nothing succeeds like

success!



out in front...

LOCAL ADVERTISERS PREFER WFIL-TV!*

For local announcement schedules, they buy WFIL-TV:

21% MORE than Channel B

111% MORE than Channel C

LOCAL ADVERTISERS—WHO KNOW THE
MARKET BEST—PREFER **WFIL-TV.**

*Broadcast Advertisers Reports, May, 1956



operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM-FM-TV, Philadelphia, Pa. / **WNBF-AM-TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa. / **WFBG-AM-TV**, Altoona, Pa.

KSLR BUYS KBIG

Most radio station salesmen carry success stories from contented advertisers, but KBIG Catalina believes it has the first glowing testimonial from a brand new category of business: another radio station!

KSLR began operations this summer in Oceanside, California and bought a schedule of 36 spots on KBIG to announce its debut.

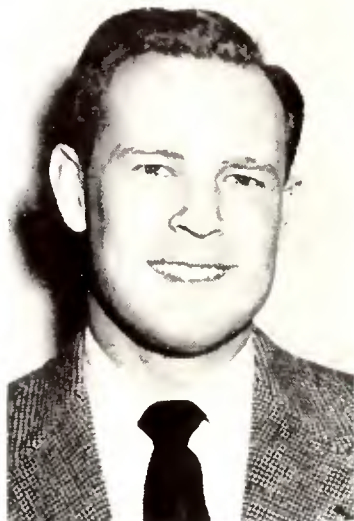
"By the time we came on the air, it seemed that everyone in northern San Diego County knew all about us" writes KSLR manager W. J. Taylor. "We're happy to say that we are now sold out, with no time available. We're so grateful for the initial push KBIG has given us."

Local Advertisers do a fine job on KSLR and similar stations. San Diego area advertisers (San Diego Convention and Tourist Bureau, Rohr Aircraft, Jai Alai Games, Kelly's of Oceanside, men's furnishings, Caliente and Del Mar races) who want their message to reach all eight Southern California counties, continue to use KBIG . . . Only independent powerful enough and popular enough to register in surveys at all three major Southern California metropolitan areas—Los Angeles—San Diego—San Bernardino, at lowest cost-per-thousand.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone HOLLYWOOD 3-3205
Nat. Rep. WEED and Company

Timebuyers at work



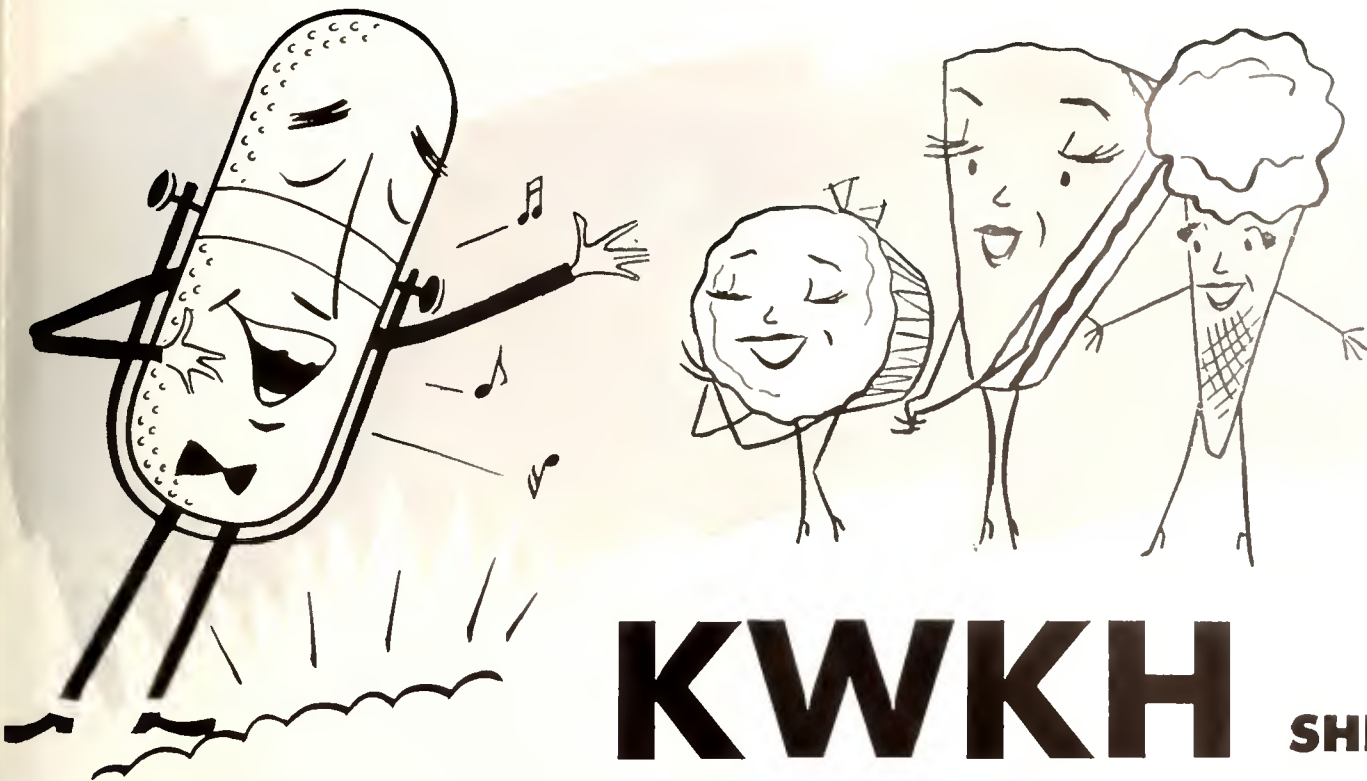
Gerald S. Seskin. Allenger Advertising, Brookline, Mass., tells SPONSOR that "radio seems to be strong and getting stronger. Jerry, who's media buyer at the agency, continues: "The best Boston buy pricewise and resultwise seems to be in combination news-weather broadcasts and saturation of time signals or station breaks. I feel that saturation is best defined with reference to combinations of stations covering the market. Another uphill trend may be seen in women's shows, which are becoming stronger. This indicates a tendency toward the housewife's increasing control over the family budget. In line with this trend, price per announcement on most women's shows is climbing, too." He concludes with the fact that radio time is sold more than ever before "with direct reference to a personality," rather than in statistical terms.



Sally Allen. Gotham-Vladimir Advertising, New York, who's an account executive for The Lutheran Hour, says, "The media objective of The Lutheran Laymen's League is to make its program available in as many localities as possible at the least cost. Of the broadcast media, network radio is the one that can best fill these requirements. Of course," she goes on, "we are dealing here, as in all religious broadcasts, with a specialized communications problem—one in which many of the audience seek the program rather than vice versa. It is possible, however, that the same basic situation may exist at least partially in other fields and that the test criterion of signal availability has been insufficiently appreciated in the glamour of ratings."



Dick Crosssett. Axelson Advertising, Salt Lake City, Utah, is an account executive who buys radio for saturation impact using seven announcements per day, seven days a week in markets such as Salt Lake City. "At Axelson," Dick tells us, "television is bought on a selective basis, using all three Salt Lake City stations." Buying most of the tv for his beverage account from May through early September, Dick is loud in his praise for the "splendid service that the agency gets from air media salesmen and I'm particularly grateful because they are generally so good about notifying us when better time slots open up for commercials." Dick concludes that with air media salesmen on their toes with this information, the buying process is eased to a great extent.



KWKH SHREVEPORT

Makes Sweet Music to SUGARTOWN!

KWKH reaps a big portion of the sugar-cane country in its 80-county daytime SAMS area — an area containing nearly 2 million people, and hundreds of towns, farms and villages like Sugartown (La.).

and in the sweetest market of all—Metropolitan Shreveport — March, 1956, Pulse figures show KWKH leading in 26 daytime quarter hours, against 21 quarter hours *for all other stations combined!* At night, KWKH leads in ALL 18 QUARTER HOURS!

KWKH delivers 22.3% more daytime homes than all the six other Shreveport stations *combined!* The Branham Company has the figures.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map).

KWKH

A Shreveport Times Station

TEXAS

SHREVEPORT, LOUISIANA

ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

A Captive Market



RADIO KPQ GETS
Results . . .

2 TO 1

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

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

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

AN ABC NBC AFFILIATE



**5000 WATTS
560 K.C.
WENATCHEE
WASHINGTON**

REGIONAL REPRESENTATIVES
Moore and Lund, Seattle, Wash.

NATIONAL REPRESENTATIVES
Forjoe and Co., Incorporated

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

AGENCY AD LIBS



by Bob Foreman

Window on disaster—tv and the Andrea Doria

On Wednesday, 25 July, television suddenly zoomed out of a summer lethargy replete with reruns, kines, and low budget interview programs, to become what it has always been in potential at least—the most dramatic, graphic and immediate form of communication as yet devised by the mind of man.

Unfortunately, it took the terrifying Andrea Doria disaster to cause the transformation.

Although I witnessed only a fraction of the tv coverage of this story, I believe I had first-hand reports on what I missed. Hence when I refer solely to the special CBS telecast of Thursday, 26 July, at 10:30 p.m., I do so, realizing that some great reporting had taken place both before and after Douglas Edwards delivered his program—including other net reports. None, however, I feel certain, could have topped Edwards and his CBS news staff in skillful handling—their restraint, their technical finesse, and their speed.

CBS, in addition to its regular news coverage, cleared the additional half-hour to devote to the disaster—a laudable move in itself.

The program consisted of three basic parts—Doug Edwards live on camera in his news-set doing the commentary quietly and devoid of phony histrionics. A great example of this style of reporting, all the more appropriate when a disaster of this magnitude is the subject, was his short and pathetic request for help in the identification of the little Italian girl hospitalized in Boston. Unlike the traditional radio news spieler who rants and raves and appears as lugubrious as Digger O'Dell (Remember him?) even when announcing Dodger defeats, Douglas Edwards spoke from the heart. He sounded like what he is—a human being and father of three children.

Secondly, there was the film specially made for the program for which Edwards had been flown via helicopter over the sinking (and abandoned) ship. The drama of seeing and hearing him, over the roar of the rotor, then cutting to the foundering vessel was tremendous. When she finally keeled over on her side and slid beneath the water, leaving a huge bubbling wake alive with debris, a shudder must have gone through every viewer as it did through me. I could not help but think of the tremendous impact of this scene on television

(Please turn to page 68)

**announcing
from
KLUB 570
record
entertainment**

24 HOURS EVERY DAY
FEATURING

The fabulous five

Disc Jockeys Wes "Ginger Stack" Bowen, "Wacky" Jack Warren, Raymond "Of the Many Voices" Briem, Ed "Beetlebrow" Black, and Paul "Interviews" Droubay.

The call letters are different. The programming is different. But that 5,000 watt power and super signal of 570 kilocycles remain the same.

**RADIO STATION KUTA
IS NOW KLUB 570**

Broadcasting from new studios on entertainment row in the heart of downtown Salt Lake City, KLUB's super signal rolls out over mountains and valleys covering Utah and Intermountain America like a tractor. The traveling salesman says that no matter where he goes in the area he is able to pick up KLUB 570. Car dealers in Utah say that KLUB 570 is the number one pushbutton choice. And pilots favor KLUB's heavy penetration signal to home in on to Salt Lake City.

MUSIC, NEWS, AND SPORTS emanating from KLUB 570 have captured the fancy of the radio listening audience in Utah and Intermountain America. Everybody's joined "The KLUB."



KLUB 570

Contact your George P. Hollingbery man today for details. Offices in New York, Chicago, San Francisco, Los Angeles, Atlanta, Seattle, Detroit, Minneapolis.



Pop says, "My Ace of Klub is ..."

KLUB 570

Salt Lake City, Utah
Formerly KUTA, established in 1938



ONE WILL DO!

You bag the biggest game in Columbus and Central Ohio with just one station . . . WBNS Radio. No need to scatter your shots, WBNS delivers the most (and the best) listeners . . . twice as many as the next biggest station. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

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

WBNS
radio
COLUMBUS, OHIO

49th and MADISON

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

LOCAL RADIO

Many thanks for the . . . story on "Personalities." ("How to get the most out of a local radio personality," 23 July 1956, page 36).

I think this is one aspect of the radio business that requires much more attention than it has been given in the past.

FRED S. HEYWOOD
*Sales Promotion Manager
CBS Radio Spot Sales, N. Y.*

SCOOPS FOR SPONSORS

I'm sure that your magazine doesn't want to become involved in any inter-station rivalries; but I feel that some omissions in your story, "Scoops for a sponsor," 23 July issue, should be called to your attention.

As your tag line stated, the public in Milwaukee does love quick airing of on-the-scene news. However, it was station WRIT that was the first to institute the use of not one, but two, mobile news units in Milwaukee. It was again WRIT that was first on the scene of the Duplainville train wreck and first with a broadcast.

The idea for "Operation Ballot" was also originated by WRIT when the writer contacted Jerry Dunphy of WXIX suggesting that a pooled coverage for the election might be the best idea.

I'm sure that SPONSOR had nothing to do with these omissions; but as former news director at WRIT I'd certainly like to keep the record straight.

DICK RICHMOND
*News Director
KTSA, San Antonio, Tex.*

ABOUT ODD TV TERMS

We are planning a booklet for our members on tv. As you probably know, this will be introduced to Australia through four station outlets—two in Sydney and two in Melbourne—very early in September.

(Please turn to page 14)

CAPITAL BOOM...



Things are moving faster than ever in the Capital these days. Drug store sales have reached an all-time high, making Washington the 8th largest market in this category.

Retail drug sales in Washington have risen 49% in just five years and are now close to \$100,000,000 annually... significantly greater than those in other leading metropolitan markets like Pittsburgh, St. Louis and Cleveland!

Advertisers of drug store products have paralleled this

huge growth in sales by investing more than ever in the media that sell the Capital best... WRC and WRC-TV, Washington's leadership stations. In a three year period, drug advertisers' billings on these stations are up a healthy 73%. And for the first quarter of this year, they were up still another 27.7% over last year's!

Because these stations keep drug store products moving in greater volume, more and more advertisers are going with the biggest guns in Washington's selling boom...

WRC AND WRC-TV ... SOLD BY **NBC SPOT SALES**
NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.



men aiming at a nationwide market on the move

Chrysler's Dodge Division and its agency, Grant Advertising, Inc., are Sold on Spot as a basic advertising medium.

When Dodge wants to tell all about its smart new look and superior performance, Spot Radio is chosen as the best way to reach a huge concentration of prime prospects. And *all ten* radio stations represented by NBC Spot Sales are chosen to do the job in their markets.

Here is Dodge's "one-two punch" logic:

1. The best prospects for new cars are owners of *old* cars.

2. With 35,000,000 cars now radio-equipped, Radio *only* Radio—is "built-in" to sell car-owners.

W. D. (Pete) Moore, Dodge Division's Assistant Manager in Charge of Advertising and Sales Promotion sums up for Spot Radio:

- "Spot Radio is *essential* to any balanced, over-motional or advertising effort."
- "Spot allows you to reach a large market quickly, in many cases to *saturate* that market rapidly."



Left to right: James A. Brown, Media Supv., Grant Advertising, Inc.; Arnold Thomson, Adv. Mgr., Dodge Division, Chrysler Corp.; W. D. (Pete) Moore, Asst. Sales Mgr., in Charge of Adv. and Sales Prom., Dodge Division, Chrysler Corp.; William B. Buschgen, Radio Sales Mgr., Detroit Div., NBC Spot Sales; Myers B. Cather, V.P. and Acct. Exec., Grant Advertising, Inc.; Jack W. Minor, Vice Pres. in Charge of Sales, Plymouth Division, Chrysler Corp. (formerly Gen. Sales Mgr., Dodge Division, Chrysler Corp.)

SOLD ON SPOT

advertising message."

With greater suburban growth, and increased use of car radios for commuting, Spot Radio in early morning and late afternoon now reaches a *greater audience than ever before.*"

Our own sales of car radios indicate that this trend will continue to grow!"

Spot Radio reaches its best prospects—in the mood and on the move—with Spot Radio. Let us show you how you can increase your sales in these 15 major markets:

New York
Scheneectady-
Albany-Troy
Philadelphia
Washington
Miami
Buffalo

WRCA, WRCA-TV
WRGB
WRCV, WRCV-TV
WRC, WRC-TV
WCKT
WBUF

Louisville
Chicago
St. Louis
Denver
Seattle-Tacoma
Los Angeles
Portland
San Francisco
Honolulu

WAVE, WAVE-TV
WMAQ, WNBQ
KSD, KSD-TV
KOA, KOA-TV
KOMO, KOMO-TV
KRCA
KPTV
KNBC
KGU, KONA-TV



SPOT SALES



in the heart of Mississippi

J A C K S O N

- ♥ **FIRST** in viewership WJTV leads in 122 of the week's 168 quarter hours, 5 PM to 11 PM Monday through Sunday (that's 72%!).
- ♥ **FIRST** in programming WJTV has the first 9 of the 10 highest rated weekly shows
- ♥ **FIRST** in daytime once-a-week shows
- ♥ **FIRST** in multi weekly network news show
- ♥ **FIRST** in multi weekly local news and weather shows
- ♥ **FIRST** in multi weekly daytime shows

Taken from Pulse dated June 17

WJTV CHANNEL 12

CAPITOL BROADCASTING COMPANY
JACKSON, MISSISSIPPI

represented locally by
THE KATZ AGENCY

49TH AND MADISON

(Continued from page 10)

Although quite a number of our people have already been to the United States, there are still many who know little of the new medium and even less of its rather odd terms. To help these people over this new stile, our booklet will include a glossary of appropriate terms. Your magazine seems to have put these words together most effectively. I wonder if we might have your permission to make some extracts.

Consequently, we would like to run your "Diary of a tv commercial," which appeared in the 9 January issue. May we do this. . . ?

JOHN R. HUMPHREY
*Federal Secretary
Australian Assoc. of Advertising
Agencies
Sydney, Australia*

• SPONSOR is happy to grant permission to Reader Humphrey.

FALL FACTS TURNABOUT

I do not know the source of your information on page 188 of the *Fall Facts Basics* issue that our station KTXN, Austin, is an affiliate of the Sombrero Network.

This is not correct. . . KTXN is affiliated with the National Spanish Language Network and the Texas Spanish Language Network as correctly listed on page 190 of the same issue.

ROBERT N. PINKERTON
*President
Radio KTXN, Inc.*

BUYERS' GUIDE

I note in your master listing of television stations that you do not include our satellite, KMVI-TV. This station, owned and operated by the Mani Publishing Co., is located at Wailuku, Maui, and has been on the air since November of 1955.

I note that we are not included in any of your category listings. For example, the special appeal section. I am wondering if we have received a questionnaire to this effect and have failed to return it?

JIM SPENCER
*Nat'l. Sales Manager
KONA-TV
Honolulu, Hawaii*

• BUYERS' GUIDE questionnaires were sent to 24 radio and tv stations in the U. S., its territories and Canada. Questionnaires for the 1957 BUYERS' GUIDE will be mailed to all stations early in October, 1956.

in the palm
of your
hand...



The Surefire Method of Boosting Sales . . .

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

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

reaching
Oregon's rich
2nd Market

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

KVAL-TV

EUGENE - CHANNEL 13

KPIC-TV

ROSEBURG - CHANNEL 4

All three of New York's top three feature film programs are carried on WCBS-TV, channel 2.

THE LATE SHOW is number one...

THE EARLY SHOW is number two...

THE LATE MATINEE is number three.

Chances are this record will stand unbroken for a long, long time...

because WCBS-TV has signed up *two hundred and eighty* more big films from the studios of Warner Brothers, Republic, and Columbia Pictures.

The list of titles includes:

- The Maltese Falcon*
- The Life of Emil Zola*
- Arsenic and Old Lace*
- The Fighting Seabees*
- Watch on the Rhine*
- You'll Never Get Rich*
- Little Caesar*
- Christmas in Connecticut*
- Pennies from Heaven*
- George Washington Slept Here*
- Flamingo Road*
- Penny Serenade*

The top three are on 2

These hits and many more will soon have their first New York telecasts on WCBS-TV — the station which (*with good reason*) wins the largest average audience in New York day and night.

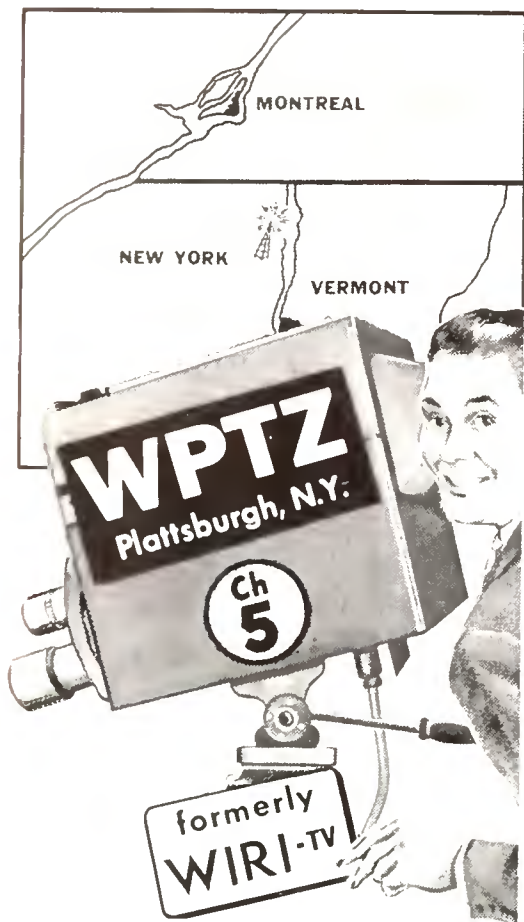
Source: Nielsen, June 1956, Mon.-Fri. average rating



New York • CBS Owned
Represented by CBS Television Spot Sales

DOMINANT COVERAGE

(Unduplicated)



All of upper

NEW YORK

and

VERMONT

with the plus of

MONTREAL



HOAG-BLAIR CO.
National Representatives

SPONSOR BACKSTAGE



by William R. Goodheart, Jr.*

Looking backward 15 years at show business

When I was asked to write this guest column, it was suggested that I compare show business as it was 15 years ago and as it is today.

On the surface, that doesn't appear to be such a difficult task. The difference between 1941 and 1956 is basically one thing: Television.

Fifteen years ago, there was no television to speak of. Sure, there were several thousand sets in operation, and some networks actually were beaming programs, but it was all in the experimental stages. At that time, I was executive vice president of Music Corporation of America. I vividly recall how all of us "knew" that television was "just around the corner" in those days. But we had been saying that for 10 years, and somehow it had lost its edge.

In the early 1940's, show business in this country was as hot as the war overseas. The different mediums had learned to live with each other quite profitably. Motion pictures and the legitimate theater enjoyed a common boom as people sought to escape briefly the stark realities of the war around them. Dance bands, playing the theater circuits, were still riding the wave of prosperity that had made them the top box office attraction at the turn of the decade.

Radio, especially, had achieved new heights. It was a medium that had built tremendous audiences for comedians, quiz shows, dance bands and singers. Radio had "made" people like Jack Benny, Fred Allen, Kay Kyser, Ralph Edwards and a raft of others. But in 1940, radio rose to new pinnacles of distinction. It proved its real worth as the ominous pounding of marching feet echoed through the world. The very footsteps were transmitted instantaneously to Americans in drama-packed radio broadcasts. Who can forget the broadcast speeches by Hitler as he cried out for *Lebensraum*? Do you remember those radio flashes on December 7, 1941? That was a new kind of radio coming into its own. These were the years that radio grew far beyond entertainment and simple news reporting. Radio became the ears of the world. News commentators counted their audiences in tens of millions. There was that vital realism about radio that newspapers

*Guest columnist "Billy" Goodheart, Jr., who is substituting for SPONSOR's regular, Joe Csida, during his illness, has recently joined NBC in an executive capacity. Goodheart has been associated with the entertainment field for almost a quarter century, is credited with discovery of many stars.

(Please turn to page 64)



Just like downtown

Colossal!

It's "Boston Movietime," a bright new programming concept, scheduled daily, 4:45-6:30 PM, over WBZ-TV, reaching Mom, Dad *and* the kids. All of 'em.

Mainstay will be WBZ-TV's new Warner Brothers package of features, like "Sergeant York," "Life of Emile Zola," "Adventures of Robin Hood," "Johnny Belinda." With stars like Gary Cooper, Bette Davis, Errol Flynn, Jane Wyman, Paul Muni. Big deal. First time on TV, too.

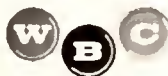
"Boston Movietime" will start off with those utterly incomparable cartoons, build through Selected Short Subjects with Leon Errol, Edgar Kennedy (*just* like

downtown) to the big Warner Brothers pictures.

Promotion? Naturally. Newspapers, car cards, cab covers, contests, on-the-air spots, the works. All of which means more families in a happy movie party mood, settled and set to stop, look and buy.

Bring your own popcorn. We'll bring the folks. And Herb Massé, WBZ-TV Sales Manager, he's at the participation box office: Algonquin 4-5670, Boston. Oh yes, A. W. "Bink" Dannenbaum, WBC VP-Sales, is operating the New York ticket window at Murray Hill 7-0808. Get 'em while they're hot.

In Boston, no selling campaign is complete without the WBC station . . .



WESTINGHOUSE BROADCASTING COMPANY, INC.

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

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY INC
 ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD INC

Support The Ad Council Campaigns!

SPECIAL BULLETIN!

TO: ALL FAST MOVING ADVERTISERS

RUSH! URGENT! CODE 3 IS RATING HIGH -- SELLING FAST! FIRST RELEASED ON WEST COAST ONLY, CODE 3 IS #1 SYNDICATED FILM IN SAN DIEGO: 27.4 -- #1 SYNDICATED FILM IN LOS ANGELES: 16.9. TOP-RATED IN TIME PERIOD IN PORTLAND: 17.8; SACRAMENTO: 16.5; SEATTLE: 22.7; SAN FRANCISCO: 12.3. STARTING SOON IN MANY OTHER PARTS OF THE COUNTRY FOR STROH BREWING, DINING CAR COFFEE, CROSLY BENDIX, MILLER BREWING AND OTHERS. CHOICE MARKETS DISAPPEARING FAST. THIS IS YOUR SIGNAL FOR ACTION.

a new concept in TV realism

... gets into the heart as well as the home

CODE 3

COMMUNITY THREATENED BY
JUVENILE GANG WAR

One Gets Lesser Term
Ward drew four years and
\$10,000 fine from Judge

CHILD LOST IN CANYON

"mother can stay with the boy
re until I bring them back."

ARSONIST BUILDS FIRES
WITH COMIC BOOKS

Wife, Daughter flee
my printers trip to heat on



Gripping dramas based on real-life police cases which made front page news — taken from the files of the world-famous Sheriff of Los Angeles County, Eugene W. Biscailuz, creator of many *firsts* in law enforcement.

- 1,500 man organized reserve
- Volunteer mounted posse
- Aero squadron
- Police radio cars
- Honor system prison farms
- Youth rehabilitation centers

Phone, write, wire **ABC Film Syndication, Inc.**



Hottest new show in years



Sold! Sold! Sold! Prior to release

Liebmann Breweries, Inc.

Signal Oil

National Biscuit

Many choice markets still available

CODE 3 top-priority emergency code — signal for flashing lights and screaming sirens — races members of the Sheriff's Department into action!

CODE 3 — bringing the headlines to life with stirring realism — reaching into the pocket book via the heart!

A top commercial vehicle for any product or service!

Executive producer: Hal Roach Jr.

Producer: Ben Fox



ast 44th Street, New York City • OXford 7-5880

Which Kansas City radio station
is getting the lion's share of
national business?



WHB

10,000 WATTS, 710 K.C.



The same station which is getting the lion's share of listeners!—WHB

The buying action of these and other national advertisers, and their advertising agencies, is the most graphic kind of confirmation of the power and the dominance indicated by WHB's audience-share superiority. Talk to WHB General Manager, George W. Armstrong, or the man from Blair.

ANACIN • ANSCO FILM • ALLSTATE INSURANCE COMPANY • B. C. HEADACHE POWDERS • BAYER ASPIRIN • BAKER'S HAIR TONIC • BUDWEISER BEER • BUSCH BAVARIAN BEER • DR. CALDWELL CAMEL CIGARETTES • CARLING'S RED CAP ALE • CHESTERFIELDS • CLARK CANDY COMPANY CLARK SUPER GASOLINE • CONTINENTAL AIRLINES • CONTINENTAL TRAILWAYS • COPPERTONE LOTION • DAFFODIL FARM BREAD • DODGE TRUCKS • DRANO • EX LAX • FORD MOTOR COMPANY • GRIESEDECK BROTHERS BEER • GENERAL MOTORS ACCEPTANCE CORP. • GOLD MEDAL FLOUR • GOETZ BEER • HOUSEHOLD FINANCE CORP. • IMPERIAL MARGARINE • INSTANT MAXWELL HOUSE COFFEE • INSTANT SANKA • JELLO • KOOL-AID • KRAZY KORN • KROGER STORES L & M CIGARETTES • LIFE MAGAZINE • LIPTON TEA • M.G.M. PICTURES • MAPLE DEL SYRUP MILLER BEER • MILNOT • NASH CARS • NUMBER SEVEN POLISH • OCEAN SPRAY • OLD SPICE PACKARD CARS • PALL MALL • PEPSODENT TOOTHPASTE • PRINCE ALBERT TOBACCO • RAINDROPS READER'S DIGEST • RHEEMAIRE • RYBUTOL • SALEM CIGARETTES • SANTA FE RAILROAD • SARAKA SATURDAY EVENING POST • SEITZ PACKING COMPANY • SIMMONS MATTRESS • SIMONIZ (BODY SHEEN AND KLEENER) • SINCLAIR GASOLINE • SLENDERELLA • SLUMBERON MATTRESS • SUNKIST FRUITS • SWIFT FROZEN FOODS • HERBERT TAREYTON CIGARETTES • TOP VALUE STAMPS • TURTLE WAX • UNITED AIRLINES • VEL SOAP • VICEROY CIGARETTES • WESTINGHOUSE • WINDEX WISK DETERGENT.

Latest!

Metro Pulse

WHB first all day and night. WHB first 360 out of 360 1/4 hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest!

Area Pulse

WHB 1st all day. WHB 1st 263 out of 288 1/4 hours. 25 second place 1/4's, none lower, Mon.-Sat., 6 a.m.-midnight.

Latest!

Area Nielsen

WHB first all day and night with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest!

Hooper

WHB 1st all day with 45.6% share of audience. Mon.-Fri., 7 a.m.-6 p.m., Sat., 8 a.m.-6 p.m.



"THE STORZ STATIONS" Todd Storz—President

WDGY

Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

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.

WQAM*

Miami
Represented by
John Blair & Co.

*Transfer Subject to FCC Approval

New on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Bartlett Pears, Sacramento, Cal	BW & Staff, San Fran	CBS 48	House Party; Th 3:15-3:30 pm; 9 Aug; 6 wks; Robt. Q. Lewis; Sa 11:05-12 n; 5 min seg; 11 Aug; 6 wks
Bird Prod, Chi	Geo. Hartman, Chi	CBS 53	Today's Pet Tune; W-Th-F, 3:35-3:40 pm; 12 Sept; 26 wks
Chis Sales, Rochester, NY, for Hatch's Bird Seed	Richard A. Foley, Phila	ABC	My True Story; alt M-W-F 10-10:05 am; alt Tu & F 10-10:05 am; alt Th 10:05-10:10 am; 10 Sept
Chis-Myers, NY, for Bufferin	YGR, NY	ABC	Breakfast Club; M 9:40-9:45 am; sts 30 July; W 9:35-9:40 am; 1 Aug only; Tu 9:55-10 am; 7-14-21 Aug; W 9:35-9:45 am; sts 29 Aug; F 9:40-9:45 am; 3 & 10 Aug; F 9:20-9:25 am; 17-24-31 Aug; F 9:40-9:45 am; sts 7 Sept
Chis-Myers, NY, for Trushay	BBDO, NY	ABC	Breakfast Club; Th 9:05-9:10 am; Fri 9:15-9:20 am; 4 Oct
Chis-Myers, NY, for Sal Hepatica	YGR, NY	ABC	Breakfast Club; M 9:35-9:40 am; sts 6 Aug; Tu 9:30-9:35 am; sts 7 Aug; F 9:30-9:35 am 10 Aug thru 7 Sept; F 9:20-9:25 am; sts 14 Sept
Chis Prods. NY	C. L. Miller, NY	MBS	Press Conference; W 9-9:30 am; 25 July
Chis, Cin, for Drano & Windex	YGR, NY	ABC	Breakfast Club; W-Th-F 9-10 am; 1 seg per day; 3 Oct
Chis, Cin, for Dazy & Twinkle	Ralph H. Jones, Cin	ABC	Breakfast Club; M-F 9-10 am; 4 segs per wk; 1 Oct
Chis, Brooklyn	Warwick & Legler, NY	ABC	My True Story; M-F 10-10:30 am; 3 segs per wk; 15 Aug
Chis Foods, White Plains	YGR, NY	CBS 203	Godfrey Time; M & ev 4th F 10:30-10:45 am; 3 Sept; 26 wks
Chis Foods, White Plains, for Jell-O	YGR, NY	ABC	Breakfast Club; WGF 9:35-9:40 am; Th 9:50-9:55 am; 8 Aug
Chis Na Co, Chi, for Haysma	O'Neil, Larson & McMahon, Chi	ABC	Breakfast Club; M-F 9-10 am; 1 seg per day var times; 15 Aug thru 31 Aug
Chis R, Kohler, Wis	Roche, Wms, Cleary, Chi	MBS	Conventions; as skedded; 13 Aug; 2 wks; Election returns; as skedded
Chis Penny Co, Avery Island, La, for Ta-co	Scheideler & Beck, NY	ABC	Jack Paar; WTh 11:15-11:20 am; 8 Aug
Chis Wawaka Rubber & Woolen Mfg, Shawka, Ind, for Summerettes	Campbell-Mithun, Chi	ABC	Breakfast Club; M-F 9-10 am; 2 segs per wk; 1 April 1957
Chis on Salt, Chi	NLB, Chi	NBC 190	Farm News; Sa 12:25-12:30 pm; 1 Sept; 52 wks
Chis Amer Van Lines, Ft Wayne	Applegate, Muncie, Ind.	NBC 190	Monitor; 5 5-min segs per wk-end; 3 Nov; 30 wks
Chis Merella, Stamford, Conn	Mngmnt Assoc, Stamford	CBS 203	Bing Crosby; M 7:30-7:55 pm; 5-min segs; 2 July; 13 wks; Mitch Miller; Su 7:05-8 pm; 5-min segs; 8 July; 13 wks; Galen Drake; Sa 10:05-11 am; 5-min segs; 2 July; 13 wks
Chis Pharmaca, Chi, for All-In-One	Schwimmer & Scott, ABC, Chi	ABC	Breakfast Club; M 9:30-9:35 am; 10 Sept
Chis Winghamouse, Pitts	K-Mc-G, Pitts	CBS 203	Conventions; as skedded; 12 Aug; 2 wks; Election Returns; B-12 mid; Pick The Winner; W 8:30-9 pm; 12 Sept; 6 wks
Chis Wrigley, Chi	unassigned	CBS 195	Pat Buttram; M-F 2:45-3 pm; 2 July; 52 wks



Saul Borenstein (5)



Louis W. Corrigan (4)



A. C. Dowden (3)

Renewed on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Chalmers, Milwaukee	Bert S. Gittens, Milwaukee	NBC 191	Natl Farm & Home Hr; Sa 12-12:25 pm; 1 Sept; 52 wks
Home Foods, NY	YGR, NY	CBS 203	Godfrey Time, Th & ev 4th F 10:45-11 am; 30 Aug; 26 wks
Chis-Myers, NY	DCSS, NY	MBS 472	Bob & Ray; M-F 5-5:45; partic; sts 3 Sept
Chis-Myers, NY	YGR, NY	CBS 203	Godfrey Time, M&W 11-11:30 am; 22 Oct; 52 wks
Chis to Div, Detroit	BBDO, Detroit	NBC 190	You Bet Your Life; Sa 12:30-1 pm; 29 Sept; 52 wks
Chis Cup, Easton, Pa	Hicks & Greist, NY	ABC	Breakfast Club; M 9:50-9:55 am; Th 9:55-10:00 am; 20 Aug
Chis Oil, Kansas City	Bruce B. Brewer, Kansas City	NBC 191	Alex Dreier; M thru Sa 9-9:15 am; 27 Aug; 52 wks
Chis Wrigley, Chi	Meyerhoff, Chi	CBS 156	Howard Miller; M-F 11:45-12 n; 16 July; 52 wks



Justin R. Duncan (3)

Broadcast Industry Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
J. Allonier	info not available	WKRC, Cin, sales
W. Anderson	WSB AM-TV, Atlanta, pub director	WFMY-TV, Greensboro, NC, promo director
N. Bacon	KVTU, Sioux City, Ia, program director	WHTN-TV, Huntington, WV, program director
H. Bulow, Jr	Owatonna Bcstng Co, Minn, pres	KSON, AM-TV, San Diego, Cal, retail sales mgr
W. J. Cavanagh	Roche, Williams & Cleary, Chi	Walker Repts, Chi, vp in chg branch office
N. Cissna	WTTV, Indianapolis, asst gen mgr-sales director	Meeker, Chi, sales
P. De Negro	San Fran, comml artist	UPA, Burbank, Cal, west coast sales mgr
B. Dickson	WSOC AM-FM, Charlotte, news events director	Same, actng program director
E. B. Dodson	WKY AM-TV, Okla City, asst mgr	Same, actng mgr
C. Dowden	KARK, Little Rock, sales mgr	KTHS, Little Rock, comml-ntl sales mgr
J. R. Duncan	WOAI-TV, San Antonio	KONO-TV, San Antonio, operations mgr
C. Faust	Roland Reed Prod, LA, vp sales	KNXT & CPTN, LA, acct exec
A. Fillmore	WRCV, Phila, adv-promo director	WBUF, Buffalo, adv-promo mgr
L. Foote	Hoag Blair, NY, east:n sales mgr	Same, exec vp
J. Franklin	KGW, Portland, Ore, program director	Same, head news-special events
C. Fuerst	NBC Spot Sales, San Fran, tv sales mgr	Same, rad spot sales mgr western division
M. Goldberg	ABC Rad, NY, rtgs super	H-R Repts, NY, asst research director
Charles Green, Jr.	WNOK, Columbia, SC	WORD & WDXY-FM, Spartanburg, SC, sales mgr
J. Haberman	WKY-TV, Okla City ntl sales	WTVT, Tampa, comml mgr
E. Haddix	KLK, Oakland, sales mgr, San Fran	Forjoe, San Fran, gen mgr
M. Hatch	Ziv, San Fran, sales rep, northern Cal	KNBC, San Fran, acct exec
J. Hoover	KTIL, Tillamook, Ore, gen mgr	KPOJ, Portland, Ore, program director
L. Hutchinson, Jr.	WBEN-TV, Buffalo, exec prod	Same, sales
P. Jaeger	Guild Films, NY, vp	MGM-TV, NY, sales exec
N. Kahn	LGN, NY, cpy super	NTA, NY, adv mgr
H. Kline	WCAU, Phila, sales service mgr	Same, sales exec
Macaulay	NBC Spot Sales, San Fran, rad sales	Same, tv sales
M. Manning	NBC Rad, LA, newscaster	KDAY, LA, news-special events director
J. McIntosh	WWJ, Detroit, sales mgr	Same, stn mgr
M. W. Moore	CBS Film, LA, branch mgr	CBS Film, NY, gen sales mgr
Morris	KTVX, Tulsa, news director	Same, pub relations-special events director
Moys	KPOJ, Portland, Ore, program director	KGW, Portland, Ore, program director



R. A. Fillmore (3)



Richard L. Foote (3)

New and renew

3. Broadcast Industry Executives (continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Hank Norton	KGW, Portland, Ore. continuity	Same, promo-pub director
Robert R. Pauley	B&B, NY, acct exec	CBS Rad, NY, acct exec
William Perkinson	CBS Film, Chi, branch super	CBS Film, LA, branch mgr
Joseph B. Reilly, Jr.	Wm. P. Bolton Co, Towson, Md	WTOW, Towson, Md, sales
Herman A. Schneider	WJON, St. Cloud, Minn, acct excec-stn mgr	WISN-TV, Milwaukee, acct exec
Walter A. Schwartz	WWJ, Detroit, sales	Same, ntl sales mgr
Raymond C. Simms	NBC Rad, NY, acct exec	H-R TV, NY, sales
Thomas M. Smart	Ballard & Carter, Ogden, electronics sales	KDYL, Salt Lake City, acct exec
Daniel H. Smith	WCSH-TV, Portland, Me, tech director-ops mgr	WFLA AM-TV, Tampa, operations mgr
E. Berry Smith	Franklin Finance, Hartford City, Ind, director pub relations-adv	
David Strauss	KGW, Portland, Ore, promo-pub director	CBS Rad, Detroit, acct exec
Donald D. Sullivan	WNAX, Yankton, SD—KVTV, Sioux City, Ia, adv director	KEX, Portland, Ore, promo dept
Robert R. Tincher	WNAX, Yankton, SD—KVTV, Sioux City, vp-gen mgr	Same, gen mgr
Earl Jay Watson	KOVR-TV, Stockton, Cal, vp	WHTN AM-FM-TV, Huntington, WV, gen mgr
Russell G. Wittberger	Allen-Bradley Co, Milwaukee, jr exec training	Same, sales mgr
		WISN, Milwaukee, rad sales



Louis T. Hagopian 15



Stuart K. Hensley 15



G. P. Karle, Jr. 15



Robert S. Marker 14



Robert J. McIntosh 13



F. C. McWilliams 15

4. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Clifford F. Came, Jr	Anahist, Yonkers, NY, asst to pres	Compton, NY, mkt development
W. R. Carroll	R&R, Chi, acct exec	WGC, Chi, vp-acct super
Fred Charlton	Ayer, Phila, acct rep	CGW, Chi, acct super
Louis W. Corrigan	Journal-Constitution, Atlanta, adv	K&E, Chi, acct exec
William J. Delmore	Griswold-Eshleman, Cleve, acct exec	K-MacL-G, Pitts, acct exec
Hal Dickens	Walt Schwimmer, Chi, rad feature sls mgr	WGC, Chi, mrchdsng
Robert E. Dwyer	Wade, LA, chg west coast operations	Wade, Chi, senior acct exec
S. Seymour Elbling	Asch Adv, NY, snr mkt analyst	WGC, Chi, field mrchdsng analyst
Robert P. Hoffman	B. W & Staff, San Fran, acct exec	K&E, San Fran, acct exec
Byron Maddox, Jr.	info not available	Bozell & Jacobs, Omaha, agricultural adv specialist
Robert S. Marker	W. B. Doner, Detroit, acct exec	MacM-JGA, Bloomfield Hills, Mich, acct exec
Edward J. Mooney	Everywoman's Mag, NY, ntl chain relations mgr	Compton, NY, mkt development
Roger F. Moran	North, Chi, creative director	K&E, Chi, creative staff
Vernon E. Norris	R. N. Meltzer Adv, San Fran, acct exec	K&E, San Fran, acct exec
Carroll O'Meara	NY, freelance writer-consultant	LaRoche, NY, tv commls director
Forrest F. Owen, Jr	Wade, NY, gen mgr	Wade, LA, vp-gen mgr
Theodore R. Paulson	JWT, Atlanta office mgr	K&E, Atlanta, acct exec
Irwin Ress	FCB, NY, acct exec	McC-E, NY, acct exec
Howard E. Rieder	J. W. Raymond Adv, LA, copywriter	Orson W. Hauter Assoc, LA, acct exec-copywriter
Alfred P. Ries	Gen Electric, Schenectady, adv	NLB, NY, acct exec
Bob Singer	Olian & Bronner, Chi, acct exec	Same, vp
William I. Tracy, Jr	BBDO, NY, acct exec	McC-E, NY, acct exec
Kent Westrate	R&R, Chi, research mgr	WGC, Chi, snr mkt analyst
Mrs. Elaine L. Whalen	Emil Mogul, NY, timebuyer	Same, chief timebuyer

5. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
W. F. Allen	Upjohn, Kalamazoo vp-sales director	Same, vp-mktng
Saul Borenstein	Vitamin Corp of America, Newark, divisional sales mgr	Diversified Drug, Newark ntl sales mgr
Vincent Brunelli	Johnson & Johnson, New Brunswick, adv-mrchdsng director Tek Hughes	LePage's, Gloucester, Mass, vp-mrchdsng
J. C. Gauntlett	Upjohn, Kalamazoo, mgr adv dept	Same, director adv division
Louis T. Hagopian	Dodge Div, Detroit, eastern new car sales mgr	Plymouth Div, Detroit, director adv-sales promo
Stuart K. Hensley	Toni, Chi, adv-brand promo	Same, exec vp
Edgar E. Hinkle	Mathisson, NY, in chg branch	Miller Brewing, Milwaukee, temp adv mgr
G. P. Karle, Jr	Sheaffer Pen, Ft Madison, Ia, asst adv mgr	Same, adv mgr
Frank C. McWilliams	Firestone, Akron, adv media mgr	Same, admin asst gen adv-mrchdsng
Jack W. Minor	Dodge, Div, Detroit, gen sales mgr	Plymouth Div, Detroit, vp sales
G. Earl Moore	Firestone, Akron, adv production super	Same, adv media mgr
Chester T. Morledge	B. F. Goodrich, Akron, mrchdsng mgr	Same, gen mgr special brand sales
J. H. Picou	Atlantic Refining, Phila, acting director mkt research	Same, director mkt research
Vincent James Robinson	Johnson & Johnson, New Brunswick, div mrchdsng mgr	Same, vp-mrchdsng Tek Hughes
Martin N. Sandler	Toni, Chi, vp	Same, vp adv-brand promo
Arnold J. Winograd	Pabst, Chi, adv prod mgr	Same, adv mgr sparkling beverages
Robert W. Wright	Durkee, Elmhurst, NY, eastern divisional sales mgr	Habitant Soup, Manchester, NH, gen sales mgr
Nort Wyner	Emil Mogul, NY, acct exec	Monarch Wine, NY, sales-adv director

6. New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Armstrong Rubber, West Haven, Conn	Foam Rubber Division	LGN, NY
B. T. Babbitt, NY	Camco	DFS, NY
Central Dairy, Okla City	milk-ice cream	Hall & Thompson, Okla City
Colgate-Palmolive, NY	Colgate shaving products	John W. Shaw, Chi
Continental Car-Na-Var, Brazil, Ind	Continental "18" floor wax	Product Services, NY
Fabron, Waterbury, Conn	Tipette nail polish	Scheideler & Beck, NY
Fels & Co, Phila	a!! products	Aitkin-Kynett, Phila
Cordon Baking, Detroit	Silvercup Bread, other baked goods	Ayer, Detroit
Griesedieck Bros, Brewery, St Louis	all adv	Maxon, Chi
Habitant Soup, Manchester, NH	soup	Chas. F. Hutchinson, Boston
Hudson Pulp & Paper, NY	cups and containers—new division	Al Paul Lefton, NY
H-Gro, Balt	fertilizers, lawn nutrients	Applestein, Levinstein & Golnick, Balt
Walter H. Johnson Candy, Chi	candy	Hicks & Greist, NY
Knapp-Monarch, St Louis		Frank Block, St Louis
Lever Bros, NY	Spry	K&E, NY
McKesson & Robbins, Bridgeport	Drug & Chemical	DFS, NY
O'Quin Corp, NY	charcoal sauce	Wexton, NY
Paper Mate, Chi	Tred pencil	FCB, Chi
F&G, Cin	Secret cream deodorant	Burnett, Chi
Sleep-Eze, Long Beach, Cal	sleeping tablets	Van Der Boom, Hunt, McNaughton, LA
Southern Biscuit, Richmond	cookies-crackers	Hilton & Riggio, NY
Sparklets Drinking Water, LA		McCarty, LA
Stokely Van Camp, Indianapolis	all products	LGN, NY
Wm. Underwood, Watertown, Mass	food products	K&E, NY
V-k Chemical, NY	Sofskin	Ellington, NY

KWK-TV
CHANNEL
4
ST. LOUIS

FIRST

in MORNING RESULTS!*

KWK-TV presents TOP CBS and ABC Network shows for the morning audience...sales message IMPACT assured.

*latest TelePulse and ARB reports

FIRST

in AFTERNOON RESULTS!*

St. Louisans CHOOSE CHANNEL 4's local shows... "RECALLIT AND WIN"... "THE GIL NEWSOME SHOW"... "The FRED MOEGLE SHOW" ... plus CBS and ABC for largest daytime audiences for KWK-TV.

*latest TelePulse and ARB reports

FIRST

in EVENING RESULTS!*

The BEST from CBS and ABC plus exciting film shows and fine full-length feature films insure the largest audience and highest sales potential for advertisers in the GREAT ST. LOUIS MARKET... KWK-TV of course.

*latest TelePulse and ARB reports

*Serving the Great
 St. Louis Market*



TOP PROGRAMS OF 2 NETWORKS

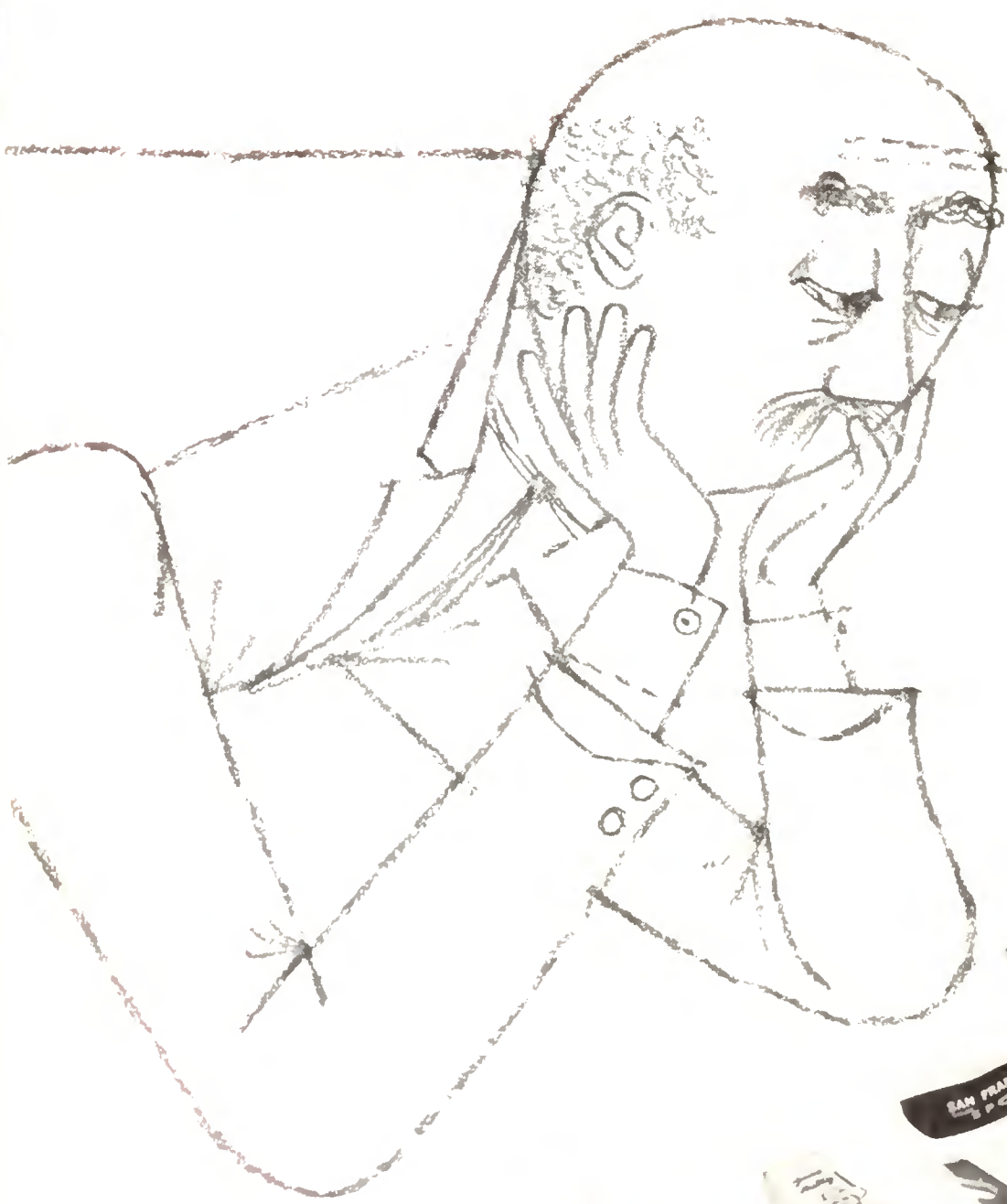


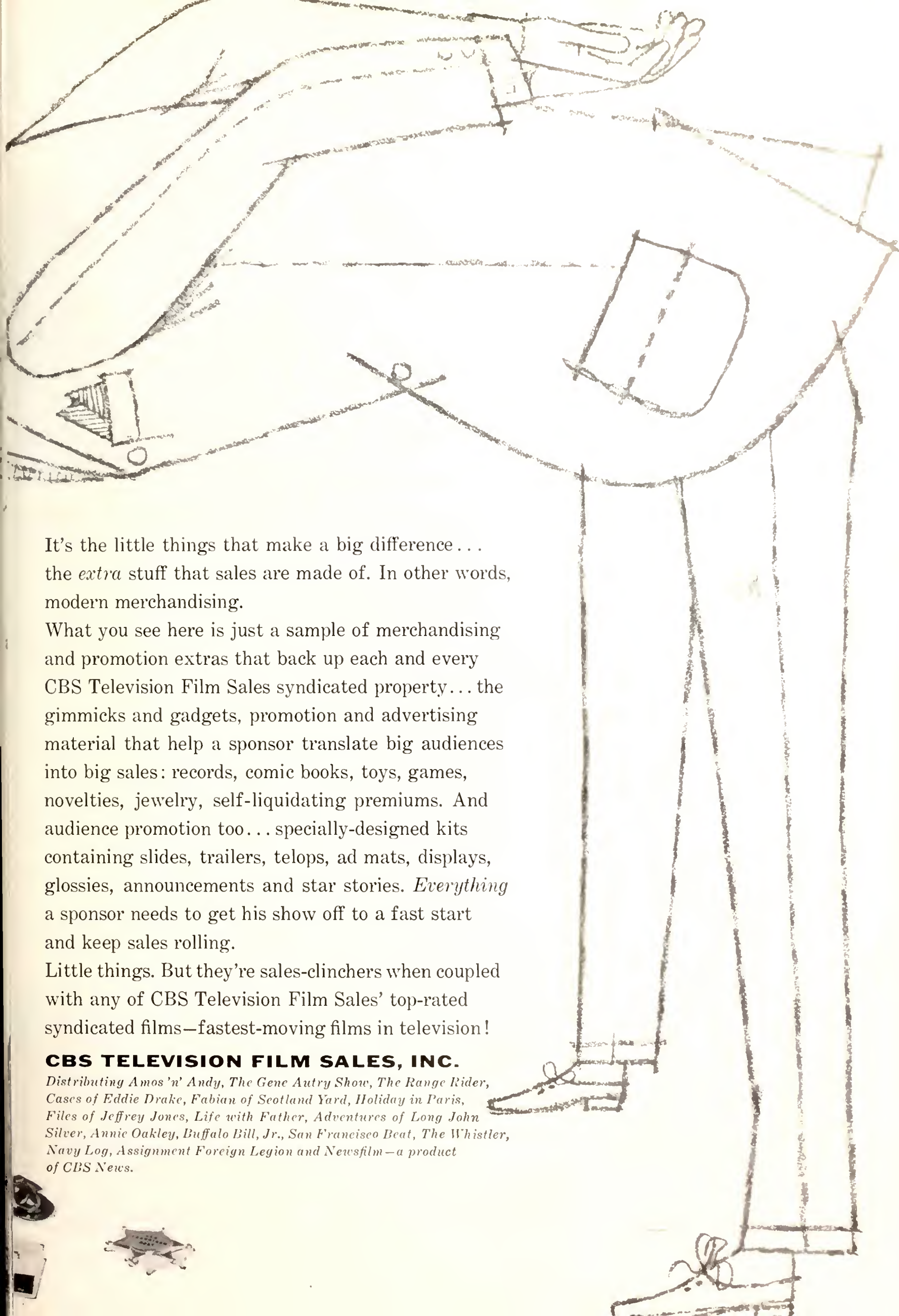
REPRESENTED NATIONALLY
 BY THE KATZ AGENCY, INC.





WHAT'S THE GIMMICK?





It's the little things that make a big difference . . .
the *extra* stuff that sales are made of. In other words,
modern merchandising.

What you see here is just a sample of merchandising
and promotion extras that back up each and every
CBS Television Film Sales syndicated property . . . the
gimmicks and gadgets, promotion and advertising
material that help a sponsor translate big audiences
into big sales: records, comic books, toys, games,
novelties, jewelry, self-liquidating premiums. And
audience promotion too . . . specially-designed kits
containing slides, trailers, telops, ad mats, displays,
glossies, announcements and star stories. *Everything*
a sponsor needs to get his show off to a fast start
and keep sales rolling.

Little things. But they're sales-clinchers when coupled
with any of CBS Television Film Sales' top-rated
syndicated films—fastest-moving films in television!

CBS TELEVISION FILM SALES, INC.

*Distributing Amos 'n' Andy, The Gene Autry Show, The Range Rider,
Cases of Eddie Drake, Fabian of Scotland Yard, Holiday in Paris,
Files of Jeffrey Jones, Life with Father, Adventures of Long John
Silver, Annie Oakley, Buffalo Bill, Jr., San Francisco Beat, The Whistler,
Navy Log, Assignment Foreign Legion and Newsfilm—a product
of CBS News.*

46.9%
AUDIENCE
SHARE*
 MONDAY thru FRIDAY



“FIRST CALL”
 with Jack Slattery

6:30 — 10:00 A.M.
Monday thru Saturday

Share of Audience

“FIRST CALL”—46.9
 NET. STA. B—29.7
 NET. STA. C—16.5

TOPS IN POPS
HITS
PROVEN STANDARDS

***C. E. HOOPER**
INC.
 1956



MUSIC • NEWS • SPORTS
CALL

VENARD-RINTOUL-McCONNELL INC.



Mr. Sponsor

Charles Kreiser

President
 Charles Kreiser, New York

“I’m the business and I’m a restless fellow,” says Charlie Kreiser, New York’s colorful and most heavily advertised car dealer.

This year, a trouble year in the car industry, sees Charlie Kreiser spending \$200,000 in advertising, 70% of this sum in air media alone. Heaviest investment for this Oldsmobile dealer is the *Happy Felton Show, WOR-TV*, which, in the baseball season, accounts for 50% of the six-month advertising budget.

“Tough as it is for any advertiser to measure his results by media, we do know that there’s been sufficient increase in showroom traffic and volume sales for us to ascribe it to this package show we’ve bought,” says Kreiser, who’s planning to renew the buy next year.

Without being statistics-happy, Kreiser knows that his normal business (250 cars a month in 1955) broke down into 20% time, 80% cash. He credits Felton with bringing in a lower-income group whose buys break down into 70% time, 30% cash.

But where Felton provides the audience, Charlie Kreiser likes to do the selling himself.

“People who come into our showroom (46th Street and Park Avenue) are presold on make,” says he. “Our advertising is aimed at making our name the most widely-known, confidence-inspiring one among Oldsmobile dealers.”

To achieve this aim, Kreiser began three years ago, in his radio advertising debut, not only to deliver the pitch himself, but to write his own copy. He uses his agency, the Miller Agency, principally as a timebuying and advertising placement organization.

“New York is an atypical, tough car market,” he says. “Our advertising philosophy helps us increase our sales potential from the 20 blocks we have a right to, to a 50- to 75-mile radius by bringing small-town personalized salesmanship to an impersonal area.”

Though he’s known for his business aggressiveness, Kreiser stresses the fact that he’s a gentle soul in private life, which he conducts from Millwood headquarters with the assistance of wife and four youngsters.

“I’ll tell you one thing,” says he, “My oldest will be 16 on September 4—she’ll be driving an Oldsmobile on September 5.” ★ ★ ★

WITHIN THESE DOORS

DETROIT'S great new Radio and Television Center

... in the dynamic
... Center area . . . in
... many with such famous
... as the General Motors
... and Fisher Buildings . . .
... s magnificent new
... e cast center will serve our
... listeners and clients with
... ost modern equipment
... ble to the radio and
... elevision industry.



WJBK

DETROIT

1500 KC. 10,000 WATTS
VISION, CHANNEL 2 CBS



Formal Opening September 14

7441 SECOND BLVD., DETROIT 2, MICHIGAN, TRinity 3-7400

HOW GREAT IS GRADY

TODAY

AUG 20 1956

GREAT ENOUGH to win—hands down—each of the 83 quarter hours he's on the air each week.

GREAT ENOUGH to be named Charlotte's most popular radio personality with a 150% lead over the next best-liked.

SO GREAT that a completely unknown product secured eleven area distributors by telling them the product would be advertised on "Grady Cole Time."

TODAY, as for the past 27 years, Grady Cole has the key to 2½ million Carolina hearts and pocketbooks. To unlock both by the millions, call WBT or CBS Radio Spot Sales, for Grady availabilities.



WBT Radio

CHARLOTTE, N. C.—50,000 WATT COLOSSUS OF THE CAROLINAS
JEFFERSON STANDARD BROADCASTING COMPANY



1. THE SHOW'S A FLOP
2. ALTERNATE WEEK AND OR COSPONSORS DISAGREE
3. SALESMEN'S ENTHUSIASM SLUMPS
4. THE COMMERCIALS DON'T SELL
5. THE STAR GETS SICK
6. TV COSTS REQUIRE BUDGET ADJUSTMENT
7. YOU'RE PREPARING FOR A JANUARY NET DEBUT
8. SPOT SCHEDULES NEED IMPROVEMENT
9. YOU'RE LAUNCHING A JANUARY SPOT CAMPAIGN
10. YOU HAVE TO SHOP FOR SYNDICATED SHOW AND TIME

PART ONE

OF TWO PART SERIES

*This article discusses
the first five problems
mentioned to the right*

10 MIDWINTER HEADACHES YOU CAN START TO LICK NOW

ADVANCE PLANNING IS ADMEN'S WAY TO AVOID MIDSEASON PROBLEMS

by Evelyn Konrad

A number of problems crop up for air media advertisers during midwinter that the client and agency can solve more easily by planning for them right now. In order to determine 10 crucial midseason headaches and analyze possible solutions, SPONSOR interviewed top agency radio-tv directors, account executives for major air clients and ad managers. In this article, SPONSOR discusses the first five problems listed above. See next issue for an analysis of the remaining five.

1. The show's a flop: By November or December the verdict on a new show is in. A couple of rating periods have come and gone and agency and client are equally elated or glum depending on the size of their audience.

If the show's a turkey, there's the inevitable "we're sunk" reaction. But there are important steps the agency, client and producer can take to build the show's popularity.

Naturally the problems differ depending on whether the show is film or live. If it's a film show, the client may as well resign himself to an unchanged show format during the next six or eight weeks ahead for which films are neatly in the can. A live show, on the other hand, can be revamped much more easily from week to week, providing contract permits changes. However, in either



WEAK SHOW
BEFORE **20.4**
AFTER **25.7**

People's Choice preceded a stronger show on NBC TV, Thursdays 8:30-9:00 p.m. last fall. After it was changed to follow the more established, better-rated program, its Nielsen average audience rating (see left) increased by 26%. *Dragnet*, the NBC TV show that was moved from 9:00 p.m. to 8:30 p.m., also benefited from the switch with an 18% boost (right)

STRONG
BEFORE **32.5**
AFTER **38.4**

WEAK
BEFORE **14.9**
AFTER **21.7**

Navy Log was a CBS TV when it preceded strong corner. Its rating (nine pr Nielsen AA's) was 14 jumped to 21.7 after time

TIME SWITCH CURE FOR WEAK

instance, there are a number of remedial steps to be considered, and most of these steps should be thought through in advance starting now since they require a good deal of advance planning.

1. *Time switch* One effective cure, put strenuously to the test in the season just past, is totally independent of show format. Essentially, it consists of reshuffling the network lineup in such a way as to put the weak show behind rather than in front of the strong vehicle.

This system proved profitable on CBS TV as well as NBC TV in some outstanding instances for both the weak and strong show last season.

For example, there's the story of *Navy Log* and *Phil Silvers*, originally exposed with *Navy Log* on first in the 8:00-9:00 p.m. block on Tuesdays. Under the original arrangement, *Navy Log's* average Nielsen audience for five

shows prior to the time switch was 14.9, with a 26.2 share of audience. *Silvers* was raking in a 17.7 Nielsen AA, with a 28.1 share of audience. On 5 October the network put *Silvers* into the half-hour preceding *Navy Log*, with the result that the strong show climbed from 17.7 to 27.0 for the first five shows after the change and *Navy Log* upped its comparable five-show Nielsen AA from 14.9 to 21.7 and its share-of-audience from 25.2 to 31.3.

On NBC TV, *People's Choice* and *Dragnet* each gained by switching time periods on Thursdays between 8:30 and 9:30 p.m. to the tune of 18% increase in *Dragnet's* Nielsen average audience, and 26% in *People's Choice*.

Dragnet climbed from a 32.5 Nielsen AA and 48.6 Nielsen share of audience to a 38.4 and 52.9 respectively, while *People's Choice* benefited to the tune of an increase from 20.4 Nielsen AA and 31.2 share of audience to

25.7 and 36.3 after the switch. Ratings are based on the three months preceding and following the time change.

The most highly publicized time switch was the CBS TV changeover for *Honeymooners* and *Stage Show* on Saturdays between 8:00 and 9:00 p.m. This changeover, however, turned out to be the most fruitless ratings-wise, of the three cited, in that Gleason's film show went from 32.9 Nielsen AA to the 33.0 for nine ratings before and after the change, while *Stage Show* stayed a steady 18.8, with little change in share of audience, during the same ratings period.

In two of the three cases cited above, the time switch was beneficial to the strong and weak show both. In the third case, *Stage Show* and *Honeymooners*, both shows were pitted against a new and strong live show, *The Perry Como Show*, on NBC TV, which kept growing in popularity.



	STRONG SHOW		WEAK		STRONG
<i>Stage Show</i> raked in a 17.7	17.7	BEFORE	18.8	<i>Stage Show</i> was a Saturday night CBS TV ratings problem when it pre-	29.7
after its first few CBS				ceded the stronger <i>Honeymooners</i> . Together the two shows bucked NBC	BEFORE
shows. When it was moved				TV's formidable <i>Como Show</i> . However, despite the controversial time	
to the weaker <i>Nary Log</i> , its	27.0	AFTER	18.8	switch effected between <i>Stage Show</i> and <i>Honeymooners</i> , rating-wise	29.9
rating increased over 9 points (right)				neither show gained or lost, but both shows maintained the earlier level	AFTER

STRONG SHOWS HELPED SHOWS LAST YEAR

Despite the NBC TV show's strength, however, the two CBS TV shows maintained their ratings after the time switch.

The moral to the advertiser with a disappointing show is the following: Network lineup and time period contribute a lot to the success or failure of the show. If you're stuck with a show format, you can at least try to improve interim ratings by giving your show the profit of a stronger show's carryover. The three examples cited indicate that a strong show need not suffer from such a changeover—a good argument to use in negotiation with the networks.

2. *On revamping film shows*—A word of caution to the film show sponsor: It may be prudent to avoid last-minute pressure by producing 13 weeks in advance when you have a proven show. But if it's a new show you've bought, here are some of the

steps you can follow right now to prevent a November ratings-slump from being disastrous:

(a) Look over your contract to see whether it's flexible to allow you final script o.k., a word in talent choice, final approval of production values. You may be able to renegotiate with the packager now, before the show goes on the air.

(b) Work only six to eight weeks ahead. This gets you past the initial season's rush and the first few ratings, but you maintain a degree of flexibility to manoeuvre for January improvements.

(c) Keep continually abreast of new product available, or proven film shows that may open up. No tv advertiser can afford not to maintain a steady pipeline out to the various packagers and networks. Replacements for a bad show don't fall into your lap at the proper time without a lot of

searching—a time-consuming process.

There have been cases when clients were able to cancel disappointing film shows in mid-season. About two years ago, for example, Bristol-Myers realized within six weeks that its CBS TV show, *Honestly Celeste*, was not up to par with competition. Its November rating, after an October debut, was a slim 15.0 Trendex. The client and agency went to work immediately scouting out replacements and discussing the show problem with the network and the star. Together they worked out an agreement for getting out prior to the original expiration date, and by 2 January, Bristol-Myers was on with a different show. The 2 January show was an interim replacement until the next week, when *Stage Seven*, a drama series, became available and went on for the firm.

"We felt that the time wasn't right
(Please turn to page 110)



WHAT 25 YEARS ON THE AIR TAUGHT CAMPBELL SOUP

THESE 11 LESSONS GUIDE TODAY'S SPENDING

OF A \$20-MILLION ADVERTISING BUDGET

This year, the Campbell Soup Co. marks the completion of 25 years as a broadcast advertiser.

A consistent network advertiser during each year of that quarter century, Campbell is also a consistently big investor in broadcast media. This year, SPONSOR estimates it is spending some \$8 to \$9 million in network and spot broadcasting, almost half of its entire \$20 million advertising appropriation.

Campbell has learned a lot about advertising and about people from its multi-million-dollar investment in radio and television during the 25-year span since 1931. Campbell Advertising Manager Rex Budd terms this knowledge "lessons learned." And he narrows down these lessons to 11 radio and tv advertising precepts for his company.

Budd, who directs all advertising and coordinates all media planning and buying for the \$100 million-a-year company, profiled for SPONSOR the network buying pattern and the lessons learned from that pattern during those 25 years.

His box score for Campbell, in terms

of networking, looks something like this when all those years are totaled up:

In that time, the soup company sponsored 35 different network radio shows, ranging from one to nine per year. And since 1950, when Campbell made its television entry, it has bought 16 different network television shows. The range: a low of one program in 1950, a high of seven in 1955.

Today, the total is six television and two radio programs contracted for thus far this year.

These totals, of course, reflect the short-term as well as the long-haul programs—the summer replacements, the experiments which didn't pay off, changes in format, switches from daytime to nighttime. Most of Campbell's broadcast advertising, however, is characteristic of all its intensive all-media advertising. It has been consistent though varied.

Looking back on 25 years as a sponsor, Budd recalls with nostalgia—and something akin to disbelief—the annual network radio investment in 1931.

(Please turn to page 98)



'35 radio

Dick Powell stars in Hollywood Hotel



'37 radio

Walter O'Keefe quizzes Double-Or-Nothing guest



'40 radio

Lanny Ross greets Campbell sales staff



'42 radio

Wendy Barrie, Conrad Nagel and Monty Woolley

'43 radio

Wilton Berle with guest, Elsa Maxwell



CAMPBELL'S 51-SHOW HISTORY

radio

NAME	TYPE OF SHOW	STARTING DATE	ENDING DATE	NET
Amelia Earhart	music	February 1931	July 1931	NBC
Laurel and Hardy	music	October 1931	April 1932	NBC
Edgar Allan Poe	music-variety	October 1934	December 1935	CBS
Alfred Hitchcock	comedy	October 1934	December 1935	CBS
Radio City	variety	March 1937	April 1938	CBS
Playhouse 90	drama	December 1938	March 1939	CBS
Andy	situation comedy	January 1938	February 1943	NBC
Chick	news	September 1938	March 1939	NBC
Ed Duffell	daytime serial	July 1939	October 1939	CBS
Bob Hope	music daytime	October 1939	March 1940	CBS
Bob Hope	music nighttime	April 1940	May 1942	CBS
Circle	daytime serial	September 1939	January 1940	CBS
Circle	daytime serial	January 1940	July 1940	CBS
Wednesday	daytime serial	July 1940	July 1941	CBS
Front Street	drama	January 1940	January 1941	CBS
Alfred Hitchcock	daytime serial	July 1941	April 1942	CBS
Edgar Allan Poe	comedy	September 1941	June 1942	CBS
Walter Winchell	narration	February 1940	April 1942	CBS
Gene Excitant	quiz	July 1941	August 1942	CBS
Madame Destry	drama	September 1942	September 1945	CBS
Bert Parks	comedy	March 1943	May 1943	CBS
Edgar Allan Poe	comedy	June 1943	June 1947	CBS
Edgar Allan Poe	mystery	June 1945	September 1945	CBS
Alfred Hitchcock	news	October 1945	June 1947	CBS
Performance	drama	October 1945	April 1946	CBS
Truitt		April 1946	September 1947	CBS
Archie	situation comedy	April 1946	September 1946	CBS
Archie	music	October 1946	March 1947	NBC
Archie	music	June 1947	January 1953	CBS
Bob Hope, Dick Haymes, Andrew Sisters, cons.				
For Nothing				
O'Keefe	quiz	June 1947	January 1953	NBC
Ed R. Murrow	news	September 1947	June 1950	CBS
For Nothing	quiz	January 1953	January 1954	ABC
Central Station	drama	January 1954	April 1954	ABC
Andy Music Hall	music-variety	January 1956	April 1956	CBS
Andy	daytime serial	January 1956	March 1956	CBS

television

Night Review	variety	September 1950	February 1951	NBC
Morgan's Great	variety	January 1951	June 1951	NBC
Archie Family	situation comedy	September 1951	May 1953	NBC
Edgar Allan Poe	drama	June 1952	August 1952	NBC
For Nothing	quiz	October 1952	July 1954	CBS
Sound Stage	drama	July 1953	September 1954	CBS
Doc	children's	March 1954	March 1955	NBC
Bob Hope	comedy	June 1954	February 1955	CBS
Edgar Allan Poe	drama	September 1954	September 1955	NBC
Andy	situation comedy	September 1954	September 1955	NBC
Mouse Club	juvenile	October 1955	August 1956	ABC
Star Stage	drama	September 1955	August 1956	NBC
The Family	situation comedy	June 1955	July 1955	CBS
Moore	variety	June 1956		CBS
Parry	aud. participation	June 1956		CBS
Andy	drama	September 1956		NBC



'51 television

Henry Merzan headed to ent-variety show



'56 television

Lassie, on since '51 and still going strong



SO YOU'RE GOING TO MEET IN A WOODED NOOK?

SLACKS ARE GETTING MORE WEAR THAN GRAY-FLANNEL

SUITS AS EXEC MEETINGS TAKE TO THE HILLS OR OPEN SEA IN SEARCH OF NEW IDEAS

It's a toss-up these days as to who is taking the most money out of Madison Avenue—Brooks Brothers or Abercrombie and Fitch.

The growing trend among executive personnel to get out of the offices and conference rooms to hold their brainstorming sessions under God's great blue sky is effecting a change in both wardrobe and accessories. The cocostraw cap is covering up the old crew cut. Sport shirts are replacing button-downs. Charcoal suits are giving way to Bermuda shorts. And as account execs and clients scramble aboard yachts for planning meetings, one is likely to find many more duffle-bags in evidence than dispatch cases.

Today, the barometer of a client's campaign is frequently the depth of the a.e.'s tan.

At first glance, this moving of "Thinktime" outdoors seems ironic inasmuch as it's catching hold just when such modern refinements as air-conditioning are making the executive suite more habitable than ever. Yet no one can deny the practice has taken hold. Some hotel and resort men estimate that their business of renting facilities for executive get-togethers has tripled in the past five years. Any practice with such growth-rate must have pretty sound reasons behind it.

One of these reasons may well be the tax-deductible angle. The Bureau

of Internal Revenue looks with favor upon the out-of-office conference. It regards, in such cases, the "wooded nook" as an extension of the office and allows for expenses incurred right down to the last drop of scotch and the last crumb of salami.

So when an agency head is shopping around for hunting lodge accommodations for a three-day strategy meeting, he can feel reasonably sure that any creative ideas that come out of it will be bought with a 40-cent dollar.

Another—and probably the chief—reason is that constant interruptions and the press of immediate business around the office today is making it impossible for two or more people to sit

still long enough to listen to the boss' favorite joke, let alone get any far-range planning accomplished. Even if you tear out the phone wires, gag and bind your secretary, then lock yourself in the board room, it will develop within five minutes of the meeting's start that one of you has a lunch date with a client and must tear yourself away. Such is the case with BBDO.

For Batten, Barton, Durstine & Osborne execs and employees there's an annual convention. Across the street to the Roosevelt Hotel in New York, go these meeters to get away from telephone rings and office clamor. "We do wish, though, that we could get further away," one member of the agency cheerlessly said. "Because the secretaries who've been left to hold the fort inevitably dash across to us with memos."

"Have you thought of going to somewhere like Central Park which is in the City?" we asked him.

"Gracious!" he exclaimed. "That's much too far away."

The answer, then, is to shanghai your key personnel, clients and idea men, maroon them on an island somewhere off the coast of Maine, then break out the blueprints and hamburgers. At this point, you've not only got a "captive audience"—you've got "captive brains."

The American Management Association has been advocating just such action for years. In fact, the Association aids executives in planning for and setting up business meetings outside the office in likely localities.



"Sport shirt session" in Connecticut for Grey admen. L to r: (facing camera) S. Kay, comptroller; J. Lorin, J. Singer, both v.p.'s and acct. supers.; (standing) H. D. Strauss, exec. v.p., acct. super.; L. Valenstein, board chairman; A. C. Fatt, pres.; (back to camera) T. M. Kaufman, v.p., acct. super.; A. Leokum, v.p., creative dir.; S. Dalsimer, v.p., acct. super.; (in check shirt) A. L. Hollender, v.p. radio-tv. Since meet, Grey added 12 accounts.

"Most people are trapped by detail," says George Odiorne, who heads AMA's intra-company management program. "They can never do advanced planning because of immediate business problems and a stream of interruptions."

"In a different climate—in new locations with other facilities from those found in the office, people think differently. Getting away from the pressures allows *experimental thinking*."

Experimental thinking, which should be the aim of a get-away-from-it-all

session, does not concern itself with techniques or "how to" principles. It is exactly what the name implies—a development of ideas. "For the type of concentration necessary to experimental thinking," says Odiorne, "the men must be removed from the field of action."

"When AMA is asked to set up such a program for a company, we immediately ask for their objective. When they realize that most of their executive meetings are called to plan for the

(Please turn to page 86)

Three agencies that recently held "wooded nook sessions"

Agency: Grey At Richfield, Conn.

To provide for expansion of agency services, Grey executives discussed a new approach to service assignments, personnel recruiting and training, aims and organization for new business. Apparently some solid ideas on new business came out of it. Since the meeting, 12 new accounts have entered the Grey agency.

Agency: D-F-S At New Rochelle, N. Y.

With Wykagyl Country Club setting, 150 key D-F-S personnel from six offices discussed objectives of the agency. Personnel got to know each other better through two cocktail parties and transportation via car pools. Sporting events of chance and skill with prizes courtesy of clients topped off the wooded nook meeting.

Agency: K & E At Lake Placid, N. Y.

For the fourth time, K&E's top executives from 10 offices met. This year's May meeting highlighted overall agency objectives and departmental progress in areas such as personnel, public relations, marketing, accounts and their advertising vehicles. Recreation included a picnic and dinner which aided relaxed planning.

If you deliberately set out to test the efficiency of a single advertising medium in selling wine, you could scarcely hope for a better laboratory than the state of Pennsylvania.

Here, all alcoholic beverages (with the exception of beer) are sold only through state-owned-and-operated liquor stores. In these stores, no point-of-sale promotion material is permitted. Clerks are not allowed to recommend one brand over another or otherwise to assist the customer in making a selection. Each brand, with price clearly marked, nestles on the shelves among competitive bottles, and it's up to the customer to pick his own potables.

Among advantages this liquor-con-

trol system offers to distillers and vintners is 100% distribution throughout all state stores, and a carefully detailed sales report every two weeks.

Into this laboratory on 1 October 1955, came Kasser Distillers, of Philadelphia, with a radio campaign on local station WPEN, aimed at helping customers in the Philadelphia market make their wine selection before they got to the state stores. The wines that Kasser intended them to select were King's Burgundy and King's Sauterne, a pair of relatively new labels introduced, without any advertising whatsoever, a short time earlier to the shelves of the state stores.

The campaign on WPEN was the first and only advertising support

given to this pair of wines. It had no assist from any other media. Clearly, if King's Burgundy and Sauterne sales jumped ahead or stood still, it would be because radio had done the job or failed to do it. Radio did it.

By the end of the second week of the campaign, sales on these King's wines had increased 43%. Eventually, Kasser Distillers were faced with the problem of producing enough burgundy and sauterne to meet the demand.

Riding the coattails of the burgundy and sauterne's success, the entire King's brand line soon increased its sales by 57%. These other products of Kasser Distillers include whiskey, brandy and liqueurs. All but 10% of

WHAT RADIO DID FOR **KING'S WINES: 43%**

SALES JUMP IN TWO WEEKS

KASSER DISTILLERY INTRODUCED ITS NEW WINES EXCLUSIVELY OVER WPEN

Customer's choice: Pennsylvania's state owned-operated liquor stores permit no point-of-sale promotion, no recommendation by clerks. Buyer names his brand





Raymond H. Kasser, (l) Kasser Distillers v.p., with Feigenbaum & Werman account executive Jay Beneman whose Philadelphia agency created The Frenchman as a unique salesman for King's newly developed wines

Kasser's output is sold within Pennsylvania where the company ranks second in alcoholic sales.

Five months later, King's wines showed an increase of 1.073% over pre-radio sales. Kasser was forced to increase its wine producing capacity by one-third.

100% of King's Burgundy and Sauterne budget went to radio, because of its low cost per announcement making possible greater frequency. Repetition was considered especially important. What counted was the total number of reminders that could be provided by a saturation campaign.

When King's Burgundy and Sauterne took to the air on 1 October 1955, its schedule called for 20 one-minute announcements per week, quickly went to 40. In the weeks prior to Christmas, when wine sales reach an expected peak, the saturation schedule rose to 60 announcements weekly. Throughout the WPEN campaign, announcements were aired morning, afternoon and night in order to blanket every audience.

King's Burgundy and Sauterne were produced to appeal to that segment of the wine-drinking public which found kosher sacramental type wines too sweet and most table wines too dry.

The sales approach worked out by Kasser's advertising agency, Feigenbaum and Werman, of Philadelphia, was directed primarily at women with a side slant at the male consumer.

Raymond H. Kasser, v.p. of Kasser Distillers, said of the new wines: "I

knew that if we could get the women of Philadelphia to taste them, they'd like them." He also knew that women were the prime purchasers of the sweeter wines and that their preferences were decided by taste rather than by alcoholic content.

Kasser's knowledge, based on experience, was also supported by market research data at the Feigenbaum and Werman agency. Among this material was a Roper report, issued in August 1955 by the Wine Advisory Board of California, titled, "A Study of People's Attitude Toward and Usage of Wine."

Among the more significant facts uncovered was that older people—and especially older women—are the largest consumers of wine in this country. 70% of a group of women in the 50-or-over age group had replied that they were wine drinkers. Of the men in the same age group who were queried, 55% answered in the affirmative. In all age groups, from 18 years on up, the percentage of women compared to the percentage of men who drank wine was from 10% to 19% higher.

The same report listed a number of qualities often associated with wine that would seem to be especially good sales points for a feminine audience. Prestige, economy and taste were favorably thought to be among the attributes of wine. "Gracious living" and "nice people" were also associated with wine in the minds of most of those interviewed. Factors that might

add to women's interest in serving wine are that it is popularly considered a mealtime drink, good for the health, moderate yet festive.

Most encouraging facet of the Roper report, from the point of view of wine producers, is the revelation that there is a greater customer potential than is being realized among people who already like and accept wine. The problem is not one of educating tastes but of reminding those who like the product to go out and buy a bottle for tonight's dinner.

To do the sales job for King's, Feigenbaum and Werman created a character called The Frenchman. His was a role designed specifically for radio and particularly for the kind of exploitation possible over WPEN. As explained by WPEN's sales manager Ery Rosner, the agency took advantage of WPEN's music and news format which is monitored by a staff of five personalities. (WPEN prefers "personalities" to "disk jockeys.")

The Frenchman announcements are half live, half recorded. He is introduced as if he were present in the studio, and is preceded by a few bars of a melody from some pop number like the "The Song From Moulin Rouge" or "I Love Paris." Then The Frenchman speaks:

"Ah! There you are! This is The Frenchman." (A few days after the first Frenchman commercials made their debut, they produced an unexpected dividend in the form of a catch-

(Please turn to page 31)

REPS TODAY: THE EYES AND THE EARS OF NATIONAL ADVERTISERS

MODERN REPS HAVE THE FACTS AND FIGURES

FOR BUYERS SEEKING MARKET DATA

There is no surer way to increase sales than to really know the product you're selling. New Shell product checked locally (from l.) W. H. Harrell, retail mgr.; J. C. Hopkins, sles. mgr.; R. C. Higgenbotham, sles. pro.-ad. mgr., Atlanta, all Shell; K. S. Byerly, Katz Atl. mgr.



Suppose you're planning an ad campaign for a baby food. You're thinking of spot television, but you'd like to know how many one-year-olds there are in the 22 markets you have in mind.

How do you find population figures on one-year-olds?

One of your first moves, if you're an agency or a client, should be to check a radio and tv station representative. These days, he's right on top of answers to questions of this type.

The rep no longer merely submits avails, a routine county-by-county coverage map and the lowest cost-per-1,000 in his rate book. His selling today can be described as creative and mature. He's selling and servicing the advertiser in a more penetrating way than ever before. With this broadened concept of time sales, the rep is adding stature to his own profession and to that of advertising.

Not every rep, of course, is equipped to come up with the number of people in Ottumwa, Iowa, who have one blue and one brown eye, or to come up with the answer in two hours. But most reps have quantities of statistics which serve as sales-clinchers in their selling arguments and which can ease the buyer over many a tough marketing spot.

The information can be of a national character, provided by the representative's headquarters staff, or it can concern purely regional or local data, which a marketer needs to develop his local sales potential more fully.

One of the reps which is particularly well geared to service the agency and client broadcast buyer with specifics of this kind is The Katz Agency whose approach typifies the current trend among reps to provide information-in-depth.

These examples of service requests filled by The Katz Agency staff in recent weeks illustrate the scope of the service which an advertiser can get today.

► *A drug product:* Katz provided answers to a detailed request from an ad agency which had just taken on its first proprietary drug account. The client planned to introduce a new drug store item for children with use of spot radio and tv in six markets.

Here's what the client asked for and received from the rep:

1. Corporate (street boundary) area population in each market.

2. Audit Bureau of Circulation retail trading area for each market.
3. Number of families in the home county in which the city is located.
4. Number of children under six years of age in each market.
5. Percentage of radio homes in the county.
6. Percentage of television homes in the county.
7. Effective buying income for families in the home county.
8. The relationship of buying income to the national average, in plus or minus terms.
9. Drug sales per family per year in the county, with the relationship of this figure to the national average.
10. A list of all radio and tv stations in each market, with data on affiliation and coverage area.
11. Cost of a schedule of one-minute announcements in daytime radio and tv.

► *New business pitch:* An ad agency planned a presentation to a client for new business and needed some arguments to bolster its tv recommendation. It asked for and got examples of spot tv advertisers who in the past three years have increased their spot tv expenditures from less than \$100,000 to \$500,000.

► *Irrigation equipment:* A Midwest agency, handling irrigation equipment, asked for (1) a list of states with more than 100,000 acres of irrigated land, (2) the number of irrigated farms in each state and (3) the total irrigated farm acreage of each.

► *Food product:* A food manufacturer requested a dossier of recent success stories on food advertisers who have been buying institutional spot advertising. The client also asked for a comprehensive analysis of television rate trends in the top 50 markets.

► *Deodorant:* A new deodorant, planning a heavy introductory spot campaign using both radio and television, was interested in what the competition had been doing. It got information from Katz on current spot radio and tv buying patterns of competitive products.

► *Frozen food:* A New York company, producing a regional frozen food line, wanted to know when supermarkets closed their doors in his marketing area. The Katz Agency's field force checked each city and came up with closing times as they were requested.

(Please turn to page 96)



PGW previews market data: from l, Jack Thompson, asst. sls. mg., radio; Russel Woodward, ex. v.p.; H. P. Peters, pres.; Jack Brooke, E. tv sls. mg.

\$100,000 for market study

Peters, Griffin, Woodward researches 57 local markets

The expanding role of the station representative in servicing agencies and advertisers with facts and figures was dramatized this week with release of a \$100,000 marketing project by Peters, Griffin, Woodward.

This sum, representing out-of-pocket costs as well as staff salaries, was spent by the rep to produce an exhaustive series of 214 studies covering each market where it represents a radio or tv station.

Answering "an industry demand of some 20 years' duration," Peters, Griffin, Woodward early this year put its promotion and research staff on the job of collaborating with its six field offices. Their job: to compile basic market data which an advertiser needs to know in order to reach—and to sell—a local market effectively.

Lloyd Griffin, vice president, explains that the market information provided "is available in one place or another, but much of it never seems to be where we can put our hands on it when we want it in a hurry. Now we can take the buyer, the account man or the client on a 'tour' of the city in less than an hour, yet he learns things which he couldn't get in a three-day trip to the city itself."

This is the type of data which PGW has collected for its 32 radio markets: a detailed description of the market area, with city history, population, local habits, bank deposits, income, local industry; retail outlets (drug, department, food, etc.); newspapers, tv and radio stations, with space and time rates, circulation, power; ratings and county coverage of the PGW station there.

Data for 25 tv markets includes these basics, as well as such information as when youngsters get out of school, altitude, temperature, retail sales by product type, category, office hours, airline service, hotels, car registration, principal highways, college enrollment.

To introduce its new market analysis, PGW is mailing a copy of each of the 32 radio market reports and one sample tv brochure to 1,680 agencies and 967 national advertisers this week. Mailing will go to the seven cities where the rep has offices, New York, Chicago, Detroit, Atlanta, Fort Worth, Los Angeles and San Francisco.

The national project is an outgrowth of similar market reports on 12 radio markets circulated by the company in 1954. Because of their usefulness to the buyer, the reports were expanded in detail and in quantity. PGW salesmen will use these reports in contacting buyers, account people and clients.

PGW will circulate a total of 250,000 printed pieces including filing folders for each market and a new tv promotion brochure "Dames in the Daytime."

★ ★ ★

SPOT TV SPENDING UP

TVB ESTIMATES SHOW SPOT SOARING FROM \$100,209,000 IN FIRST QUARTER

National and regional advertisers spent over \$5,000,000 more for spot tv time during the second quarter of 1956 than during the first. Spending hit a total of \$105,584,000 compared with \$100,209,000 the first quarter. This was the picture of spot tv growth emerging as the Television Bureau of Advertising released the third of its quarterly reports on spot television expenditures covering April, May and June 1956.

The TvB figures are based on account activity reports from 300 tv stations in 203 markets made to the N. C. Rorabaugh Co. Gross one-time rates as of January 1956 were used to produce estimates of the dollar expenditures by individual advertisers.

Data released by TvB and shown on these pages includes: a breakdown on spending by time of day and type of announcement used; a breakdown on expenditures by product classifications; spending by the top 200 spot tv clients; and the top 10 agencies in spot tv billings.

The second quarter 1956 figures show marked changes in activity among individual advertisers compared with the first quarter. Lever Bros., for example, has almost tripled its spending, going from 38th-ranking spot tv client in the first quarter to 9th in the second. General Foods moved from 4th to 2nd. Philip Morris and Colgate-Palmolive showed sharp increases. Revlon, which wasn't among the top 200 in the two previous TvB reports, now is number 12.

Reflecting the fall-off in automotive advertising activity in all media, expenditures by the automotive firms are down in general.

HOW SPOT TV SPENDING BREAKS DOWN BY TIME OF DAY ON AIR, TYPE OF CAMPAIGN*

DAY	\$36,711,000	34.8%
NIGHT	\$58,589,000	55.5%
LATE NIGHT	\$10,281,000	9.7%
TOTAL	\$105,584,000	100.0%

ANNOUNCEMENTS	\$47,001,000	44.5%
ID's	\$12,529,000	11.9%
PARTICIPATIONS	\$24,250,000	23.0%
SHOWS	\$21,801,000	20.6%
TOTAL	\$105,584,000	100.0%

*For second quarter, 1956

MILLION IN SECOND QUARTER

ER 1956 TO \$105,584,000. MANY CHANGES AMONG LEADERS SHOWN. SEE NEXT PAGE ► ►

FOODS STILL WAY OUT IN FRONT AS LEADING CLIENT TYPE

Product category	Spending estimate 4th quarter '55	Spending estimate 1st quarter '56	Spending estimate 2nd quarter '56
AGRICULTURE	\$378,000	\$310,000	\$327,000
ALE, BEER & WINE	\$9,446,000	\$8,323,000	\$9,009,000
AMUSEMENTS, ENTERTAINMENT	\$119,000	\$157,000	\$139,000
AUTOMOTIVE	\$5,321,000	\$3,280,000	\$3,556,000
BUILDING MATERIAL, FIXTURES, PAINTS	\$1,069,000	\$805,000	\$1,175,000
CLOTHING & ACCESSORIES	\$2,485,000	\$1,793,000	\$2,221,000
CONFECTIONS & SOFT DRINKS	\$5,391,000	\$4,673,000	\$5,322,000
CONSUMER SERVICES	\$3,146,000	\$2,952,000	\$3,126,000
COSMETICS & TOILETRIES	\$7,864,000	\$7,442,000	\$9,541,000
DENTAL PRODUCTS	\$2,779,000	\$4,253,000	\$4,442,000
DRUG PRODUCTS	\$8,909,000	\$10,726,000	\$6,468,000
FOOD & GROCERY PRODUCTS	\$27,106,000	\$28,461,000	\$28,381,000
GARDEN SUPPLIES & EQUIPMENT	\$43,000	\$134,000	\$187,000
GASOLINE & LUBRICANTS	\$3,698,000	\$3,123,000	\$4,206,000
HOTELS, RESORTS, RESTAURANTS	\$50,000	\$48,000	\$99,000
HOUSEHOLD CLEANERS, POLISHES, WAXES	\$2,004,000	\$1,579,000	\$2,301,000
HOUSEHOLD APPLIANCES	\$2,444,000	\$1,505,000	\$2,430,000
HOUSEHOLD FURNISHINGS	\$833,000	\$768,000	\$958,000
HOUSEHOLD LAUNDRY PRODUCTS	\$4,318,000	\$4,747,000	\$5,242,000
HOUSEHOLD PAPER PRODUCTS	\$951,000	\$1,108,000	\$1,502,000
HOUSEHOLD GENERAL	\$992,000	\$975,000	\$1,092,000
NOTIONS	\$200,000	\$80,000	\$98,000
PET PRODUCTS	\$1,294,000	\$986,000	\$1,174,000
PUBLICATIONS	\$133,000	\$564,000	\$183,000
SPORTING GOODS, BICYCLES, TOYS	\$659,000	\$98,000	\$102,000
STATIONERY, OFFICE EQUIPMENT	\$105,000	\$73,000	\$54,000
TV, RADIO, PHONOGRAPH, MUSICAL INST'S	\$1,646,000	\$626,000	\$554,000
TOBACCO PRODUCTS & SUPPLIES	\$6,440,000	\$7,081,000	\$7,371,000
TRANSPORTATION & TRAVEL	\$1,000,000	\$665,000	\$898,000
WATCHES, JEWELRY, CAMERAS	\$2,138,000	\$1,834,000	\$1,982,000
MISCELLANEOUS	\$911,000	\$1,040,000	\$1,444,000
TOTAL	\$103,872,000	\$100,209,000	\$105,584,000

WHAT TOP 200 SPENSE

RANK	ADVERTISER	4TH QUARTER 1955	1ST QUARTER 1956	2ND QUARTER 1956
1.	Procter & Gamble	\$1,064,600	\$5,782,800	\$6,541,000
2.	General Foods	2,004,000	2,053,800	2,978,200
3.	Brown & Williamson Tob.	2,739,000	2,921,900	2,673,400
4.	Sterling Drug	1,893,000	2,252,800	2,138,500
5.	Colgate-Palmolive	1,231,000	1,583,160	2,115,700
6.	Philip Morris	1,175,700	1,542,200	1,833,100
7.	National Biscuit	1,158,500	1,478,400	1,735,900
8.	Miles Laboratories	1,561,400	1,696,900	1,392,600
9.	Lever Brothers	394,100	471,000	1,263,900
10.	Liggett & Myers Tobacco	902,000	1,122,900	1,237,400
11.	Coca-Cola	835,300	654,800	1,215,400
12.	Revlon			1,191,400
13.	General Motors	1,423,700	1,264,200	1,170,700
14.	W. K. Kellogg	1,199,300	1,780,000	1,139,600
15.	Bulova Watch	1,238,900	1,228,400	1,121,600
16.	Continental Baking	609,000	761,400	1,103,200
17.	Amer. Tel. & Tel.**		1,143,300	976,700
18.	Robert Hall Clothes	1,245,500	869,100	973,800
19.	Carter Products	319,200	1,059,900	916,500
20.	Helaine Seager	522,500	725,200	890,900
21.	Charles Antell	217,800	847,360	843,700
22.	Ford Motor	1,716,800	985,100	762,900
23.	Warner-Lambert Pharma.	755,200	725,900	745,400
24.	Minute Maid	466,700	839,100	680,200
25.	Standard Brands	265,100	285,600	673,100
26.	Nehi			616,000
27.	Block Drug	879,900	751,200	613,100
28.	Corn Products Refining	417,300	425,900	611,400
29.	Florida Citrus Comm.	598,500	698,500	589,000
30.	R. J. Reynolds Tobacco	550,100	487,800	558,700
31.	Sales Builders	368,300	371,000	549,700
32.	Harold F. Ritchie	703,300	642,000	546,900
33.	Pepsi Cola	428,000	373,700	545,700
34.	Borden	286,200	573,600	545,200
35.	Toni	436,800	497,700	530,700
36.	Esso Standard Oil	553,600	531,500	528,000
37.	Nestle	964,600	542,400	524,000
38.	P. Ballantine & Sons	416,700	429,600	514,200
39.	RCA	323,300	344,000	471,700
40.	Du Pont	356,700	117,000	470,100
41.	P. Lorillard	260,900	229,500	460,600
42.	General Electric	182,500	124,700	459,300
43.	Northern Paper Mills	130,400	118,400	453,100
44.	Carling Brewing		261,000	437,600
45.	Lee, Ltd.	266,200	270,000	428,900
46.	Stokely-Van Camp	364,500	389,900	415,600
47.	Chrysler	558,400	481,700	414,600
48.	Chesebrough-Ponds	114,700	474,500	414,500
49.	Anheuser-Busch	263,000	325,400	405,300
50.	Shell Oil	461,800	324,600	403,200

RANK	ADVERTISER	4TH QUARTER 1955	1ST QUARTER 1956	2ND QUARTER 1956
51.	Benrus Watch	\$ 324,300	\$ 417,000	\$ 401,800
52.	Socony Mobil Oil	320,500	227,400	400,400
53.	Wesson Oil & Snow Drift	267,200	346,600	387,800
54.	Studebaker-Packard			387,100
55.	Campbell Soup	763,100	495,600	380,500
56.	National Dairy***	181,100	200,500	376,800
57.	International Cellucotton		184,100	372,500
58.	Los Angeles Brewing	258,300	97,800	364,400
59.	Proctor Electric	251,900		359,300
60.	Piels Bros.	407,900	394,200	353,800
61.	H. J. Heinz	304,000	327,300	344,100
62.	Standard Oil of Ind.	182,000	230,200	341,200
63.	Falstaff Brewing	354,900	377,900	330,000
64.	Better Living Enterprises	453,900	393,900	329,100
65.	Hamm Brewing	274,200	260,300	324,300
66.	Tafon Dist.		355,500	324,000
67.	J. A. Folger	424,300	531,300	317,900
68.	Swift		100,000	317,700
69.	American Home Foods	254,600	313,800	317,600
70.	Beechmt Packing	258,300	262,700	314,100
71.	Welch Grape Juice		169,500	302,400
72.	Carnation****	183,500	258,800	301,300
73.	American Chicle	247,400	224,300	301,200
74.	Safeway Stores	343,700	211,300	301,200
75.	Salada Tea	308,600	355,900	298,900
76.	Pacific Coast Borax	265,500	214,900	295,500
77.	Sardeau		135,300	293,700
78.	Greyhound	155,100	115,600	287,800
79.	5 Day Laboratories			287,000
80.	Simoniz	122,100	227,900	271,100
81.	Simmons	147,700		270,500
82.	Top Value Enterprises		147,000	266,200
83.	Armour	289,500	340,500	257,900
84.	B. F. Goodrich			256,200
85.	Morton Frozen Foods	123,200	216,300	251,300
86.	Coty	672,800		251,300
87.	Hills Bros. Coffee	250,200	103,500	249,600
88.	Hawley & Hoops	253,700	286,100	248,500
89.	Mennen	180,100	276,300	247,700
90.	E. & J. Gallo Winery	256,800	388,100	236,700
91.	U. S. Rubber			234,200
92.	A & P	286,800	286,600	233,800
93.	Pharmaceuticals, Inc.	226,800	267,500	225,900
94.	Liebmann Breweries	229,400	206,500	222,600
95.	General Baking	395,200	230,300	221,700
96.	Roto-Broil			221,300
97.	Peter Paul	567,900	724,700	216,100
98.	Avoset			214,500
99.	Sunshine Biscuit	315,900	203,100	212,800
100.	M. J. B.		146,500	208,900

††††† Estimate based on N. C. Borah's 1960. Blank space in 4th Quarter 1955 and in 1st Quarter 1956 columns above means advertiser was not among top 200 in period.
 ††††† Includes all regional telephone companies. ††††† Includes Kraft Foods Co. ††††† Includes Albers Milling Co.

SPOT TELEVISION

RANK	ADVERTISER	4TH QUARTER 1955	1ST QUARTER 1956	2ND QUARTER 1956	RANK	ADVERTISER	4TH QUARTER 1955	1ST QUARTER 1956	3RD QUARTER 1956
101.	Pabst Brewing	\$ 291,200	\$ 313,500	\$ 207,500	151.	Scripto			\$ 138,200
102.	Rayco	203,900	106,000	206,200	152.	Rev. Oral Roberts		\$ 97,600	131,200
103.	Sealy Mattress	181,700	218,700	202,500	153.	American Tobacco			133,600
104.	Rath Packing		108,100	200,600	154.	Wm. B. Reily	\$ 122,900	120,000	132,600
105.	Slenderella			200,400	155.	Dormin			130,800
106.	Dr. Pepper			198,300	156.	Libby, McNeil & Libby	186,900	203,500	129,600
107.	D-X Sunray Oil			198,000	157.	Whitman & Son	200,400	105,800	129,300
108.	CVA	355,200	96,400	197,300	158.	Bank of America	126,200	143,600	127,600
109.	Lewis Food	199,100	212,000	194,800	159.	General Cigar	118,600	110,100	127,100
110.	Duncan Coffee		148,300	194,500	160.	Quality Bakers of America	160,300	130,900	126,900
111.	Best Foods	241,300	349,400	193,100	161.	Jacob Ruppert Brewery	236,000	113,100	126,900
112.	Kroger	143,500	156,900	191,700	162.	Grant Co.		188,700	125,900
113.	Wildroot	341,300	361,800	190,300	163.	Johnson & Son			125,300
114.	Langendorf United Bkrs.	184,400	145,500	189,200	164.	Buitoni Products	133,800	135,800	123,800
115.	Montgomery Ward	123,300		186,700	165.	Foremost Dairies			123,500
116.	Paxton & Gallagher	112,700	155,100	179,200	166.	General Petroleum			122,300
117.	Drewrys, Ltd.	166,300	134,000	177,500	167.	General Mills	319,800	217,500	122,100
118.	Bristol-Myers	252,300	384,800	175,300	168.	F. & M. Schaefer	188,600	213,500	122,100
119.	Wrigley	107,300	107,300	175,300	169.	Household Finance	167,000	135,100	122,100
120.	Seven-Up	399,600	368,400	175,300	170.	Duquesne Brewing		138,200	121,800
121.	Hudson Pulp & Paper	157,500	192,800	174,000	171.	San Francisco Brewing	300,600	155,500	121,800
122.	National Brewing	191,800	186,900	173,000	172.	Walgreen		126,100	120,600
123.	B. T. Babbitt	192,500	433,200	172,000	173.	Milner Products			120,500
124.	Schlitz Brewing	122,200	110,500	168,400	174.	Adell Chemical			118,500
125.	Phillips Petroleum	193,600	168,600	167,800	175.	Holsum Baking	127,000	105,600	117,000
126.	Ralston-Purina	117,180	149,400	165,500	176.	Kitchens of Sara Lee			116,700
127.	American Bakeries	236,800	190,500	164,100	177.	Standard Brewing			116,700
128.	International Salt		100,200	163,800	178.	Lone Star Brewing			116,300
129.	Geo. Wiedemann Brewing	137,800	128,200	163,600	179.	Mishawaka Rubber Wool			116,200
130.	Cream of Wheat	172,700	221,500	162,600	180.	S. S. Kresge	192,300		116,200
131.	Pellex, Inc.			161,800	181.	Duffy-Mott	176,300	207,900	113,100
132.	Ward Baking	201,900	162,200	161,400	182.	West End Brewing			112,300
133.	Avon	296,700	174,100	157,600	183.	International Milling	139,500	132,600	112,100
134.	Petri Wine	337,200	122,400	155,800	184.	Standard Oil of Ohio	182,600	199,900	110,900
135.	Emerson Drug	122,700	107,600	152,900	185.	Jim Clinton Clothing		105,900	110,400
136.	W. F. McLaughlin	129,000	179,100	152,800	186.	Drackett	136,100	126,600	110,100
137.	Blue Plate Foods		129,800	152,700	187.	American Sugar Refining			109,900
138.	G. Heileman Brewing	131,200	122,300	150,000	188.	Magnolia Petroleum			109,300
139.	Lucky Lager Brewing	147,200	202,200	148,900	189.	S. S. S.		100,700	109,100
140.	B. C. Remedy	123,600	171,600	148,700	190.	Grocery Store Products		181,400	108,200
141.	Richfield Oil		135,200	148,000	191.	General Tire & Rubber			107,800
142.	Quaker Oats			147,700	192.	Regal Amber Brewing			106,000
143.	Assoc. Hospital Service	117,200	120,100	147,200	193.	Oscar Mayer		97,100	106,000
144.	General Electric Supply			146,900	194.	Keebler Biscuit			105,700
145.	Gold Seal		122,400	143,600	195.	Frito		101,700	104,700
146.	Jackson Brewing	150,800	153,000	143,600	196.	J. B. Williams			103,300
147.	C. B. S.	401,000	115,600	143,100	197.	Marlowe Chemical		94,900	103,300
148.	U. S. Tobacco	224,300	306,700	140,600	198.	Eastern Guild	227,300		101,800
149.	Glamorene	132,500	264,200	140,200	199.	Stroh Brewing	130,500	100,300	101,800
150.	Continental Oil		124,500	139,000	200.	Lo-Calory Food			100,200

*TVB estimate based on N. C. Rorabaugh data. Blank space in 4th Quarter 1955 and in 1st Quarter 1956 columns above means advertiser was not among top 200 in period.



**TVB REPORT HAS
MANY BY-PRODUCTS INCLUDING
TWO SHOWN BELOW**

TOP 10 AGENCIES IN SPOT TV BILLINGS

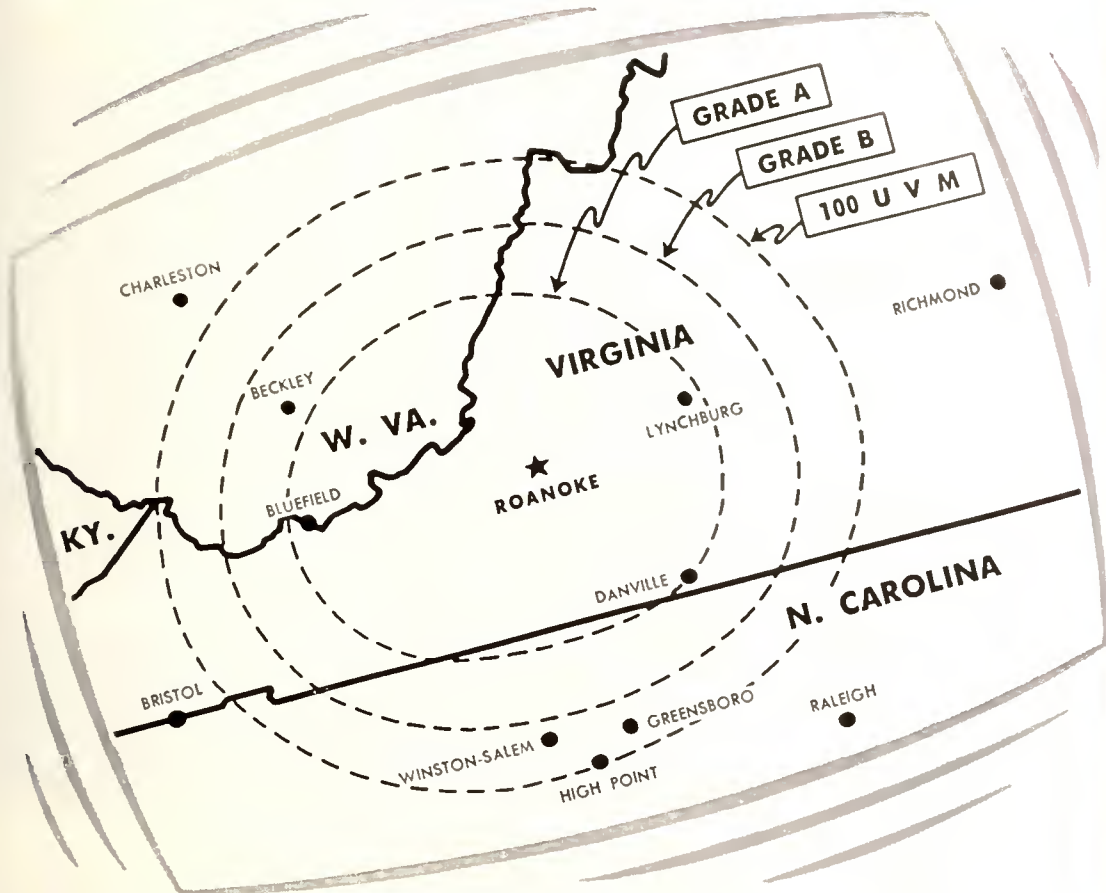
4TH QUARTER '55	1ST QUARTER '56	2ND QUARTER '56
1. <i>Ted Bates</i>	1. <i>Ted Bates</i>	1. <i>Ted Bates</i>
2. <i>Leo Burnett</i>	2. <i>Leo Burnett</i>	2. <i>McCann-Ericson</i>
3. <i>McCann-Ericson</i>	3. <i>McCann-Ericson</i>	3. <i>Young & Rubicam</i>
4. <i>BBDO</i>	4. <i>Dancer-Fitzgerald-Sample</i>	4. <i>Leo Burnett</i>
5. <i>Dancer-Fitzgerald-Sample</i>	5. <i>Benton & Bowles</i>	5. <i>Benton & Bowles</i>
6. <i>Benton & Bowles</i>	6. <i>Young & Rubicam</i>	6. <i>BBDO</i>
7. <i>Young & Rubicam</i>	7. <i>BBDO</i>	7. <i>Dancer-Fitzgerald-Sample</i>
8. <i>Compton</i>	8. <i>Compton</i>	8. <i>Compton</i>
9. <i>J. Walter Thompson</i>	9. <i>William Esty</i>	9. <i>J. Walter Thompson</i>
10. <i>Cunningham & Walsh</i>	10. <i>Cunningham & Walsh</i>	10. <i>William Esty</i>

SPOT TV GAINED 2,654 CLIENTS BETWEEN '49 AND '56

Measure of expansion of spot television activity is provided by N. C. Rorabaugh list of number of spot tv advertisers in second quarters of years 1949 through 1956. Note, however, that after larger jumps of previous seasons, '56 vs. '55 shows gain of only 105 clients. This would seem to point to the rapid maturation of this medium.

2ND QUARTER	NUMBER OF ADVERTISERS
1949	324
1950	734
1951	1,061
1952	1,384
1953	1,876
1954	2,527
1955	2,873
1956	2,978

WDBJ-TV *moves to*



NOW . . . 63-county total coverage!

WDBJ-TV goes to maximum power—316,000 watts—this month . . . backed by a power-packed viewer promotion program throughout its coverage area of more than 2½ million population. All Western Virginia and portions of North Carolina and West Virginia are included in this rich market where retail sales total about 2 billion dollars annually.

Here's the breakdown in population that will be reached by WDBJ-TV: grade A coverage, more than 862,000; grade B, nearly 700,000; 100 MV, over 1,045,000. Home city—Roanoke—is one of the 50 fastest growing cities of over 100,000 population in the U.S. The WDBJ call letters have been a familiar voice in the area for over 32 years.

For your copy of WDBJ-TV's county outline map with principal cities shown, write the Station directly or ask Peters, Griffin, Woodward.



WDBJ

CBS

television

Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives

TOP!

**TOP
POWER**
316,000 watts

**TOP
ELEVATION**
2,000 Ft. above average
terrain — 3,936 Ft.
above sea level



EXCLUSIVE AFFILIATE

7

CHANNEL



WBUF, Channel 17, Buffalo, is so

NBC Television has a new address in Buffalo



As of August 14, WBUF is *the* basic affiliate of the NBC Television Network in the nation's 14th market. Now, with *all* the big NBC-TV shows coming to Buffalo *exclusively* on WBUF, local and national spot advertisers are staking out prime availabilities next to top-rated stars like Perry Como, Bob Hope, George Gobel, Groucho Marx, Dinah Shore, Jack Webb, Steve Allen, Sid Caesar . . . next to top-drawer special events like the World Series, NCAA Football, NBC Spectaculars!

What's more, WBUF is upping its coverage area—increasing power to 500,000 watts and shifting transmission to a new 740-foot tower (1349 feet above sea level)—to bring additional Greater Buffalo counties within reach of the WBUF signal.

In the first seven months of this year, only a limited number of NBC-TV programs were aired by WBUF. Yet so strong was the appeal of those few network shows, coupled with WBUF's superior film programs, that tnf conversion in Buffalo's metropolitan area rose an impressive 52.5%—from 105,000 to 160,100!

Now is the time to join national spot advertisers like Bulova, Coca Cola, Lever Brothers, Liggett & Myers, P. Lorillard, Philip Morris, Simmons Mattress and Bell Telephone in discovering the selling power of NBC's newest basic affiliate.

With WBUF, Buffalo—as with each of the NBC Spot Sales Stations—it's the happy marriage between NBC quality programming and outstanding local shows that makes it the choicest buy in its market!

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

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK **WRCA, WRCA-TV**
 SCHENECTADY-
 ALBANY-TROY **WRGB**
 PHILADELPHIA **WRCV, WRCV-TV**
 WASHINGTON **WRC, WRC-TV**
 MIAMI **WCKT**

BUFFALO **WBUF**
 LOUISVILLE **WAVE, WAVE-TV**
 CHICAGO **WMAQ, WNBQ**
 ST. LOUIS **KSD, KSD-TV**
 DENVER **KOA, KOA-TV**

SEATTLE-TACOMA **KOMO, KOMO-TV**
 LOS ANGELES **KRCA**
 PORTLAND **KPTV**
 SAN FRANCISCO **KNBC**
 HONOLULU **KGU, KONA-TV**

NBC SPOT SALES



YOU MIGHT CLIMB MT. EVEREST * —

BUT . . . YOU NEED WKZO RADIO

TO REACH THE TOP

IN KALAMAZOO-BATTLE CREEK

AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA—MARCH, 1956
SHARE OF AUDIENCE—MONDAY-FRIDAY

	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	37%	34%	32%
Station B	19	19	19
Station C	8	9	9
Station D	7	7	7
Others	29	31	32
Sets-In-Use	23.0%	23.0%	19.4%

If you want to reach a larger Western Michigan audience than any *TWO* other radio stations can give you, put WKZO to work—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

1956 Pulse figures show that WKZO gets more listeners than any other *TWO* stations in the area combined, morning, afternoon and evening . . . gets the *MOST* listeners 100% of the time!

Let your Avery-Knodel man give you the whole WKZO story.

WKZO

**CBS RADIO FOR KALAMAZOO—BATTLE CREEK
 AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives



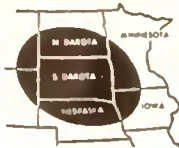
The Fetzer Stations

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

*Edmund Hillary of New Zealand and Tensing Norkay of Nepal made the record-breaking ascent on May 29, 1953.

BIG AGGIE LAND



ONE OF THE FEW MAJOR MARKETS IN THE NATION WHERE TV MEANS T'AIN'T VISIBLE

74% of the area has less than 50% TV penetration

43% of the area has less than 25% TV penetration

Yes, radio is the basic medium in Big Aggie Land. It is the only effective way to sell in this major U.S. market. The only medium that penetrates this market.

In population, effective buying income, and retail sales Big Aggie Land ranks with markets such as Philadelphia, Los Angeles, Detroit. WNAX-570, the Big Aggie station, completely dominates this area with a Total Weekly Audience of 100,000 *more* families than the second station.

As a major U.S. market, Big Aggie Land belongs on your market list. As the one medium that delivers this rich market where TV means T'aint Visible WNAX-570 belongs on your media list.

For detailed information call your Katz man.



WNAX-570
YANKTON, S. DAKOTA
A Cowles Station
CBS Radio
Don. D. Sullivan,
Advertising Director
Under the same management as KTV Channel 9,
Sioux City, Iowa.

New developments on SPONSOR stories



See: Tea Council's revision of soft-sell into tv

Issue: 14 June 1954, page 42

Subject: Tea Council's revision of soft-sell theme

Noticed the switch in the soft-sell theme of the Tea Council this summer? Iced tea advertising by the Council has taken on a semi-documentary flavor with the idea: "Why don't we have iced tea more often?"

Tying in on the drive are radio and billboards to complement the film commercials spotted throughout the nation. Budget for the spot tv campaign is one million dollars, the same amount spent in 1953. Reasoning about the budget in light of rising time costs, Edward M. Thiele, Leo Burnett agency vice president, said the following:

"If you can't increase your budget by 50%, you have to try other ways to improve your effectiveness. This is how we tackled the problem:

"First, all tv spots have been moved into nighttime viewing periods instead of being divided between day and night schedules as in the past. . .

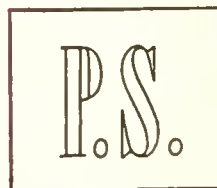
"Secondly, we spent many months improving the spots themselves. This was the big challenge—through pure creative drive to develop a new advertising idea that would hold the promise, in itself, of increasing our total impact on the consumer."

The new campaign was based in part on a study of the "profile of iced tea" made by Dr. Ernest Dichter, president of the Motivational Research Institute. Tests aided in drawing up a personality picture of iced tea by word association—respondents' choosing terms they associated with iced tea.

As a result of the study it was found that past advertising did not take into consideration the "benign face of summer," but rather dwelled on its taxing aspects. It was the casual, "soft" facet of the summer months which was associated with a glass of iced tea.

Therefore, when one turns on the tv set these summer months, the message from the Tea Council is a new and more relaxing one.

★★★



See: Where Pepsodent went with radio

Issue: 25 June 1956, page 25

Subject: RAB reports 10% jump in Pepsodent's progress via "yellow" theme

As part of the findings in a Radio Advertising Bureau study on the penetration and selling power of Pepsodent's saturation campaign, a 10% jump in toothpaste sales is noted in four weeks.

The sales boost was scored among those reached by the jingle. "You'll wonder where the yellow went . . ." Over two-thirds of interview respondents could correctly identify the tune.

Kevin B. Sweeney, RAB president says: "Here was a case where we had the opportunity to trace not only penetration, but also actual increased product usage brought about during the initial weeks of a major saturation campaign. . ."

At the end of eight weeks, number of radio listeners who identified the brand with the jingle was nearly double for that of all other media used. All media identification was 43%.

★★★

To sell North Texas:



24 top advertisers have used WFAA

10 years or more!

Twenty-four top American companies have been advertising on radio station WFAA ten years or more. Among them are such names as R. J. Reynolds Tobacco Company, Plough Sales Corporation, Quaker Oats Company, The Mennen Company, Fant Milling Company, and others of similar caliber.

Why have these big names remained consistent advertisers on WFAA?

Because they know when they have a winner.

820
50,000 WATTS

WFAA

570
5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

*Whan Study, A. C. Nielsen, N.S.I.

• WFAA leads in North Texas in every category* . . .

• . . . in **General News Coverage**

(More listeners prefer WFAA-820 news than the next 3 stations combined)

• . . . in **Farm News Coverage**

(Murray Cox's farm coverage is among North Texas' Top 10 in popularity)

• . . . in **Programming**

(8 of the Top 10 programs in North Texas are WFAA-produced)

• . . . in **Listenership**

(of 109 stations WFAA leads decisively in both daytime and nighttime audiences)

• If you want to buy the biggest audience in the biggest Texas market, talk to your Petry man now!

NOBODY'S LISTENING BUT PEOPLE BUT PEOPLE -WITH DAILY WASHING-UP TO DO!

What a time to talk about soap products
...while 4,115,000 people a minute—
mostly homemakers—are listening attentively
to weekday drama on CBS Radio.

In a five-day span, these dramatic serials
reach 20,548,000 different people.
They listen an average of three hours each.

this is the right time to buy...

CBS RADIO NETWORK





From left to right:

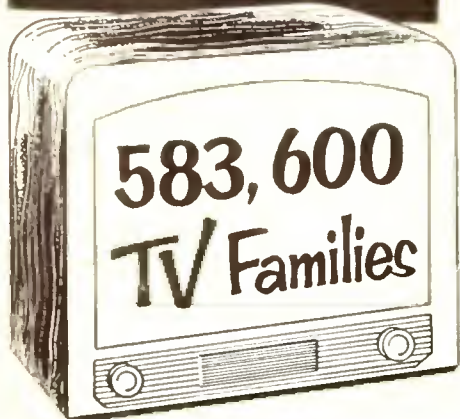
- 12:00 N. WENDY WARREN & THE NEW**
- 12:15 PM BACKSTAGE WIFE**
- 12:30 PM ROMANCE OF HELEN TRENT**
- 12:45 PM OUR GAL SUNDAY**
- 1:00 PM ROAD OF LIFE**
- 1:15 PM AUNT JENNY**
- 1:30 PM YOUNG DR. MALONE**
- 1:45 PM GUIDING LIGHT**
- 2:05 PM RIGHT TO HAPPINESS**
- 2:15 PM SECOND MRS. BURTON**
- 2:30 PM THIS IS NORA DRAKE**



2:00-2:05
NEWS



IS
PENNSYLVANIA'S
4th TV MARKET
IN YOUR PICTURE



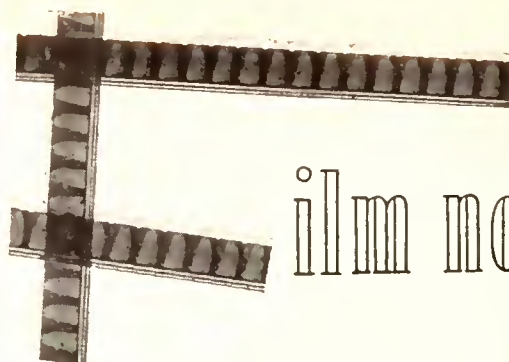
WJAC-TV is the Number One Station not only in Johnstown, but in Altoona as well, and this one-two punch covers an area that rates 4th in the rich state of Pennsylvania, and 28th in the entire country.

Well over half a million (583,600 to be exact) television families look to WJAC-TV for the best in television entertainment.

Add to this the free bonus of WJAC-TV coverage into Pittsburgh, and you have a total market for your sales message that just can't be overlooked, if you really want to tap the potential of Southwestern Pennsylvania.



Get full details from your KATZ man!



film notes and trends

Eight multi-market sales have been made in 35 markets by ABC TV Film Syndication. Don L. Kearney, v.p. in charge of sales made the report re *Code 3*, which was concurrently released for individual market sales nationally. Included among the advertisers about to sponsor the series are Dining Car Coffee, Stroh Brewing, National Biscuit, Crosley Bendix, Liebmann Breweries, Petri Wine, Signal Oil and the J. R. Simplot Co.

Over \$2,000,000 has been grossed by Official's *Star Performance* drama series, in less than four months. Announcement was made by Herman Rush, v.p. in charge of sales at that firm. Among the sponsors in 130 markets are three regional advertisers, viz. Slenderella International via Management Associates of Connecticut; Standard Oil of New Jersey through McCann-Erickson; Budweiser through D'Arcy, St. Louis, Mo.

Harry S. Goodman Productions has been appointed national distributor of Drew Pearson's new tv series, *Washington Merry-go-Round*. Consisting of 39 15-minute programs, the series will be produced weekly in Washington by Hullinger Productions. Prints will be flown from Washington so that stations may telecast shows the weekend following Thursday production. Subjects to be covered include international implications of Olympic Games, narcotics problem, as well as realm of national politics. It's been placed in several markets, with first showing slated for 23 September.

About 100 tv stations will soon be telecasting *Toyland Express* for members of the Toy Guidance Council. Series contains 13 quarter-hour shows featuring ventriloquist Jimmie Nelson. *Toyland Express* is produced by Toy Guidance Council's agency Friend-Reiss in conjunction with RKO-Pathé.

Among the advertising agencies increasing their film production facilities is S. W. Caldwell, Ltd., Radio & Television Advertising Agency, Toronto, Canada. Caldwell has purchased the former Batten Film Studios in the same city. S. W. Caldwell, president of the firm, says, "Our purchase of this . . . film production centre is predicated in our very firm belief in a bright future for film production in Canada, both for commercials and for programing." Acquired plant and equipment are valued at half-a-million dollars.

MCA TV finds that its film series, *Waterfront*, is reaching more viewers in its second run. Fact was uncovered in study of 15 ARB markets by MCA TV's Research Department. Conclusion drawn by the organization is that second-run pulling power of series, rather than increased number of sets delivers more viewers. Albers Milling, which has been re-running *Waterfront* regionally, sponsors the show in eight of the 15 markets. Other advertisers include Shaeffer Beer, American Motor Corp. and Golden Age Beverage.

Titled *The Opportunity for Sponsored Films*, a new 20-page booklet now being distributed to advertising and public relations executives and film producers. Modern Talking Picture Service, which prepared it, gives facts and figures on film audiences and how to reach them. Discussed are the audience potentials in each of four channels of distribution: 16 mm non-theatrical, theaters, tv and rural roadshows. Copies are available on request from Modern, 3 East 54th Street, New York 22, N. Y.

Among new series now being planned by Screen Gems is *Molly and Me*, which depicts life of a small-town beauty salon operator. The comedy series will be produced and written by Stephen Longstreet. ★ ★ ★

Somewhere there's a in here Buying Button



WKY-TV

SETS IT OFF for you!



After you've looked at the ratings, (which, as always, show us first in our 30-county primary area) give a thought to cash register response to your commercial message.

We've been pressing the "buying buttons" of Oklahomans for over thirty years. WKY was Oklahoma's first radio station in 1920 — WKY-TV Oklahoma's first TV outlet in 1949.

This leadership . . . community service . . . becoming a part of family circles . . . results in our influence on decision. Decision to *buy!*

You don't have to ring doorbells when you advertise with us. Folks gave us their house keys years ago!



Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY Radio
WSFA-TV, Montgomery, Ala.
Represented by THE KATZ AGENCY, INC.

KOIL SELLS

NEW HIGH in Audience

*Dominant 2nd Place in Omaha Market . . .
and going up fast!

NEW HIGH in Advertiser's Preference

154 Advertisers made KOIL their choice in
the Omaha Market in July, 1956

STILL Lowest cost per thousand in the Omaha Market

*Hooper (June-July, 1956) proves it!

RADIO **KOIL**

5000
WATTS
24 HOURS
A DAY

Get the Full Story From Our Exclusive

for America's Leaders!

NATIONAL ADVERTISERS ON KOIL January 1 thru July 31, 1956

AMERICAN LOAN PLAN	Universal Advertising Agency
AMERICAN MEAT INSTITUTE	Lennen & Newell, Inc.
BETTER HOMES & GARDENS	W. D. Lyon Co.
BRONZTAN	Wesley, Assoc.
BROMO SELTZER	Lennen & Newell, Inc.
BUDWEISER BEER	D'Arcy Advertising Co.
BUICK DIVISION, GENERAL MOTORS	Kudner, Inc.
CAMEL CIGARETTES	Wm. Esty, Inc.
CHEVROLET DIVISION, GENERAL MOTORS	Compbell-Ewald, Inc.
CHRYSLER CORPORATION	McConn-Erickson, Inc.
CLICQUOT CLUB	Harold Cobot & Co.
CONTINENTAL BAKING CO.	Ted Botes & Co.
DOAN'S PILLS	Street & Finney
DODGE TRUCKS	Ross Roy, Inc.
R. G. DUN CIGARS	W. B. Doner & Co.
FAIRMONT FOODS	Allen & Reynolds Adv.
FORD MOTOR CO.	J. Wolter Thompson Co., Inc.
GENERAL MOTORS ACCEPTANCE CORP.	Compbell-Ewald, Inc.
GREEN GIANT CO.	Leo Burnett Co., Inc.
HAMM'S BREWING CO.	Compbell-Mithun, Inc.
INSTANT SANKA	Young & Rubicom, Inc.
INTERSTATE BAKERIES	Potts-Woodbury
JELLO TAPIOCA PUDDING	Young & Rubicom, Inc.
L & M FILTER CIGARETTES	Dancer-Fitzgerald-Somple, Inc.
LADIES HOME JOURNAL	Botten, Borton, Durstine & Osborn
LIFE MAGAZINE	Young & Rubicom, Inc.
LINCOLN-MERCURY	Kenyon & Eckhardt, Inc.
LOCAL LOAN CO.	Von Heckter Co.
MARLBORO CIGARETTES	Leo Burnett Co., Inc.
MEXSANA	Loke-Spiro-Shurmon, Inc.
NATIONAL VAN LINES	Wode Adv.
NORTHWESTERN BELL TELEPHONE & TELEGRAPH	Botten, Borton, Durstine & Osborn
READER'S DIGEST	Schwob & Beatty
REARDON PAINT CO.	D'Arcy Advertising Co.
RUTHERFORD FOOD CORP.	Potts-Woodbury
ST. JOSEPH'S ASPIRIN	Loke-Spiro-Shurmon, Inc.
ST. JOSEPH'S ASPIRIN FOR CHILDREN	Loke-Spiro-Shurmon, Inc.
SALEM CIGARETTES	Wm. Esty, Inc.
SCHLITZ BEER	J. Wolter Thompson Co., Inc.
SHULTON'S OLD SPICE	Wesley Assoc.
SKELLY OIL CO.	Bruce B. Brewer & Co.
SWANSDOWN CAKE MIXES	Young & Rubicom, Inc.
SUNKIST GROWERS	Foote, Cone & Belding, Inc.
STUDEBAKER-PACKARD	Ruthrouff & Ryon, Inc.
TOP VALUE STAMPS	Compbell-Mithun, Inc.
UNIVERSAL SYSTEMS, INC.	Carol Stevens Stonhope Adv.
UTILITY ENGINEERING SERVICE	Muriel Wogemon Adv.
WATE-ON	O'Neil, Lorson & McMohon
WATSON BROS. TRANSPORTATION CO., INC.	Universal Advertising Agency



tional Rep. AVERY-KNODEL

SPONSOR-TELEPULSE ratings of top s

Chart covers quarter hour, half-hour and

Rank now	Past rank	Top 10 shows in 10 or more markets Period 1-7 July 1956 TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average ratings	7-STATION MARKETS		5-STA. MARKET	4-STATION MARKETS							3-STATION	
				N.Y.	L.A.	S. Fran.	Boston	Chicago	Detroit	Milw.	Mnpls.	Phila.	Seattle-Tacoma	Wash.	Atlanta
1	1	Highway Patrol (M) ZIV	13.8	11.6	16.0	12.4	19.7	14.2	27.7	10.7	15.8	10.3	17.0	11.0	12.5
				wrea-tv 7:00pm	kttv 9:00pm	kron-tv 6:30pm	wbz-tv 10:30pm	wbkb 9:00pm	wjtk-tv 9:30pm	wtmj-tv 10:30pm	wcco-tv 10:00pm	wcau-tv 7:30pm	komo-tv 7:00pm	wtop-tv 7:30pm	waga-tv 10:00pm
2	7	Man Behind the Badge (M) MCA, BERNARD PROCKTER	16.8	4.2	8.2		21.7						19.9	14.3	19.0
				wpix 8:00pm	kttv 7:30pm		wnac-tv 10:30pm						kstp-tv 9:30pm	king-tv 10:00pm	wsb-tv 2:30pm
2	2	Man Called X (A) ZIV	16.8	3.7	8.4	9.5	16.3	10.4	15.2					14.9	7.4
				wpix 9:00pm	khj-tv 8:30pm	kron-tv 6:30pm	wbz-tv 10:30pm	wgn-tv 9:30pm	wjtk-tv 10:00pm					king-tv 10:00pm	wmal-tv 9:00pm
4	3	Dr. Hudson's Secret Journal (D) MCA, AUTHORS PLAYHOUSE	16.6		11.7					18.4	20.5	13.2		13.2	8.0
					kttv 9:00pm					wj tv 10:00pm	wtmj-tv 7:00pm	wcco-tv 7:00pm		king-tv 7:30pm	wmal-tv 6:30pm
5	5	I Led Three Lives (M) ZIV	16.3	2.9	11.3	16.0	18.0	13.9	14.5	18.7	15.5	9.0	17.7		18.0
				wpix 7:30pm	kttv 8:30pm	kron-tv 10:30pm	wnac-tv 8:30pm	wgn-tv 9:30pm	wjtk-tv 9:30pm	wlmj-tv 9:00pm	kslp-tv 8:30pm	wcau-tv 7:00pm	klml-tv 9:00pm		wsb-tv 9:30pm
6	5	Mr. District Attorney (M) ZIV	15.5		11.8	12.2	19.3		15.4	9.4	10.8			17.1	13.5
					kttv 9:00pm	kron-tv 10:30pm	wnac-tv 10:30pm		wjtk-tv 10:30pm	wlmj-tv 11:00pm	kstp-tv 10:30pm			king-tv 9:00pm	wrc-tv 10:30pm
6	8	Badge 711 (M) NBC FILM, DRAGNET PROD.	15.5	4.7	12.0	18.5	15.0	16.4	14.7				11.2	9.5	20.4
				wpix 8:30pm	kttv 7:30pm	kpix 9:00pm	wnac-tv 6:30pm	wgn-tv 8:00pm	wwj tv 10:00pm				kslp-tv 10:30pm	wcau-tv 7:00pm	king-tv 9:30pm
8		Count of Monte Cristo (A) TPA	11.1		6.4				7.4	9.5			7.4		7.2
					kttv 6:00pm				eklw-tv 6:00pm	wxix 10:30pm			wcau-tv 6:00pm		waga-tv 10:00pm
8		Death Valley Days (W) PACIFIC BORAX	11.1	6.4					6.4			7.4	4.7	18.8	7.0
				wrea-tv 7:00pm					wwj-tv 6:00pm			wten-tv 8:30pm	wfil-tv 9:30pm	king-tv 9:30pm	wa 7:00
10		Turning Point (D) GENERAL ELECTRIC	13.8	5.7	4.7	12.7		8.2	12.0	12.7	20.4	10.4	13.7	11.5	10.5
				wrea-tv 7:00pm	kttv 9:30pm	kron-tv 10:30pm		wgn-tv 9:00pm	wwj-tv 10:00pm	wtmj-tv 9:30pm	wcco-tv 8:30pm	wcau-tv 10:30pm	komo-tv 9:30pm	wtop-tv 7:00pm	wsb-tv 10:00pm

Rank now	Past rank	Top 10 shows in 4 to 9 markets	Average ratings	N.Y.	L.A.	5-STA. MARKET	4-STATION MARKETS							3-STATION	
1	2	Life of Riley (C) NBC FILM, TOM MC KNIGHT	17.2		15.2	20.4				14.0	19.5		17.1		
					kttv 8:30pm	kpix 7:00pm				wxix 7:00pm	kstp-tv 8:30pm		king-tv 8:30pm		
2	1	Amos 'n' Andy (C) CBS FILM, HAL ROACH STUDIOS	16.8	8.6	7.7				12.2		11.2				
				webs-tv 6:30pm	knxt 5:00pm				wwj tv 10:00pm		wcco-tv 2:00pm				
3		Celebrity Playhouse (D) SCREEN GEMS	16.6						14.4		12.5		17.4	13.7	16.9
									wwj-tv 10:00pm		kstp-tv 8:30pm		komo-tv 8:00pm	wtop-tv 10:30pm	wsb-tv 2:00pm
1		Sau Francisco Beat (D) CBS FILM, DESILU PRODUCTIONS	15.3	4.0	12.8			8.4	13.4				11.5	12.9	
				wplx 8:30pm	kttv 9:30pm			wgn-tv 9:00pm	wjtk-tv 10:30pm				wrcv 10:30pm	wtop-tv 7:00pm	
5	8	Code 3 (M) ABC FILM, BEN FOX-RABCO TV PROD.	11.9		13.8	12.4								18.7	
					kttv 9:30pm	kron-tv 10:30pm								king-tv 10:00pm	
6	5	I Search for Adventure (A) GEO BAGNALL, JULIAN LESSER-SOL LESSER PROD.	11.2	2.0	11.6	20.7					22.0		18.7		11.5
				wplx 7:30pm	keop 7:00pm	kpix 7:30pm					wcco-tv 8:30pm		king-tv 7:30pm		wsb-tv 7:30pm
7	1	Rosemary Clooney Show (Mu) MCA TV FILM, JOSEPH B. SHRIBMAN	13.8		9.1	20.4					19.4				7.2
					kttv 9:00pm	kpix 9:30pm					wcco-tv 9:00pm				waga-tv 10:00pm
8		Big Playback (S) (15 Min.) SCREEN GEMS	13.7	2.9			17.7	6.7					25.7		
				wplx 1:30pm			wbz-tv 10:45pm	wbbm-tv 6:30pm					wrcv 10:15pm		
9		Star And The Story (D) OFFICIAL FILM	13.6		11.8					3.2	9.2				
					kttv 8:00pm					wll-tv 6:00pm	wcco-tv 10:15pm				
10	6	Ellery Queen (M) TPA	13.5	4.6	3.8		19.0		17.7					10.9	
				wplx 9:00pm	keop 8:30pm		wnac-tv 10:30pm		wjtk-tv 10:00pm					wrc-tv 7:00pm	

Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc) documentary; (K) kids; (M) mystery; (Mu) musical; (SF) Science Fiction; (W) Western. Films listed are syndicated, 1/4 hr., 1/2 hr. & hr. length, telecast in four or more markets. The average rating is an unweighted average of individual market ratings listed above. Blank space indicates film not broadcast in this

market 1-7 July. While network shows are fairly stable from one month to another, markets in which they are shown, this is true to much lesser extent with syndicated shows. Should be borne in mind when analyzing rating trends from one month to another in this chart. *Refers to last month's chart. If blank, show was not rated at all in last chart or was

shows

and film programs

MARKETS		2-STATION MARKETS				
Columbus	St. L.	Birm.	Charlotte	Dayton	New Or.	Providence
29.5	16.9	21.3	23.5	34.3	30.0	22.3
wbns-tv 9:30pm	kwk-tv 9:30pm	wbre-tv 9:30pm	wbtv 10:30pm	whio-tv 8:00pm	wdsu-tv 10:30pm	wjar-tv 10:30pm
	15.5				40.0	
	ksd-tv 10:00pm				wdsu-tv 9:00pm	
21.5	17.7	26.3		28.8	43.8	17.8
wbns-tv 8:30pm	ksd-tv 10:00pm	wbre-tv 7:00pm		whio-tv 9:30pm	wdsu-tv 8:30pm	wjar-tv 8:00pm
		26.5			17.5	
		wbre-tv 8:30pm			wdsu-tv 10:30pm	
11.2	14.8	15.8	33.5	17.8	38.8	
wlv-tv 8:30pm	ksd-tv 10:00pm	wbre-tv 10:00pm	wbtv 7:00pm	wlv-d 8:30pm	wdsu-tv 8:30pm	
	15.2	28.5			20.8	
	ksd-tv 10:00pm	wbre-tv 9:00pm			wjar-tv 10:30pm	
	18.7	29.3		21.5	18.8	
	ksd-tv 9:30pm	wbre-tv 9:30pm		whio-tv 10:30pm	wjar-tv 10:30pm	
10.5					44.3	15.3
wbns-tv 5:30pm					wdsu-tv 8:30pm	wpro-tv 7:00pm
24.0		34.3			23.3	12.8
wbns-tv 8:30pm		wbtv 7:00pm			wdsu-tv 10:30pm	wjar-tv 6:30pm
10.5	10.4	27.3	37.5		18.8	14.8
wbns-tv 11:15pm	ksd-tv 10:30pm	wbre-tv 9:00pm	wbtv 7:30pm		wdsu-tv 10:30pm	wpro-tv 10:30pm
		22.3	25.0	38.3	15.3	
		wbre-tv 9:00pm	whio-tv 10:30pm	wdsu-tv 8:30pm	wpro-tv 7:00pm	
20.7			8.5	28.3		
ksd-tv 9:30pm			wbal-tv 10:30pm	wdsu-tv 10:00pm		
				45.3	10.8	
				wdsu-tv 8:30pm	wpro-tv 11:15pm	
14.5						
ksd-tv 10:00pm						
		7.5	19.0			
		wbre-tv 6:30pm	wbtv 10:15pm			
		28.0				
		wbre-tv 8:00pm				
		25.3	8.3			
		wbre-tv 8:30pm	wlv-d 11:15pm			



LISTENERS WHO LISTEN . . .

... LISTEN WHEREVER THEY GO
... WHATEVER THEY DO!

Listeners who listen assure the advertiser that his message receives full, conscious attention. Programming that features NEWS, MYSTERY, DRAMA and "TALK" shows demands attentive listening. Direct your message to the LISTENERS WHO LISTEN. They are the LISTENERS WHO BUY!

KGB 1360
ON THE DIAL
FIRST IN SAN DIEGO

MUTUAL DON LEE RADIO
Represented Nationally by
H-R REPRESENTATIVES, INC.

ONE will get you... FIVE



WTAR-TV is the only "V" Station for not one but five lousy Markets, all within its Grade "A" signal . . . reaches an area with effective buying income of over \$2,241,000,000.*

Effective Buying Income*

NORFOLK	\$675,950,000
PORTSMOUTH	\$129,976,000
NEWPORT NEWS	\$63,641,000
WARWICK	\$81,116,000
HAMPTON	\$197,962,000



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward PETRY & Co., Inc.
*(Sales Management Survey of Buying Power, May 10, 1955)

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

How many TV shows!

A NEW SOURCE OF

FULL ORCHESTRA!

VOCAL ENSEMBLES!

"FRED WARING

AND HIS PENNSYLVANIANS

Over 60 great musical artists and entertainers!

Each half-hour for six full length commercials plus opening and closing identifications



AN AMAZING ARRAY OF TALENT!



Versatile comedian-drummer
POLEY McCLINTOCK



Thrilling baritone
JOE MARINE



Top tenor
GORDON GOODMAN



Powerful-voiced
LEONARD KRANEDONK



Romantic
BOY AND GIRL DUET



Rousing
GLEE CLUB RENDITIONS

PROFITS FOR RADIO STATIONS!



NOW FOR THE FIRST TIME,
this giant name in entertainment

**AVAILABLE TO
LOCAL ADVERTISERS!**

Now, one of the most sought-after names in music ready to make your station and your advertisers top choice of local radio listeners.

You can offer advertisers a rare opportunity to identify their companies with the No. 1 name in musical entertainment . . . to surround their commercials with the music all America loves . . . to have America's No. 1 musical personality add new value to their commercials . . . to cash in big with merchandising ideas galore!

RADIO IS ON THE UPBEAT!

Set sales are soaring! People are listening! 138,700,000 radio sets in use in 1955, an increase of 11,700,000 over 1954. (1956 Broadcasting Yearbook)

THE FRED WARING BACKGROUND ADDS PRESTIGE TO YOUR COMMERCIALS!

Waring's personal comments add new values, new conviction, new effectiveness to your commercials.



ZIV RADIO

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

US MANY, MANY
THE FAMOUS WARING
RS . . . ALL YOURS . . .
DY TO GO TO WORK
YOU!

LET
FRED WARING
HELP YOU
BOOST SALES
AND
PROFITS NOW!

REAL ESTATE

SPONSOR: Assoc. Realty Company

AGENCY: Direct

CAPSULE CASE HISTORY: *To bring a suburban cottage site, King's Lake, to the attention of greater St. Louis, this real estate company has been using a schedule of 12 10-second announcements per week through the summer. Associated Realty has found that its mail pull through announcements has increased and large crowds drive out on weekends to inspect the lots. Since these sites are ideal for both summer and winter activities, the company is continuing the schedule on a "t.f." basis.*

KXOK, St. Louis, Mo.

PROGRAM: Announcements

USED CARS

SPONSOR: W. C. Barrow

AGENCY: Direct

CAPSULE CASE HISTORY: *This used car lot sponsor uses one announcement per day. In one month's time, W. C. Barrow sold \$4,000 worth of used cars, which the company directly attributed to the radio station announcements. Of note is the fact that one car was sold in Overton, Texas; another went to a customer in Gilmer, Texas. Both cities are quite a distance from the location of the used car lot. The advertiser continues using KFRO and is very pleased with the results it's delivered thus far.*

KFRO, Longview, Tex.

PROGRAM: Announcements

FISH

SPONSOR: Mr. Main

AGENCY: Direct

CAPSULE CASE HISTORY: *Mr. Main, skipper of the fish-boat, "Scottie," decided to sell his catch of herring to Nanaimo homemakers from his boat. He placed a \$3.00 spot announcement on the air at 10:30 a.m., following a quiz show. The announcement stressed that herring was for sale at \$.50 per bucket so long as buyers brought their own containers. Mr. Main sold his entire half-ton catch in one day, netting \$45.00. He repeated this for two more days. Total expenditure was \$9.00; profit, \$135.00.*

CHUB, Nanaimo, B.C., Canada

PROGRAM: Announcements

SHOES

SPONSOR: Spence's Shoe Store

AGENCY: Direct

CAPSULE CASE HISTORY: *In programming it's "annual half-price sale," the store used eight announcements per day for the two days immediately preceding the sale. This was the only advertising medium used by Spence's. According to a store spokesman: "... on the first day our store was filled to capacity with customers from opening at 9:00 a.m. 'til near closing time at 6:00 p.m. We cannot estimate the hundreds of people that we had in our store. ..." Total cost was \$42.50.*

CJGX, Yorkton, Saskatchewan

PROGRAM: Announcements

OIL

SPONSOR: Cromwell Oil Co.

AGENCY: Ramsey & Brown

CAPSULE CASE HISTORY: *In using five announcements per day for its oil additive, A-3, Cromwell Oil offered 10 free gallons of gas to listeners who arrived at a Golden Eagle gas station within 30 minutes of the commercial with their speedometer readings ending in the four digits read on the air. Started as a three-digit reading with a five-mile leeway, the service stations were swamped. Under the four-digit system, Golden Eagle still gives gas to 15-20 winners per day.*

KPOP, Los Angeles, Cal.

PROGRAM: Lucky Mileage

SOFT DRINKS

SPONSOR: Dr. Pepper

AGENCY: Direct

CAPSULE CASE HISTORY: *Using a one-hour program from 10-11:00 a.m. on Saturdays, Dr. Pepper soft drinks realized a 500% increase in sales in the Santa Rosa, Cal., area. The show, Dr. Pepper Silver Dollars, revolved around a giveaway system. \$3.00 was paid to the winner of a program slogan contest and \$1.00 per bottle was awarded to those who had bottles of Dr. Pepper drinks on hand when a car arrived at their residence. Six-month campaign cost amounted to \$1,010.*

KSRO, Santa Rosa, Cal.

PROGRAM: Dr. Pepper Silver Dollars

HAIR TREATMENT

SPONSOR: Hillier's Hair Style Studio

AGENCY: Direct

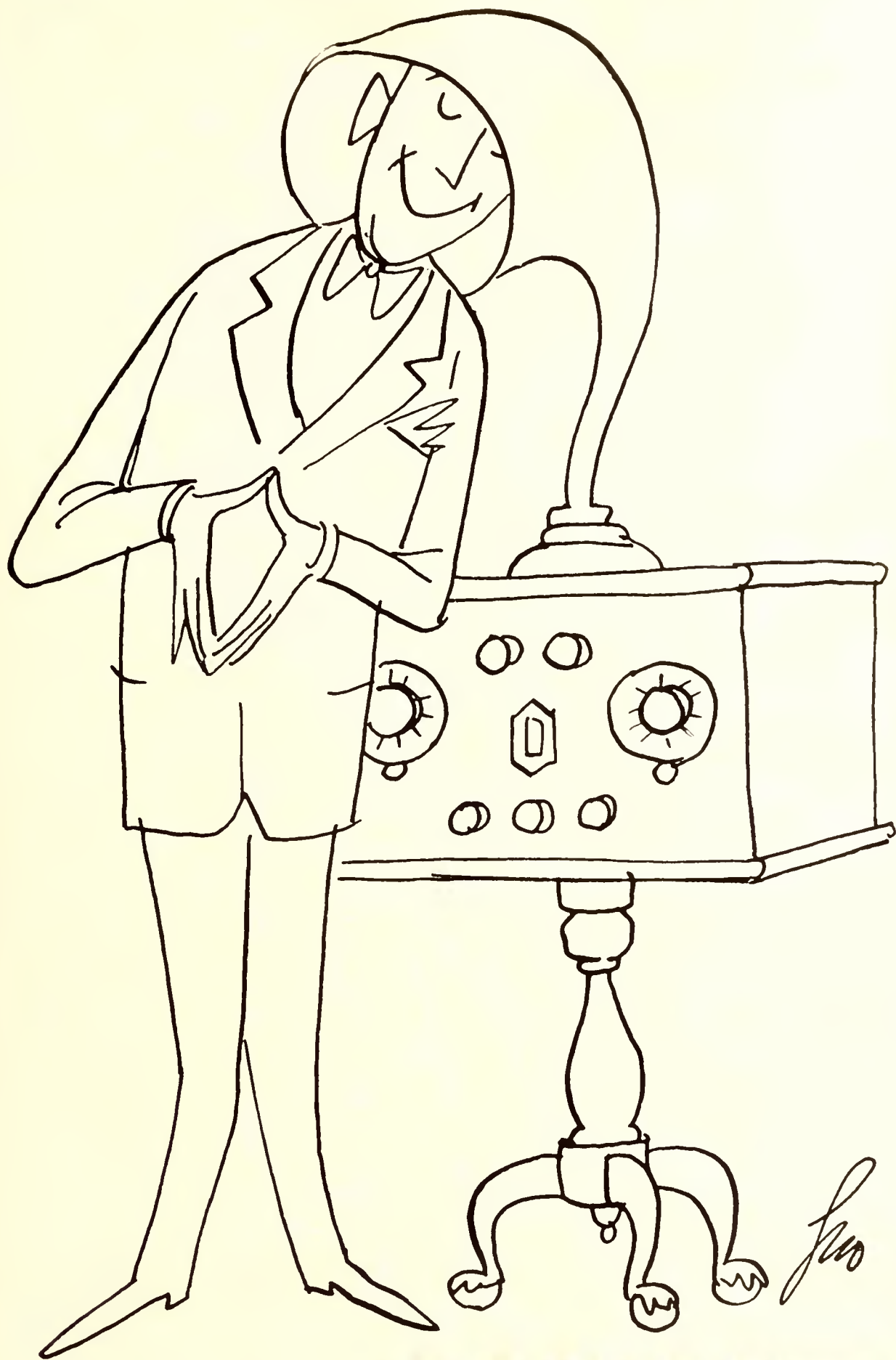
CAPSULE CASE HISTORY: *After purchasing and airing a 10-minute program on the station Tuesdays, from 11:20 a.m., Hillier's Manager, Bill Hillier phoned the station, stating, "Results last week were out of this world." Response had come from people over 30 miles from the studio from both men and women interested in the new treatment for dry scalp. Program is completely ad libbed and quite informal, and has been responsible for bringing great numbers of customers to the hair style studio.*

CKOV, Kelowna, B.C., Canada

PROGRAM: Special 10-min. show



RADIO results



Folks feel close to **WWDC** Radio

"1st on week ends, 2nd on week days in Washington, D.C." — May-June Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

WHLI

"THE VOICE OF LONG ISLAND"

SELLS

**BIG
INDEPENDENT MARKET
NASSAU COUNTY**

Sales Management figures for May 1956 show that WHLI's Long Island is one of the fastest growing, booming markets in the country.

43% POPULATION INCREASE
since '52

**3rd U. S. COUNTY in BUYING
INCOME per family**

**9th U. S. COUNTY in RETAIL
FOOD STORE SALES**

GIVES

**BIG
BONUS COVERAGE**

Nassau, parts of Queens, Suffolk
and Brooklyn

POPULATION 2,903,765
NET INCOME \$6,132,673,150
RETAIL SALES \$3,268,444,450

DELIVERS

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

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

WHLI

A M 1100
F M 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

*the voice of
Long Island*

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

Represented by Gill Perina

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from
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SPONSOR BACKSTAGE



couldn't match. And it paid off. In 1940, the industry's revenue totaled about 44 million dollars. In 1941, it catapulted to 107 million dollars!

That was about how it was when I left New York in 1913.

The next 13 years, I spent on a pleasant farm in Eaton, Ohio. It was where I wanted my children to grow up. I got a kick out of raising prize cattle and hogs particularly when my Angus bulls won blue ribbons at six Mid-western fairs in 1916. But after my children grew up and left home, life on the farm suddenly was not so exciting—or important.

That's when I came back to the big city.

Something had happened during those 13 years that I had been absent. A terrible fright had been thrown into the show business that had been so happy in the early 1940's. In a word, it was television.

Sponsors suddenly deserted radio to invest in tv time. Motion pictures and legitimate theaters cried that television was cutting deeply into their business. That part of show business that wasn't downright vociferous about their fears, at least was shaking its head in worry.

But television wasn't the monster it had been painted.

Radio still had its place. It will always have its place in broadcasting. You can't watch television and drive an automobile. You can't do your housework and watch tv, too. (And don't forget, it's the housewife that does most of the buying in America.) Where the sound is the all-important thing—as in my own pet project, NBC *Bandstand*—radio serves just as well as tv. Isn't a radio set, especially the new pocket-sized kind, a lot easier to carry around with you? And believe me, radio broadcasting *always* will be more flexible than tv. Radio will go places and do things that always will be impractical or impossible for tv. The advantages of radio are many. Sponsors are beginning to realize this. More money is being turned back into radio. More new sponsors are buying radio time than ever before. The outlook is much brighter than it has been in recent years.

Motion pictures have pulled out of the slump that was credited to tv, even though television, too, is better than ever! How can one explain that, except that perhaps television wasn't to blame in the first place?

The dance band business is starting to hit the upswing again. Our all-live NBC *Bandstand*, which features two bands, two hours a morning on Mondays through Fridays, is a good example of this.

As a matter of fact, things today aren't so far different than they were back in the early 1940's. We have one more medium, but again we've all learned to live together, to exploit our advantages and different appeals. There's plenty of room for everybody. ★★★

Louisville's
BEST KNOWN FIGURE



Since January 1, this little fellow has been seen by more individuals than any other man, woman, child . . . creature or character . . . live or animated . . . in the Louisville market.

The Channel 11 figure of WHAS-TV is seen on every station identification and promotion slide, every poster and printed piece, every mailing and display.

At a glance he means WHAS-TV, the dependable friend of Kentuckians and Hoosiers . . . the selling friend of local and national advertisers.

He should remind you that for individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times



BASIC CBS-TV Network



The sun the water and the world's most beautiful beaches still remain the Miami Area's greatest commodity, and the Great American Tourist, its leading customer. Present hotels showed an average season occupancy of 93.3%, and some \$40 million will be invested this year in new tourist facilities. Summer vacations are establishing

remarkable new records. One airline experienced an 85% increase between April 1 and June 1 in package-vacation tours alone, while another predicts a 40% increase in a Miami trips during balance of summer. Railroads and bus lines are scheduling special trains and trips to carry greatly increased summer loads, greatest in Miami's history.



The beautiful Miami skyline is familiar to most of the nation, but behind this lovely scene is an important industrial boom. The county now ranks first in Florida in industrial production, and a total of some \$316 million in new projects (cement plants, aircraft industries, etc.) will solidify that position.

While Florida's farm economy has been somewhat obscured by vacation and industrial publicity, agriculture is an area of vast importance. The cat industry ranks second in the nation, and the economic value to Dade County (Miami) of all farming interests is in excess of \$75 million per year.





Deep channel port facilities bring ocean vessels (and voyagers) virtually to the center of Miami's downtown area, and cruise ships add their own facilities to a greatly expanded transportation system.



The University of Miami, possibly the nation's most modern, is Florida's largest with an enrollment of 11,077. The recent establishment of the state's first medical school at the University has provided added prestige.

114 MOVED IN TODAY

Every day is "moving-in" day in Greater Miami. 42,000 new permanent residents in *each of the past five years* have stimulated phenomenal residential construction, and new-record tourist seasons keep hotel-motel construction at an equally high peak.

1956 public school enrollment increased 12.2% over 1955 and a \$34 million bond issue will provide over 1,000 additional classrooms for next year's crop of youngsters.

Greater Miami is enjoying an increased earning power generated by 249,000 non-agricultural jobs, while all-important retail sales moved up to a new level of over a billion dollars in '55 (a gain of 15.2% over 1954 against a national gain for the same periods of only 9.3%). "Effective Buying Income" is measured at over \$1 1/4 billion by Sales Management Magazine (\$6,047 per family)

in a population area of 744,000 as of January 1, 1956.

Federal Reserve "Bank Debits," a reliable business yardstick, soared to a new high of over \$6 1/4 billion in '55, a healthy 22.8% increase over '54 — *and a remarkable 265% over '45.*

Serving this booming Florida market are two Storer Broadcasting Company stations: WGBS, a 50 kw CBS Network (radio) affiliate, and WGBS-TV. Both stations are enjoying new peaks in audiences and the widest coverage in their respective fields. A strong merchandising service keeps pace with the rapidly expanding retail store development. Like all Storer stations, program policies of both WGBS and WGBS-TV make them "local stations," while maximum power guarantees best reception throughout the entire Greater Miami area.



**STORER
BROADCASTING
COMPANY**

WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Michigan	WAGA Atlanta, Georgia	WBRC Birmingham, Alabama	WWVA Wheeling, W. Virginia	WGBS Miami, Florida
WSPD-TV Toledo, Ohio	WJW-TV Cleveland, Ohio	WJBK-TV Detroit, Michigan	WAGA-TV Atlanta, Georgia	WBRC-TV Birmingham, Alabama	KPTV Portland, Oregon	WGBS-TV Miami, Florida

SALES OFFICES

TOM HARKER—vice-president and national sales director } 118 East 57th Street, New York 22 • Murray Hill 8-8630
 BOB WOOD—national sales manager }
 LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498
 GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689



WREX-TV

ON TOP

157 to 11!

**WREX-TV
leads in ¼
hour periods
from 6:00 P.M.
to midnite**

**All 48 of the top 48
once-a-week shows are on
WREX-TV!**

**57 of the top 59
once-a-week shows are on
WREX-TV!**

**All 15 of the top 15
multi-weekly shows are on
WREX-TV!**

Facts from the April 1956 ARB Survey prove conclusively that WREX-TV continues to grow in favor with the ever increasing number of viewers in this 10 county billion dollar market!

WREX-TV

ROCKFORD • ILLINOIS

channel 13

**CBS • ABC
AFFILIATIONS**

represented by
H-R TELEVISION, INC.

*Continued
from
page 8*

AGENCY AD LIBS



in contrast to static newspaper shots I would be seeing. The vanishing ship seemed to be a live thing. Later when I saw a series of stills of the same sequence—the death of the Andrea Doria—I knew I was right.

The third component of the program was the most dramatic of all, for CBS set its cameras up on the Brooklyn pier where one of the rescue ships had docked. We saw the survivors descend the gangplank. We heard the exultation of the relatives who were waiting there, hoping to see them, yet not aware if they would be coming.

We saw fatigue, fear, gratefulness, in close-up and we heard anger spat at the camera for the treatment some passengers felt they had received from the Doria's crew, as well as deep gratitude for their handling by the rescuers.

We saw a family reunited. We marveled at the unconcern of children who had been through the ordeal.

Not a camera flaw, not a maudlin moment, not a minute of the over-staged or unspontaneous. This was television, the reporter—efficient, a demon of speed, and as graphic as thunder and lightning. It makes you proud to be in the medium when efforts such as this are telecast. ★★★

N. Y. police hold back crowd as survivors of the Andrea Doria are interviewed at pier. Among others, NBC was there with on-the-spot coverage



T. V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

NEW YORK: 200 EAST 56TH STREET
CHICAGO: 16 EAST ONTARIO STREET



Using under suds photography, SARRA graphically demonstrates how Pink Liquid Vel actually floats grease off plates! This 60-second spot points up Pink Liquid Vel's instant action and emphasizes how completely safe it is for delicate skins. The combination of live and stop motion gets and holds attention. Skillful presentation of Vel containers conveys strong product identification. Produced by SARRA for the Colgate-Palmolive Company for Pink Liquid Vel, through the William Esty Company, Inc.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



In this newest series of TV spots for the Pet Milk Company, SARRA packs every second with sell! Attractive shots of food in preparation whet the appetite, while the narrator delivers simple, easy-to-follow instructions. SARRA stresses the easy way of preparation with Pet Milk and emphasizes its great variety of uses. Attractive container and label displays in each commercial help drive home the sales message. Created by SARRA for the Pet Milk Company for Pet Milk, through the Gardner Advertising Company.

SARRA, INC.

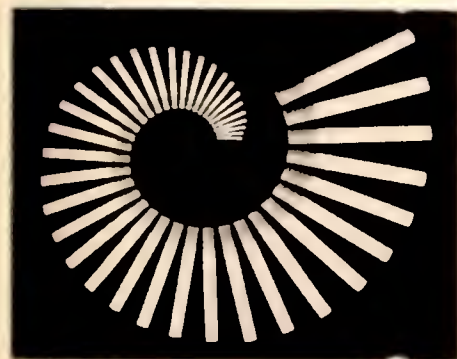
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



SARRA casts two lively, likable children, in this series of 1-minute commercials, who show how easy it is to use Aunt Jemima Pancake Mix. The viewer sees a pancake made, then tossed high into the air in a long, slow motion flip that demonstrates its lightness. Shots of fresh fruit, in alternate layers with pancakes, suggest delicious new uses for Aunt Jemima pancakes. Effective opening and closing package shots clinch sales. Produced by SARRA for the Quaker Oats Company, through J. Walter Thompson Company.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

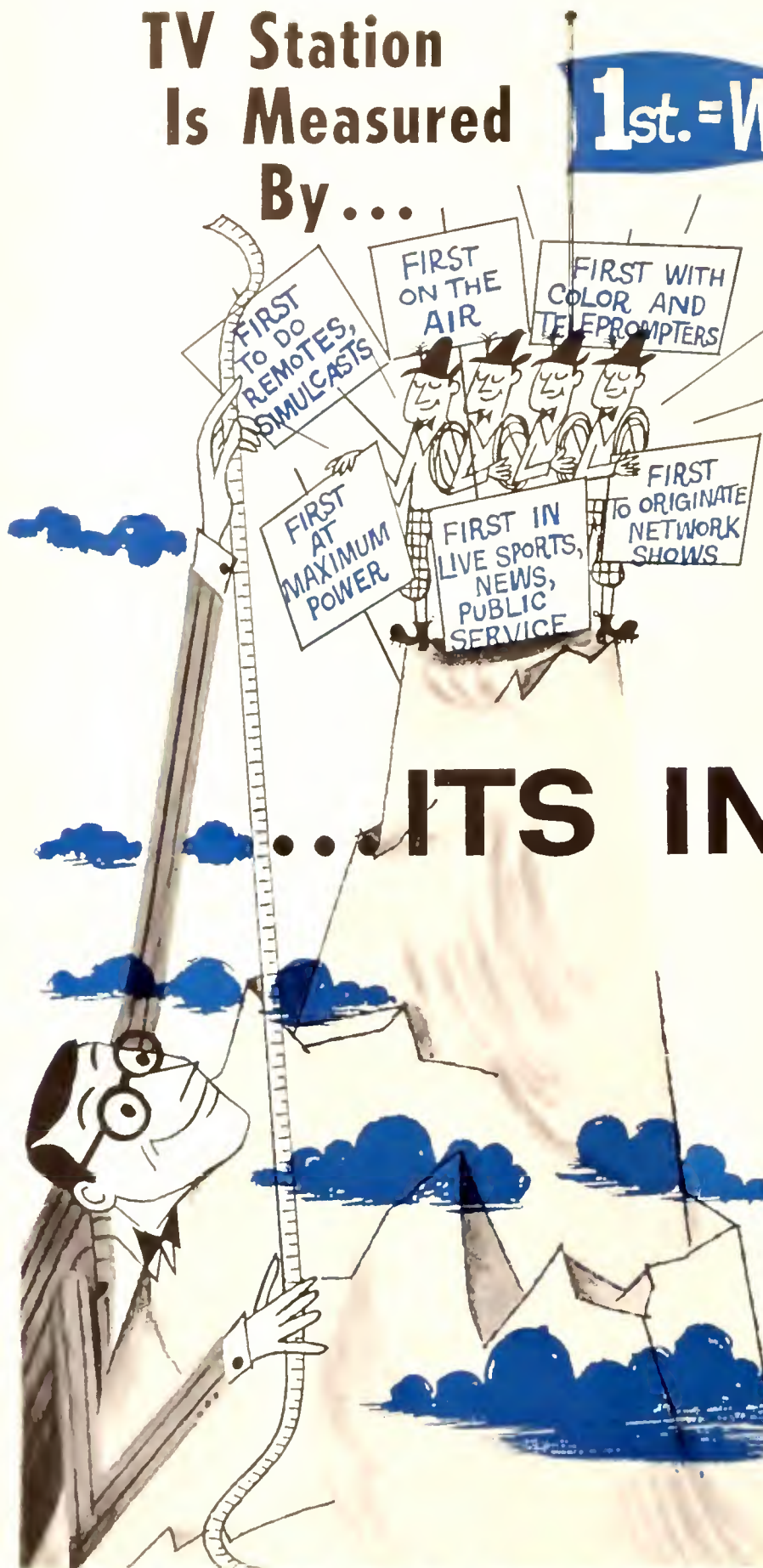


In this pleasant and relaxed series of commercials, just completed for Tareyton Filter Tip Cigarettes, SARRA establishes powerful brand identity! Animated captions, a lilting melody and sharply contrasting tones provide a lively background for stop motion photography. Individual cigarettes parade into packs, packs slip into cartons and cartons pile one on top of another for strong product identification and sales appeal. Created by SARRA for the American Tobacco Company, through the M. H. Hackett Company.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

A TV Station Is Measured By...



Every field has its pacesetters, and this is especially true of TV. In most multi-station markets, one station leads (and forces the others to follow by sheer pressure of competition). That's the primary significance of the many WSM-TV firsts, only partially illustrated here.

WSM-TV was the first TV station to set up shop in this market by a margin of more than three years. And WSM-TV built the longest privately owned television relay system in the world in order to bring its viewers live network TV three years before public transmission facilities could be provided.

...ITS INITIATIVE!

In that pioneering tradition, WSM-TV continues to lead the way.

Two current examples:

WSM-TV's entirely new type tall tower, now under construction, that will be not only the tallest tower in the South, but will also do a coverage job that no other tall tower now in existence can do.

The latest Pulse survey of this market (April, 1956) showing WSM-TV with 12 of the top 15 once-a-week shows, 8 of the top 10 multi-weekly shows.

WSM-TV

Channel 4 Nashville, Tennessee

NBC-TV Affiliate

Clearly Nashville's #1 TV Station

IRVING WAUGH, Commercial Manager

EDWARD PETRY & CO., National Advertising Representatives

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

Pulse TV Markets now total 159!

52 more markets have been added since January to the 107 reported through 1955 and listed below. Space prevents showing the entire list gladly supplied on request.

For case histories, there is a wealth of data embodied in the continuing reports for the markets in which the bulk of U.S. population and sales are concentrated. . . vital information so often needed: time changes, audience comp, variations market by market, etc.

Combined with a study of U.S. Pulse TV—the national picture—you can thus break down results and see where the extra sales effort and promotion can be most profitably expended.

Ohey that impulse—get in touch with Pulse right now while you scan this.

Available for Subscribers . . . Tremendous Backlog of Data

Table listing 159 TV markets across various states including Albany-Troy-Schenectady, Albuquerque, Ames-Des Moines-Alca, Atlanta, Augusta, Ga., Baltimore, Bangor, Me., Birmingham, Boise-Meridian, Boston, Buffalo, Cedar Rapids, Charlotte, N. C., Charleston, S. C., Chattanooga, Chicago, Cincinnati, Colorado Springs, Columbus, S. C., Columbus, Ohio, Dallas, Davenport-Rock Island, Dayton, Denver, Detroit, Duluth-Superior, El Paso, Erie, Fresno, Fort Worth, Grand Rapids, Green Bay, Greensboro, Harrisburg, Pa., Honolulu-Oahu Island, Houston, Houston-Galveston, Indianapolis, Jackson, Miss., Jacksonville, Fla., Johnstown, Pa., Kansas City, Mo., Lansing, Little Rock, Ark, Los Angeles, Louisville, Lubbock, Macon, Marietta-Parkersburg, Mason City-Albert Lea-Austin, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, Montgomery, Ala., Nashville, New Haven, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Peoria, Philadelphia, Phoenix, Pittsburgh, Portland, Maine, Portland, Ore., Providence, Youngstown, Ohio, Quincy-Hannibal-Keokuk, Richmond, Roanoke, Rochester, N. Y., Rockford, Ill., Sacramento, Calif, Saginaw-Bay City-Midland, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco-Oakland, Santa Barbara-San Luis Bispo, Scranton-Wilkes Barre, Seattle, St. Paul, St. Petersburg, Springfield, Mass., Springfield, Mo., Syracuse, Wis., Tacoma, Tampa-St. Petersburg, Toledo, Tucson, Tulsa, Washington, D. C., Waterloo, Wheeling-Steubenville, Wichita, Wichita Falls, Texas, Wilmington, Winston Salem, N. C., York, Pa., Youngstown, Ohio.

This month throughout the U.S., 150,000 homes are being interviewed for next month's "U.S. Pulse TV"

Advertisement for Pulse TV featuring a graphic of a television set and the text 'Nothing takes the place of INTERVIEWS in the HOME'.

RURAL AND URBAN COVERAGE PULSE, Inc., 15 West 46th St., New York 36 Telephone: Judson 6-3316 IN LOS ANGELES — 6399 WILSHIRE BOULEVARD — WEBSTER 1-2412

Main grid of TV program listings for Sunday, Monday, Tuesday, Wednesday, Thursday, and Friday. Each cell contains station call letters, program titles, times, and sponsors.

Notes and explanations to help you use this chart

Sponsors listed alphabetically with agency and time on air

Abbreviations: NBC, CBS, ABC, etc. and detailed notes regarding program listings and advertising rates.

Continuation of sponsor list and agency information.

Continuation of sponsor list and agency information.

MONDAY

Carry Moore Campbell... Arthur Godfrey Gen Mills... Stand Brands Bates... Dorey (cont'd) Bristol Myers... Strike It Rich... Stand Brands Bates... Johnny Carson Show... Art Linkletter... Big Payoff... Bob Crosby... Brighter Day... Queen For A Day... Edge of Night... Mickey Mouse Club... Comedy Time... No net programming

TUESDAY

Carry Moore Campbell... Arthur Godfrey... Stand Brands Bates... Dorey (cont'd) Kelloge Burnett... Pillbury Mills... Strike It Rich... Valiant Lady... It Could Be You... As the World Turns... Johnny Carson Show... Art Linkletter... Big Payoff... Bob Crosby... Brighter Day... Queen For A Day... Edge of Night... Mickey Mouse Club... Comedy Time... No net programming

WEDNESDAY

Carry Moore Campbell... Arthur Godfrey... Stand Brands Bates... Dorey (cont'd) Bristol Myers... Strike It Rich... Valiant Lady... It Could Be You... As the World Turns... Johnny Carson Show... Art Linkletter... Tennessee Ernie Ford Show... Big Payoff... Bob Crosby... Brighter Day... Queen For A Day... Edge of Night... Mickey Mouse Club... Comedy Time... No net programming

THURSDAY

Carry Moore Campbell... Arthur Godfrey... Stand Brands Bates... Dorey (cont'd) Kelloge Burnett... Pillbury Mills... Strike It Rich... Valiant Lady... It Could Be You... As the World Turns... Johnny Carson Show... Art Linkletter... Tennessee Ernie Ford Show... Big Payoff... Bob Crosby... Brighter Day... Queen For A Day... Edge of Night... Mickey Mouse Club... Comedy Time... No net programming

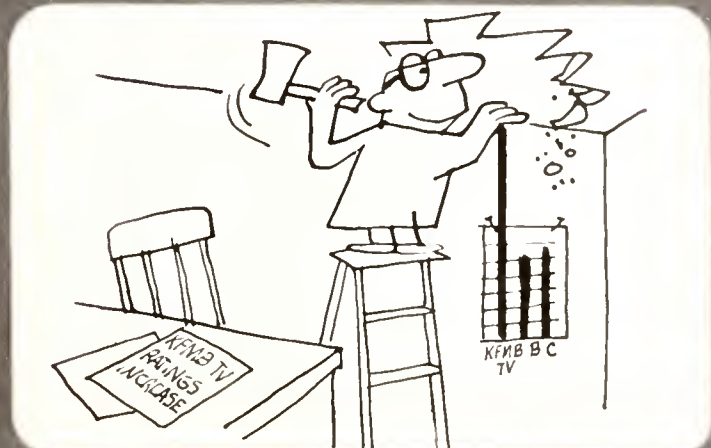
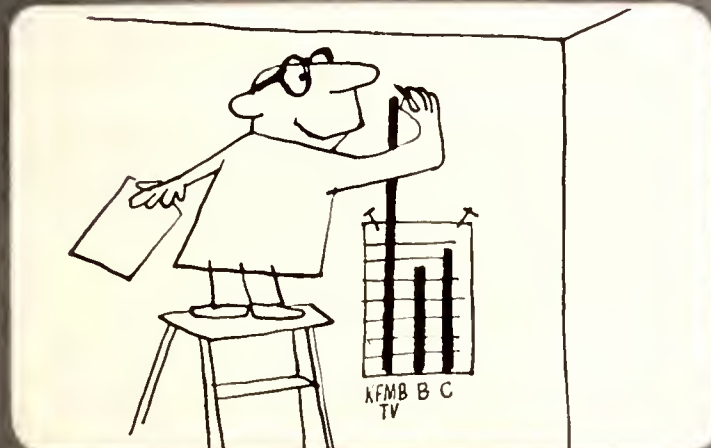
FRIDAY

Carry Moore Campbell... Arthur Godfrey... Stand Brands Bates... Dorey (cont'd) Kelloge Burnett... Pillbury Mills... Strike It Rich... Valiant Lady... It Could Be You... As the World Turns... Johnny Carson Show... Art Linkletter... Tennessee Ernie Ford Show... Big Payoff... Bob Crosby... Brighter Day... Queen For A Day... Edge of Night... Mickey Mouse Club... Comedy Time... No net programming

SATURDAY

Carry Moore Campbell... Arthur Godfrey... Stand Brands Bates... Dorey (cont'd) Kelloge Burnett... Pillbury Mills... Strike It Rich... Valiant Lady... It Could Be You... As the World Turns... Johnny Carson Show... Art Linkletter... Tennessee Ernie Ford Show... Big Payoff... Bob Crosby... Brighter Day... Queen For A Day... Edge of Night... Mickey Mouse Club... Comedy Time... No net programming

Our ratings are higher in saturated San Diego!



Channel 8 has the top 33* programs in San Diego, the Nation's 19th market**

23 Network,
6 Local,
4 National Spot

There are more people in San Diego watching Channel 8 more than ever before.

*June 1956 Nielsen Report.

**Sales Management 1956 Survey of Buying Power.

KFMB  **TV**
WRATHER-ALVAREZ BROADCASTING, INC. Represented by **Edward Petry & Co., Inc.**

SAN DIEGO

America's more market

SPONSOR Asks...

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

Under what circumstances should advertisers use late night radio and television



Peter Hahn, Jr.
Timebuyer
E. T. Howard Co., N. Y.

EXAMINE VIEWING HABITS

● Every once in a while, one of our friends in the time sales fraternity comes to us with the idea that late night is a "natural," especially for our Eclipse Mattress advertising.

The time seller reasons, and not without a certain amount of logic, that late night enables us to tell at low cost-per-thousand and at an hour close to bedtime, what a wonderful night's rest the audience can enjoy on our mattress.

Proper "climate" is, of course, one important factor in advertising via radio or television; but there are many others. Entering importantly into the evaluation are, naturally, the nature of the product and the composition of the audience that will be reached. What age groups do product and program appeal to? Are product and program of interest to both men and women? Is marital status a factor in the sale of the product? Is the product fast or slow moving?

With mattresses, certainly not in the "impulse" category, our more *immediate* prospects are among married women whose family life requires them to be up and about reasonably early in the morning, getting children ready

for school, getting husbands off to work. Many of these folks are ready to retire just about the time that the night-owl programs are getting under way; so if we were to purchase late time, we would be missing quite a large number of our logical prospects.

Tastes and purchasing habits are being formed, of course, in the young, unmarried people who habitually tune in the late shows (and account for at least 20% of the audience of the best of such shows); but in the interest of economical timebuying, it is a group which cannot ordinarily be considered as primary for the sale of merchandise such as mattresses. Several mattress manufacturers who have tried it have discontinued it as unsuccessful. Late night commercials, admittedly successful even for some of the home appliances, are nevertheless at their best when the merchandise is in the fast-moving, impulse category.



Max Tendrich,
V.p. in charge of media
Weiss & Geller, N. Y.

RELAXATION IS THE KEY

● "Relaxation" is the key to late radio and television. Radio in its late or early morning hours offers good music, news. Today, television offers the best Hollywood films available, or

the easy-to-watch and listen to Steve Allen. Late shows have loyal audiences. They have adult audiences. They are relaxed audiences. The kids have long since been tucked away. The chores of the day have been completed. Clock radios make radio easy to listen to, permit the listener to fall asleep without bother.

In light of these facts, late radio and tv offer "best buys" for many advertisers. Time costs are comparatively cheap. This permits low budget advertisers to use the television medium especially. Here then is the adult market, audiences that will concentrate on the advertising message.

We believe that where spot television is in order, no campaign can be complete without late night tv. We are now placing saturation tv spot campaigns across the nation for our client, Proctor Electric Company. We want to reach women. While most of our announcements are, therefore, daytime, we schedule many of our spots late at night. First, because we feel that our soft well-animated jingle commercials are admirably suited to late night viewing. It is our opinion that tv commercials must be tailored for this audience. They want entertainment even in their commercials. There is always the threat of an abrupt switch-off—and off to bed—for the advertiser who tries to blast this audience with his copy appeals.

Another reason for scheduling commercials at this late time is the dealer influence they have. Most dealers are convinced that tv will sell for them. However, because they often do not get the chance to watch tv as often as they would like, an exposure of commercials at an hour when they can see them will help sell them on a tv campaign.

Charles Antel and his "Formula 9" proved to every tv station—and to many advertisers—the effectiveness of

late tv. SPONSOR, in its story on Brylcreem (23 July 1956) pointed out how late night television was responsible for success of this product.

"Late" shows have expanded to "late, late shows" on tv stations to accommodate the demand for the late audiences. Comedians have done take-offs on these "late, late, etc." shows. But you can't laugh off this audience nor the advertiser that profits by appealing to it.



Sylvan Taplinger
Timebuyer
Peck Agency, N. Y.

IT DEPENDS ON HOURS

● Although there must be a lot of success and failure statistics on this subject lying around somewhere, this is a question I'll try to answer by instinct rather than slide rule.

First, I'd like to ask a question. What is late night time? Assuming it is the period from 11:00 p.m. to 1:00 a.m., I could straddle the main problem and emulate the politician who answers every question with, "Yes—and then again—no." It is obvious that 11:00-12 midnight is a darned sight better than 12:00-1:00 a.m. Therefore, it's elementary that some advertisers could be successful at the earlier hour and fail during the latter one. There sure are a lot of people going to bed every minute from 11:00 p.m. on.

I don't doubt, though, that certain products are made to order for late night tuners-in. Products that are of the type that would be receptive to late-hour audiences. Naturally, one thinks of the no-prescription-needed sleeping pills. Probably fine—but it's awful to contemplate what would happen, assuming radio-tv are as effective as claimed and ditto the pills.

(Please turn to page 93)

1170 on your dial



channel 2

*the right combination
to sell...*

Oklahoma's No. 1

MARKET



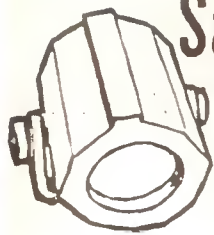
* Over 1/2 billion dollars effective buying income

You can sell more . . . to people who buy more in Oklahomo . . . when you advertise **first** in the wealthy Tulsa market. No other medio reaches this area like KVOO RADIO and KVOO-TV.

Get more coverage for your money . . . get more sales . . . use the "Top Twosome" in Oklahomo's No. 1 market.

*Figures from 1956 Sales Management Survey

RADIO KVOO TELEVISION
 Represented by EDWARD PETRY CO. Represented by BLAIR TV
 1170 KC • 50,000 Watts TULSA, OKLAHOMA Channel 2 • Maximum Power



Saga of the Successful SAUSAGE



Not long ago GABEL'S RANCH HOUSE, processor of meat products, selected KTVX as the medium to introduce a new product. Here's what Mr. Gabel says: "We have done considerable advertising through various means and have been given good results, but all of the times that we have advertised, this (program on KTVX) takes the 'spot-light'. We were introducing a new product, and results are still coming in."*

EDITOR'S NOTE: When regional advertisers in Eastern Oklahoma want to reach Oklahoma's biggest market they KNOW they'll get results on KTVX.

You, too, can reach more potential buyers, at less cost on the truly regional TV station . . . KTVX.

*Letter on file in our office.

Ask Your
EVERY-KNODEL Representative



L. A. (Bud) BLUST
V. P. and Gen. Manager

TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma



agency profile

Donald D. Stauffer

Partner in charge of tv-radio
SSCB, New York

Don Stauffer, who was one of the founders of SSCB after World War II, actually got into radio by accident.

"I was working on a play rewrite for Brock Pemberton," he recalls. "When Arthur Pryor tricked me into coming into Roy Durstine's office up at BBDO. I said I didn't want to get into radio, so I was hired."

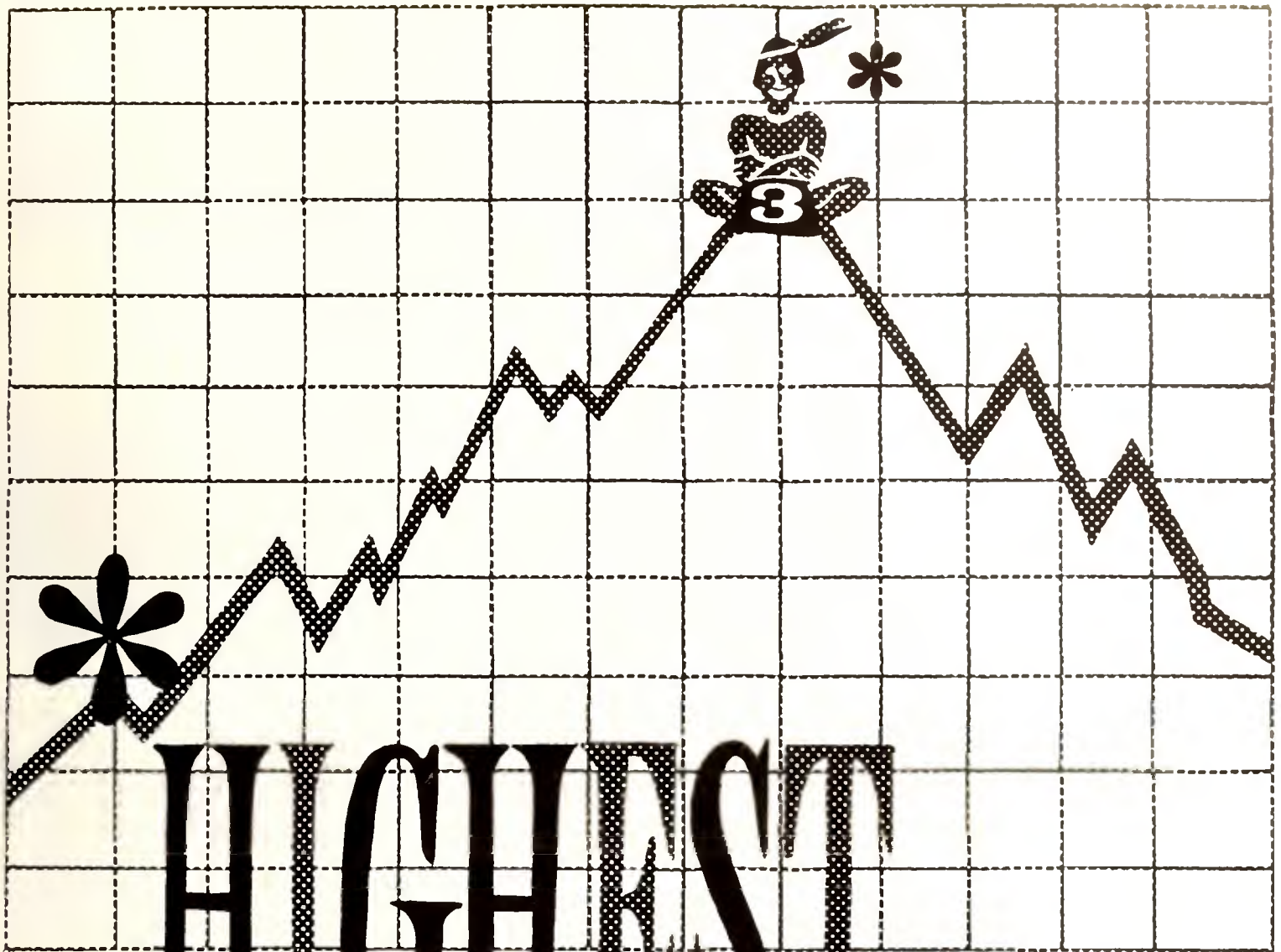
From that time on, Stauffer wrote and directed radio shows, until the end of World War II, when he, Ray Sullivan, Heagan Bayles and Bob Colwell decided that there was need for a new package goods agency in the competitive post-war market. Now, 10 years after its birth, SSCB bills some \$36 million, with more than 60% of it in air media. Stauffer heads up the tv-radio operation.

"The agency actually exercises far more control over most of its clients' tv shows than is apparent," says Stauffer. "Even in the case of network package programs, agency producers offer suggestions, though the chief responsibility rests with the net."

"But when it comes to such independently-packaged shows as *Big Story*, *Name that Tune*, *Big Town*, we actually help develop the show format, supervise script and production values. When the agency gets through picking a show for a client, its job is just beginning. The first few shows of *I've Got a Secret*, for example, were far from good. But we agreed with Goodson and Todman that the basic idea was good and just continued sharpening up the format until the show clicked."

"The cardinal sin in tv, says Stauffer, is "imitation." This applies to imitating show formats as much as it does to imitating the idea of a particular commercial. "We consider technique as such in the public domain. But it's a mistake for a client or agency to imitate a particular commercial. Just because two cartoon figures sell one product, it's no guarantee that two similar characters will sell another product. Yet that's what makes trends: imitation."

A tall, slender, greying father of three youngsters, Stauffer leaves agency problems behind when he boards the Stamford, Conn. express. Vacations are ignored during the busy summer months and postponed until winter. From April when you start picking falls shows, until just before Christmas when you're finished shaping the show for the year—that's the busiest time. ★ ★ ★



HIGHEST

rated local shows
in Chattanooga
are on channel 3

(SEE THE JUNE ARB REPORT)

R. G. PATTERSON, *President* HARRY STONE, *Sta. Mgr.*
GEORGE P. MOORE, *Sales Mgr.*

H-R TELEVISION, INC., *National Representative*
STUDIOS • 1214 Mc CALLIE, CHATTANOOGA, TENNESSEE

100,000 WATTS



Chattanooga's ONLY full powered station

round-up



KBTV merchandising—MAP's supermarket sales successes



They're all happy with KBTV's MAP sales

Merchandising, advertising and promotion are being used in combination by KBTV, Denver, to move groceries. Called the MAP Plan by Harold Storm, head of Denver's Harold Storm Advertising, it works through four supermarket chains: Miller Super Markets, King Soopers, Piggly Wiggly Stores and Busley Stores. The four operate 60 retail outlets in the Denver area.

Talking channel number produced for Okla. City's KWTV



Snappy 9 is KWTV's talking channel number

KWTV, Oklahoma City, recently introduced a talking channel number known as "Big 9." The new cartoon

"Best Cook" awards enter third year for Stokely-Van Camp

One of the most successful features on KMTV, Omaha's *Your TV Home* show is the "Best Cook" award given out each week. Now in its third year in Omaha it has been used successfully in at least eight other markets.

Reportedly these four chains account for 52% of Denver's \$225 million annual retail food sales.

In order to qualify for the KBTV MAP plan, an advertiser must spend at least \$325.00 per week for 13 weeks on KBTV and have his product approved by the supermarket chains. The advertiser may buy programs, announcements or station breaks. As part of his purchase he gets the MAP merchandising services. They include: point of sale material, special displays, personal calls on supermarket managers and personal liaison with key merchandising and advertising men in member supermarket chains.

Photo'd above (l to r) are: Kellogg Company's Denver manager Harper; Harold Storm; Ann Walker, KBTV merchandising manager, and local Kellogg contact man, Hopkins.

station "personality" is fully animated and was conceived as a means of more effectively identifying the station and ushering in promotional announcements.

Idea for "Big 9" originated with Montez Tjaden, promotion manager, and Perry Dickey, program director. It was developed by Erwin, Wasey, the station's agency.

Because a talking channel number appears to offer a variety of promotional possibilities, Keitz and Herndon, producers of the "Big 9" film, have announced plans for a specialized department to create animated personality IDs for stations in other markets.

Stokely-Van Camp's agency, Calkins and Holden, originated the awards in 1954 and over KMTV alone more than 100 women have been honored.

KMTV "Best Cooks" are spotlighted in interviews with the station's tv

homemaker Bettie Tolson. Conversation covers personal background, favorite recipes and the awardee's use of Stokely-Van Camp products.

To top off her visit the Best Cook receives an orchid, a gift box of Stokely-Van Camp products and a certificate testifying to her cooking abilities. At least one Stokely-Van Camp product is provided free at the next meeting of her organization. ★ ★ ★

WOW-TV documentary tells midwest conservation story



WOW-TV's Bob Mockler knee-deep in alfalfa

WOW and WOW-TV, Omaha, have produced the third in a series of documentaries on the midwest's soil and water problems. The latest film, called *Regimented Raindrops II*, was made by the station's Farm Service Department under the direction of Farm Service Director Mal Hensen and his associate Arnold Peterson. Photography was handled by WOW-TV photogs Bill LaViolette and Bob Mockler.

Earlier films produced at WOW and WOW-TV included *Big Muddy*, which won the George Foster Peabody Award in 1947 and *Regimented Raindrops I* produced in 1948, which won six national awards.

In addition to public service films Hansen's farm department manages such projects as the Nebraska Mechanical Corn Picking Contest, 4-H Soil Conservation Awards and a TV Farm Short Course. According to WOW-TV, the latter is the only course of its kind in the nation. ★ ★ ★

KANS anniversary marked in new remodeled studios

KANS, Wichita, Kansas, celebrated its 20th anniversary as an NBC affiliate with a party in the station's newly remodeled studios. At the reception, the Skelly Oil Company presented KANS with a plaque for its work in promoting the *Alex Dreier News* sponsored by



Gathered for KANS 20th anniversary party

Skelly. Shown above at the presentation are (l to r): Jack Kirwan, radio-tv director, Bruce B. Brewer Advertising, Kansas City; Jack Grant, Lago & Whitehead Advertising, Wichita; George Gow, KANS news editor; Mike Lynch, manager KBYE Oklahoma City, and Frank Lynch, manager KANS.

Yankee's Mantle goes to plate for pancake batter



Yankee's Mickey Mantle pours Batter-Up

The New York Yankees' Mickey Mantle has signed up with C & C Super Corp. to promote a new ready-to-pour pancake mixture known as Batter-up. Mantle will make special tv appearances as "Mr. Batter-up." Shown above, with Mantle doing the pouring, are (l to r): I. R. Rill, v.p. of C & C; Jules Alberti, president of Endorsements Inc.; Walter Mack, president of C & C; Frank Scott, Mantle's manager, and William Vinicombe, C & C ad manager.

Briefly . . .

Railroad enthusiasts ought to enjoy *Short Line Junction* by Jack R. Wagner, program manager of KNBC, San Francisco. The 266 page book, with many of its nearly 250 photos by Wagner, tells the story of seven small, independent railroads. The book is available for \$4.75 through bookstores or direct from Academy Library Guild, P.O. Box 549, Fresno, California.

(Please turn to page 118)

65%* of total Jackson TV time

WLBT channel 3 leads!

***ARB 36-County Area Survey proves WLBT Mississippi's most-preferred station - night or day! (June 7-13, 1956)**

WLBT has 15 of top 20 night shows!

TOP 20 EVENING SHOWS

1 Truth or Consequences	43.6 WLBT
2 \$64,000 Question	41.3
3 Cavalcade of Sports	38.9 WLBT
4 Lux Video Theatre	36.9 WLBT
5 I've Got A Secret	36.8
6 You Bet Your Life	35.9 WLBT
7 Your Hit Parade	35.2 WLBT
8 The Millionaire	34.6
9 Four Star Playhouse	34.4 WLBT
10 \$64,000 Challenge	32.2
11 This Is Your Life	32.1 WLBT
12 I Love Lucy	31.5
13 Life of Riley	31.1 WLBT
14 December Bride	29.5
15 Annie Oakley	28.7 WLBT
16 Grand Ole Opry	28.6 WLBT
Wednesday Night Fights	28.6
17 Ford Theatre	28.2 WLBT
Fireside Theatre	28.2 WLBT
18 My Little Margie	28.1 WLBT
19 Highway Patrol	27.7 WLBT
Robert Montgomery Presents	27.7 WLBT
20 Celebrity Playhouse	26.5

WLBT has 9 of top 10 day shows!
WLBT has 8 of top 10 film shows!

TOP 10 DAYTIME SHOWS*

1 Queen For A Day	27.9 WLBT
2 I Married Joon	26.8 WLBT
3 The Little Rascals	25.2 WLBT
4 Looney Tunes	20.5 WLBT
Circle 3 Ranch	20.5 WLBT
5 Feather Your Nest	18.8 WLBT
Mickey Mouse Club	18.8
6 Stu Erwin Show	18.5 WLBT
7 NBC Matinee Theatre	18.1 WLBT
8 It Could Be You	14.4 WLBT
9 Today	12.8 WLBT
10 Art Linkletter	10.4

* These are highest-rated quarter hours.

TOP 10 FILM SHOWS

1 *The Little Rascals	33.9 WLBT
2 *Looney Tunes	30.5 WLBT
3 Annie Oakley	28.7 WLBT
4 Grand Ole Opry	28.6 WLBT
5 My Little Margie	28.1 WLBT
6 Highway Patrol	27.7 WLBT
7 Celebrity Playhouse	26.5
8 I Led Three Lives	26.0
9 Badge 714	25.4 WLBT
10 Dr. Hudson's Journal	24.2 WLBT

* M-F shows, cumulative rating given



Audience + Point-of-Sales Merchandising in A&P, Jitney Jungle food stores PROMOTION PLUS!

NBC ch 3 Maximum Power

for details call: Geo. P. Hollingbery

KING'S WINES

(Continued from page 37)

phrase taken from the opening line. "Ah there you are," caught on with WPEN listeners and was soon being heard all around town.) "Once with the Prince standing beside me, I won many francs at the gaming tables of Monaco. Later we each toasted our triumphs with the finest wine at the hotel. But, in your country, I found a wine so deliciously different it makes me completely forget that wine. It's King's Burgundy . . . a simply marvelous new taste thrill that you must try. A truly fine wine for the young in heart . . . for you. Enjoy exciting King's Burgundy today."

Then one of WPEN's personalities adds:

"Friends . . . there is no substitute for your own experience." In a few words he reiterates what The Frenchman has said and points out that King's is only ninety cents a full quart. The Frenchman returns for the wind-up: "Ask for and enjoy King's exciting Burgundy . . . or King's Sweet Sauterne if you prefer a white wine . . . Only 90¢ a full quart at all State Stores. Au revoir."

The choice of The Frenchman as spokesman for King's jibed with another point in the Roper report that the French ranked second only to Italians as the nationality most often associated with wine. While this may tend to make consumers less conscious of wine as an American stand-by "Wine's foreign connotations may well have had something to do with establishing its propriety and gracious-way-of-living connotations."

While taste and price were played up for the benefit of women listeners, the short anecdotes, each of an adventurous or romantic tone, were also gauged to appeal to the men in the audience. Besides Monaco, The Frenchman has reminisced about well known places such as North Africa, Paris and the Swiss Alps.

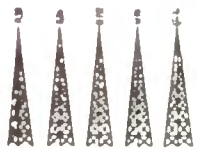
Each adventure ends with a relaxing glass of wine that had seemed the best he'd ever had until his first sip of King's. To conclude a romantic adventure with a glass of wine seems natural so that the transition from anecdote to commercial does not leave the listener feeling as though he has been unsuspectingly baited into a sponsor's trap. It is especially natural when told by The Frenchman who

seems the logical person to be talking appreciatively about wine.

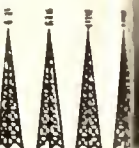
The impression made by The Frenchman on WPEN listeners, while being dramatically emphasized in sales results was further dramatized by a Pulse Survey made approximately one to two weeks after The Frenchman's announcements had been terminated this Spring. Judging by the survey, The Frenchman was well remembered. The sampling, consisting of 1,000 adults evenly divided as to sex, was taken from the regular radio survey made by Pulse. "Better than one in four persons," said the survey, "remember having heard 'The Frenchman.'"

It continued, "Two out of three persons who heard The Frenchman remembered that he was on WPEN. This result is looked upon as being high in view of the fact that these announcements were not in the form of a regular sponsored program. These respondents, no doubt, listen to the several stations and yet they report correctly that The Frenchman was heard on WPEN."

In spite of promotion by the wine industry to create summer sales by the



NEW AND UPCOMING TV STATIONS



I. New stations on air*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	ERP (kw)** Visual	Antenna (ft)***	NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, REP.
AGANA, GUAM	KUAM-TV	8	12 July	1	137	NBC			Harry M. Engel, president
KNOXVILLE, TENN.	WBIR-TV	10	6 Aug.	50	704‡	CBS	WATE WTVK	200,000	John Hart, president & gen. mgr.
REDDING, CAL.	KVIP	7	1 Aug.	27.2	271	NBC			George C. Flaherty, pres. & gen. m.

III. New applications

CITY & STATE	CHANNEL NO.	DATE FILED	ERP (kw)** Visual	Antenna (ft)***	ESTIMATED COST	ESTIMATED 1ST YEAR OP. EXPENSE	TV STATIONS IN MARKET	APPLICANT, AM AFFILIATE
PORT HURON, MICH.	34	28 July	22.9	32.5	\$80,285	\$45,000		Stevens-Wismer Bestg. Co.
RENO, NEV.	4	4 Aug.	6.8	2904			KZTV KAKJ	Silver State Telecasters
WILMINGTON, N. C.	3	28 July	6.1	220	\$77,215	\$100,000	WMFD-TV	United Bestg. Co. Inc.

BOX SCORE

U. S. stations on air	258
Markets covered	299

*Both new e.p.'s and stations going on the air listed here are those which occurred between 28 July and 1 August or on which information could be obtained in that period. †Sets are considered to be on the air when commercial operation starts. **Effective radiated power usually is one-half the visual power. ***Antenna height above average terrain (not above ground). †Information on the number of sets in markets where not designated as primary from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. ‡Data from NBC Research and Planning. NFA: No figures available at present on sets in market. †Community would support proposed lower-power station at least three years or until such time as it becomes self-sustaining. ‡Presently off air, but still retains license. †Non commercial. ‡Above ground.

2 heads are better than 1



**ESPECIALLY WHEN THEY'RE
WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!**

TOP RATINGS

- 55% Share-of-Audience in Metropolitan Portland.
- 84% More Audience than Station B.
- 151% More Audience than Station C.
- 86% Preference at 45-Mile Radius.

Sources: June 1956 Portland ARB
1956 Salem ARB

**HIGHEST
TOWER**

**MAXIMUM
POWER**

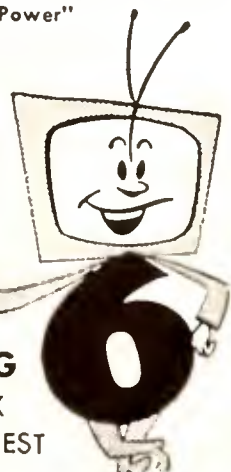
EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,700 Television Families of 30 Oregon and Washington Counties with
- \$2,694,644,000 in Total Effective Buying Income who spent
- \$1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Source: May 10, 1956, Sales Management
"Survey of Buying Power"

KOIN-TV

Channel 6 — Portland, Oregon



**THE BIG
MR. SIX
IN THE WEST**

Represented Nationally by CBS Television Spot Sales

exploitation of wine-coolers and similar hot weather drinks Kasser Distillers concluded their ad campaign on the day before Easter. The Frenchman has said au revoir for the summer but reports WPEN's Rosner, "he'll definitely be back come September." * * *

WOODED NOOK

(Continued from page 35)

future, to get perspective for the years ahead and to establish policies of a broad nature, they also come to realize that the cafeteria or the conference room is not the right place."

The right place—and what the Association always tries to arrange for—is a site where it is psychologically—if not physically—impossible for day-to-day details to occupy their minds.

It is Odiorne's theory that the idea of getting out of the office for think-sessions got its big start 25 years ago when the American Bankers Association embarked on an executive development program. Since a great deal of experimental thinking would be called for, it was suggested that getting close to an academic setting might prove a

stimulant. This led to the consideration of numerous hotels in Ivy-league university towns. But what the Bankers Association finally rented was better-than-hoped for—as academic as they could get—hall and rooms right on Rutgers University campus.

Actually, the wooded nook meeting is as old as the game of golf. For example those many business deals and management decisions evolved on the links of the Ziv organization on the West coast. At one time, Maurice Unger, v.p. in charge of production at Ziv Studios, was hiring an executive for that firm. At the conclusion of the interview, Unger asked him, "By the way, what's your handicap?" Answer and interview satisfactory, the gentleman was hired.

Of course, there will always be those who can't break 120 and must stay behind. Case in point is a down-in-the-mouth agency man whom a young lady met at a reception room door.

Outward-bound, the adman remarked: "It seems that most business is either conducted at the golf course or a bar."

As he turned toward the nearest pub, she replied, "And I see you don't play golf."

This incident stands in direct contrast to the policy of IBM. International Business Machine encourages its executives to learn the game and to play it—on three company-owned golf courses—near Sands Point, Elmira and Poughkeepsie, N. Y.

Then, there was the idea originated on an off-beat day by an advertising agency president who shall go nameless. He had suggested a meeting, to be attended by Richard Olmsted, vice president and chief engineer of Olmsted Sound Studios. In Olmsted's opinion any wooded nook get-together without golf balls would be like "blueberries without cream" to the advertising fraternity. So what was originally planned as a picnic turned into a golf day.

Then the real problem arose. Since the advertising brethren were from widely scattered areas—exurbanites all—each thought that the golf outing should be held in his own county. For one thunderous moment, the Fairfield County set challenged the Bucks County group to a duel with fire-proofed logs (supplied by B. Altman), while the Rockland County group armed itself with croquet mallets (slipped in by Abercrombie and Fitch).

TV in Fresno -- the big inland California market--means



- Best local programs
- Basic NBC-TV affiliate



Paul H. Raymer Co.
National
Representative

**full
power**
ON THE AIR
NOW

FACT NO. 1
Highest Television
Antenna in the U.S.A.
10,876' Above Sea Level
4,270' Above Average Terrain



KOAT

TV

CHANNEL 7

ABC Network
122 Tulane, S. E.
Phone 5-8716
TWX AQ-187

FACT NO. 2

Maximum Legal Power
Over 300%
Greater Than Any
Competitor

FACT NO. 3
Record Breaking Coverage
Providing thousands
of New and Bonus
Television Homes



on
the
air
since
Oct.
3
1953

"CERTIFIED"
MEASURED COVERAGE
MAP AVAILABLE

CONTACT GEORGE P. HOLLINGBERY NOW!

Walter Stiles
VICE PRESIDENT & GENERAL MGR.

David Carpenter
VICE PRESIDENT & SALES MGR.

ALBUQUERQUE, NEW MEXICO

At the finale of the fracas, it was decided to hold the golf outing, Olmsted says. "in an indeterminate county sometimes known as Westchester."

As popular as golf course meetings may be, they are admittedly settings for relatively short discussions. Weather conditions and the human endurance factor dictate this. For spur-of-the-moment talks, nevertheless, the fairway and green remain as much a part of the American conference scene as smoke-filled rooms.

But who wants to remain in smoke-filled rooms? Certainly not the executive who likes the wide open spaces by day and the shelter of a comfortable lodge in the evening.

The privately-owned lodge offers the seclusion necessary for meditation and the outdoor facilities conducive to relaxation, viz. swimming, fishing, sunning, card-playing.

Bozell and Jacobs' Henry Obermeyer is vice president in charge of advertising 362 days of the year. For the other three or four days, he becomes head of a B&J party leading up to his own cabin in Little Village on the shores of Lake Champlain.

Two years ago, Obermeyer says,

"the business-and-pleasure journey was quite unique. We informed our 12 branch offices that we'd shortly be going to the cabin to discuss the advertising and packaging problems of our 24 Bozell and Jacobs food accounts.

"When we arrived at the cabin, we found that these companies had supplied enough food to keep us there for a few weeks rather than the scheduled amount of time."

Obermeyer feels that a great deal of business can be accomplished on such short "vacations" and that an increasing number of agencies are discovering it each year. "It stands to reason," he says, "that when you get away from the tensions of the office as we do, you're in a more relaxed frame of mind to discuss business. Although we do spend time fishing, swimming and playing cards at Little Village, we come up with a good many business theories—theories later put to work successfully. Management problems, too, are solved in these few days."


He states that the agency executives try to get to the cabin each year; but the summer meeting has occasionally been cancelled due to weather or work conditions. "For a while after we get

back, we seem to face things in a less tense manner."

Allied to this type of thinking session is the Florida estate trip. Peter Pan President Henry Plehn is an example. Plehn often rounds up his employees, salesmen, admen, friends in varying quantities. To these he adds plane facilities. Mixing all together to taste, he pours them into cabanas, swimming pool, guest houses and other areas on his Miami Beach estate. After basking in 70- to 80-degree sun, he sprinkles with business deals.

Double recipes, too, can be blended. Into this category falls Lou Maxon, president of Maxon, Inc., which headquarters in Detroit. Maxon has one estate in Michigan and another in Florida. Both properties are available for staff meetings of the agency as well as for client confabs. The Michigan mansion is located on about 2,000 acres of lakefront and is equipped with cabins.

It is the privileged few who can have entire islands to themselves for holiday meetings. Not only has the Aerotec Corporation of Greenwich, Conn., purchased an island for executive conferences; but the company has also designated it for use by employees and their



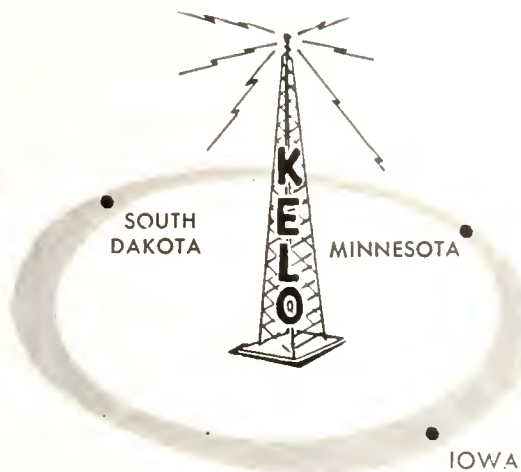
*"So what's this big story
that Toledo's a leading market?"*

Toledo's the home of Auto-Lite, the world's largest independent manufacturer of automotive electrical equipment. This industry is another reason why Toledo is listed among the leaders in 11 of the 19 industrial classifications.

You can saturate this billion dollar, 23 county market only with WSPD-TV's maximum, 316,000 watt power.

Better investigate Toledo . . . call Katz!

A STORER STATION
WSPD-TV
TOLEDO, OHIO



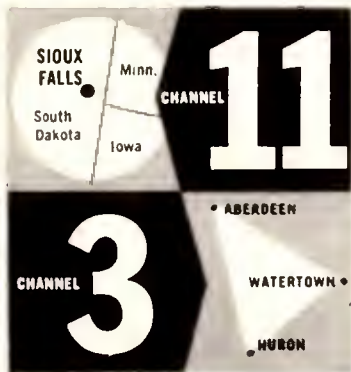
**JOE FLOYD
SAYS:
SET YOUR SIGHTS HIGH
IN THIS 3-STATE MONEY BELT . . .**

You sell all you reach in this sales manager's paradise. And you'll reach more than ever with Joe Floyd's new, 1032 ft. tower for KELO-TV.

Now KELO beams a picture that reaches a wider market than ever in So. Dakota, Minnesota, and Iowa.

Add Joe's neighboring KDLO and you add twice the reach, twice the enthusiastic sell—two big markets for your one buy across the board.

This 3-state "money belt" is a key market you can't afford to overlook, whether you're scheduling a national sales campaign or a quick sales boost.



EVANS NORD, Gen. Mgr.
LARRY BENTSON, V.P.
NBC • ABC • CBS
Gen. Offices, Sioux Falls, S.D.
represented by
H-R for TV and AM

KELO-TV

families. The island, Great Captain's Island, was purchased recently and is located off Greenwich. Its numbers among its assets sandy beaches, swimming areas, shady trees and a 127-year-old U.S. Coast Guard lighthouse.

In speaking of their wooded nook meetings, most admen have said that seclusion is the major element, contributing to an easy-going atmosphere. At lodges, cabins and the like, executives can set their own pace.

Perhaps this is why resorts such as the Skytop Club in the Poconos, Pa., those at Lake Placid, N. Y., the Greenbriar in West Virginia and the Home-

stead in Virginia, emphasize the "away-from-it-all" aspect of their facilities. Resort hotels of this type frequently have guest cottages or separate units of apartments on the grounds, and here a small group of business heads may have the privacy they want.

Robert F. Warner, president of Robert F. Warner, Inc., New York, adds, "Sales incentive plans have been another stimulus for resort business which we've noticed. In addition, our hotels and resorts throughout the country have been giving convention rates and encouraging meetings, particularly between seasons. Generally, con-

vention rates run one to two dollars per person below the usual rates."

Often called guaranteed rates, they work as follows: Should rooms run between, let us say, \$16 and \$20 per day, a rate per person of \$17 might be guaranteed.

Travel agencies and resort representatives observe a sharp upsweep of executive meetings in Bermuda, Mexico, Cuba and the Caribbean. Here again, off-season promotion has been employed—and it's been found that those who have convened in summer months often return for meetings in other seasons. As one travel representative explained it:

"Although rate reductions might have prompted the initial visits to these areas, it's been the secluded, tropical—and less commercial—aspects that have induced executives to return for their conferences."

A popular variation on the wooded nook meeting is the session afloat. In the view of many, nothing quite divorces one from the workaday world like sailing out of sight of land.

James Sparkman, partner in the yacht brokerage and naval architectural firm of Sparkman and Stevens, New York, gives cost data to those who care to charter craft. For the smaller get-together, Sparkman relates, "a yacht of 38 to 42 feet may be chartered for a day out of Montauk, Long Island. Cost for its use, plus a captain, amounts to about \$75-\$100.

"An average yacht of 50 feet with a crew of one or two totals \$1,000 per week. And for longer and larger chartering, an 80- to 90-foot yacht with a four to five man crew is approximately \$8,000 per month."

Sparkman quotes these rates as they apply to basins in Long Island Sound, during the season. They are equivalent to Florida rates in season. The fishing season in New York begins at the end of June and lasts until shortly after Labor Day. In Florida, it commences January 15th and concludes the first of May.

Chartering steamers for sales meetings and demonstrations is practicable for larger groups. Allan Clark, pier manager and charter operator of Circle Line (which arranges for chartered excursions around Manhattan Island), tells that "firms such as General Electric have held sales displays aboard the Line's boats. And the Ed Sullivan company chartered a boat for last year's program birthday party."



We're proud as Roger Williams . . . crowing like a Rhode Island Red, because now we are two. And you, you're "right on cue" whether it's in Akron, Ohio or Providence, Rhode Island. You're right with our music and our news. You're right with our solid policy of local programming, local service and warm interest in each community—Tiretown, U. S. A., and rich, little Rhody's capitol city.

Wcue	1150 ON YOUR RADIO AKRON, OHIO NATIONAL REP. - JOHN E. PEARSON CO.
	TIM ELLIOT, PRESIDENT
Wice	1290 ON YOUR RADIO PROVIDENCE, RHODE ISLAND NATIONAL REP. - JOHN E. PEARSON CO.

*Subject to
FCC approval

in the Southwest



YOU CAN'T TELL THE cowboys FROM THE Indians



- ★ COVERAGE ★ LISTENERSHIP
- ★ MERCHANDISING SUPPORT

KTOK



OKLAHOMA CITY
1000 KC
5000 WATTS

RAYMER

Six Radio Stations, covering the "Heart of the Southwest." One in Oklahoma and others in Texas. For information on the individual stations, see the Rep shown, or write to the individual station manager.

"TOM-TOM" JOHNSON

FLETCH: "Now, boys, y'all know that the April-June Hooperatings show that we have more listeners on my station than any other Fort Worth radio station."

TOM TOM: "Ugh!"

DEACON: "Sure, we've been listening to you brag about that ever since the last Hooper came out . . . but you ought'a take a reading on the listeners on KWBD in Brownwood. And, remember, these people have nothing but money to spend on merchandise that we advertise."

TOM TOM: "Ugh!"

TEX: "You guys are finally getting up in the same league our station's been in all along. WACO has been the most popular station around these here parts since radio began."

TOM TOM: "Ugh!"

MOAK: "You tell'em Tex . . . Me and you have been down here in Central Texas for so long . . . I reckon we know more success stories than any other two people in the business."

TOM TOM: "Ugh!"

JAKE: "Y'all are forgetting one of the most important things. Think how much easier it is for us to get the retailers to go along on merchandising support for us. That's particularly important way out here in West Texas where there's so much oil money . . . This cooperation shore pays off."

TOM TOM: "Ugh!"

"Ugh!" . . . that's Oklahoman for "US, TOO."

EVERY-KNODEL

KXOL

FORT WORTH
1360 KC
5000 WATTS



"FLETCH" FLETCHER

EVERY-KNODEL

KBWD

BROWNWOOD
1380 KC
1000 WATTS



"DEACON" MAYES

REPRESENTED BY

WEED

WACO

WACO
1460 KC
1000 WATTS



"TEX" GLASGOW

EVERY-KNODEL

KNOW

AUSTIN
1490 KC
250 WATTS



"MOAK" COOK

CONTINENTAL

KSNY

SNYDER
1450 KC
250 WATTS



"JAKE" HUGHES



affiliated stations

*Sold in combination with KGKO, Dallas

Cost of chartering a 180-foot boat with a 20-foot beam for four hours after 6:00 p.m. amounts to \$150 plus 10% transportation tax. Although there are snack bar facilities, parties usually are catered. 179 people can be accommodated on these excursions, but Clark indicates that for organizational gatherings where comfort is a necessity, "we generally suggest that the number be limited to about 300 persons."

Naturally meetings on open water are an excellent excuse for some fish-

ing, and vice versa. Many an adman has returned with a good catch after a conference aboard Hal Roach's yacht. Dan Gerber, president of Gerber Products, each year takes his executive committee by plane to Canada where they fish for trout and salmon—and ideas.

And Walter Guild, of Guild, Bascom & Bonfigli, was approached not too long ago by a potential client at the start of the fishing season. Said the client to Guild, "I'd like to get together with you for a business talk."

Guild replied, "Okay. But not during the trout season."

"Say, that's great," the client countered, "I'm a fisherman myself."

So off they went together.

Many executives are using the wooded nook to spark employee morale. In the process, they have been taking part in programs which fall into the realm of employee recreation.

"This is a field—a complete one in itself—about which books have been written," says Larry Benjamin, president of the Industrial Recreation Association of New York.

Nevertheless, management representatives attend employee picnics and outings.

"We find management attending and deriving much from our Club's annual picnic, banquet and jamboree," says

★ ★ ★ ★ ★ ★ ★ ★

"To meet the demands of a mature America, we must deal with the world as it is, in a mature way. While I understand the motives of sincere critics of adult entertainment on radio and television, I cannot believe that these great media must gear themselves downward so that we only hear and see what might be fitting for a six- to eight-year-old child to hear and see."

ROBERT KINTNER
President,
ABC

★ ★ ★ ★ ★ ★ ★ ★

Walter Nichols, president of the employee-run Jersey Standard Club of Standard Oil Co. (N. J.).

Similarly, Roderick Cowles, assistant director of R. E. Squibb Co.'s Quality Control Division, New Brunswick, N. J., notes that executives as well as employees make use of a plant-side picnic area. Though a man-made wooded nook, it is an area away from the office where thoughts may be gathered for perspective.

Travel agents, resort and hotel representatives, film people, advertising agency executives, boat lines, yacht clubs have all indicated that the wooded nook meeting is becoming prevalent in the business scheme of things and is no longer a matter to be considered *sub rosa*.

We asked one young woman, secretary to an ad agency exec, whether the "bosses" had ever met to confer in resorts, on fishing trips and the like. She indignantly replied: "Oh, no! They don't do anything like *that*."

From what we've learned, this is the exception to the trend. ★ ★ ★

Nothing Else Like It In Louisville!

"DIAL 970"

WAVE'S MONITOR FORMAT!

ROAD SHOW

(3:30—6:30 p. m.)

Road Show is DIAL 970's late-afternoon program, aimed especially at the thousands of commuters and workers driving home. Bill Gladden is at the wheel—breezy, relaxed, informal.

Road Show features five newscasts, two sports roundups and a stock-market summary. Interspersed through it all is popular music that's especially selected for high fidelity so that it may be heard clearly, even in heavy traffic.

Road Show also reports on weather, time, traffic conditions, etc., thus helping motorists get home relaxed and informed.



Other Coordinated DIAL 970 Programs Complementing MONITOR

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

CAROUSEL Fun and facts for busy Louisville homemakers. Club news, interviews, book reviews and music.

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

DIAL 970—
WAVE'S DYNAMIC NEW RADIO SERVICE
FOR A DYNAMIC NEW LOUISVILLE!

WAVE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

SPONSOR ASKS

(Continued from page 79)

Englander mattress company grew tremendously on sponsorship of the 11:00 p.m. news on television. That doesn't mean it wouldn't have done well at other times of the day; but the combination of audience receptiveness to the product and reduced time cost made for the greatest possible success.

The phrase, "audience-receptiveness," mentioned above is probably the key to the whole problem. There is no doubt that the average late nighter is pretty tired. He's probably had an evening full of commercial messages and is now somewhat dulled to additional demands on his attention.

The tired late nighter should not be subjected to jarring, bombastic commercials. He's probably sacrificing

★ ★ ★ ★ ★ ★ ★ ★

"Just to meet the President's \$500 billion production goal by 1965 will require an expansion of over 50% in sales to consumers—an almost revolutionary change in living standards and concepts of the mass of our population."

ARNO H. JOHNSON

V.p. & Director of Research,
J. Walter Thompson Agency

★ ★ ★ ★ ★ ★ ★ ★

sleep because he wants to be entertained. The commercial should have A-R, too—or you'll lose him to slumber, the refrigerator or elsewhere.

Even if your product doesn't have natural A-R like mattresses or sleeping pills, try to give them as much audience receptiveness as possible through your commercials. For example, some time ago, our agency was talking to the Florida Citrus people, the question being how to increase consumption of Florida citrus fruit. I remembered that back in my youth someone had told me the eating of an orange at night would help promote restful sleep. Therefore, if it had validity, an intensive late night radio-tv campaign would be a natural to promote the consumption of oranges at a time when one normally wouldn't think of eating one. This would be a prime example of giving a product late night audience receptiveness.

So—at the risk of sounding like the "yes and then again, no" politician, I'd say that late night buying is dangerous if bought with the indiscriminate dropping in of products and commercials. Tailor both to the hour and there should be no worry about its working effectively. ★ ★ ★

REPS TODAY

(Continued from page 39)

► *Packaged goods:* A major advertiser producing a fast-turnover package goods item asked for an evaluation of daytime television rate trends over a five-year period, with a back-file of the Katz spot "cost estimators."

► *Early-morning radio:* One agency, before making a morning radio recommendation to an account, solicited information detailing rating service techniques. On the basis of this data, the

agency evaluated the potential of early-morning radio.

► *Instant coffee:* Katz' advice on maximum discounts and package buying plans, as well as a market-by-market analysis for 52 major markets, convinced an instant coffee manufacturer he should launch an intensive tv drive.

► *Touchy treatment:* An advertiser with a touchy copy problem wanted to test reaction in the field to his visualization of a particular theme. Katz

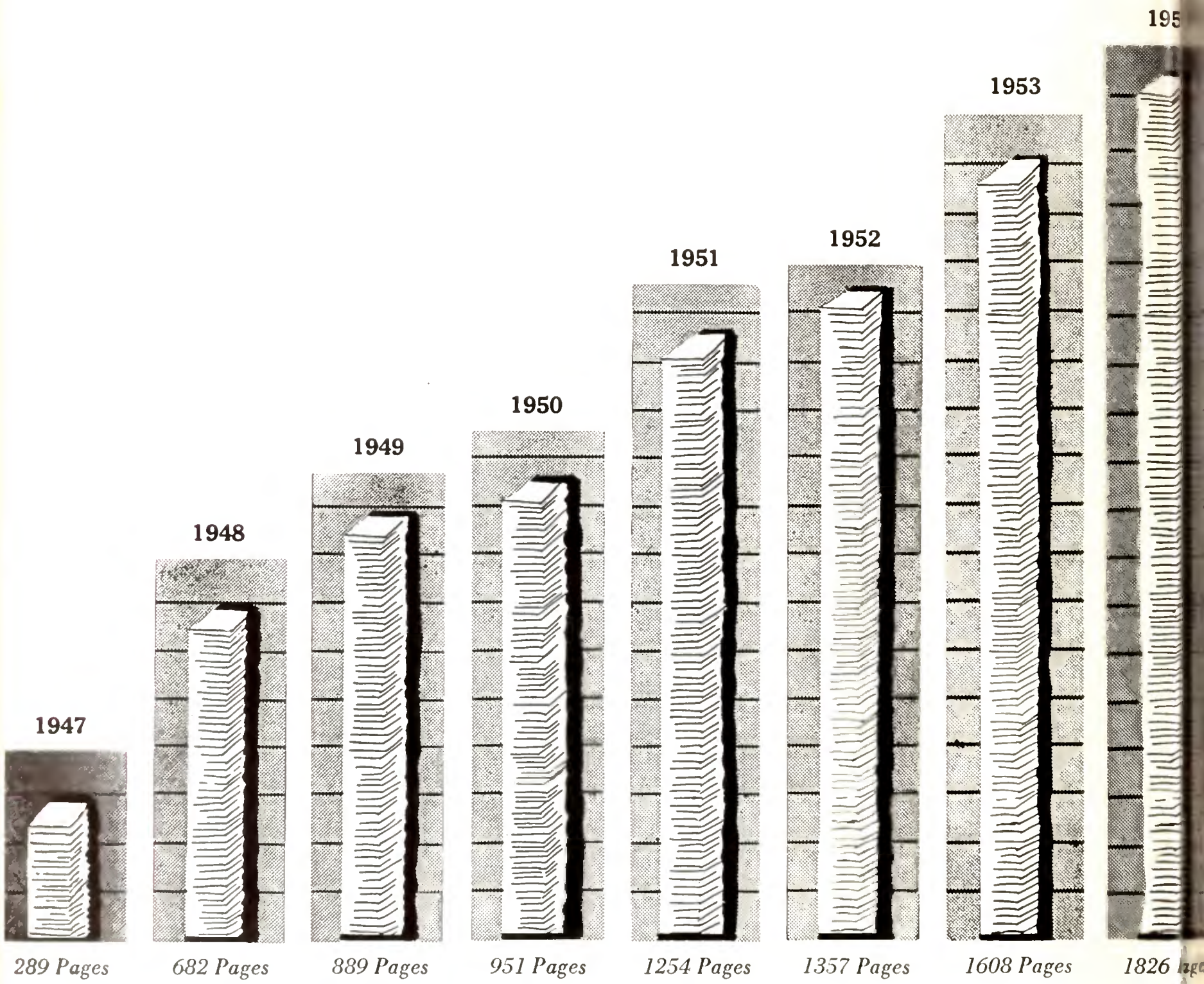
(Please turn to page 96)

in East Tennessee

...all EYES are on
CHANNEL 10

WBIR-TV
KNOXVILLE, TENN.
One of the Nation's
Most Powerful Stations

REPRESENTED BY THE KATZ AGENCY



NINE CONSECUTIVE YEARS OF SALES GAINS

Through its first nine years SPONSOR (which celebrates its tenth birthday in November 1956) has 1, stuck everlastingly to the job of providing a *use* service for national advertisers and agencies; 2, crusaded for worthwhile industry improvements; 3, established new sales records each year. It has frequently been called the most successful new trade magazine of this decade.



10th Year of Usefulness to TV and Radio Advertisers

REPS TODAY

(Continued from page 93)

referred the commercial to its field representatives to get a cross-section opinion. The advertiser, on the basis of these reactions, adopted a new and "more delicate" copy approach.

► *Test market:* An agency asked for comprehensive comparative data on two markets, Rochester and San Diego, with the idea of selecting one as a radio-tv test city for a new product. Katz Agency provided the information and added a recommendation

that Syracuse also be considered because "it had all the factors required for a solid test of the product."

► *Hard-water areas:* An agency buyer, preparing to launch an introductory campaign for a new hard-water soap, asked for market data on eight hard-water markets.

Facts and figures of this kind provided to advertisers and agencies are an outgrowth of the sales development operation at the Katz Agency. The initial objective of sales development, of course, is to stimulate time sales for radio and television stations. But this

first objective now has a parallel one: to service advertisers and their agencies with information which will make their marketing plans and advertising objectives more effective.

M. J. Beck, vice president and treasurer of the station representative firm, explains the rep's expanding role in this way:

"The service departments and functions of The Katz Agency are based on the simple principle that the more specific information an advertising agency has, the better job it can do for its clients in the purchase of broadcast time.

"By equipping our own sales personnel with each and every bit of pertinent data and by providing highly specialized material whenever it is required, we can spend a maximum amount of time 'on the street' handling the job of station representation more effectively.

"Utilizing the information that we gather, the agency can make an intelligent and selective media buy. The sponsor can move his merchandise with maximum impact in the market. And we, in turn, can produce more volume for the media and the stations that we represent."

The Katz Agency is well equipped to service its own sales personnel and agencies and advertisers as it maintains a non-selling service force of 79 persons. These "inside" salesmen, working for more station and product sales inside the shop rather than on the street, complement the "outside" men who contact buyers.

The Katz organization is headed by G. R. Katz, board chairman, and Eugene Katz, president. Their executive staffers who coordinate the inside and the outside activities are Scott Donahue, manager of tv sales; M. S. Kellner, manager of radio sales, and Daniel H. Denenholz, director of the sales data department, and Edward Codel, director in charge of liaison for sales.

Where does Katz—and the rep generally—get this sales data?

From its own researchers, tabulators, market specialists, writers. And from outside its own shop—in libraries, from the government, from industry, from the trade press. Another major source is its field staff, the management and sales personnel spotted from coast to coast.

These are the people who know the

Set Your Sales To Music — with WGN-TV's



"Bandstand Matinee"

Featuring music, songs, dancing and guest stars, this popular program is aired on WGN-TV in Chicago Monday thru Friday from 4:00-5:30 P.M.

Important to you is the fact that the rating services are unanimous in their appraisal of BANDSTAND MATINEE. For the first four months of 1956, the show had an average quarter hour rating (30 quarter hours a week) of 4.7% in ARB, 6.7% in Telepulse, and 4.5% in Nielsen.

It's a top adult participation program available at WGN-TV's low daytime rates.

Telecasting With
MAXIMUM POWER
From The
HIGHEST TOWER

WGN-TV
Chicago 9



Southern **IVY COVERED WALLS**

Ivy covers the walls of some 30 colleges and universities in the Prosperous Piedmont Section of North Carolina and Virginia . . . home of WFMY-TV. Major institutions of higher learning such as the University of North Carolina, Duke University, Wake Forest College, and Woman's College of the University of North Carolina, make the Piedmont one of the educational centers of the world.

Education, industry and agriculture team up to make this 50-county area one of the top TV markets in the nation . . . \$2.5 billion worth. And WFMY-TV — with full 100,000 watts power on Channel 2 — has been the dominant selling medium here since 1949. With *unduplicated* CBS coverage, WFMY-TV gives you sales power *unequaled* by any station or group of stations in the area.

To "educate" your sales and profits in the Prosperous Piedmont, call your H-R-P man today.



WFMY-TV . . . Pied Piper of the Piedmont
"First with live TV in the Carolinas"

Martinsville, Va
Danville, Va
Reidsville
Greensboro
Winston Salem
Salisbury
Chapel Hill
Durham
High Point
Pinehurst
Sanford
Fort Bragg

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.

New York Chicago — San Francisco Atlanta



"Since 1949"

characteristics of the local markets, and what differentiates them. They work with the headquarters operation in supplying the following types of information.

1. Data from jobbers, wholesalers, distributors and dealers on such things as what they think of a particular campaign, how competitive lines are selling, what the "temper" of the market is, what trends are.

2. Opinions and reactions of the advertiser's own divisional executives and its field salesmen, with reports on

what these local people need in the way of advertising backing.

3. Product checks in food and drug outlets, particularly, and in other retail outlets as well, as to stock condition and trends in movement off the shelves.

What does all this fact finding add up to?

For the advertiser and the agency, it means availability of basic market data which enables the buyer to exploit the local sales potential more fully, to use local advertising more effectively and advertise with impact. * * *

CAMPBELL

(Continued from page 32)

It was about \$360,000, at the rate of \$6,900 weekly for a five-a-week half-hour music show with Andy Sanella and his orchestra. Of this sum, \$4,500 was for talent!

In reviewing the past, however, Budd says "the only merit of such a long look back is its contribution to the future."

These contributions to Campbell's future are in the form of radio and tv "values which have rubbed off," those 11 advertising precepts which are a reprise of what has gone before and which are the base for reappraisal of what will come after.

Here are the "lessons learned" from radio and television, as defined by Budd:

1. *A clean-cut understanding of the product and its market is imperative in the proper selection of program and time.*

"The advertiser must clearly define his product, its market and his basic advertising objective. What may be right for us may be very wrong for somebody else," says Budd.

His definition of the Campbell product:

"Our items are low in cost. They can be used with great frequency. And the food industry has the never-ending help of a great ally—an ally which creates a renewed demand for its products every five or six hours. This ally is hunger.

"The distribution of our products is nationwide, and our unit price makes our foods available to all income levels."

These characteristics are equally as applicable to the Campbell Soup Co. of 1931 as to the giant food producer of 1956. Today, however, the product base has been broadened.

There are 21 heat-processed soups, for which advertising is directed by BBDO, New York. The majority of Campbell's sales revenue comes from this division. These soups, therefore, get most of the advertising emphasis. Tomato continues to lead the line, year in and year out, but chicken noodle, vegetable, vegetable beef and bouillon are in the company's "top 10." Frozen soups, a higher-priced commodity and a recent marketing innovation, are handled through Leo Burnett agency in Chicago. Burnett also directs all advertising for new products, all ad-

KFAB LETS IT



Yes... even bigger sales are "in-the-bag" on the new KFAB. Contact Peters, Griffin, Woodward or General Manager Lyell Bremser today!

NEBRASKA'S
MOST
POWERFUL

KFAB

50,000 WATTS
OMAHA



In San Francisco . . . They Are Watching Channel 4

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

**7 DAYS A WEEK
from SIGN ON to
SIGN OFF
KSYD TV
IN WICHITA FALLS,
TEXAS
DOMINATES THE MARKET**

10 out of the top 15 shows*

7 out of the top 10 shows*

Numbers 1, 2, 3 and 4 shows*

173 top rated quarter hours

**All On
KSYD TV**

CHANNEL 

CBS TELEVISION • 100,000 watts

Syd Grayson: Gen. Mgr.

Hoag Blair: Nat. Rep.

**Reference: May Pulse 1956*

vertising aimed at children as well as Campbell's tomato juice and ketchup.

Franco-American products (spaghetti, macaroni, gravy, meat sauce) are advertised through Ogilvy, Benson & Mather, New York. Campbell's pork and beans and V-8 juice are serviced by Neddham, Louis & Brorby, Chicago. The agency for the Campbell Kids is Grey, New York, and all export advertising is directed by Robert Otto & Co., New York.

The intricate slotting of cowcatchers, hitchhikes and main commercials is coordinated in Budd's Camden, N. J. office. Campbell's newest product line is that of C. A. Swanson & Sons, Omaha, which became a division of the soup company about a year ago. The line includes Tv Dinners, frozen pot pies, chicken and poultry products and margarine. Campbell's seventh agency, Tatham-Laird, Chicago, handles this portion of the account.

2. *The advertiser must know exactly what his primary objective is in the use of broadcasting.*

Budd explains Campbell's over-all advertising goals:

"Our basic objective has always been the endless building of a consumer franchise.

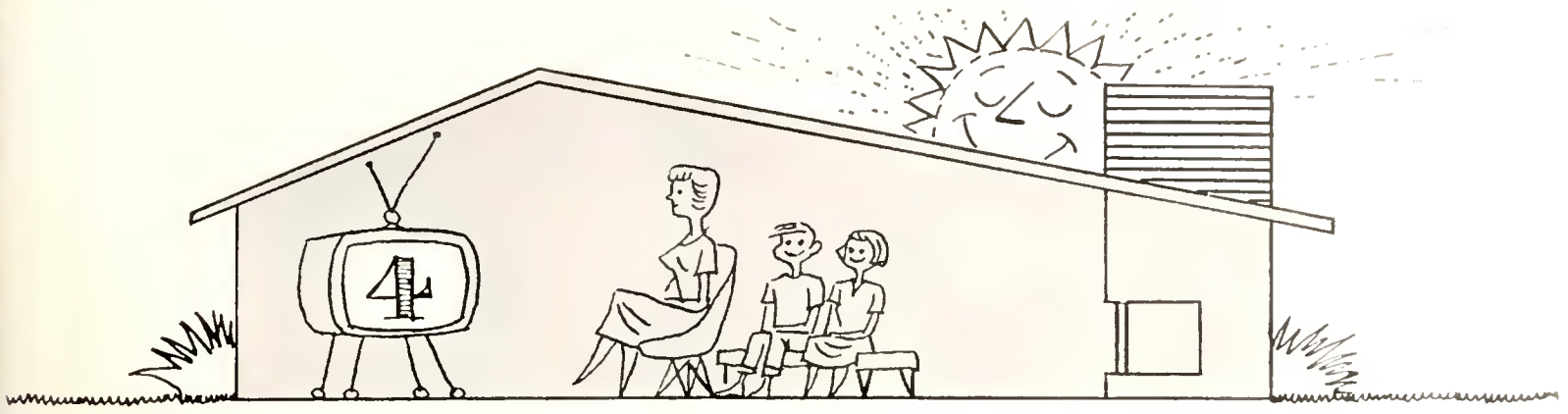
"We want to increase over-all soup consumption, particularly, and we want to broaden the base of soup eating. We want to find more ways and times in which people can eat soup. This is why we've gone a long way since our first radio venture in 1931, when we recommended that listeners 'Start your day with music, and start your meals with soup.'

"However, we've been selling for many years a much broader concept of soup by urging it as a wholesome main dish for lunch. And we have recently begun an effort to get it used at another meal of the day by suggesting soup for breakfast."

Gimmicks are also broadening this soup consumption base.

About a year ago, a BBDO promotion man dreamed up "soup on the rocks," in which the beef bouillon is served over ice cubes in an old-fashioned glass. Budd doesn't expect it to take the place of bourbon, however.

"Our 'soup on the rocks' promotion isn't going to sell freight carload after freight carload of soup. All we want it



WCCO television averages
97% more viewers per
quarter-hour, day and night than
any other Minneapolis-St. Paul
television station*



**WCCO television is within 1.4% of reaching a total audience larger than all three competing Twin City television stations combined. Source: NSI June, 1956. Total audience: 8 a.m. - midnight, seven days a week.*

CBS Television for the Northwest

WCCO television

MINNEAPOLIS - ST. PAUL

Represented by Peters, Griffin & Woodward

to do is inject another angle to the adaptability of soup to many occasions. It helps us get more excitement into soups."

BBDO has about 75 such gimmicks, including "soupmates," in which two or more Campbell's soups are mixed for a taste variety, use of the soup as a gravy base, "soupburgers," and dozens more.

These ideas "won't produce tonnage immediately," says Budd. "But since 1905 Campbell has been advertising to get soup out of the category of 'good old soup. I knew him well.' We always try to get new flavor into our advertising in all media."

3. *Audience mood and makeup must be sharply defined.*

"We learned the hard way from our initial experience in radio that time of day, audience composition and audience mood were extremely important factors in the success or failure of a program," says Budd.

That first radio concept, back in

1931, followed the doctrine of the "lady on the hill."

This approach theorized that the general public would follow the tastes and the patterns of the "lady on the hill." As Budd puts it, "If you sold her, she would be imitated, her local prestige would be the most potent power available, influencing the great numbers not directly reached by the magazines. It was contended that the less educated and the lower income groups could only be reached effectively through the ear."

That meant radio, the "new" communications medium. Campbell sponsored its half-hour five-a-week daytime show to bring "evening quality" to the listener. But its advice that families should start their meals with soup went unheeded. Even then the trend toward simplified eating was beginning to emerge.

Today, soup as a pre-meal course "has practically gone out with servants," according to Hiram Brown, an executive on the Campbell account

at BBDO. "Housewives today are just as much interested as they ever were in serving good food, but they're a lot more interested in serving it effortlessly, quickly and with a minimum of formality."

Throughout the years, Campbell has aimed at general audiences as well as at specific segments of listeners within the over-all audience. A Milton Berle obviously reached a different group of listeners than did Edward R. Murrow. And a daytime serial was aimed at a different consuming target than *Howdy Doody*. Campbell buys French language programs on Canadian networks, as it has since 1934, to match the mood and the characteristics of French Canadians. And for three years it sponsored a Jewish program on a local station in New York City.

4. *Failures merely represent a challenge to find the right way to put the medium's power to work.*

As Budd puts it, "Another valuable lesson in the experience of the early



use this one-two punch to ring up extra sales

NO. 1 WAFB-TV has overwhelming viewer preference in Louisiana's State Capital. According to latest Telepulse, WAFB-TV has a leadership of nearly five to one, is first in 347 quarter hours to 78 for station B.

NO. 2 Within last few months, WAFB-TV has won, (a) first place in nation-wide "Lucy Show" contest with a double award for a special merchandising job, (b) first place in national Screen Gems, Inc. contest on program promotion, (c) one of first four places in "Frank Leahy and His Football Forecasts" promotion, (d) WAFB-TV's only entry was second place winner in 1956 Billboard Promotion contest for "network programs."

WAFB-TV

200,000 watts

CBS-ABC

affiliated with WAFB-AM

Call . . . Write . . . or . . . Wire

National Representative—Young Television Corp.

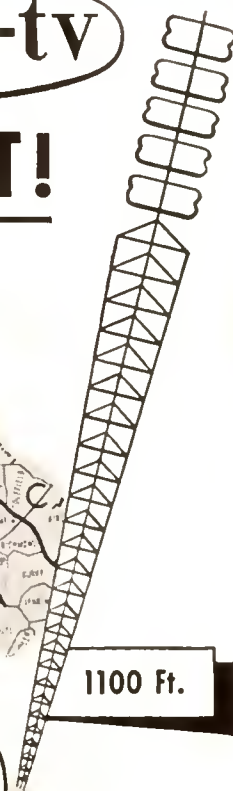
South & Southwest—Clarke Brown Co.

First in TV in Baton Rouge



WHEN YOU BUY ATLANTA...BUY *waga-tv*
AND GET A BIGGER PIECE OF THE MARKET!

This combination gives you the greatest possible impact in the Southeast's No. 1 market: tallest tower and maximum power to reach over 17% more people; top local and CBS-TV programming to earn highest ARB and Pulse ratings; plus strong merchandising and local station promotion. Get the facts from our reps and you'll choose WAGA-TV.



TOP DOG IN THE NATION'S 21st MARKET



waga-tv

100,000
watts
channel
5

CBS-TV in Atlanta

Represented Nationally by
THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

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

radio years was to re-group our forces to try again.

"Certainly radio clearly offered plenty of incentive. The pay dirt was there. You just had to sink another well."

That's why Campbell has sunk 51 different radio and tv "wells" in the past quarter-century.

There's constant analysis of program returns and reappraisal of the time period, facilities, talent and program format.

That's why 1956, for example, is broadcast media milestone year. This year the bulk of Campbell's broadcast dollars has been shifted to the tv side of the ledger, and the television effort is balanced between daytime and nighttime.

The 1956 lineup:

1. Garry Moore, 10-10:15 a.m. portion on Mondays, CBS TV, effective 4 June:

2. *House Party* with Art Linkletter, 2-2:15 p.m. segment on Mondays, CBS TV, effective 4 June:

3. *Lassie*, dramatic series which continues for the third season in the 7 to 7:30 p.m. time slot on Sundays via CBS TV:

4. *On Trial*, a new filmed anthology

In Evansville This Growth Story Is More Than A Tall Tale...

WEHT - TV
CLIMBS FROM 11,000 TO
204,000
WATTS!

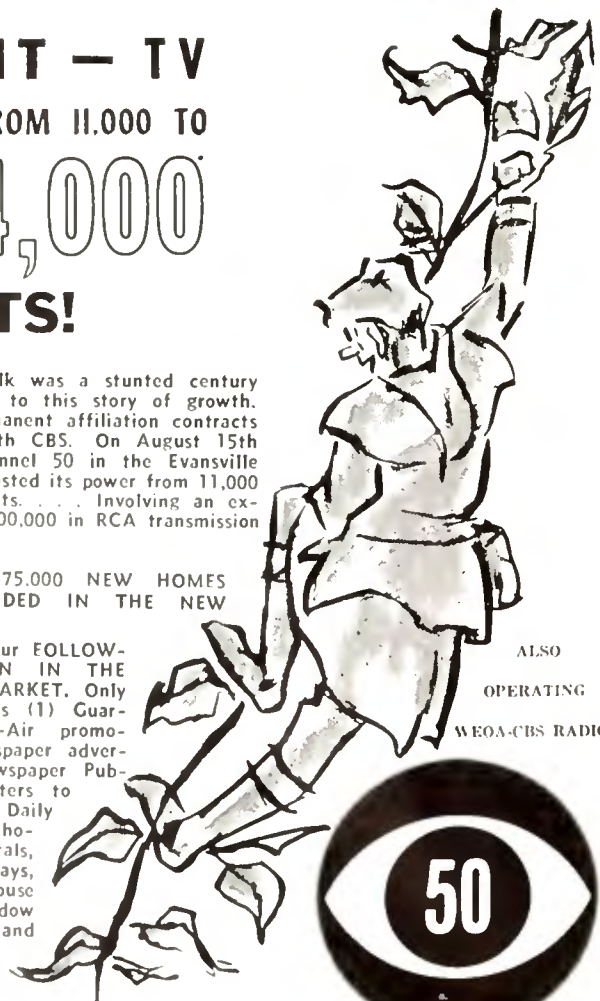
Jack's bean stalk was a stunted century plant compared to this story of growth. April 14th permanent affiliation contracts were signed with CBS. On August 15th WEHT-TV—Channel 50 in the Evansville Market area boosted its power from 11,000 to 200,400 Watts. . . . Involving an expenditure of \$200,000 in RCA transmission equipment.

AN ESTIMATED 75,000 NEW HOMES WILL BE INCLUDED IN THE NEW COVERAGE AREA!

WEHT-TV is your FOLLOW-THRU STATION IN THE EVANSVILLE MARKET. Only WEHT-TV offers (1) Guaranteed On-the-Air promotion, (2) Newspaper advertising, (3) Newspaper Publicity, (4) Letters to retail trade, (5) Daily news letters to hotels and hospitals, (6) Lobby displays, (7) Monthly house organ, (8) Window Banners, Posters and (9) Billboards.

Represented by

YOUNG TELEVISION



series starring Joseph Cotton which goes on NBC TV Fridays from 9 to 9:30 p.m. starting Sept. 14.

Campbell, in making its advertising presentation to executives attending the most recent annual marketing meeting, documented its case for television with many a factual footnote.

With this fall's schedule, Campbell will "have more shows on every week and much heavier circulation than we've ever had before," according to Budd.

Some of the facts and figures he used to back up the network television recommendation of his department and the Campbell advertising agencies:

"TV is growing increasingly important. The number of families reached is up sharply. There is substantial evidence of the important selling power of the right tv commercials: Revlon's experience is a classic example.

"With the increase in our own business, it has become possible to purchase, and to hold, valuable time periods. By pooling our product advertising funds, we can also make long-range plans and commitments for the purchase of better programs. None of our products alone could afford these." Yet, he adds, "Each of our products

in itself would represent a big business."

5. *In this mass medium, there is no substitute for circulation.*

Campbell has always sought—and gotten—mass circulation with its radio and tv shows.

This year, it expects to reach a peak circulation with its four tv programs. The soup company estimates both Garry Moore and Art Linkletter will continue to get 50% of the total tv tune-in during their telecasts. Moore will be sponsored on 73 stations, Linkletter on 98.

Lassie this past season has consistently been watched by some 31 million viewers weekly in 88 markets. When the show was first sponsored by Campbell in 1954, *Lassie* attracted a rating of 15.7. In 1955, this jumped to an average of 26.2. This year it peaked at 32, and next year "a 35 rating is our aim!" Campbell predicts that *On Trial*, which will be carried by 100 NBC TV stations, will reach an equally imposing number of families.

6. *Programs can possess a stature beyond their popularity, which tangibly benefits the corporate name of their sponsor.*

Campbell first learned this lesson in circulation when it sponsored Dick Powell in *Hollywood Hotel*. It took the air for Campbell in October 1934, remaining for four years. "From this," says Budd, "we learned that for our kind of products there is no substitute for circulation. We got positive sales results from *Hollywood Hotel*."

"This was also the first radio show which gave Campbell this additional 'stature.' With this show, we dis-



"If it's really true you shot an eagle, how come KRIZ Phoenix didn't mention it?"

**SPONSOR
GOES
WEEKLY
27 OCTOBER*
WITH A
FOUR-POINT
EDITORIAL
PROMISE**

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

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

*Date for first weekly issue changed from 2 November.

covered there can be, in the importance and public endorsement of a program, a reflected glow that is of positive benefit to the sponsor in furthering his over-all reputation with the consumer and the trade."

Similar glows were reflected in Campbell's direction by other radio and tv luminaries.

Burns & Allen were on the air for Campbell's for two years. *Amos 'n' Andy* for five, Lanny Ross for three, Jack Carson for four, Bob Crosby and a variety of other music stars on *Club 15* for six years, Walter O'Keefe in

Double or Nothing quiz for six years.

But "Campbell really hit a winner when it grabbed *Lassie* back in 1954.

"It had a very important plus, in addition to its rating. You might almost call it a 'kidult' show. It appeals to and provides entertainment for all kinds and ages of people. It reaches the family when they gather as a group, in much the same way the Jack Benny Sunday evening radio show became an American institution.

"It's no over-statement to place *Lassie* in the same category."

Rating analyses indicate that of

Lassie's 31 million weekly viewers, 11 million are women, nine million, men; eight million, youngsters; three million teenagers.

The Campbell ad executive reports that *Lassie* has been awarded "five outstanding television honors" in the past year. "We're going to continue a top-flight campaign of publicity to keep *Lassie* and Campbell in the national spotlight."

7. *The search and appraisal of new talent is never ending, and requires swift action.*

It was in 1938 when Campbell learned this lesson for the first time.

Because it was that year when Orson Welles set the nation agog with his radio report of an invasion by men from Mars.

"It was so realistic it had people believing the end of the world was working out in contradiction to the Good Book!

"We learned there is a value in moving quickly to investigate producers who may bring a new concept and power to the medium. We contacted Welles the day after his Martian broadcast, and he produced a successful series of unusual dramatic programs under our sponsorship."

The series, *Campbell Playhouse*, took the air late in 1938 with Welles. He remained with the show a year, but it stayed on the air another two.

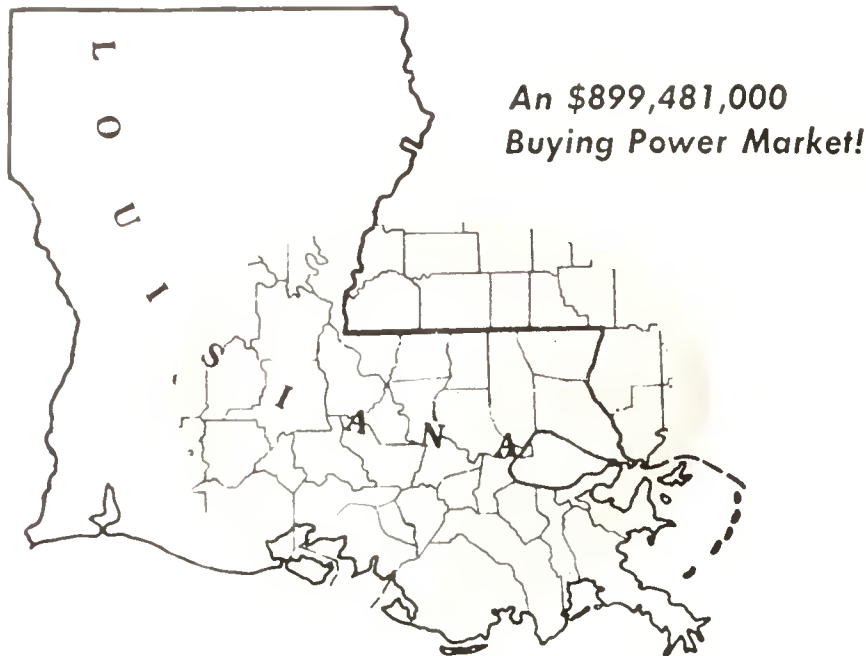
Campbell found and re-found a lot of talent in the early days of radio and tv. Its faith and investment—in many performers has been well justified by the fact that they are still stars of the entertainment business: Burns & Allen and Ken Murray in the mid thirties, Milton Berle and Robert Trout in the mid-forties, Henry Morgan and Pert Parks in the early-fifties.

8. *Great selling power rests in warm, honest personalities.*

Campbell picked up the time and talent tab on *Amos 'n' Andy* in 1938.

"We learned from them," reports the company's advertising manager, "that the transfer of a great program into another commodity field (from drugs to food) can deliver a powerful selling impact over an entirely different set of retail counters.

"We experienced the great selling power which belongs to a warm and trusted personality. And we discovered also that in the merchandising of a program to the trade, there is no substitute for proven sales results.



MORE AUDIENCE

than any other TV station in the rich heart of Louisiana



FROM 5:00 P. M. to SIGN OFF

(Monday thru Friday)

WBRZ rated highest in 125 quarter hours out of 149.



FROM 12 NOON to 3:30 P. M.

(Monday thru Friday)

WBRZ rating Tops All Others Combined!

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



WBRZ Channel 2

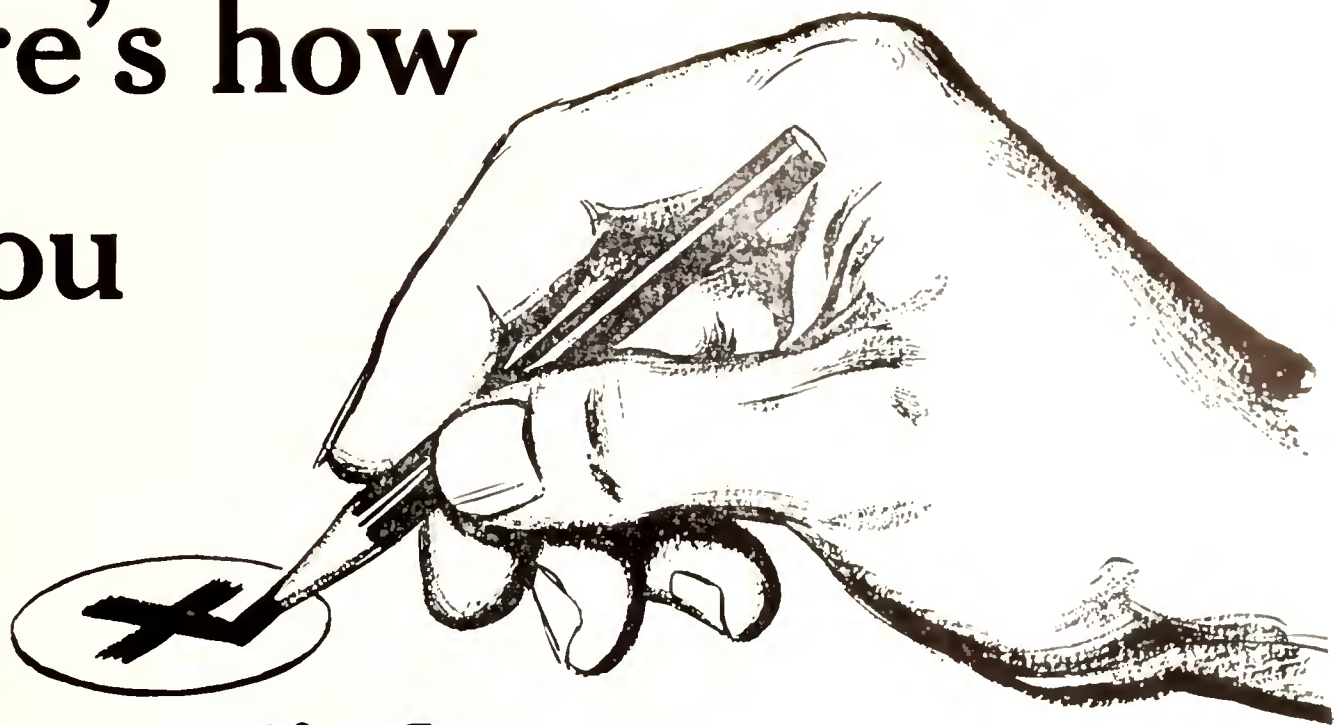
BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

here's how you



“govern” the government

Much as we revere and respect this system of ours, we don't want the government running our lives.

The best government is one that's closest to the people. And there's just one way to keep it under control.

Vote.

Every time you get a chance.

Vote November 6, for sure.

Vote to elect the ones you want representing you. To keep the ones who are doing you proud. To get rid of the ones who are not so hot.

You're the boss, however you vote. No matter who's elected, you pay their salaries and paint their offices and keep watching over them as they work.

Even if the ones you're "agin" happen to win, they're obligated to the minority, too. They're servants of *all* the people, not just those who voted for them.

Your vote prods, approves, protests, demands, restrains, rewards.

Vote—so you and your children after you always can.



See You at the **POLLS!**



HOTTEST CITY IN AMERICA TODAY

Labor department statistics just in, prove more people are working . . . making more money . . . creating more sales in Winnebago county than in any other county in Illinois (outside Cook).

WROK Covers this great market full time . . . at lowest cost per 1,000.

No. 1 For Over 30 Years

John J. Dixon, Gen. Mgr., H. R. Sacht, Reps.



Sam Molen, veteran KMBC-KFRM Sports Director, keeps himself in top broadcasting condition with three daily sportscasts plus several weekly sport shows and features. Personalized radio that sells as it serves!

LISTEN the New Sound of **KMBC - KFRM**

The big news in Kansas City radio is the New Sound on KMBC-KFRM. By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety new personalities, new formats, new impact, they're all woven into every hour of every broadcast day. The finest local programming combined with the best from the ABC Network, provide a radio that sells as it serves! Your favorite music from Peters, Griffin, Woodward, Inc. All the time you're on the New Selling Sound of KMBC-KFRM.

**KMBC of Kansas City
KFRM for the State of Kansas**

1st in the Heart of America

"The response of the public to *Amos 'n' Andy's* appeal to buy chicken noodle soup was the most outstanding evidence we have ever seen of the power of the broadcast media. Our problems thereafter in getting the trade to stock and feature products to be advertised on *Amos 'n' Andy* were reduced."

This year, Campbell figures it has a full measure of warm selling personalities in Garry Moore, Art Linkletter, the featured cast of *Lassie* and, later this season, Joseph Cotten.

9. *Opportunities exist for multiple product advertisers in agencies to their own programs.*

Campbell discovered this 17 years ago, in 1939, when it sponsored a five-a-week quarter-hour daytime show with singer Lanny Ross. It was broadcast immediately after *Amos 'n' Andy*.

"From this we learned the great help given by one strong program to build another. We also had demonstrated the great economy and attractiveness in the contiguous rate!"

Through the years, Campbell has also learned adeptness in juggling its own products for commercial mentions on its programs. This upcoming fall season shows this type of product pattern on the four network tv shows. These groupings have not been finalized, however.

Campbell's heat-processed soups, through BBDO, and Franco-American spaghetti, through Leo Burnett, share costs on Garry Moore. *Houseparty* is sponsored by the heat-processed soups and by the frozen soups, the latter also handled by Burnett. BBDO and NL&B service the *Lassie* show, with commercials divided among V-3 vegetable juice, baked beans and heat-processed soups.

At this point, Campbell's plan is to promote only heat-processed soups via its co-sponsorship of *On Trial*.

Campbell has learned to juggle commercials with products made by other companies, too.

Last year, during the second season of *Lassie*, it shared sponsorship with Kellogg. This year, however, it resumes full sponsorship of the show. Its new Friday night *On Trial* series, however, will be shared equally with Lever, with one account cross-plugging the other every Friday.

10. *The advertiser must clearly define the kind of material for which he will accept editorial responsibility.*

Budd explains his point this way:

"In the selection of broadcast media, the advertiser obviously faces the responsibility for editorial choice—the program material designed to win an audience. With magazines, the editors bandy it for him. He buys, or does not buy, an editorial 'association' for his advertising.

"With the warm intimacy of the radio or tv set, and the assumption of editorial responsibility by the advertiser, he must come to some very clean-cut conclusions as to the type of editorial matter he wants associated with his company and with its advertising.

Campbell's first requirement in terms of program content continues to be quality.

11. *Increasing competition for audience attention demands the practical use of audience research and the utmost in commercial creativeness and show promotion.*

As competition develops among stations and among advertisers, Budd notes, "We are all conscious of the diffusion of the consumer's attention. And with it comes greater competition for good programs.

"It makes us more sensitive than ever to the value of good audience re-

How Warm is Denver In December?



ASK YOUR COLONEL

The weather in Denver (or Des Moines or Davenport) can mean dollars or deficits to the advertisers of a great many products. Your Colonel has a month by month picture of the weather in 24 markets.

PGW TELEVISION SALES

search. And it also makes us conscious of the challenge that we must leave nothing undone to produce commercials which will stand out for their creativeness and possess the all-important ingredient of impact against the listener and viewer. Even this type of commercial material, because of the improved level of commercial competition, is becoming more elusive."

Discussing the creativity required by television, Budd said one of the biggest reasons Campbell is going into the *On Trial* series is because it is based on authentic court trials, and a ready supply of basic story material is available.

"Shows requiring original stories, week in and week out, are bound to bog down, despite all the creative genius and ability of the tv writers. They're feeding material into a hungry bull, maybe as many as 25 to 35 original dramatic shows. I'm afraid there's just not that much material around."

Campbell's predicts success for *On Trial* on two counts.

The first is the fact that the material is based on actual events, and "this has indicated its great appeal to the American public."

The second is that "people want to know what kind of stories they are going to see before they tune in." Dramatic anthologies, for example, range from Western to romance to farce to mystery in the same series. Campbell thinks it will attract a large audience to begin with, and a repeat audience, because viewers will know every week the type of show to be featured.

Joseph Cotten will star in one-third of the weekly shows, but will act as



"When KRIZ Phoenix plays those hot tunes, Officer, I prefer to play safe!"

host-narrator on all these programs.

BBDO's Brown, who will supervise production on this new feature as well as on the other tv programs, says Campbell will talk to *On Trial* viewers "a little differently" than it does to the *Lassie* audience.

"We want to reach adults with our new show, and we're particularly interested in having the stories appeal to women. Women do the actual shopping, but men influence the buying decision. That's why we want both of them to be watching the show together.

"Our biggest commercial theme will be 'Soup once a day, every day.' We approach Campbell advertising with one basic thought in mind: that Campbell, despite its 53 years of advertising and its leadership in the food field, is still a growth company.

"Campbell's quality is tops, and it's operating in an expanding market. Tv, we think, is the expanding medium. With the limited amount of Class "A" time available, it's imperative we build up some Campbell Soup time periods."

The SPONSOR-estimated \$20 million now spent in advertising includes all space and time production charges. In the case of Campbell, these are unusually heavy. It spends about \$6.3 million annually on national magazines, for example, and most of its food ads are in four-colors.

Campbell has long relied on national consumer magazine advertising and on four-color spreads to visualize appetizing food combinations and to establish its familiar red and white label.

The company's second largest single media expenditure is on network tv time, for which it allotted almost \$4 million last year. Here again, production charges are high. Network radio allocations are minimal this year, as they were last year, but the company is buying about \$1.5 million worth of spot radio and spot television in 1956.

Publishers' Information Bureau figures for 1955 show the relative stress given each major advertising medium by Campbell's Soups: national magazines, \$6,313,190; network television, \$3,885,385; daily newspapers, \$1,929,428; newspaper supplements, \$415,275; network radio, \$5,412.

There is no detailed analysis available on how much Campbell Soup Co. spent on spot radio last year. Television Bureau of Advertising, however, has fourth quarter tv spot spending figures. Campbell during the last three

months of 1955 spent \$763,100 on spot television. If this period were typical, the annual tv spot expenditure might have ranged from \$2.5 to \$3 million.

The products which get most of Campbell's advertising allocation are the heat-processed soups. The allowance for them is estimated at about \$9 million annually, with radio and television allotted about \$4 million of this amount. The other \$5 million or approximately 55% of the total advertising budget goes to the other Campbell products, to the Franco-American line, Swanson line, and new products.

Even though the broadcast shift in recent years has been from radio to tv, Campbell is still watching radio closely for programing and time periods which will meet its advertising objectives.

It's watching the development of color television, too.

"We're in no hurry about color, however," says Budd. "What we'll do will depend on what happens in the next 12 months. We know all about making color movies, and we've worked with color in print for a long time. Techniques are changing all the time, but it wouldn't take us very long to gear up, from an advertiser's point

YOU'LL SELL MORE ON CHANNEL 4
in the El Paso Southwest!

- KROD-TV dominates El Paso County*
- KROD-TV is the only station to reach Alamogordo (set penetration 80%) and Silver City (61).
- 98% reported Excellent or good reception for KROD-TV in Las Cruces (81.3 penetration) while only 10% reported the same for station "B"

*March 1956, Telepulse and Telepulse on set ownership.

KROD-TV
CHANNEL 4
EL PASO TEXAS
CBS - ABC

AFFILIATED with KROD-600 kc (5000w)
Owned & Operated by El Paso Times, Inc

Rep. Nationally by the BRANHAM COMPANY

Anyone for
peanuts?

In Eastern North Carolina,
it's nearly everyone for
peanuts when you use
WNCT!

With a Class D 20-second "10 Plan," the cost per thousand is only 30¢!

If that's too much to shell out, then try a Class D 10 "10 Plan" for a cost per thousand of 15¢.

Whether your budget is peanut-size or elephant-size, your best buy is WNCT . . . first in every minute of every hour of every day . . . day and night, according to the Jan. '56 Telepulse of 19 counties, Eastern Carolina's No. 1 TV Station.

WNCT *Greenville * N.C.*
channel 9 PRIMARY CBS AFF
316,000 wpm full time
A Merrill Campbell Gen. Mgr.
REPRESENTED NATIONALLY BY HOLLINGBERY

BMI

New, Timely Election-Year Continuities

PRESIDENTIAL PACKAGE

AN ASSORTMENT OF 23 PROGRAM SCRIPTS FOR RADIO AND TELEVISION . . . BACKGROUND—COLOR—PERSONALITIES—ODDITIES—OF PAST ELECTIONS . . . AVAILABLE WITHOUT CHARGE AS A STATION AND PUBLIC SERVICE

THE FIRST ELECTION
ONE HALF-HOUR SCRIPT

A PRESIDENTIAL CAVALCADE
SEVEN FIVE-MINUTE SCRIPTS

FAMOUS FIRST LADIES
FIVE 15-MINUTE SCRIPTS

RISE OF POLITICAL CAMPAIGNING
ONE HALF-HOUR SCRIPT

THE PRESIDENTS SPEAK
SEVEN FIVE-MINUTE SCRIPTS

FAMOUS CAMPAIGN SONGS
ONE HALF-HOUR TV SCRIPT

CAVALCADE OF PRESIDENTS
ONE HALF-HOUR TV SCRIPT

TIME SIGNALS
STATION BREAKS :10: :30: 1:00

BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

of view. We're watching color particularly for our red and white label. I doubt, though, that even with a color tv set circulation of 300,000 we'd figure this was enough circulation to spend too much money on."

Campbell executives estimate "conservatively" that the current 50,000 color set circulation will expand to some 300,000 by 1 January.

Whatever developments take place in the broadcast media, Campbell will adapt to them with one primary marketing factor in mind, says Budd.

"We need frequency, and lots of it. We need it because the housewife is shopping more frequently, and because we have a fast turnover, low cost item. As tv costs mount, with frequency becoming more difficult to purchase, we've diversified and moved back a bit into daytime tv. We like the combination of nighttime shows and two daytime features." ★ ★ ★

WINTER HEADACHES

(Continued from page 31)

under the circumstances to go from one situation comedy to another," a Bristol-Myers advertising executive told SPONSOR. "And a dramatic anthology is generally the safest kind of film buy, particularly in view of the many star names that one can publicize."

There's a wide range of opinions on the value of publicity for a show once it is a ratings flop. Unless some of the elements of the show itself are changed, most radio-tv directors feel that hypoed publicity is wasted. People have seen the show and not liked it. You have to tell them of something added or changed in the format or appeal of the show to have valid reasons for publicizing.

"Once the jury's in, you've pretty well had it," says Y&R v.p., Rod Erickson. "The Ray Milland show was much better the second year than the first, but people had made up their minds about it." Of course, publicity plays a different role for different shows. With anthologies you've always got something to play up."

Drama shows in general are far easier to publicize, mid-season as well as prior to their debut. *Kraft Theater*, for example, successfully exploited the production values of "The Titanic," a show presented in the spring 1956 season. Of course, with film shows it's impossible to add publicizable values

for episodes already in the can. On the other hand, the scripts and stars should be chosen right now with an eye toward a continuous publicity effort.

3. *On hypoing live shows*—There's rarely a single live show new to the network that isn't improved and changed during the first few weeks on the air. It's far easier to experiment with a live format, since the various components of the show are more flexible.

Here, briefly, are some of the steps for which you can pave the way even now:

(a) Allow a contingency budget, which you hold in reserve for emergencies. This money may be able to insure your initial investment by pulling the show out of trouble in mid-season.

(b) Make sure that the list of name talent from which the producer will recruit stars for your show is large and flexible enough. One of the best ways to hypo a dying live show, whether it's a variety show or drama, is with name talent that has wide appeal. But you can't get Elvis Presley the last minute. Many stars are tied up by the networks and therefore unavailable anyhow. It's very important therefore to be clear from the start on the people you'll be able to count on for your show.

(c) Script improvements can make a flop recover. Such improvements may require hiring a new story editor, getting different writers, paying higher script prices or getting together with the producer on revamping the very format of the show.

Recently, *Kraft Theater* initiated a novel system for insuring top-notch scripts and getting publicity at the same time: The company is offering a \$50,000 prize for the best script in this 1956-1957 season. This is just one example, and a relatively expensive one, of the ways a sponsor can maintain the level of his show and popular interest in it at the same time.

Above all, in working to improve a live show, remember that you can get the fullest cooperation from packager or network. It's as much in their inter-

100%
NEGRO
PROGRAMS

WSOK
in NASHVILLE, TENNESSEE

est as it is in yours to achieve high ratings both to insure renewals and to maintain his reputation for his other products in case of the packager and for the sake of protecting the value of the time slot in the case of the network.

A very important bit of show-insurance that numerous top agency radio-tv directors are taking out right now is shopping new shows further in advance than during any previous year. They're worrying now about the summer 1957 and fall 1957 seasons. As FC&B's Roger Pryor pointed out, "You can anticipate 40 to 50% casualties for the year. They'll have to be replaced."

Most radio-tv directors agree that now's the time to start thinking of these replacements. And the trend among top agencies now is to work with independent producers and packagers from the very germination of a new show idea, occasionally helping to finance the package from its inception.

2. Shared sponsorship disagreements: Though all top agencies and most tv sponsors today have had some experience in cosponsoring shows or alternating with other sponsors, it's still difficult to anticipate all the problems that can crop up by the time the season is well under way. One way of forestalling unnecessary headaches is to work against this checklist of points where cosponsors and their agencies should work out agreements prior to the time the show goes on the air.

(a) Size of the network and what markets the show should be extended to when time opens up. If two advertisers' distribution patterns don't coincide from the start, there's obviously no point in attempting to cosponsor a show. But what happens once the show's on the air and there's a chance to get it into five additional markets? The wise move, agency men agree, is a check list of potential markets and a pre-debut agreement between the clients involved on market priorities.

(b) Program policy is, of course, initially agreed upon contractually between both clients concerned and the producer. But have the clients and their agencies reached some sort of understanding about ways to improve the show if it should flounder in mid-season?

(c) Plan ahead for preemptions in this election year. Everything's fine if

political candidates preempt one of your shows and one show belonging to your alternate-week sponsor. But the situation is unlikely to be that simple and clearcut. Many alternate-week advertisers have already worked out mutual agreements to split commercial time on the show following a preempted program, so that neither client is affected more seriously than the other.

(d) Merchandising and publicity agreements are important, particularly if one or both advertisers expect to use the stars of the shows in display pieces or personal appearance tours. Schedules and plans have to be mutually acceptable for a good working relationship.

(e) Discuss plans for commercials, not only in terms of time allotted to each client, but the contents of the commercials as well. If you're cosponsoring a live show, it's very important to agree ahead of time on the number of sets and the amount of space each sponsor's commercial will require.

With live commercials it's unlikely that you can work more than four or five days in advance of airtime. But at that time, and as soon as a client has approved commercials, the agency producer should get together with the show producer and with his own counterpart at the other agency to discuss the amount of space his commercial will require, the background and the amount of fax and no-fax rehearsal time.

3. Salesmen's enthusiasm slump: Virtually every effort on the part of the client and agency both, to stimulate salesmen's enthusiasm for their tv show is concentrated during the period before the show goes on the air. This is a very vital time when the program needs the salesmen's support and the interest they can drum up in the trade. However, a few weeks after the show's been on the air, there generally follows an almost inevitable let-down in their enthusiasm, and this let-down may coincide with the client's most important pre-Christmas order-taking period.

Clients and agencies can forestall this enthusiasm slump by (1) allowing an adequate budget for periodic mailings to the salesmen; (2) planning now a campaign directed at the salesmen and keyed to the important seasons of the client. It may be enough to send them simple mailings about the show's progress, popularity. But

prior to the heavy season, a number of clients send out additional, complete show kits with pictures of the stars, some behind-the-scenes stories on the show's production, advance notice about the shows to come.

Says Bart McHugh, JWT tv-radio v.p.: "Every client knows he's got to make a big push to enthrone his sales force for a show before it goes on the air. But it's easy to forget that the job once done just isn't enough. Maybe November is a client's big order-taking season. Well, the promotion to his salesmen that he made in August isn't going to keep up their spirit through November on sheer momentum. We try to give the salesmen some star contact, send wires or souvenirs signed by the stars to the salesmen's wives. There's no question but that you have to anticipate a mid-season slump by planning such a campaign right now."

4. The commercials don't sell: No reputable advertiser today will put money into a commercial theme without pretesting its effectiveness. But no such pre-air test gives a guarantee of actual sales the commercials may produce once they're on the air. And.

What's New With "DAMETIME" Television?



ASK YOUR COLONEL

The Colonel has just written a book on the subject of daytime viewing. Not a very long book, but one that should be very interesting to the advertisers of soaps and soups and such... that are sold to women.

PGW TELEVISION SALES

When Does The Eagle Fly In Detroit?



ASK YOUR COLONEL

He knows the principal paydays, the shopping days, and how many people work at what jobs in the motor city... as well as in 23 other markets he sells.

PGW TELEVISION SALES

since advertisers tend to work well in advance in preparing their film commercials, they generally have a heavy investment in the films already in the can by the time sales results come in. If the commercials don't seem to be doing a good job, the client's faced essentially with two alternatives: (1) keep them on the air, because he's got to amortize the cost of making them; (2) yank them out and replace them, despite the heavy bite into his budget.

There are safeguards against tying up excessive sums in commercials that the client can get stuck with. Philosophies differ between top agencies on the length of the period to be provided with canned film commercials. In some instances, commercials are shot a mere six to eight weeks ahead; in other cases, variations upon a theme are made as much as nine months ahead. In either case, the tv effort can be a ratings success and a sales flop.

These are some of the safeguards now to be considered:

The extreme case of an advertiser with nine-months of unsuitable commercials in the can who finds sales slumping is a rare instance indeed in these days of pretesting. It's very im-

portant for the client to remain unruffled during midwinter reappraisal time, even when a particular commercials technique (totally unlike his own) catches on like wild fire.

"There are always fashions in commercials techniques," says Ted Bates' radio-tv head, Jim Douglas. "The important thing for the client to keep in mind is that he's after sales. If a particular technique has been tested and decided upon for him, don't let him get restless with it just because another approach is selling a different product. The purpose of commercials isn't to irritate nor to be startling. It's just to sell."

Furthermore, clients tend to weary of a theme far earlier than viewers do. And if a particular commercials theme has been effective, don't drop it after a given period of time. Frequently, you can get a carryover of effectiveness, by merely producing variations on the same theme.

One example of this reasoning is FC&B's approach to the Pepsodent "You'll wonder where the yellow went . . ." theme, which the agency continues to use effectively. But, without varying theme or basic tune, the agency has provided variety by changing the tempo of the jingle.

Of course, dramatic skit or story-commercials tend to wear out the viewer faster than musical approaches to selling. Thus, people tend to become familiar faster with the Piel's Brothers (through Y&R) commercials in direct proportion to the commercials' entertainment value. Therefore, if you're planning to use an unusual approach or characterization in your commercials, arm yourself with variations upon the original version so that you'll maintain interest and continuity at the same time.

(a) Should a seasonal use of the product be featured and if so, to what extent? The answer to this question may seem obvious, and yet it's often lost in a maze of budget considerations. All advertising should contain the elements of newsworthiness and timeliness.

One obvious example in this category is in the fields of cold remedies and cold syrups, where most of the weight of the budget is concentrated during the cold season. Miles Laboratories, for instance, concentrates its Schwerin testing of commercials that



GOLDEN MIX, ...that is!



Proof! Before leaving the Detroit market because of a bad sales picture, Golden Mix Pancake Mix decided to run a test spot radio and television campaign for a period of 9 weeks on CKLW and CKLW-TV. RESULTS? . . . nearly 300% overage increase in sales for the entire Detroit area and renewed planning to stay in this lucrative market. Here again, in selling Detroiters, CKLW radio and TV made the difference. Either one, or both, could make the difference in your sales picture, too . . . and at modest cost!

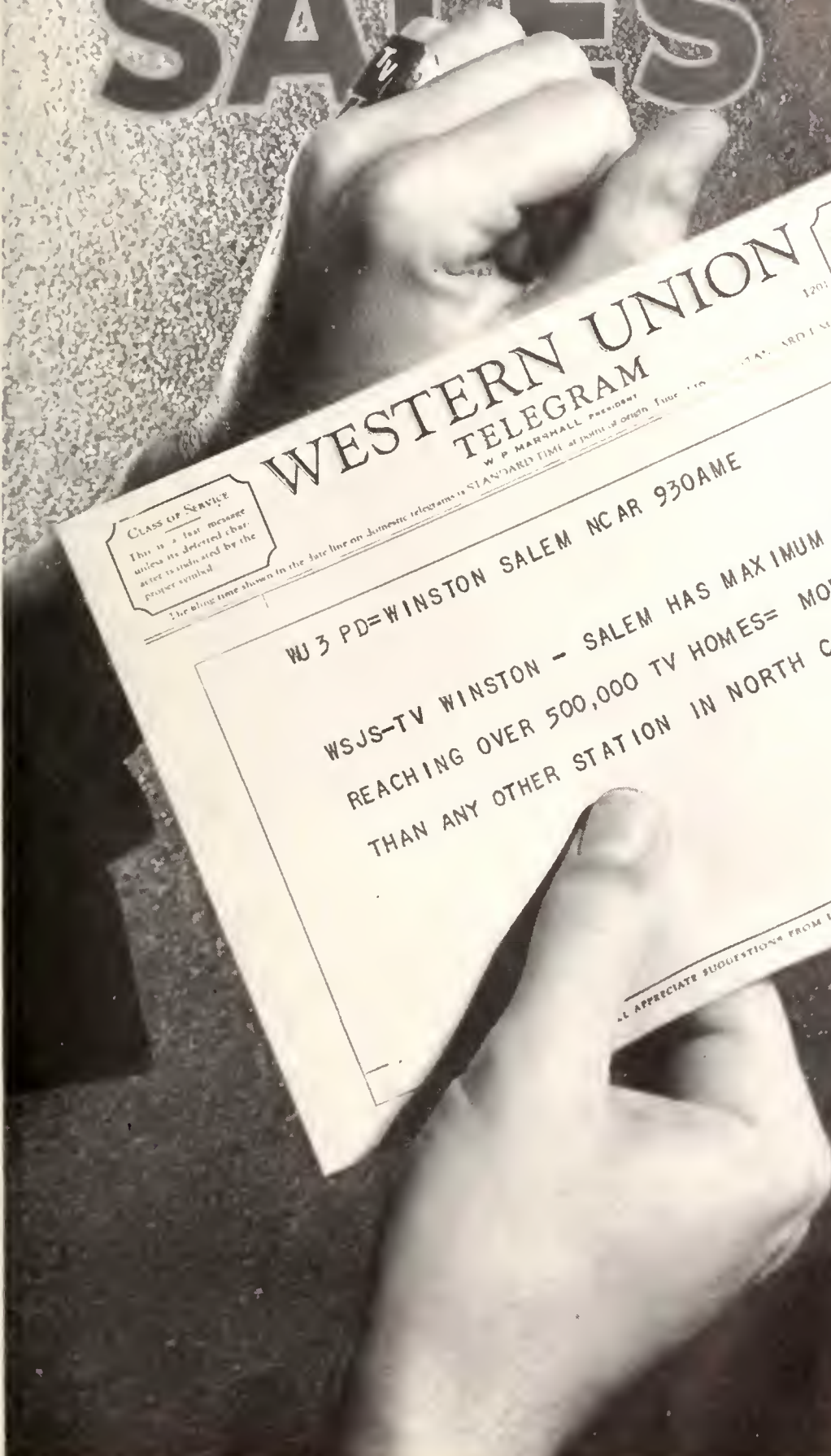
FOR RESULTS IN THE DETROIT AREA, IT'S

CKLW-TV
Channel 9

CKLW
800 KC

GUARDIAN BLDG. • DETROIT 26, MICH.
ADAM YOUNG, INC. National Representative

SALES MAIL



WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT
STANDARD TIME at point of origin. Time in ...

AMOUNTS
By ...
No. ...
Date ...

CLASS OF SERVICE
This is a fast message unless its delivery is delayed by the proper symbol.

The time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time in ...

WJ 3 PD=WINSTON SALEM NCAR 930AME

WSJS-TV WINSTON - SALEM HAS MAXIMUM POWER
REACHING OVER 500,000 TV HOMES= MORE
THAN ANY OTHER STATION IN NORTH CAROLINA=
HAROLD=

WE APPRECIATE SUGGESTIONS FROM ITS PATRONS ONLY

WSJS-TV
channel 12

WINSTON-SALEM



for

WINSTON-SALEM
GREENSBORO
HIGH POINT

AFFILIATE

CALL HEADLEY-REED, REP.

How Many Service Stations In San Francisco?

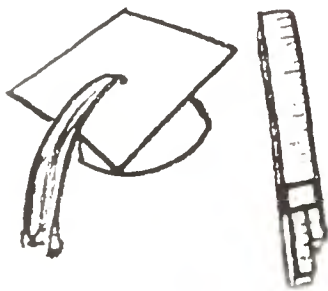


ASK YOUR COLONEL

If the number of outlets for Tires, Batteries and Accessories is not important to you . . . food stores might be. Your Colonel has that information too . . . in 24 markets.

PGW TELEVISION SALES

BRING ON THE MATH



Let them come singly OR in battalions. WBAM is content you reckon its audience share against competitive Montgomery radio stations singly or combination-wise. With a consistent 31%*, WBAM has approximately THREE TIMES the audience of its nearest competitor. The combined audience share of ALL THREE network stations in Montgomery is slightly LESS than WBAM's alone.

*PLEASE, May, '56. Call Radio-TV Reps, New York, Chicago, or Ira Leshe Collect 6-2924 in Birmingham.

plug Alka-Seltzer for relief of colds during the cold weather, and stresses such other uses of the product as headache and acid indigestion relief during other times of the year.

A graphic example of the effectiveness of seasonal advertising themes is the story of the lotion, which increased its penetration from 8 to 14% by switching from an all-purpose to a winter-chap skin story in its commercials.

(b) Can the national advertiser afford to vary the presentation elements in his commercials to conform to the season? Again, the importance of being timely cannot be overstressed. It's vital for clients to remember at this time that, on the average, they spend 4% or less of their total tv budget on their tv time devoted to actual selling. They may derive startling sales results by slotting one or two extra and specially pro-Christmas selling into their \$100,000-a-week show. The investment is disproportionately low, yet the sales effectiveness is immeasurable. (Of course, this is a rule of thumb that's applicable mainly to products with some gift implication, be it in their use or packaging.)

As it is, advertisers who achieve a big chunk of their total sales as a result of Christmas giving (such as electric shavers and cameras, for example) already do tend to make special commercials to enhance gift buying. But the seasonal aspect applies to a less obvious extent to other advertisers as well. Where the product may not be suitably a gift product, its general use can be stepped up or the time of buying the product speeded up by a recognition of the seasonal mood on the part of the advertiser.

The sponsor with a whole show at his disposal and with a wide product line, as is most customary today among single show sponsors, can look to the opening and closing billboards for help. For example, a food line that may wish to feature such items as mincemeat, cranberry sauce, eggnogs, canned pumpkin or holiday ice cream specials can mention these along with its larger volume items without having to film a whole series of extra commercials to accommodate these season-identified products.

On another level, the "family of

products" advantage can be carried to a profitable conclusion. An appliance advertiser might temporarily shift the whole emphasis of his television effort from the high-priced one-shot purchases to medium or lower-priced items that sell well as gifts.

5. The star gets sick: While it doesn't happen too often, it's a costly problem whenever it does crop up. And the most frustrating aspect of it is the fact that there's very little the agency or client can do to forestall the inevitable emergency.

Tv talent costs are too high for one-shots particularly to make the employment of understudies practicable. Furthermore, in some instances the script may be so thoroughly written around the talent, that it wouldn't be feasible to merely throw in substitute talent. Therefore the star getting sick might mean an entirely new show from script to production. In the case of any name talent, whether it's to be used in a variety show or drama, the publicity is generally built around the name. So extra expense is incurred through need to publicize the replacement.

"All one can do is to hire the best substitute available when necessary," says Lennen & Newell's radio-tv director, Nick Keasely. "And hope for the best if you don't have a spare kine."

The single most effective protection against such an emergency is to work sufficiently ahead that a show planned for the future can be substituted for the one that's announced. However, this system is not foolproof, because the stars for the series are likely to have conflicting commitments that make it impossible for them to alter their schedules, when it's the case of a live show.

It's easier to safeguard commercials against the announcer's or model's sickness by hiring understudies. Since the client invests so many thousands of dollars in the vehicle for his commercials, it generally makes sense to spend a feasible additional sum to insure good commercials by having alternate announcers on call.

For shows, the problem, while not insoluble, is a less easily adjusted one. The main thing the agency can do is to keep an extra kine of film installment on hand and rerun it in such an emergency. ★ ★ ★

WTVJ

An Open Letter to the TV Industry

316 NORTH MIAMI AVENUE

Florida's First Television Station



Channel 4 ... Miami, Florida

Congratulations Miami!

WTVJ is pleased to join with the people of Miami in welcoming WCKT and Mr. Niles Trammell to our town...the Nation's fastest growing city and one of the country's largest TV markets

We congratulate Miami on obtaining this new television service. The efforts of WCKT, in combination with our own and the other stations in the area, will result in an even finer service to the public. As it always has, competition will mean increased benefits for the people who watch at home...the viewers who are so essential to all of us in television.

Since March 21, 1949, WTVJ has endeavored to provide the viewers of south Florida with a balanced program fare which would combine all of the elements of good television practices...outstanding programs, including local live programs, network and film - standard commercial service to local, regional, network and national advertisers - and public service programs and efforts which would reflect and advance the civic, cultural and charitable life of our community. We have made it our responsibility to serve south Florida with outstanding local live public service shows in class "A" time. We welcome WCKT's participation in these endeavors.

The national recognition that WTVJ has received in winning the Alfred P. Sloan Highway Safety Award in 1953 and 1955, the Radio-Television News Director's Gold Trophy Award in 1952 and 1953, the Headliner's Award for Outstanding Local News in 1956, and other equally important citations is striking evidence of the progress of Miami television. We know that WCKT will similarly enhance Miami's reputation as an important television center.

During the past seven years, local civic, charitable and cultural agencies have received in excess of \$1,500,000 in public service time given proudly by WTVJ for programs, spots and participating announcements through which these agencies have done a magnificent job in stimulating public support for their programs. With the cooperative efforts of WCKT now available, we know that television will become an even greater force towards guiding Miami ever closer to its ultimate destiny.

Television's future shines brightly before us all. We have every confidence that the people of south Florida will rightly receive nothing but the finest service in the years ahead both from WTVJ and WCKT.

A handwritten signature in cursive script that reads 'Mitchell Wolfson'.

Mitchell Wolfson
WTVJ President

Fabulous as Miami!!

1,000 FT TOWER-100,000 WATTS POWER

WOMETCO'S THEATRE OF THE AIR

WHERE DOES GARCIA GET HIS DINERO?



From a recent survey of the three major Service Industries in the Phoenix area (Arizona Public Service, Maricopa County, and the City of Phoenix) we found—

Percentage of Spanish-speaking employees to total employees	10.6%
Total yearly payroll of Spanish-speaking employees	\$2,095,896.00
Total weekly salaries of Spanish-speaking employees	\$40,305.69
Average individual weekly salary of Spanish-speaking employees	\$63.87

(Full details of survey on request)

GARCIA is a solid citizen with a dependable weekly paycheck. In the aggregate, he numbers 85,000 Spanish Americans, a sizeable and PROFITABLE market for you!

TELL IT TO GARCIA! SELL IT TO GARCIA! Refer him in his own native language, over KIFN—Central Arizona's only full-time Spanish language station.

ASK THESE YANQUIS HOW KIFN SELLS!
NATIONAL TIME SALES New York HARLAN G. OAKES Los Angeles

KIFN

860 Kilocycles • 1000 Watts
REACHING PHOENIX AND
ALL OF CENTRAL ARIZONA

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RAPIDLY EXPANDING IN THE PACIFIC NORTHWEST

The Eugene, Lane County area has grown into the LARGEST WEST COAST MARKET between San Francisco and Portland.

It's 2nd in OREGON and 5th in the entire PACIFIC NORTHWEST, with a QUARTER BILLION DOLLAR BUYING POWER.*

It's yours with KERG.

*SM'56

CBS Radio
5,000 WATTS - 1280 KC

KERG

EUGENE, OREGON
WANT MORE FACTS?
-CONTACT WEED & CO.

LOWEST COST-PER-1000 IN COLUMBUS

lowest cost-per-thousand

in
Columbus, Ohio

WVKO

cost-per-1000
is 49% lower
than closest rival

WVKO

delivers 5.4
average between
8 am and 5 pm

Pulse: Dec.-Jan. '56

WVKO

Columbus, Ohio

Use the slide-rule
and call Forjoe

Happy vacation.
Don't forget your portable.

WMT

Eastern Iowa's 52 weeks with-pay station

A Peach of a Market

It's **50TH*** in
the Nation

Population
1,780,500**

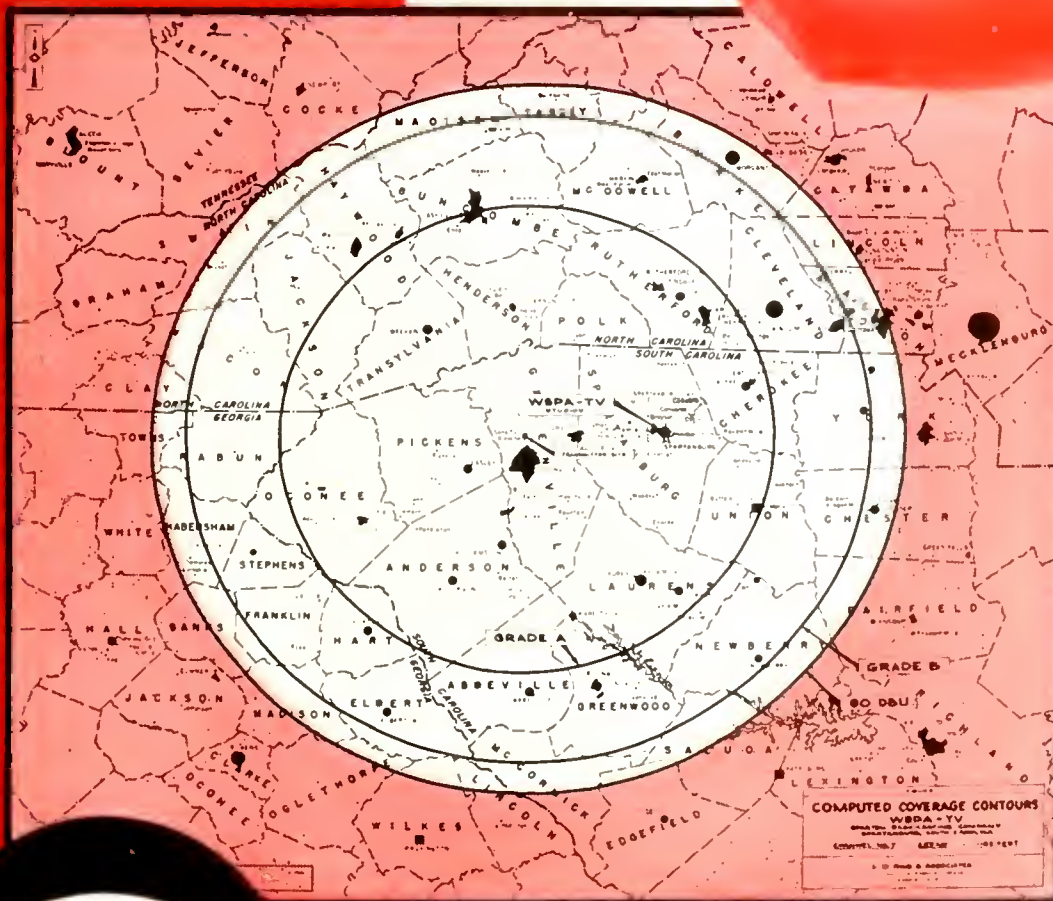
Families
457,700***

Total TV Sets
286,765***

* CBS REPORT TO FCC 1955

** SALES MANAGEMENT 1955

*** RETMA MAY 1, 1956



WSPA-TV BLANKETS THE CAROLINA PEACH BELT

*(Spartanburg County alone
ships more peaches than the
entire state of Georgia.)*

This "Peach of a Market" has
industrial payrolls of \$973
Million; a farm income of
\$247 Million; Spendable in-
come totals nearly \$2 Billion.

THIS MAKES
WSPA-TV
A MUST BUY
IN THE CAROLINAS



NATIONAL REPRESENTATIVES

Geo. P.
Hollingbery Co.

257,000 WATTS

WSPA
AM-FM-TV

SPARTAN RADIOCASTING CO.
WALTER J. BROWN
Pres.

CHANNEL



SPARTANBURG, S.C.

ROUND-UP

(Continued from page 33)



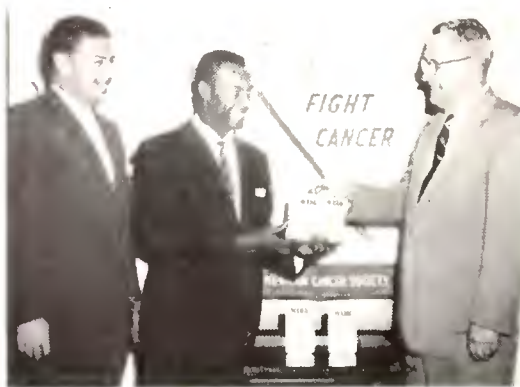
WERE's Bill Randle ready for conventions

WERE radio is offering its Cleveland listeners three-way tv coverage of the national political conventions. By using three RCA "Personal" tv receivers simultaneously, WERE personalities Bill Randle, Phil McLean, Carl Reese, Jerry Bowman, Walt Henrich and Tom Edwards have the three major networks tuned in for "eyewitness" reports. Each of the six tells his listeners what's happening at the convention as he sees it happen.

Americans away from home have been keeping up with the latest con-

vention news by tuning in to international short wave station WRUL. Westinghouse Electric International and Pan American World Airways are co-sponsoring WRUL's convention coverage in English. Spanish language digests of convention news are being sponsored by Philco International.

When WCKT (tv), Miami, took to the air last month *The Miami Herald* devoted a special 12 page section to the station. Front page of the "special" featured a recap of the career of Niles Trammell, president of the Biscayne Television Corp., going back to his early days in radio. "At 61," says the *Herald's* tv-radio editor Jack Anderson, "when the average man's plan for the golden years is small scale chicken farming or a marathon of fishing, Trammell is merely shifting into the second gear of his career."



Dupre (c) winds up WEBB Cancer Fund Drive

Bill Dupre, disk jockey at WEBB, Baltimore, presented Donald H. Bladen, executive director of the Maryland Division of the American Cancer Society, with receipts of the recent WEBB drive. Campaign was part of a four-way promotion run by the station. WEBB receives free records for plugging particular songs. Records were used as premiums by Quaker Oats which distributed them to purchasers who contributed to the Cancer Fund. (See SPONSOR 11 June 1956) At the left is WEBB's general manager, Bentley A. Stecher.

WLW will reactivate its product-testing organization that has been dormant for the past few years. Called the Consumer Foundation it relies on several hundred listeners and their families who test products slated to be advertised on WLW. Commer-

cial are accepted only if a certain percentage of the testers recommend the product and agree with advertised claims. Rejuvenation of the Consumer Foundation is in line with the thinking of Crosley's newly appointed v.p. in charge of programing, Al Bland. He feels that it will help bring listeners into a closer association with the station.



Mr. Magoo flying high in Rheingold display

An original cartoon character and four individual storyboards will be designed and developed by UPA Pictures, Inc., New York, for the production of a series of new 60-second Oldsmobile television spots. The campaign is being handled by the D. P. Brother Agency.

Another UPA creation, the near-sighted Mr. Magoo, is going to work for Rheingold Beer on the retail level as the star of some very colorful point-of-sale promotion pieces (see above). Magoo's sponsors have also pictured Magoo on the side of their six-pak carton.

Production will start this fall on the first *Tarzan* film series for television. Filming will take place at the studios of California National Productions, Inc. in Hollywood. The series of 39 half-hour programs will be available for distribution in January 1957.

Correction: The call letters for KNOK, St. Louis, were incorrectly given in Round-up for 6 August. ★ ★ ★

What Are Pittsburgh's Working Hours?



ASK YOUR COLONEL

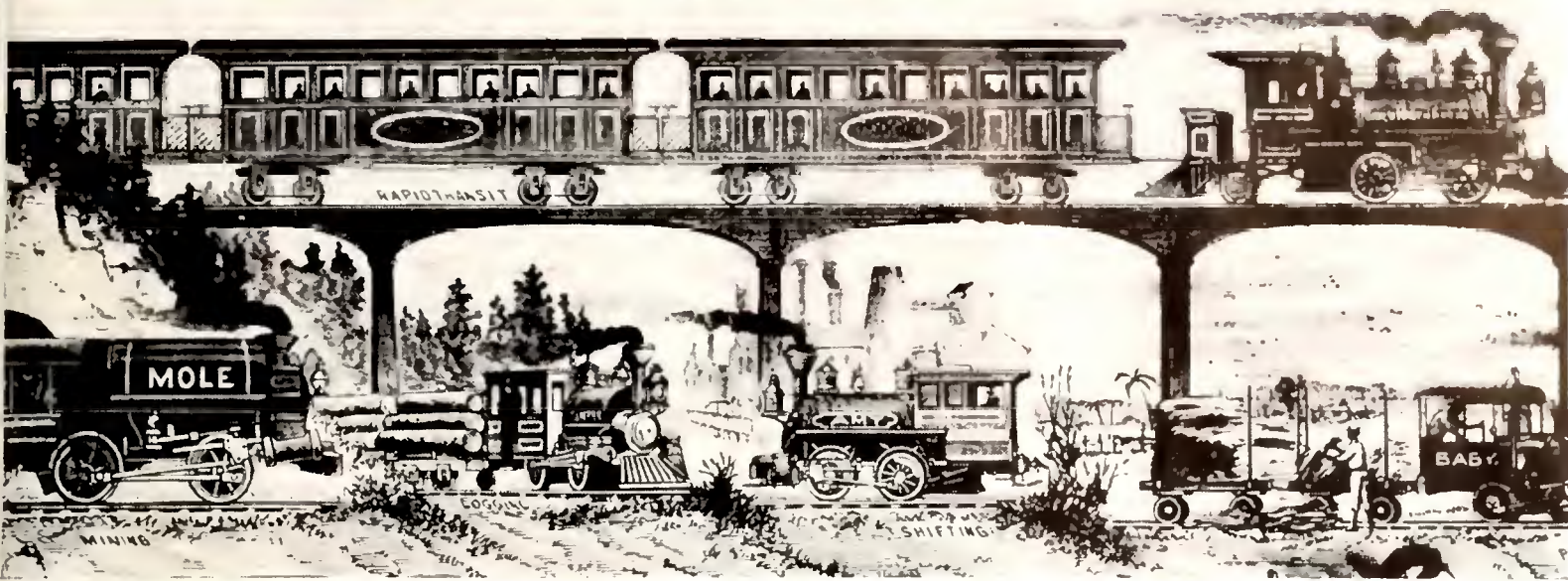
Factory shifts, office hours, and school hours are just a few of the facts your Colonel has assembled for Pittsburgh . . . and for 23 other markets he represents.

PGW TELEVISION SALES

COMPARAGRAPH NOTES

(Continued from page 76)

Toni Co., North, Tatham-Lalrd: CBS, alt M 8:30-9 pm; alt W 8:30 pm; Th 10:15-10:30 am, Th 3:30-4 pm; alt Th 10:10-10:30 pm; NBC, alt Sat 8:30 pm; Sat 9:30 pm; NBC, alt Sat 7:30-8 pm; North NBC, alt M 8:30-9 pm
U.S. Steel, BBDO: CBS, alt W 10-11 pm
Warner-Lambert, K&E: NBC, alt Sat 10:30-11 pm
Welch Grape Juice, DCSS: ABC, T 5:15-5:30 pm
Wesson Oil, Fitzgerald: CBS, Tu 12:15 pm; alt Tu 3:30-4 pm
Westinghouse, McE: CBS, M 10-11 pm; K McL-G, CBS, W 7:30-8 pm
Whitehall Pharm., Bates: CBS, M-W-F 6:45-7 pm & 7:15-7:30 pm; Tu 7:30-8 pm; NBC, alt Sat 9:30-10 pm
White Owl, Y&R: NBC, Sun 10:30-11 pm



OLD PROBLEM...NEW APPROACH!

For the first time, a dynamic, forthright, *editorial stand* has been taken by a San Francisco television station. KPIX's unique concept of community responsibility was stressed again in its provocative, three-part series . . .

"DECISION OR DILEMMA —THE FACTS ABOUT RAPID TRANSIT"

This incisive television editorial, explaining the massive, \$750,000 Bay Area Rapid Transit Commission Report, was the result of months of extensive research and preparation by KPIX staff members. Dramatically presented in simple terms, "Decision or Dilemma" enjoyed prime station time, Thursday nights at 10:30.

Designed to stimulate public and legislative action, "Decision or Dilemma" is credited by many leading citizens with playing an important part in bringing this pressing problem nearer to solution.

Here is public service programming at its influential best. Public service programming that serves an immediate community purpose.

Like all WBC stations, KPIX is convinced that the station serving its community best, serves its advertisers best. That's another reason why . . .



Script Writer Carol Levene, Cameraman Leo Diner, and Pilot Bruce Walters take off for Bay Area aerial survey. Thousands of feet of film were shot and edited during the months of "Decision or Dilemma" preparation.

in San Francisco, No Selling Campaign is Complete without the WBC Station

KPIX CHANNEL **5** CBS

WESTINGHOUSE BROADCASTING COMPANY, INC.



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

TELEVISION
BOSTON —WBZ-TV
PITTSBURGH —KDKA-TV
CLEVELAND —KYW-TV
SAN FRANCISCO —KPIX

**CHANNEL 2
WISCONSIN**



**THE
LAND OF
MILK AND
HONEY**



Wee ReBeL

-TV



CHANNEL

4

... CBS... ABC...

Columbus, Georgia

... a Billion dollar*

TV market with
a population of

991,900**

* E. B. I. ** 1956 Survey of B. P.

CALL HOLLINGBERY CO.

Newsmakers in advertising



Robert E. Lusk, president of Beuton & Bowles, Inc. has been elected the agency's chief executive officer by the board of directors. At the same time it was announced that Atherton W. Hobler will continue as chairman of the executive committee and William R. Baker will remain chairman of the board. Lusk explained that the purpose of the move was to streamline the management junction of the agency so that its key executives can devote more time to the creative and marketing problems of B & B clients. Except for a brief period, Lusk has been with B & B since 1933. He has worked on all accounts served by the agency.



Wendell R. Campbell, has been named national sales manager of General Teleradio's owned and operated radio and television properties. Campbell will coordinate national spot sales activities for the General Teleradio properties and will work closely with H-R and Adam Young, representatives of the General Teleradio stations, in co-ordinating national sales. He will headquarter at 1440 Broadway, N.Y.C. Campbell was previously v.p. in charge of radio spot sales for CBS, and prior to that was v.p. in charge of station administration. He was associated with CBS for eighteen years.



Michael J. Roche, until recently head of the promotion and advertising services division of Lever Brothers, now holds the position of general manager of the corporate advertising services division. It is one of two newly-created units designed to provide greater specialization in the company's advertising activities. Roche has been with Lever Brothers since 1920 and for more than a quarter century has held executive positions in its advertising department. The new division which he directs will develop policies and procedures covering ad agency relationships as well as ad work in the company.



C. J. "Chet" La Roche revealed that his agency has negotiated with NBC for a new quiz show to be sponsored this fall by Revlon. Titled The Most Beautiful Girl in the World, La Roche believes it is the only agency-created show so far scheduled for the coming season. Top prize will be a quarter of a million dollars. Speaking of the creation of the program by the La Roche staff, Hank Booraem, v.p. in charge of radio & tv, observed that "it was possible for La Roche to develop a show at the agency ideally suited for the sponsor's needs in a way that a network or independent producer could not."

Little Rock's **POWER PACKAGE...**



KARK-TV Channel 4

• POWER PREFERENCE • POWER PROGRAMMING • POWER FACILITIES

Power Preference

Across the board, Little Rock viewers choose KARK-TV—

ARB Survey, June 1956—KARK-TV has 7 of the top 12 nighttime shows selected by Little Rock viewers—

1. Highway Patrol—KARK-TV*
2. Your Hit Parade—KARK-TV
3. \$64,000 Question—Station B
4. Perry Como Show—KARK-TV
5. You Bet Your Life—KARK-TV
6. I've Got a Secret—Station B
7. Bodge 714—Station C
8. \$64,000 Challenge—Station B
9. Lux Video Theatre—KARK-TV
10. Ed Sullivan Show—Station B
11. George Gobel Show—KARK-TV
12. This Is Your Life—KARK-TV

*Shown during same time period on KARK-TV and station C. Combined rating scores first place. Breakdown: KARK-TV, 26.9; Station C, 19.1.

5 of the Top 5 Multiweekly Shows — Network and local, KARK-TV viewers voted for Channel 4 programming — sweeping the first five places with —

1. I Married Joan—3:00 p.m. Mon. thru Fri.
2. News Final—10:00 p.m. Sun thru Sat.
3. Queen for a Day—2:00 p.m. Mon. thru Fri.
4. Tennessee Ernie Ford Show — 12:30 p.m. Mon. thru Fri.
5. Evening News & Weather—6:00 p.m. Mon. thru Fri.

Major Share of Nighttime Audience — From 6:00 to 10:00 p.m. KARK-TV captures the largest overall share of Little Rock viewers. 62 quarter-hour firsts of 119 quarter-hours per week—the largest audience in Little Rock.

Power Preference—Power Programming—Power Facilities . . . the KARK-TV Power Package means Soles Power in Arkansas.

Power Programming

Network and local, quality programming is increasing the already proven Pulse audience lead of KARK-TV —

NBC Television — Programming voted best by Little Rock viewers in the June 1956 ARB survey . . . and KARK-TV represents NBC's only exclusive outlet in the entire state.

Top-Rated Local Programming—Specialized local programming for everyone—from Pat's Party for the children to News Final, the program 10:00 p.m. viewers voted in the top Multi-Weekly programs in Little Rock.

Power Facilities

KARK-TV facilities complete the power package in programming and preference —

Higher Tower-Maximum Power—KARK-TV's new tower-power package delivers your message to almost all of Arkansas.

Operating on Maximum Power—100,000 watts.

Full network color facilities.

One of the Tallest Towers in the Nation —1,693 feet above average terrain, —1,175 feet above ground.

Little Rock Plus 44-County Coverage . . .

Now your sales message to thousands of new viewers . . . the facts inside the 100 mv m contour —



	KARK-TV Coverage	State Total
Counties	44	75
Population	1,028,300	1,785,000
Households	289,150	503,060
Spend. Inc.	\$1,094,231,000	\$1,876,635,000
Retail Sales	805,057,000	1,399,436,000
Gross Farm Inc.	284,375,000	592,572,000

(Source: '56 SRDS Estimates of Consumer Markets)



CHANNEL 4 NBC Affiliate
Little Rock, Arkansas

Represented by

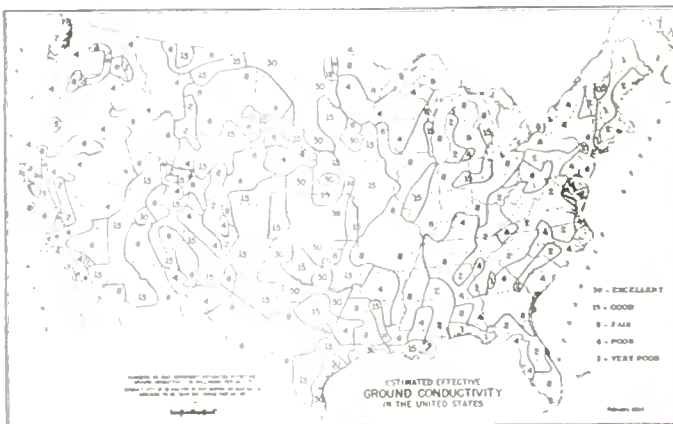
Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

LET'S GET BACK TO RADIO BASICS

On the occasion of WIBW's 30th anniversary, we made a survey and came up with some startling findings. Only a handful of old timers are familiar enough with basic radio facts to judge the effectiveness of a station's coverage and audience.

Because distorted "salesmanship" and half truths have jeopardized the foundation upon which radio has been built, we are reproducing TWO BASICS OF RADIO COVERAGE that will help guide your selection of any U.S. station. Study them. Use them. They're fundamentals.



Down To Earth

The better the ground conductivity, the better any station's signal. The first step in evaluating a station's coverage is to locate it on this map. Note that WIBW is favored with the nation's highest ranking ground conductivity. This means that people living in four states can hear WIBW clearly, easily. And it's this same, wonderful soil that accounts for the rich Kansas farm land and the wealth of the farm families that make up the majority of WIBW's steady listeners.

Power Is Not Enough

The higher a station's frequency, the smaller its coverage. High power and high frequency cancel each other out. For example, let's check WIBW on this table. Our 5,000 watts on 580 kc., with *excellent* ground conductivity delivers a socking DAYTIME half-millivolt signal *in every direction* for 200 miles. No wonder the old timers use WIBW so consistently. They're getting RESULTS because they're getting maximum coverage at minimum cost. Isn't this something that you too should consider?

APPROXIMATE RADIUS OF HALF-MILLIVOLT CONTOUR - DAYTIME						
Power	Frequency	Excellent Ground	Good Ground	Fair Ground	Poor Ground	Very Poor Ground
Clear Channel Stations 50,000 watts	(640kc	302 miles	207 miles	151 miles	113 miles	76 miles
	(870kc	217 "	150 "	109 "	82 "	54 "
	(970kc	132 "	132 "	96 "	72 "	48 "
	(1190kc	169 "	106 "	77 "	58 "	39 "
Regional Channel Stations 5,000 watts	(1450kc	157 "	85 "	62 "	47 "	31 "
	(1490kc	127 "	85 "	61 "	46 "	30 "
	(550kc	237 "	142 "	118 "	89 "	59 "
	(630kc	205 "	141 "	107 "	77 "	51 "
Local Channel Stations 500 watts	(880kc	145 "	97 "	71 "	53 "	35 "
	(950kc	151 "	90 "	66 "	49 "	33 "
	(1200kc	101 "	63 "	50 "	38 "	25 "
	(1450kc	84 "	58 "	42 "	31 "	21 "

PRINTERS' INK for April 26, 1950

For free 8 x 10 copies of the above charts, call your Capper Man



OUR
30th
YEAR

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep. Capper Publications, Inc.

REPORT TO SPONSORS for 20 August 1956

(Continued from page 2)

New \$ peak in spot radio

Spot radio sales reached a record high in dollar volume the first six months of 1956, according to an intra-organization report of the Station Representatives Association. Spot total for first half of this year was \$65,647,000, or 2.7% over the previous six-months peak record, \$63,918,720, established in 1953. Latter statistics were computed on a seasonal basis from the full year's FCC report of \$129,600,000. Price Waterhouse compiles the SRA statistics.

-SR-

"Isolation" in spot tv pitch

Are tv stations in smaller markets doing a good job of keeping national spot buyers apprised about their local situations? Here's a highly significant view on the small market dilemma that SPONSOR obtained from the tv-radio director for one of the top soap companies. He thought too much stress was being put on total sets by many smaller markets. Location of the market is often more important. It can be a no "name" market with but a moderate number of sets, but its isolation from competitive coverage can be so pronounced as to make it an attractive buy for a national distributor.

-SR-

Chicago color tv sponsors up

Color tv has caught on substantially with Chicago advertisers. Four of them are using it regularly over WNBQ. They are: Goldblatt's department store, Santa Fe, Armour and Squirt Beverages.

-SR-

Sears tests for color tv sets

Considered by Chicago agency men as good signpost to Chicago viewers' disposition toward color tv is Sears Roebuck's current bid for color set sales. Sears has just bolstered its introduction of \$595 color set in Chicago area with saturation campaign of 35-40 spots weekly for 3-week period over WNBQ, NBC's all-color outlet.

-SR-

NBC gets new nighttime profile

Major last-minute program changes at NBC TV leave only Wednesday and Thursday night schedule unaffected. New shows include Most Beautiful Girl in the World Monday 9-9:30 p.m. and Noah's Ark Tuesday 8:30-9 p.m. Network also adds Break the Bank Tuesday night at 10:30. Latter show with upped \$250,000 jackpot moves over from ABC. New in-network switches bring Big Surprise to Tuesday night at 8 and People Are Funny to 7:30 p.m. Saturday spot. Innovation is provided by Chevy Hour with split scheduling. The Bob Hope-Dinah Shore series will get two showings a month, at 9-10 p.m. on Fridays and 9-10 p.m. on Sundays.

-SR-

Who pays star's annuity?

Here's a stickler the program gentry on Madison avenue expects to be answered by House Anti-Trust Committee's probe of network-advertiser relations in New York this November: Who actually absorbs the obligations for name talent - and producers - the networks have under long term contract when these people are not working? Does the network write it off as a cost of doing business, or is it passed on as a hidden item to the sponsors of other NBC created and controlled shows? Point of this query was sharpened by fact Committee has asked networks to submit their contracts with advertisers. Some of the network talent commitments extend from 7 to 15 years. In several cases there's yet no indication where such long-term stars will fit in the network's 1956-57 program plans.

SPONSOR SPEAKS



Dynamic change in Canada

Americans (and by that we mean citizens of the United States) are proud of the economic progress being made in this country. Another group of Americans (and by that we mean citizens of the Dominion of Canada) are equally proud of the economic progress *they* are making. Some of the highlights of this Canadian progress are delineated in SPONSOR's 1956 section on Canadian radio and television. This section, for the first time, is being printed in self-contained form and accompanies this issue.

We urge U.S. advertisers who have not taken serious note of what's happening north of the border to look more closely. As SPONSOR's special section points out, the resemblances between Canada and the U.S. are striking. Both are increasing mightily in population, both are turning out increasing quantities of goods, both are seeing a rising standard of living among their people and (not least of all) both are undergoing dynamic

changes in the development of the two air media.

To expound on the latter (a subject close to our heart): Canada has in four swift years seen more than half of its homes equipped with tv despite the fact, for instance, that more than half of its homes do not have an electric or gas stove. At present 35 stations in 33 markets cover 86% of all Canadian homes.

Details on all these developments can be found in SPONSOR's Canadian section. Take a look at it. You may want to get to know the Canadians better some day. They are worth knowing.

* * *

Tv factfinding

Out of the second meeting of the Association of Maximum Service Telecasters (AMST), held in Chicago in early August, has come the decision to take immediate steps in helping develop factual tv engineering standards that will assist the FCC to draw basic conclusions.

To prove they mean business, the 97 AMST member stations (including three uhf's) have appropriated \$100,000 for a definitive signal study of 35 markets using mobile measurement vehicles and other devices that will accord with FCC standards. The first studies will be made in Portland, Oregon; New Orleans and Wilkes-Barre, the markets in which AMST's present three uhf member stations are located. The objective is to compare uhf with vhf in actual engineering results—and to measure actual results against theoretical expectations under assumed standards.

AMST has reason to believe that the FCC, far from considering their activity presumptuous, will welcome it. FCC commissioners and personnel

have frequently complained that they are severely handicapped by the lack of factual standards for television—that they must often work in the dark. Limited bureau funds have not made their problem lighter.

AMST will be heard from on important fronts. Their aims are forthright and they are geared for action. Chairman Jack Harris, vice president of KPRC-TV, Houston, Jack DeWitt, president of WSM-TV, Nashville, is chairman of the engineering committee. Lawrence H. Rogers, vice president of WSAZ-TV, Huntington, is chairman of the public relations committee.

To become an AMST member, a station must be employing its maximum e.r.p. authorization for the benefit of the area it serves.

* * *

Man bites dog

They do things in a big way down in Dallas. Even the man-bites-dog stories take on a certain scope. Consider the Crook Advertising Agency of Dallas. Instead of the usual crowded reception room, Crook has set up a special room for media representatives which is practically a home away from home.

The rep room has city maps, directories, telephone, transportation time tables, typewriter, stationery and other facilities. It even has a kneeling pad for client salaaming and a moaning wall for those who didn't get as much business as they want. All this and free cokes for drowning troubles.

It sounds like a lot of fun and good business too. It's the smartest buyers, we've always observed, who go out of their way to make life pleasant for salesmen who call on them.

Applause

Project information

In recent years a revolution has occurred in American business and in advertising particularly. We refer to the extent to which business has learned to base its decision-making on facts-in-depth.

Media and media salesmen have played an important part in helping to provide better and deeper facts for advertising decision-makers and in particular the national representatives of radio and television stations today

have become one of the most important sources of data.

The most dramatic example to come along recently of this expanded role of the representative is provided by Peters, Griffin, Woodward's just unveiled "Project Information" (see news story this issue, page 39). For each market in which it represents a radio or television station, PGW has prepared a comprehensive booklet which consolidates information from dozens of sources.

Each of the booklets is virtually a

tour of the market it covers. It spans principal industries, history of the market, weather and living conditions, sales figures, college enrollments. In addition to information on the stations PGW represents, the booklets list all competing stations in the market and information on local newspapers as well.

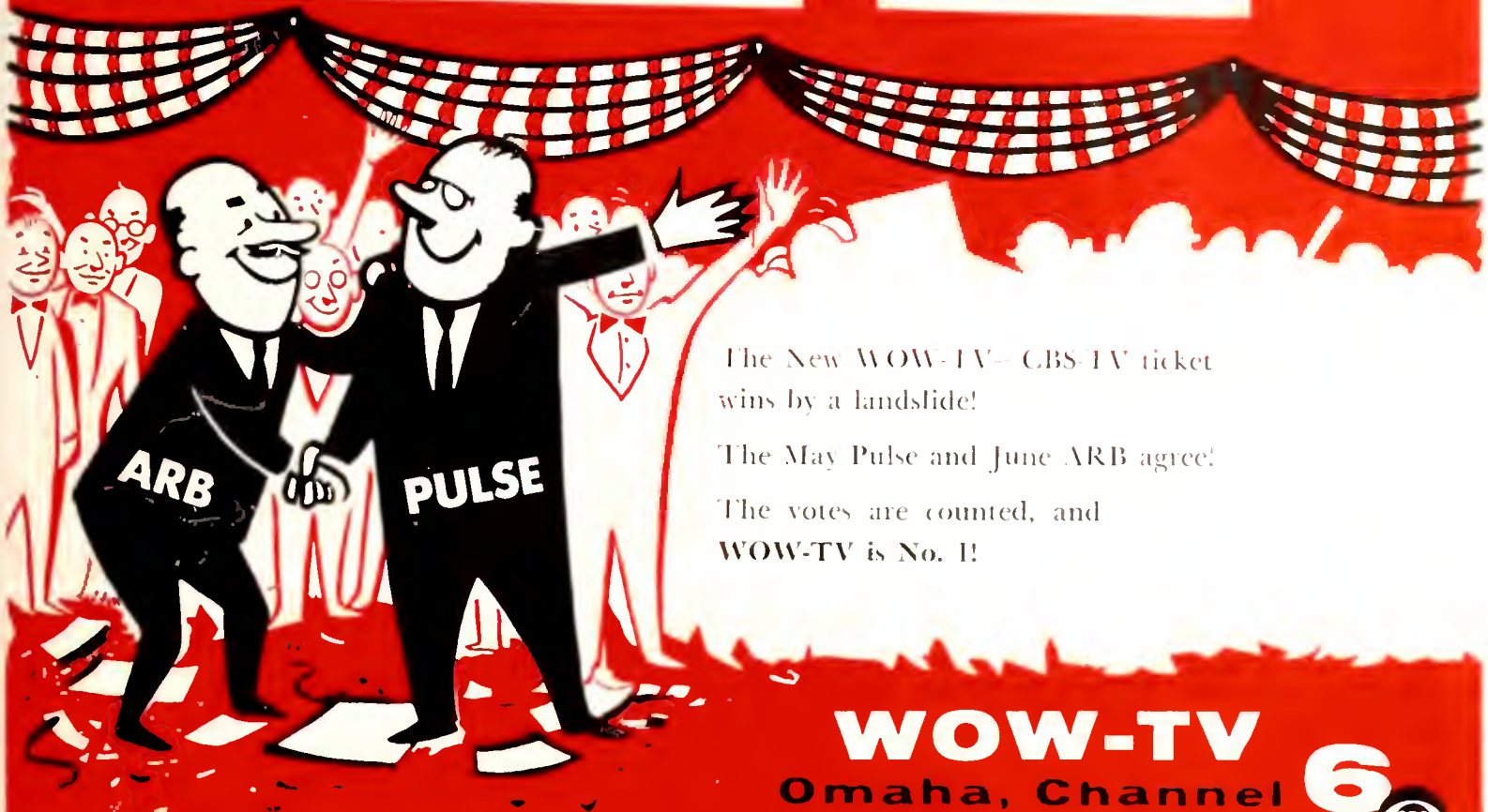
We applaud this kind of contribution—and we hope that PGW's "Project Information" will stimulate similar projects in every facet of the air media.

In Omaha, WOW-TV - By a LANDSLIDE!

QUARTER HOUR FIRSTS		
	WOW TV	OTHER STATION
PULSE	189	102
ARB	290	164

Because Pulse lists average rating for each Mon.-Fri. daytime quarter hour, it reports less total quarter hours than ARB.

TOP 15 SHOWS		
	WOW TV	OTHER STATION
PULSE	11	4
ARB	11	4



The New WOW-TV - CBS-TV ticket wins by a landslide!
The May Pulse and June ARB agree!
The votes are counted, and WOW-TV is No. 1!

WOW-TV
Omaha, Channel **6** 

FRANK P. JOGARTY
Vice President & General Manager

FRED EBENER
Commercial Manager

BLAIR TV
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
K	K	W	W	K	K	W	W
C	C	H	H	P	P	O	O
M	M	E	E	H	H	O	O
O	O	N	N	O	O	W	W
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**
affiliated with *Better Homes and Gardens* and *Successful Farming* magazines

Greatest food merchandiser in America!



Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

● **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:

1. A minimum of 60 store calls in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
2. A minimum of 20 special one-week displays.
3. 20 days of Bargain Bar promotions in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
4. Complete merchandising reports issued to you twice each 13 weeks.

● **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.

● **W-I-T-H Weekly Merchandising Service** with independent GA Stores.

● **PLUS** merchandising letters . . . **PLUS** trade paper advertising of *your* product . . . **PLUS** potent advertising material for your own salesmen's kits . . . **PLUS** personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

W I T H

C O N F I D E N C E

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

SPONSOR

SECTION TWO OF
SPONSOR 20 AUG. 1956

*Second Class Mail
privileges authorized
at Baltimore, Md.*

20 August 1956

MAGAZINE TV AND RADIO ADVERTISERS USE

CANADIAN RADIO AND TELEVISION: 1956

1 MARKET

Latest facts on
population trends, spending,
saving, production

PAGE 6

2 RADIO

Buying and selling trends,
programming, radio
growth is detailed

PAGE 8

3 TELEVISION

Dimensions of video are
described, client problems
are analyzed

PAGE 10

4 RADIO FACTS

Data on home ownership,
listening, set growth
shown in charts

PAGE 12

5 TELEVISION FACTS

Coverage of tv, up-to-date
list of stations
shown in charts

PAGE 14

For the first time!

*This year, SPONSOR's annual
coverage of the Canadian tv
and radio scene is produced
as a separate publication*

WHAT EVERY ADVERTISER SHOULD KNOW ABOUT CANADA...



*All-Canada provides
the best... the most
effective Radio-TV
Advertising Service
in Canada.*

HERE'S WHY

- ✓ All-Canada represents 29 key radio stations.
- ✓ All-Canada represents 17 strategic Canadian television stations.
- ✓ All-Canada Programs distribute the finest packaged radio and television shows in Canada.
- ✓ All-Canada offers fast, authoritative coverage data and Canadian market information as a service to all clients.

CHWK Chilliwack	CKBI Prince Albert
CFJC Kamloops	CKCK Regina
CKOV Kelowna	CKRC Winnipeg
CKPG Prince George	
CJAT Trail	CJCS Stratford
CKWX Vancouver	CKOC Hamilton
CJVI Victoria	CKSO Sudbury
CFAC Calgary	CFRB Toronto
CJCA Edmonton	CFPL London
CFGP Grande Prairie	CKLW Windsor
CJOC Lethbridge	CFCF Montreal
CHAT Medicine Hat	CHNS Halifax
CFNB Fredericton	CJLS Yarmouth
CHSJ Saint John	CJCB Sydney
CFCY Charlottetown	CJON St. John's

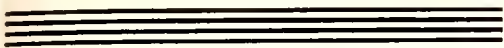
CJON-TV St. John's, Nfld.	CKLW-TV Windsor
CJCB-TV Sydney	CKNX-TV Wingham
CHSJ-TV Saint John	CKSO-TV Sudbury
CFCY-TV Charlottetown	CJIC-TV Sault Ste. Marie
CKWS-TV Kingston	CFPA-TV Port Arthur
CHEX-TV Peterborough	CKX-TV Brandon
CHCH-TV Hamilton	CKCK-TV Regina
CFPL-TV London	CHCT-TV Calgary
	CJOC-TV Lethbridge

ALL-CANADA TELEVISION



**ALL-CANADA RADIO
FACILITIES LIMITED**

VANCOUVER • CALGARY • WINNIPEG • MONTREAL • TORONTO



NOW
WE, TOO
ARE ALL
"FOR JOE"

 **CJIB**
VERNON
BRITISH COLUMBIA

 *North*
OKANAGAN

South
OKANAGAN 

 **CKOK**
PENTICTON
BRITISH COLUMBIA

BLANKETING **90%**
OVER—
OF THEIR
RESPECTIVE
MARKETS!!

NOW REPRESENTED IN
THE U. S. BY

FOR JOE & Co.

SPONSOR August 1956

Canadian Radio-TV

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Elaine Couper Glenn

Vice President-Gen. Manager
Bernard Platt

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900 CHML

HAMILTON, CANADA

99%

GREATER CIRCULATION

than any other station
in this area according
to the latest
Elliott-Haynes Circulation
report

900 CHML

HAMILTON, CANADA

83%

GREATER COVERAGE

than any other station
in this area according
to the latest
Bureau of Broadcast
Measurement

900 CHML

HAMILTON, CANADA

MORE AUDIENCE

CHML leads in
Elliott-Haynes Surveys:
Day Time, Night Time
Ca. Listenings, Out of Home,
Early Morning and Area.

900 CHML

HAMILTON, CANADA

REPRESENTATIVES

CANADA

Toronto—
Stephens & Towndrow Limited
Montreal—
National Broadcast Sales
Vancouver—John R. Hunt Assoc.

USA

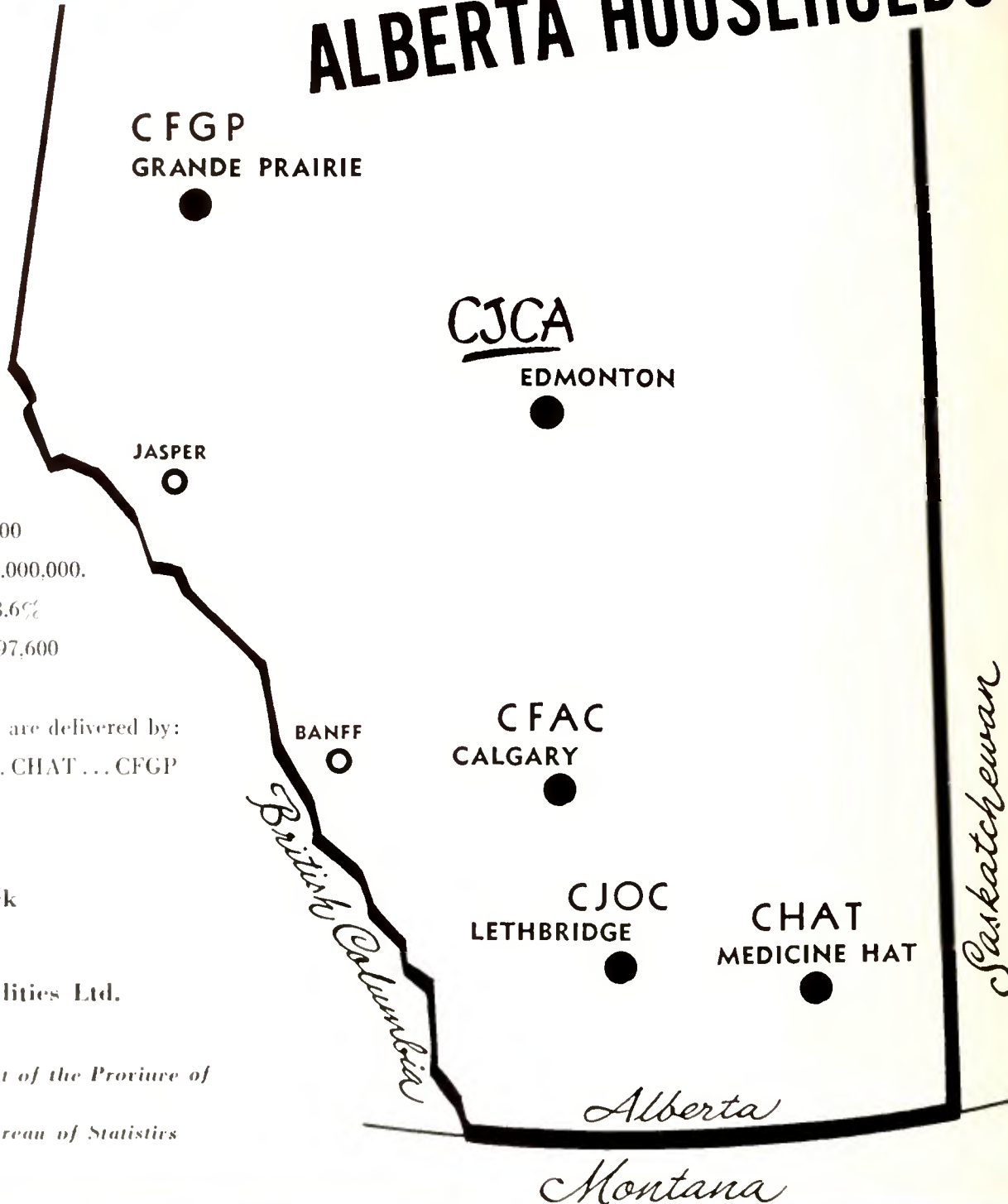
Canadian Station Representatives

900 CHML

more than a MILLION people*

more than a BILLION dollars*

**5 ALBERTA STATIONS
DELIVER 97% OF
ALBERTA HOUSEHOLDS**



*Population (1955) 1,066,000

*Retail Sales (1955) \$1,019,000,000.

**January-April, 1956 UP 8.6%

Households (BBM, 1956) 297,600

Total BBM (1956) 290,740

97% of Alberta Households are delivered by:

CJCA... CFAC... CJOC... CHAT... CFGP

Representatives . . .

U. S. A.

Weed & Co., New York

Canada

All Canada Radio Facilities Ltd.

Toronto

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

***Dominion of Canada Bureau of Statistics*



Canadian standard of living has risen to new heights. To reach the Dominion's 3,867,000 wealthier radio homes, sponsors are riding an announcement wave on radio. As for tv, saturation has passed the half-way mark, 35 stations are on the air but time is tight

SPONSOR

CANADIAN RADIO AND TELEVISION: 1956

Project Editor: Alfred J. Jaffe

bernard zlotnick

1 MARKET—PAGE 6

Latest facts on population trends, spending, saving, production

2 RADIO—PAGE 8

Buying and selling trends, programming, radio growth are detailed

3 TELEVISION—PAGE 10

Dimensions of video are described, client problems are analyzed

4 RADIO BASICS—PAGE 12

Data on home ownership, listening, set growth shown in charts

5 TELEVISION BASICS—PAGE 14

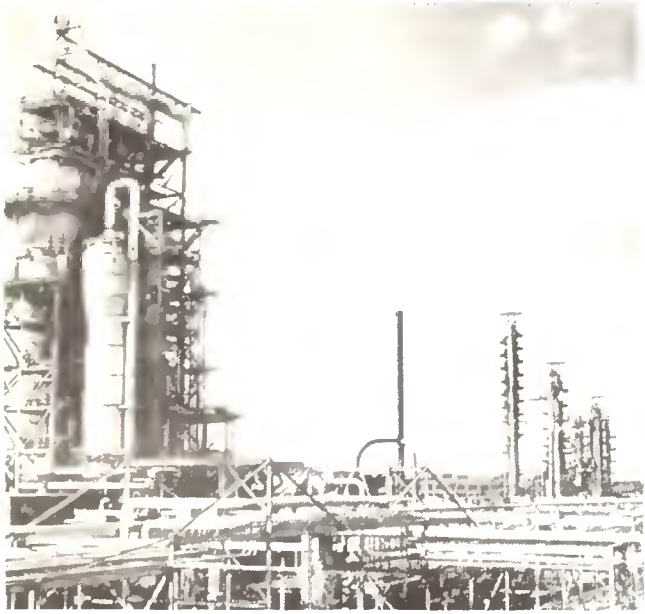
Coverage of tv, up-to-date list of stations shown in charts



POPULATION: Baby boom is sending Canadian population to new heights. Dominion's year census of population and agriculture, taken in June of this year, is expected to show population of 16,000,000, about 2,000,000 above 1951. Immigration is another factor in

OIL AND REFINING

Canada is becoming important source of oil. Picture below, which shows Imperial Oil's catalytic cracking plant in Montreal, symbolizes also the Dominion's growing industrial strength



ST. LAWRENCE SEAWAY

Canadian electric power will be upped by the development of St. Lawrence Seaway. Artist's drawing shows main construction features of international section above Cornwall, Ontario

THE CANADIANS: THE

SHARP RECOVERY FROM 1953-54 RECESSION BRINGS HIGHEST STANDARD OF LIVING IN THE HISTORY OF THE DOMINION'S 16,000,000 PEOPLE THIS YEAR





about 1,200,000 immigrants have entered Canada since the end of the war. Government projections indicate population will reach between 20,000,000 and 22,000,000 in about 15 years.

SUBURBAN GROWTH: Investment in new residential construction is running at a rate about double that of the early 1950's. Much of the new construction is in the suburbs of large metropolitan areas. Some experts expect the 1956 census will show growth in urban cores.

NEVER HAD IT SO GOOD

In describing the Canadian market, the temptation to compare the Dominion to its southern neighbor is irresistible.

And with good reason. The two countries are as comparable as any can be in this diverse world. Take a gander at some of the similarities.

They speak the same language, agree on the definition of democracy. They share a common border, outlook and a brace of radar belts. Both countries are divided into roughly the same geographic regions and the sun is overhead at the same time. Citizens of Montreal and New York rise and retire at the same absolute hour and ditto for Vancouver and Los Angeles.

Both countries are enjoying an unprecedented economic boom. Even their recent recessions ran almost parallel in time. Their mothers are equally fertile: their medicine is equally effective. An increase in the proportion of people at both ends of the life span is taking place in both nations.

The two countries are blessed with great natural resources, but both are

primarily urban. Their families are getting richer, moving to the suburbs and consuming increasingly greater quantities of goods and services. Their middle classes are ballooning in numbers, buying automobiles, houses, appliances at a healthy clip, shopping at huge suburban shopping centers during weekends and broiling steaks over charcoal on the patio. Their farmers, perhaps too efficient for their own good, are having trouble with prices.

Let's zoom in and take a closer look at some of the Canadian marketing indicators.

Last year Canada experienced a sharp recovery from the mild recession running from mid-1953 to mid-1954. On a Dominion-wide level, practically all the marketing indices were up—gross national product, production, retail sales, spending, saving, wages. The overall consumer price index remained level, firm evidence that Canadians are better off than ever before.

Gross national product leaped from \$24.3 billion in 1954 to \$26.8 billion in 1955. (\$ equals Canadian dollars).

This followed a slight dip in GNP, which was \$24.5 billion in 1953. Production in all major industrial groups was up last year with primary goods (farming, fishing, trapping, mining, forestry and public utilities) up most. Dollar income of every industry category was up, too. (Interestingly enough, total labor income in farming, fishing and trapping was down.)

Canadians spent more money in 1955. Personal expenditure, which was \$15.8 billion in 1954, rose to \$16.9 billion in 1955. As of 1 April 1956, the average wage of hourly-rated wage-earners in manufacturing was \$61.81. When prices are taken into account, the Canadian factory worker's wages show an increase of 22% from 1949 to 1955. At this rate, Canadians will double their standard of living in less than 30 years.

The 1956 census is expected to show a population of around 16 million, 2 million higher than 1951. By 1956 the number of people in the 20-24 age group will be 32% higher than today. By 1970 it will be 62%. ★ ★ ★



Selective audience approach in local radio programming is growing trend as tv disperses radio sets and personal listening grows. Above, Red Robinson, d.j. of CJOR, Vancouver's "Theme For Teens" show before 2,000 teenagers at windup of school cheerleader contest

CANADIAN RADIO ANNOUNCEMENT

SATURATION CAMPAIGNS, IN-AND-OUT BUYING, WEEKEND SHOPPING DRIVES. DEMAND

A U. S. radio man surveying the Canadian radio scene these days would more likely than not be impelled to mutter: "This is where I came in."

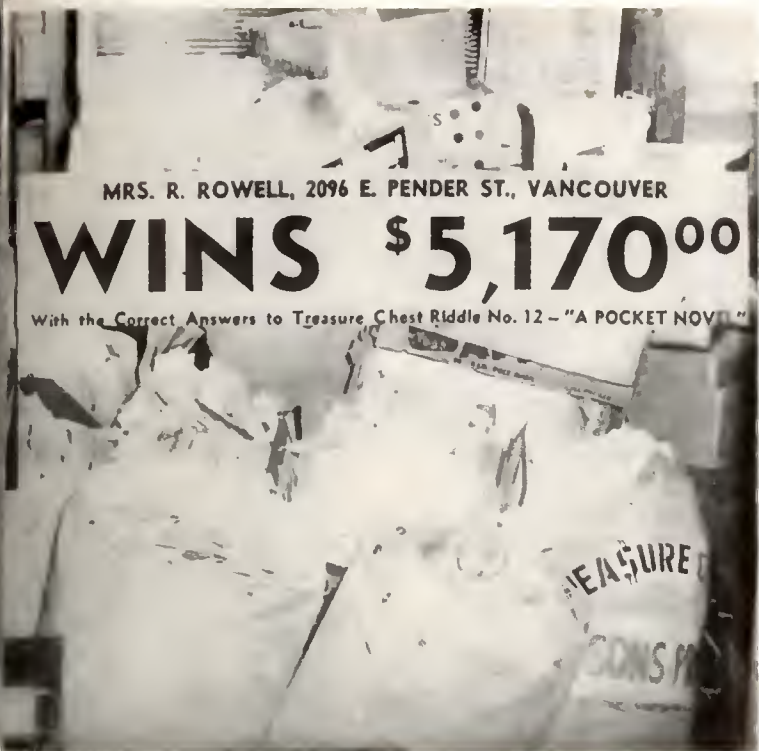
This is because the resemblances between the recent changes in radio on both sides of the border are nothing less than startling.

The changes, of course, are due primarily to tv. In the U.S. the chronology of radio change went something like this: (1) introduction of tv, (2) drop in nighttime listening, (3) drop in network business, (4) initial fright and loss of nerve on the part of radio broadcasters, (5) daytime listening and business holds up, (6) growing of out-of-home, out-of-living room and personal listening, (7) intensive promotion of radio, (8) rediscovery of radio on the part of advertisers, (9)

resurgence of spot radio advertising.

The Canadian experience is not a carbon copy of these steps but is pretty close. There are differences growing out of network operation by the government (Canadian Broadcasting Corp.) and the tight tv time situation due to the CBC's one-tv-station-per-market policy. And Canadian tv saturation is still behind that of the U.S. so Canadian radio has not run the gamut of the steps above. Exactly where Canadian radio is at this time is detailed below:

Radio dimensions: The bi-annual report of the Bureau of Broadcast Measurement (Canada's broadcaster-advertiser-agency station circulation measurement group) put the number of radio homes as of 1 January 1956



Give-away shows, long popular in Canada, continue to attract audiences. CHUB, Nanaimo, B.C., "Treasure Chest" winner is shown above. Station received 1,021,125 letters in 6 months

Rate changes 1946-1956

Year	Radio homes index	Average cost of 1 minute class "A" on all stns.	Minute cost index
1946	100.00	\$ 7.04	100.00
1947	126.45	\$ 7.44	105.75
1948	129.63	\$ 7.74	109.94
1949	146.67	\$ 7.90	112.22
1950	147.90	\$ 8.12	115.34
1951	152.42	\$ 8.73	124.01
1952	155.99	\$ 9.33	132.53
1953	161.77	\$ 9.75	138.49
1954	169.26	\$10.04	142.61
1955	171.93	\$10.30	146.30
1956	175.09	\$10.70	151.98

Cost of Class "A" minutes, averaged for all radio stations was calculated by Broadcast Advertising Bureau, shows cost has lagged behind 10-year rise in radio home ownership in Canada

THE TREND

WE, CHARACTERIZE SPONSOR STRATEGY

at 3,867,660, or a saturation of 96.7%. Saturation is pretty evenly spread over Canada with no province except Newfoundland having a figure less than 94%. Newfoundland itself has a saturation of 90.1%.

The 1954 BBM radio figure was 3,727,000 or 96.4% home ownership of radio. Canada is obviously saturated in the real sense of the term and has been for some time. The differences in home ownership between 1954 and 1956 are not significant statistically. They serve, however, to point up the fact that, as in the U.S., practically every Canadian family that wants a radio has one.

Many Canadians, of course, have more than one. Just about a million families had more than one household radio and about 900,000 had at

least one auto radio, according to the Dominion Bureau of Statistics estimates of September 1955. (Total households in September were 3,872,000.) The number of auto radios had gone up about 12% since September 1954, but the number of multi-set homes remained about the same.

Radio set sales, however, indicate a growth in multi-set homes and an even greater growth in auto radio homes. Set sales in general have been steadily rising. In 1954 total set sales were 487,000; last year they were 610,000. During the first five months of this year sales were substantially above the corresponding figure for 1955—262,000 as against 211,000 last year.

Auto set sales in 1955 were almost double those of 1954 and during

(Please turn to page 15)

Network business is declining, especially at night. Among many shows still sponsored during day is Canadian-produced "Happy Gang." Clients include General Foods, Carnation Milk, Robin Hood Flour Mills



CANADIAN TV: HOMES 52%; TIME TIGHT

WHILE END OF ONE-STATION-

PER-MARKET IS IN SIGHT.

RELIEF NOT EXPECTED TILL '58

Stations on air now total 35 in 33 markets. At right, tower of CJLI-TV, Lethbridge, Alta.

It took Canada less than four years to reach the 50% level of home ownership. It took the wealthier U.S. a little over four years to reach that level.

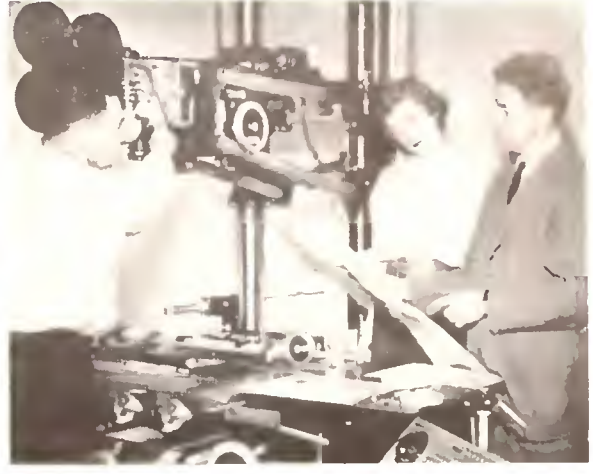
Even taking into account that Canadians near the border could tune in U.S. tv before the first Dominion video outlet took to the air (only 2% did) the rise in tv ownership is remarkable in a country where only a little more than half the homes have central heating, where six out of 10 homes have no electric or gas stove, where half the homes have no vacuum cleaner and where three homes out of 10 have no telephone.

The Canadian Broadcasting Corp. estimates tv ownership at 52% on 1 July and figures that by 1 January 1957 about 60% of Canadian households will have one or more video sets.

At present 35 stations in 33 markets are on the air. They cover 86% of Canadian households, which means that 60% of the homes which can receive tv at present do so. The actual number of homes with tv sets, according to CBC, was 2,040,000 as of 1 July.

With only two of the approved stations not yet on the air, however, Canadian tv appears to be pausing slightly. Set sales this year are down. Sales to dealers for the first six months totaled 216,196 compared with 245,917 during last year's first half. The Dominion appears to be waiting for a change that would undoubtedly provide a tremendous spurt to tv business—the end of the government's one-station-per-market policy.

Time shortage: The one-station-per-market policy is the most all-embracing fact of Canadian tv life. The only exceptions (and they are really not exceptions) are in two markets—Toronto and Ottawa—where both English- and French-language stations are operating. The policy evolved out of the government's belief that the quickest way to provide tv service to the Canadian people was to prevent private operators from rushing into the biggest markets first and forget about the small ones. In carrying out this policy the government-owned Canadian Broadcasting Corp., to the chagrin of private broadcasters, staked out as its own domain



U.S.-originated "Dragnet," like many other shows from south of border, is popular in Canada. Most of top-rated shows come from U.S. Syndicated shows like "Highway Patrol," center (Ziv-

produced, distributed by All-Canada) find easier clearances in non-connected markets. Film processing facilities are improving in Canada. At right, S. W. Caldwell's new animation stand

six large Canadian markets — Montreal, Toronto, Vancouver, Winnipeg, Ottawa and Halifax. Except for the latter, these are the largest cities in Canada. Consequently, there are, including the two French-speaking stations, eight CBC outlets on the air, the other 27 being private. The CBC stations covered, as of 1 January 1956, 1,126,000 tv homes.

Private broadcasters not only maintain that they could supply tv service just as fast as the CBC but point out that the government's policy squelches program competition and puts an absolute ceiling on the amount of tv advertising that can be accommodated.

The entire Canadian broadcasting picture is now being studied by a Royal (Fowler) Commission. This group is expected to make its report next year. The belief is widespread that the Fowler Commission will recommend an end to the one-station-per-market policy. Even if it does so, however, restrictions on tv advertising will probably not be effectively removed until 1958.

So until then, advertisers and agencies will have to struggle along with a tv economy of scarcity. Prime network and announcement slots are almost impossible to find, so far as new advertisers are concerned, especially on the interconnected stations, now confined to Ontario and Quebec. The use of kines for network shows on non-interconnected stations gives broadcasters a little elasticity, but clearances

are still tough. Most of the Canadian agencies contacted by SPONSOR reported that the time shortage is getting worse and the line of advertisers wanting to get into tv is getting longer.

Network tv: The statement that prime network slots are almost impossible to find is subject to one important qualification. An advertiser willing to accept a live Canadian-produced show will not have much trouble getting on the network.

This is another important fact of tv life advertisers must live with. It arises out of CBC's determination to develop Canadian talent and the resources associated with tv show business, as well as provide what it considers well-rounded program fare for all segments of the Canadian population. Otherwise, CBC fears, Canadian tv (and radio as well) would be inundated with U.S. programs whose cost has been wholly or partly amortized south of the border.

Exactly how this policy affects advertisers in a specific instance is not always clear. The Association of Canadian Advertisers, in a brief presented to the Fowler Commission last June, complained that the lack of definite regulations covering the content of tv programs was confusing to both agencies and advertisers.

However, one source familiar with CBC network operations said the following rank of CBC program prefer-

ences would provide a rough guide to an advertiser contemplating a network tv buy: (1) Live Canadian shows, (2) Canadian-produced film, (3) top U.S. network shows, (4) top U.S. syndicated shows, (5) other films.

One tipoff on CBC program attitudes was provided in a CBC letter to SPONSOR listing what it considered programming highlights during the past season. The government agency divided its highlights into two groups: (1) "highlights of the commercial side of our operation in terms of audience acceptance and in terms of reaction we have had from the sponsors" and (2) "highlights from a service or artistic point of view which would hardly be considered highlights of a commercial operation because they appeal to a comparatively restricted audience."

The commercial highlights were further divided into Canadian- and U.S.—originations. Here are some of those mentioned: following the name of the show are the sponsor and popularity rank and rating according to Elliott-Haynes' four-city (Montreal, Toronto, Winnipeg, Vancouver) survey of May, 1956:

Canadian tv programs: *General Motors Theatre*, one-hour dramas, General Motors, 13, 37.5; *The Plouffe Family*, evening serial (also done in French), Colgate, 27, 31.0; *Denny Vaughan Show*, music-variety, Lever, 17, 35.8; *Jackie Rae Show*, music-
(Please turn to page 18)

RADIO AT A GLANCE

A SUMMARY OF HOME OWNERSHIP, LISTENING, SET SALES

THREE CHARTS ON RADIO DURING A CHANGING ERA

PROFILE OF RADIO HOME OWNERSHIP

Latest figures at right on radio ownership come from two different sources. First two columns are from Bureau of Broadcast Measurement, show data as of 1 January 1956. The other figures are estimates from Dominion Bureau of Statistics, cover ownership as of September 1955.

	TOTAL HOUSEHOLDS	% RADIO	1-SET HOMES	2-SET HOMES	3-SET HOMES	OVER 3-SET HOMES	AUTO HOMES	AUTO RADIO HOMES
CANADA	4,007	96.7	2,713	751	179	69	2,174	906
Newfoundland	84	90.1	66	9	*	*	20	6
Prince Edward Island	25	91.0	18	*	*	*	9	*
Nova Scotia	170	97.4	119	28	7	*	80	31
New Brunswick	131	95.4	93	18	4	*	50	16
Quebec	1,012	96.9	786	144	30	9	413	182
Ontario	1,381	97.6	833	332	86	37	912	375
Manitoba	238	95.2	158	42	11	6	128	50
Saskatchewan	243	96.8	182	35	7	*	149	66
Alberta	298	95.4	210	51	13	4	178	84
British Columbia	397	97.0	248	89	19	6	235	90

*Less than 4,000. All Homes figures are in thousands

PROFILE OF RADIO LISTENING

Listening figures, audience composition were gathered by All-Canada Radio Facilities from Elliott-Haynes, Canada's most widely used rating service.

TIME	% TUNED AVG. HR.		NO. TUNED AVG. HR.		AVG. LISTENERS PER SET 1955	MEN	WOMEN	CHILDREN	TOTAL
	1950	1955	1950	1955					
9:00 a.m. to 12:00 noon	23.1	23.6	740	876	.20	1.15	.32	1.67	
12:00 noon to 6:00 p.m.	22.8	21.1	730	783	.16	1.18	.28	1.62	
6:00 p.m. to 10:00 p.m.	31.2	22.2	1,095	824	.35	1.18	.62	2.65	
9:00 a.m. to 6:00 p.m.	22.9	22.3	733	828	.18	1.16	.30	1.64	
9:00 a.m. to 10:00 p.m.	26.7	22.3	855	828	.40	1.17	.41	1.98	

Note: 3rd & 4th column figures are in thousands

PROFILE OF RADIO SET SALES

Data, from Dominion Bureau of Statistics, show rises in all categories except combination sets. Note rise in portables.

TYPE OF SET	1954	1955	5 MONTHS 1955	5 MONTHS 1956
Total	187,237	609,993	211,433	262,206
Home sets	308,826	337,317	93,936	125,864
Portable	21,716	34,196	12,318	24,179
Auto sets	109,183	203,212	91,890	99,510
Combinations	47,512	35,238	13,289	12,623



Just four years ago . . . in September, 1952 . . . the first Canadian TV stations came into operation in Toronto and Montreal. Coverage: approximately 91,000 TV homes.

Within two years this number had increased to 13 stations covering approximately 700,000 TV homes.

Today, the CBC Television Networks . . . including CBC-owned stations and privately-owned affiliates . . . comprise 30 English and 6 French stations serving more than 2,000,000 TV homes.

17 stations are now connected . . . and the extension of microwave service continues steadily.

Over 80% of the Canadian population is now within the service range of television stations. Of this number, more than 50% have television sets.

More live television programs are now produced in Canada than in any country other than the United States.

Through CBC Television Networks . . . English and French . . . the tremendous impact of TV is available to advertisers in 34 important market areas from Vancouver, B. C., to St. John's, Newfoundland.

The Canadian Broadcasting Corporation extends to advertising agencies and their clients the fullest possible cooperation in the effective use of Canadian network television . . . and in the creation and production of Canadian programs, in both French and English. For complete information, get in touch with CBC.

CBC Television Network (English)

ATLANTIC REGION

CJON-TV	St. John's, Nfld.
CFCY-TV	Charlottetown, P.E.I.
CBHT	Halifax, N.S.
CJCB-TV	Sydney, N.S.
CKCW-TV	Moncton, N.B.
CHSJ-TV	Saint John, N.B.

MID-EASTERN REGION

CBLT	Toronto, Ont.
CHEX-TV	Peterboro, Ont.
CKWS-TV	Kingston, Ont.
CBOT	Ottawa, Ont.
CBMT	Montreal, P.Q.
CHCH-TV	Hamilton, Ont.
CKCO-TV	Kitchener, Ont.
CFPL-TV	London, Ont.
CKNX-TV	Wingham, Ont.
CKLW-TV	Windsor, Ont.
CKVR-TV	Barrie, Ont.
CKGN-TV	North Bay, Ont.
CKSO-TV	Sudbury, Ont.
CFCL-TV	Timmins, Ont.
CJIC-TV	Sault Ste. Marie, Ont.
CFPA-TV	Port Arthur, Ont.

PRAIRIE REGION

CBWT	Winnipeg, Man.
CKX-TV	Brandon, Man.
CKCK-TV	Regina, Sask.
CFQC-TV	Saskatoon, Sask.
CHCT-TV	Calgary, Alta.
CFRN-TV	Edmonton, Alta.
CJLH-TV	Lethbridge, Alta.

PACIFIC REGION

CBUT	Vancouver, B.C.
------	-----------------

CBC Television Network (French)

CBFT	Montreal, P.Q.
CBOFT	Ottawa, Ont.
CHLT-TV	Sherbrooke, P.Q.
CFCM-TV	Quebec, P.Q.
CKRS-TV	Jonquiere, P.Q.
CJBR-TV	Rimouski, P.Q.

CANADIAN BROADCASTING CORPORATION

Commercial Division

354 Jarvis Street, Toronto 5, Ont.

1425 Dorchester Street, Montreal 25, P.Q.

TELEVISION AT A GLANCE

HERE ARE THE BASIC FIGURES ON TV SET, STATION GROWTH

HALF OF CANADA'S HOMES HAVE TV NOW

CBC Estimates as of July 1956	62
Percentage of Canadian households having a tv set	52
Percentage of Canadian households within range of A and B service area	77
Percentage of Canadian households within range of A and B service areas having a tv set	65
Percentage of Canadian households within range of A, B and C service areas	86
Percentage of Canadian households within range of A, B and C service areas having a tv set	60

TV SET SALES BY AREAS

AREA	NUMBER OF SETS SOLD
NOVA SCOTIA	63,978
NEW BRUNSWICK P. E. I.	49,605
NEWFOUNDLAND	13,221
QUEBEC PROVINCE	618,327
TORONTO AREA	413,515
HAMILTON-NIAGARA AREA	175,704
WINDSOR	116,382
OTTAWA AND EASTERN ONTARIO	137,629
REST OF ONTARIO	178,537
PRAIRIE PROVINCES	238,460
BRITISH COLUMBIA	169,873
TOTAL	2,175,234

SOURCE: RETMA of Canada, manufacturers' sales through May, 1956

35 STATIONS NOW ON AIR, 2 MORE EXPECTED BY END OF YEAR

STATIONS ON AIR							
City	Call letters	Ch. no.	Inter-connected	Class A 1/2-hr. rate	Date on air	U. S. Reps	Can. Reps.
MONTREAL, QUE.	CBFT	2	yes	\$600.00	6 Sept '52	CBC	CBC
TORONTO, ONT.	CBLT	9	yes	600.00	8 Sept '52	CBC	CBC
OTTAWA, ONT.	CBOT	4	yes	210.00	2 June '53	CBC	CBC
SUDBURY, ONT.	CKSO-TV	5	no	132.00	17 Oct '53	Weed	All-Canada Tv
LONDON, ONT.	CFPL-TV	10	yes	270.00	28 Nov '53	Weed	All-Canada Tv
VANCOUVER, B. C.	CBUT	2	no	348.00	16 Dec '53	CBC	CBC
MONTREAL, QUE.	CBMT	6	yes	450.00	10 Jan '54	CBC	CBC
KITCHENER, ONT.	CKCO-TV	13	yes	234.00	1 Mar '54	Weed	Jos. A. Hardy
SAINT JOHN, N.B.	CHSJ-TV	4	no	168.00	23 Mar '54	Weed	All-Canada Tv
WINNIPEG, MAN.	CBWT	4	no	240.00	31 May '54	CBC	CBC
HAMILTON, ONT.	CHCH-TV	11	yes	330.00	7 June '54	Canadian Stn Reps†	All-Canada Tv
QUEBEC CITY, QUE.	CFQM-TV	4	yes	270.00	17 July '54	Weed	Jos. A. Hardy
REGINA, SASK.	CKCK-TV	2	no	156.00	28 July '54	Weed	All-Canada Tv
WINDSOR, ONT.	CKLW-TV	9	yes	270.00	16 Sept '54	Canadian Stn Reps	All-Canada Tv
PORT ARTHUR, ONT.	CFPA-TV	2	no	108.00	26 Sept '54	Weed	All-Canada Tv
CALGARY, ALTA.	CHCT-TV	2	no	168.00	8 Oct '54	Weed	All-Canada Tv
SYDNEY, N.S.	CJCB-TV	4	no	150.00	9 Oct '54	Weed	All-Canada Tv
EDMONTON, ALTA.	CFRN-TV	3	no	192.00	17 Oct '54	Canadian Stn Reps	Radio Reps
RIMOUSKI, QUE.	CJBR-TV	3	no	144.00	21 Nov '54	Canadian Stn Reps	Horace N. Stovin
SALT STE MARIE, ONT.	CJIC-TV	2	no	102.00	28 Nov '54	Weed	All-Canada Tv
MONCTON, N.B.	CKCW-TV	2	no	144.00	3 Dec '54	Canadian Stn Reps	All-Canada Tv
SASKATOON, SASK.	CFQC-TV	8	no	114.00	5 Dec '54	Canadian Stn Reps	Radio Reps
KINGSTON, ONT.	CKWS-TV	11	yes	156.00	9 Dec '54	Weed	All-Canada Tv
HALIFAX, N.S.	CBHT	3	no	180.00	20 Dec '54	CBC	CBC
BRANDON, MAN.	CKA-TV	5	no	102.00	28 Jan '55	Weed	All-Canada Tv
PETERBOROUGH, ONT.	CHEN-TV	12	yes	150.00	28 Mar '55	Weed	All-Canada Tv
OTTAWA, ONT.	CBOT	9	yes	180.00	24 June '55	CBC	CBC
ST. JOHN'S, Nfld.	CJON-TV	6	no	120.00	6 Sept '55	Weed	All-Canada Tv
BARRIE, ONT.	CKVR-TV	3	yes	138.00	28 Sept '55	Canadian Stn Reps	P. Mulvihill
WINGHAM, ONT.	CKNX-TV	8	yes	132.00	18 Nov '55	Canadian Stn Reps	All-Canada Tv
LETHBRIDGE, ALTA.	CJLH-TV	7	no	96.00	18 Nov '55	Weed	All-Canada Tv
JONQUIERE, QUE.	CKRS-TV	12	no	120.00	1 Dec '55	Canadian Stn Reps	Jos. A. Hardy
NORTH BAY, ONT.	CKGN-TV	10	no	96.00	18 Dec '55	Canadian Stn Reps	P. Mulvihill
TIMMINS, ONT.	CFGL-TV	6	no	96.00	July '56	Jos. McGillvra	Omer Renaud
CHARLOTTETOWN, P. E. I.	CFGY-TV	13	no	96.00	15 Aug '56	Weed	All-Canada Tv

STATIONS NOT YET ON AIR

SHERBROOKE, QUE.	CHLT-TV	7	no	192.00	Sum.-Fall '56	Canadian Stn Reps
VICTORIA, B.C.	CHVK-TV	6	no	120.00	Fall '56	

By J. G. A. G. J. G. J. G.

RADIO

(Continued from page 9)

1956 (up through May) they have been running about 10% ahead of 1955. Portable sales jumped from 22,000 in 1954 to 34,000 in 1955 and this year they are running double the rate of last year.

Buying, selling trends: Agencies, stations and reps report, almost without exception, a trend away from buying programs toward buying announcements, away from network toward selective (spot) radio. There is more in-and-out buying, more saturation campaigns and a greater tendency to buy time scattered over the broadcast map, particularly during the daytime.

From Vancouver, B.C., Don E. Laws, commercial manager of CJOR, reports: "There is definitely a tendency toward requesting a.m. time but, as far as our station is concerned, we have no trouble placing advertisers as late as 8:30 in the evening. I would say that while a lot of the newer advertisers are using spots, some of the firms who have been using programs for years with us still continue to do so. Weekend saturation of spot announcements

has an appeal to such businesses as residential area developers, automobile dealers, etc."

From nearby Victoria, B.C., Harry O. Watts, promotion manager of CKDA has this to say: "While it has been a popular form of advertising for some time in the U.S., saturation radio has become and is continuing to become more and more popular on Canadian radio. Advertisers who for years and years have run on a Monday through Friday schedule are concentrating to a greater extent on weekend saturation. This change has been brought about mainly by the fact that the heaviest shopping days are Thursday, Friday and Saturday. This type of advertising is particularly popular with accounts which have good distribution in the large chain outlets."

All-Canada Radio Facilities, one of the top reps in the Dominion, notes that because of CBC rules limiting the amount of time devoted to commercials, it finds it hard to satisfy demand for saturation announcements during Thursday, Friday and Saturday. Morning is most popular, All-Canada said, but buyers will take afternoon time since sets-in-use hold up.

Firm support of radio comes from John Holden, radio-tv director of Locke, Johnson & Co., Ltd., Toronto. He told SPONSOR: "We are finding Canadian radio as good a buy, if not better, than television. More and more vertical spot campaigns are being run. But I certainly think that one of the biggest changes in national radio buying in the past year has been sponsors' buying on recommendations of local radio stations."

On the selling side, stations are sharpening their methods to fit in with current trends. For example, early this year CKCL, Truro, N.S., visited every program sponsor to sell each on changing to a flash (15-second announcements) or spot campaign. This was in connection with a program changeover involving more music.

CHUB, Nanaimo, B.C., has elaborated on the idea of turning air personalities into salesmen by transforming its entire air staff (nine men) into salesmen "on both sides of the microphone."

Network radio: The trend away from buying network radio reduced business on the three chains run by the CBC (Trans-Canada, Dominion and French)

CALDWELL'S NEW STUDIOS MEAN FASTER, MORE EFFECTIVE FILM SERVICE

The addition of the new Queensway studio (formerly Batten Films) to Caldwell's film services puts at your command one of the largest film production centres in Canada.

For all your motion picture needs—from studio to lab—call Caldwell. Ask about rental rates on all Caldwell facilities, too. Either way, you're sure of expert assistance and the best in equipment.

For all your film needs, call Sydney Banks, Gerry Keeley, or Reg Batten at

S.W.
Caldwell
LTD.

447 JARVIS
STREET
TORONTO
Telephone
WALnut 2-2103

CALDWELL ONE-STOP FILM SERVICE

- ★ Studios and Sound Stage
- ★ Full 35 and 16mm. Camera Facilities
- ★ Complete Lighting Equipment
- ★ Magnetic and Optical Sound Recording and Dubbing
- ★ Latest Oxberry Animation Equipment
- ★ Large Art Department
- ★ Canada's Largest 16mm. Lab
- ★ Carpentry and Paint Shop
- ★ Over 50 production experts, technicians, artists, and service personnel.

17.5% this past season under the previous season. Nighttime was particularly hard hit.

According to the Elliott-Haynes rating report for May 1956 only three evening shows were sponsored, two on the Dominion network, one on the French network. The three advertisers and their programs are Gillette, *Championship Fights* (10:00 p.m. Friday, 5.7 rating); Toni, *Our Miss Brooks* (6:30 p.m. Sunday, 8.3 rating) and Lever, *Un Homme et Son Peche* (6:45 p.m. Monday-Friday, 25.8 rating).

The rating for *Un Homme et Son*

Peche (A Man and His Sin) was higher than all but two of the top French network daytime programs, a tribute to one of the most popular shows (if not *the* most popular) to be heard in French-speaking Canada. However, tv cut the French soaper's ratings down from a level that used to be in the 70s and 80s.

The percent of sponsorship on the three Canadian radio networks was as follows during the past season: Trans Canada, 7.3%; Dominion, 11.9%; French, 17.9%. This is not as low as it sounds since CBS policy kept radio

network sponsorship down to between 20 and 30% before tv's impact was felt.

Daytime sponsorship has been affected by the cancellation of daytime strips on U.S. networks. Because of the economy involved in using U.S. network originations in Canada some of these shows have been continued on a spot basis.

There was still, however, a substantial daytime lineup of sponsors on the Canadian networks last season. The list on the English networks comprised Canada Packers, Canadian Industries, Carnation, General Foods, Imperial Oil, Lever, McColl-Frontenac Oil, Pillsbury, P&G, Robin Hood Flour, Sterling Drug, F. W. Woolworth. The French list includes Canada Packers, Canadian Industries, Cire Sussess, Colgate, Dairy Farmers of Canada, Fry-Cadbury, General Foods, Imperial Oil, Javex, Kraft, Lever, McColl-Frontenac, P&G, Quaker Oats, Robin Hood, Sterling, Toni.

The downbeat network trend has led the CBC to consider selling participations on network shows to give advertisers the same benefits they now get by buying scattered announcements on selective radio.

Network rates have not been changed since 1 July 1955. Following are the gross half-hour Class "C" rates on the three networks. (Class "C" time covers all daytime operations except Sunday afternoon.) Trans-Canada: \$819 for time, \$247 for line charges (Newfoundland is an extra \$45 and \$14); Dominion: \$804 for time, \$247 for line charges; French: \$200 for time, \$36 for line charges.

The CBC gives frequency discounts ranging up to 15%. On top of this there are regional discounts which go up to 25% for buying all five regions. The discounts apply to time charges but not line charges. Thus total discounts on time go as high as 36%. **Programming:** Armed with the experience of U.S. stations as well as a knowledge of their own markets, Canadian stations have been making deft adjustments in their programming to meet the competition of tv.

One trend—a familiar one to U.S. broadcasters—was noted by Gordon Hinch of Kenyon & Eckhardt, Ltd., Toronto. "Most radio programming," he said, "particularly by the independent stations, is concentrated upon the news, sports, disc jockey pattern. Some

FOUR OF THE MANY REASONS WHY

CKRC

IS THE "VOICE OF THE RED RIVER VALLEY"

PERSONALITIES

Total of 12 TOP-NOTCH men. All specialists in their respective fields.

NEWS

Of the hour, on the hour, every hour and at other feature times throughout the day, under direction of Editor, Ev. Dutton.

SPORTS

Coverage of all major sporting events—local and national—World Series

- Gillette Fights • Local Baseball • Pro Hockey
- Pro Football • Curling—

Plus feature sports programs and four sports casts daily, supervised by Sports Director, Johnny Esaw.

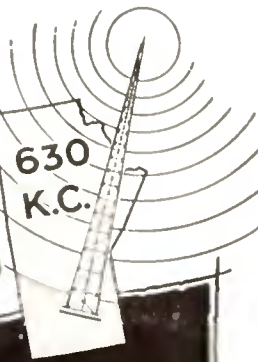
SPECIAL EVENTS

With two completely Mobile Units, CKRC has facilities to cover special events anywhere.

REPS:

ALL CANADA RADIO FACILITIES
WEED & CO. IN U.S.A.

CKRC



BROADCASTING TO ALL OF **Manitoba**
FROM THE **Red River Valley**

of the larger stations have tried a *Monitor* type of broadcasting and the CBC Dominion network is experimenting with this sort of thing, too. In addition, there has been an emergence, particularly this summer, of definite auto radio programing, taking the form of "rolling home" shows."

With the decline of sponsored network programing syndicators are pushing hard to fill the gap. All-Canada, which sells Ziv radio shows in the Dominion, has been offering quantity discounts on blocks of 10, 20 and 30 half-hour shows. The firm reports a substantial amount of interest among the music-and-news outlets in half-hour and hour mystery and drama shows. All-Canada also said it found that musical comedy and situation comedy shows were still among the most popular types with station buyers. The syndicator is producing more special events, recently taped a half-hour show before the Marciano-Moore fight and is currently doing a documentary, *Voice of Canada*.

Also active in selling transcribed radio shows is S. W. Caldwell, which represents Harry S. Goodman, among others. Caldwell also sells program blocks from its large library. In pricing individual shows Caldwell has developed a more or less precise formula based on the following factors: A transcription rating is arrived at by combining the cost of the show with its record of selling performance. This is then applied to an assessment of market value which is calculated by taking into account three factors (1) market population, (2) station coverage and (3) consumer spending in the area.

In adjusting their programing to the tv era, stations are trying a variety of formulas. Below are some examples:

CHED, Edmonton, Alta.: This station, which has been on the air a little over two years, reports considerable success with a "rigidly block-programmed music-news-sports operation." The formula: (1) "a crisp listenable sound," (2) personalities playing hit parade music and popular standards, (3) complete news and sports coverage, (4) "a continual quest for gimmicks and promotion stunts," (5) merchandising.

CHRC, Quebec: A French-language station. CHRC said that two years ago it changed its programing structure to

CKDA BRITISH COLUMBIA

Increase your sales
in the Southern
Vancouver Island
Market by delivering
your sales message
on Victoria's "Most
Listened to Station"

CKDA
5000 watts
Dial 1280

**CKRM
REGINA
GETS BEHIND
YOU WITH ...**



**... NEW
PROMOTION
AND
MERCHANDISING
DEPT.**

SEE OR WRITE
"RADIO REPRESENTATIVES"
MONTREAL - TORONTO - WINNIPEG - VANCOUVER

Mr. Tom Malone
Canadian Stations Repr. Ltd.
Affiliated with Adam Young,
Inc.
477 Madison Avenue
New York, N. Y.

Dear Tom:

On occasion of SPONSOR's Canadian Issue, suggest you tell our American friends that CHOV Pembroke is serving Zone 1 of the Eastern Ontario Development Association. This is the Golden Triangle that includes the St. Lawrence Seaway on one side and the Ottawa Valley with its eleven power developments on another.

The Pembroke area, which includes the Atomic Energy plant, Petawawa Military plant and other large scale government developments, is expanding at a rapid rate with uranium developments at Bancroft, the 16 million dollar iron development, a nickel and copper mining area and other things in the making.

Our basic agriculture and lumbering are still growing, and industrial expansion is most impressive. Pembroke, with its new Chamber of Commerce and Industrial Commission is getting into high gear. As members of both organizations can assure you, there will be more good news in the near future. CHOV is achieving rather dramatic results for many sponsors, both local and national.

Please assure our American friends that we are at their service and should any of your clients mention Canada's industrial expansion, put them in touch with us. We'll welcome them and give complete assistance with their plans.

Sincerely,

Gordon Archibald,
Ottawa Valley
Broadcasting Co. Ltd.

provide a combination of music, news and sports but it also blended in serials.

CHUB, Nanaimo, B.C.: In January, 1956 CHUB instituted a nighttime program setup which it called "TNT." This stands for Time, News, Tunes. As explained by the station, "TNT gives our listeners the important services not supplied by television—correct time is given every three to five minutes, up-to-the-minute headlines are given on each quarter hour and the tunes or musical selections are the kind our listeners can sing, hum or whistle. TNT runs from 6:00 p.m. to Midnight, Monday through Saturday. To give a maximum of music and news headlines, no musical selection is introduced by the announcer."

CHAB, Moose Jaw, Sask.: Sid Boyling, general manager, reports: "Our operation is based on two factors, entertainment and information. We feel that the information factor is one thing that the station can produce in which tv is at a distinct disadvantage. For that reason, we have three specialists on our station whose full-time jobs are to develop these special interests. They are (1) sports, (2) women's features, (3) farm features. These people, while they produce on an average of an hour or an hour and a quarter a day, spend the remainder of the in time in contact with their groups or developing special coverage of events that are happening in our area."

CKLB, Oshawa, Ont.: Gordon S. Garrison, manager of the station told SPONSOR its evening programing has been changed to appeal to a different audience each night. ★★★

TELEVISION

(Continued from page 11)

variety, Sunbeam, 31, 29.0; *Cross-Canada Hit Parade*, music, Frigidaire, 19, 34.1.

U.S.-originated tv programs: *Casear's Hour*, Adams Brands (American Chile), Helene Curtis, RCA, 12, 40.1; *Dragnet*, General Foods, S. C. Johnson, 11, 40.3; *Disneyland*, Robin Hood Flour, American Motors, Cortauld's, 15, 36.4; *Fireside Theatre*, Robin Hood Flour, P&G, 25, 32.3; *Father Knows Best*, Du Pont, Imperial Tobacco, 16, 36.4.

The top 10 Elliott-Haynes shows (four-cities) in May were: *Ed Sullivan Show*, 71.7; *Four Star Playhouse*, 66.6; *The Millionaire*, 55.1; *Our Miss Brooks*, 54.7; *Jackie Gleason Show*, 52.8; *Stage Show*, 51.3; *Studio One*, 46.8; *Robin Hood*, 44.9; *Burns & Allen*, 41.8; *Holiday Ranch*, 40.7. Only the last was Canadian produced.

Among the artistic and service shows cited by CBC were a group of radio and tv shows which won first awards at the annual American Exhibition of Educational Radio and Television Programs at Ohio State University. They include *CBC Folio*, a program about the arts; *Magic of Music*; *CBC Wednesday Night*, famous plays; *Australia-Canada School Broadcast Exchange*; *Music and Western Man*; *Listening is Fun*, and *Men Behind the News*.

It should be pointed out that even if a sponsor did express an interest in any of these shows, it is not certain CBC would permit sponsorship, for CBC has an ill-defined but nevertheless working policy of limiting commercial sponsorship.

CKOV
KELOWNA
The #1 Station,
by far, in
Booming BC Interior
*BBM STUDY #7

PICK OF THE OKANAGAN

BC

IN THE HEART OF THE VALLEY
CANADA'S \$25,000,000 FRUIT CAPITAL

1000 WATTS 630 KC

The result of CBC's program and commercial policy is this: On the English tv network last season 55% of the programs were Canadian-originated, 45% originated elsewhere but mostly in the U.S. As to sponsorship, 49% were sponsored. While this percentage of sponsorship is considerably less than the U.S. networks it is running considerably higher than the figure ever was on the Canadian radio networks. On the French tv network practically all shows are Canadian produced. Sponsorship amounted to 23% of the programs.

One of the benefits of sponsoring a Canadian-produced show is that part of the costs are underwritten by CBC. This enables CBC to make the shows more competitive with imported programming. The comparative lack of interest in Canadian shows, however, points up the fact they are still not as good cost-per-1,000 buys as imported U.S. programming.

Live Canadian tv programming as a whole is still more expensive on a cost-per-1,000 basis than U.S. web programming. In its brief to the Fowler Commission, ACA compared Canadian network average cost-per-1,000 homes per commercial minutes with the U.S. The Canadian advertiser, said the ACA, pays \$5-\$8.50-per-1,000 on the English network and \$7.50-\$15-per-1,000 on the French network. For the U.S. the figure cited was \$2.50-\$3-per-1,000. This means that a half-hour live show in Canada will range somewhere between \$15- and \$45-per-1,000 homes reached.

CBC does not reveal its programming costs. Gross time charges for the full CBC network are about \$6,200 per half hour in "A" time including interconnection charges. Frequency discounts range up 10% and regional discounts on top of this range up to 16%. So net time charges for a full network are about 25% less or \$4,650. This means an average minutes rating of 50 (about 1,000,000 homes) gives the advertiser a cost-per-1,000 of \$4.65-per-1,000 homes on the basis of time only or \$1.55-per-1,000 homes per commercial minute, assuming three minutes of commercial.

In the U.S. a full interconnected network, after full discounts, comes to about \$45,000 per half hour. (Spring 1956 costs on CBS TV.) An average minute rating of 50 would give the advertiser about 18,000,000 homes or \$2.50-per-1,000 homes for the half

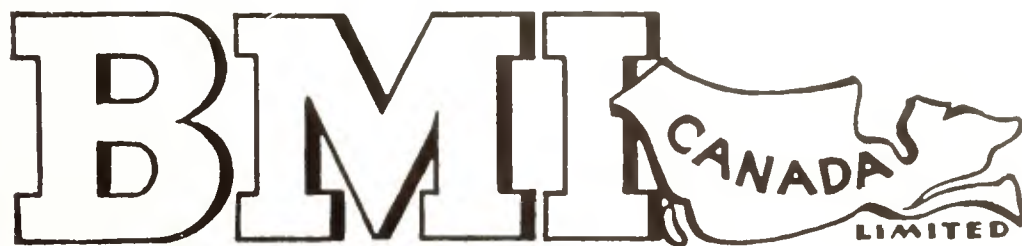
hour for time only and 83c-per-1,000 homes per commercial minute—just about half the Canadian cost.

An advertiser who buys a U.S. show for Canada can get it at about 10% of the cost in the U.S. Assuming the Canadian rating is the same as the U.S. rating, his cost-per-1,000 for the show would be higher since Canadian tv circulation is one-eighteenth of that in the U.S. However, in some cases, the Canadian subsidiary of a U.S. firm can get the parent company's show for nothing.

Canadian agencies, including Cana-

dian branches of U.S. agencies, differ on whether network costs are reasonable. Those who do not think so tend to compare costs with the U.S. Others think they are reasonable in the light of Canadian conditions—the lower tv saturation, the greater expense of reaching a smaller market, a substantial portion of which is thinly spread out, etc.

Two contradictory factors will determine future Canadian tv costs. On the one hand, increasing tv home ownership will tend to cut down cost-per-1,000. On the other hand, the addition



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

YES, THERE IS CANADIAN MUSIC!

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

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

BMI CANADA LIMITED and BROADCAST MUSIC, INC.

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

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

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

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

BMI CANADA LIMITED

16 Gould Street
Toronto 2, Ont.

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

of competition with the probable end of the one-station-per-market policy will tend to lower ratings and increase cost-per-1,000. Just how these two factors will balance out remains to be seen.

In the meantime, network tv advertisers are keeping their budgets under control by sharing program sponsorship. There will be more of this than ever on CBC TV next season.

Spot buying: Television is new to many areas and many advertisers in

Canada and much tv buying is in the nature of pioneering for the advertiser concerned. This is particularly true of local advertisers. For the national advertiser new to tv, selective (spot) buying is usually his introduction to the medium.

Among the agencies active in this missionary work is Russell T. Kelley Co., Ltd., Hamilton, Ont. The agency has several national accounts "getting their feet wet (or planning to get their feet wet) in selective tv." Among them are Hoover, Firestone, Apple-

ford's Paper Products, A. S. Nicholson Co. (building supplies) and International Harvester.

Jack Andrews Price, radio-tv director for Kelley, told SPONSOR: "It has been our experience, with accounts of this type, that spot tv is the first step. Many clients who have been strong printed media advertisers seem rather timid about taking the dip into tv.

A similar tale about local accounts comes from CKVR-TV, Barrie, Ont., which has been on the air less than a year. Station Sales and Promotion Manager Charles Tierney said, "None of the local merchants in our area had ever advertised on tv. Most had done very little advertising. In our earliest days, these people were somewhat skeptical of the power of tv and were particularly aghast of what they termed 'the high cost.'

"A few, with the trepidations of a timid man approaching a cold bath, put their toes in gingerly. Surprised at the pleasant and profitable reaction, many have stepped in a little deeper. Other, more aggressive firms plunged in boldly and have been doing swimmingly ever since."

As an example of the success stations have had with local advertising, CKCW-TV, Moncton, N.B., reports it has 119 local advertisers on the station.

Other factors in growth of selective tv were cited by CFRN-TV, Edmonton, Alta. The station said, "There is growing evidence of advertisers integrating their advertising media. While one medium may spearhead a campaign, greater and more skillful coordination of supplementary media is employed. Tv is no longer regarded as an exorbitantly expensive monster to be used by only the blue chip advertiser or otherwise requiring 'all the eggs in one basket' by the modest budget account. Tv announcements are within the reach of most advertisers and prove useful in rounding out co-ordinated campaigns."


The station expects that with tight availabilities (one of the reasons advertisers are using selective tv) and higher rates, advertisers will turn more to I.D.'s. Another station expecting more demand for I.D.'s is CKCO-TV, Kitchener, Ont. CKCO-TV also expects more demand for flashes (20-second announcements) and half-hours with sales of minutes remaining about even with last year.

CHCT-TV, Calgary, Alta., sees advertisers turning more to periods other

CALDWELL OF CANADA

Distributors of
SYNDICATED PROGRAMS
on
Film • Tape • Transcription

PRODUCTION AIDS
SPECIAL EQUIPMENT
PRODUCERS OF COMMERCIALS

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LTD.

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

30 YEARS

of SELLING SERVICE

in Canada's Busy Third Market

CJOR Vancouver, B.C.

REPS: H. N. STOVIN (CANADA)
CANADIAN STATION REPS. (U.S.A.)

**CFOR—
RADIO
5000 WATTS
SERVING & SELLING
CENTRAL ONTARIO
FROM *ORILLIA**

Total Weekly BBM—42,090
Radio Homes

Reps:—Stephens & Towndrow
Ltd., Toronto & Montreal
Canadian Station
Representatives, U.S.A.

*Orillia is located 80 miles
north of Toronto in the heart of
the rich Central Ontario
market.

tian prime time, especially daytime tv. Daytime tv is beginning to gather steam, although many stations note the lack of network support. Programing in Canada generally starts about 3:00 p.m. with a few pioneers starting an hour or two earlier. CHCT-TV told SPONSOR that P&G, in introducing Gleem to the Calgary market recently, bought about 60% of its schedule in the afternoon. The station also said, "Since 1955, Shop Easy Food Stores, biggest tv advertiser in western Canada, have been buying almost half of the available afternoon programing time on Calgary's Channel 2."

Film: With the growth of private stations and the opening of new tv markets, syndicated film sales are naturally growing. Despite the clearance problem due to the one-station-per-market policy and network option time (and a government-owned network at that) a substantial number of national spot clients have been using syndicated film. Here are some of them:

All-Canada, which distributed Ziv features has sold shows to such clients as Coca-Cola, Colgate, General Foods, General Mills. The station list usually

comprises 15 or 20 of the largest tv markets.

S. W. Caldwell, which distributes properties of CBS Film Sales, Guild and Walter Schwimmer as well as a trio of English firms, has sold shows to Heinz and Texaco and a number of regional clients, including banks and insurance companies.

RCA Victor Co., Ltd., which represents NBC Television Films, has sold a four-station French lineup to Pepsi Cola, another four-station schedule to Sealy Mattress and a two-station New Brunswick lineup to Eastern Bakeries.

TPA has sold *Your Star Showcase* to Maple Leaf Milling.

ABC Film Syndication, which sells out of the New York, sold two shows to Canadian Admiral in a total of 19 markets. Other clients include J-B Watch Bands and Gruen Watch, co-sponsors of a dramatic anthology in 23 markets, Walter Lowney Co. in five markets, Colgate in 12 markets, Monarch Creamery Products in 12 markets, Coca Cola in 18 markets.

Most syndicated clearances are in early evening time, Pepsi's four-station French lineup for NBC Film's *Watch the World* (dubbed in French) com-

9th LARGEST MARKET
among Canadian private stations.
(B.B.M. Feb. '56)

HIGH IN COVERAGE

Cost per M homes,
42.2% LOWER
than Canadian private
station average.

LOW IN COST

CKVR TV ch. 3

**41,000 Homes—Cost per M
\$1.26 per commercial minute.**

Telecasting to the Heart of Ontario from: Barrie Ont.

REPS: U.S.A. Canadian Station Reps. Canada Paul Mulvihill & Co. Ltd. Tor.-Mont. John N. Hunt, Vancouver

Check

VANCOUVER AREA
RATINGS*
AND OUR
RATE CARD
AND

Buy

CANADA'S
THIRD LARGEST
MARKET
AT 1/2 PRICE

CHUB

N A N A I M O

ELLIOTT-HAYNES

Reps:

*Stephens and Towndrow, Ltd.,
Toronto and Montreal
Horace A. Stovin Winnipeg
John A. Hunt & Associate Vancouver
Donald Cooke Inc., U.S.A.*

VANCOUVER
ISLAND'S
PULP CENTRE
WITH AN
ANNUAL PAYROLL
OF

\$20,000,000

CAN ONLY BE
REACHED THROUGH

CJAV

PORT ALBERNI

Write or SEE us at
1-800-451-1111

ELLIOTT HAYNES

prised one station at 7:30 and three at 7:45 p.m. during the week. Sealy Mattress cleared one station at 5:00 p.m. Sunday, one at 7:00 p.m. Saturday, one at 7:00 p.m. Monday and one at 7:30 p.m. Tuesday.

Here are a list of clearance times for ABC Film shows: one market at 6:00 p.m., three at 7:00 p.m., seven at 7:30 p.m., one at 8:30 p.m., two at 9:30 p.m., one at 10:00 p.m., one at 10:30 p.m. The best clearances in the list above were in the nonconnected markets where the use of kines from CBC network shows allow some flexibility in programing. As interconnection increases, this flexibility will be lost. So far as the English network goes, most of Ontario will be interconnected by the first half of next year, Manitoba will be linked by March, 1957, Saskatchewan by May, Alberta by September, New Brunswick by November. Completion of the intercontinental link over the Rockies to British Columbia will be during the second quarter of 1958. Of course, by that time more tv competition is expected and some syndicators see a bonanza in 1958.

Commercials — it is estimated that about half of all Canadian tv commercials are on film. Canadian producers and film processors are getting an increasing share of this business as their skill and equipment grows. Some of the commercial producers still have their animation and optical work done in the U.S.

Among the important commercial producers and their credits are:

S. W. Caldwell This firm, which recently bought out the Batten Film Studios, has done commercials for Westinghouse, Gurney Products, Juno Co. of Canada, Robin Hood Flour, Swift Canadian Co., General Foods and Borden.

Williams & Hill — Formerly the tv production department of Dominion Broadcasting Co., Williams & Hill has done commercials for Campbell, Chrysler, Ford, Imperial Oil, Johnson & Johnson, Kellogg, Lever, Miles Labs, RCA Victor and Snow Crop.

Crawley Films This firm's clients include, Tide, Pillsbury, Vitalis, Ipana, Dow Brewery, Bufferin, Ford, Kellogg and Sweet Caporal Cigarettes.

Meridian Productions — Clients include Ivory Snow, Borden, Cheer, Monsanto, Goodyear, S. C. Johnson, Colgate, Tide, Kellogg, Dodge trucks and American Motors. ★ ★ ★

YOU GET

SALES RESULTS

in

QUEBEC

with

CHRC

39 St. John St. Quebec City

Ask the Local Retailer

Your
advertising
French Buy

in **QUEBEC** area

For all the facts, write to
CHRC or ask our representatives

CANADA

Jos. A. Hardy & Co. Ltd.

U. S. A.

Adam J. Young, Jr., Inc.

COMPLIMENTS OF A FRIEND*

And Good Neighbor

* CKLW and CKLW-TV, Windsor-Detroit-friend and good neighbor to 1,710,000 TV and 5,638,000 Radio homes on both sides of the border. Only maximum power radio-tv combination in the Detroit area.

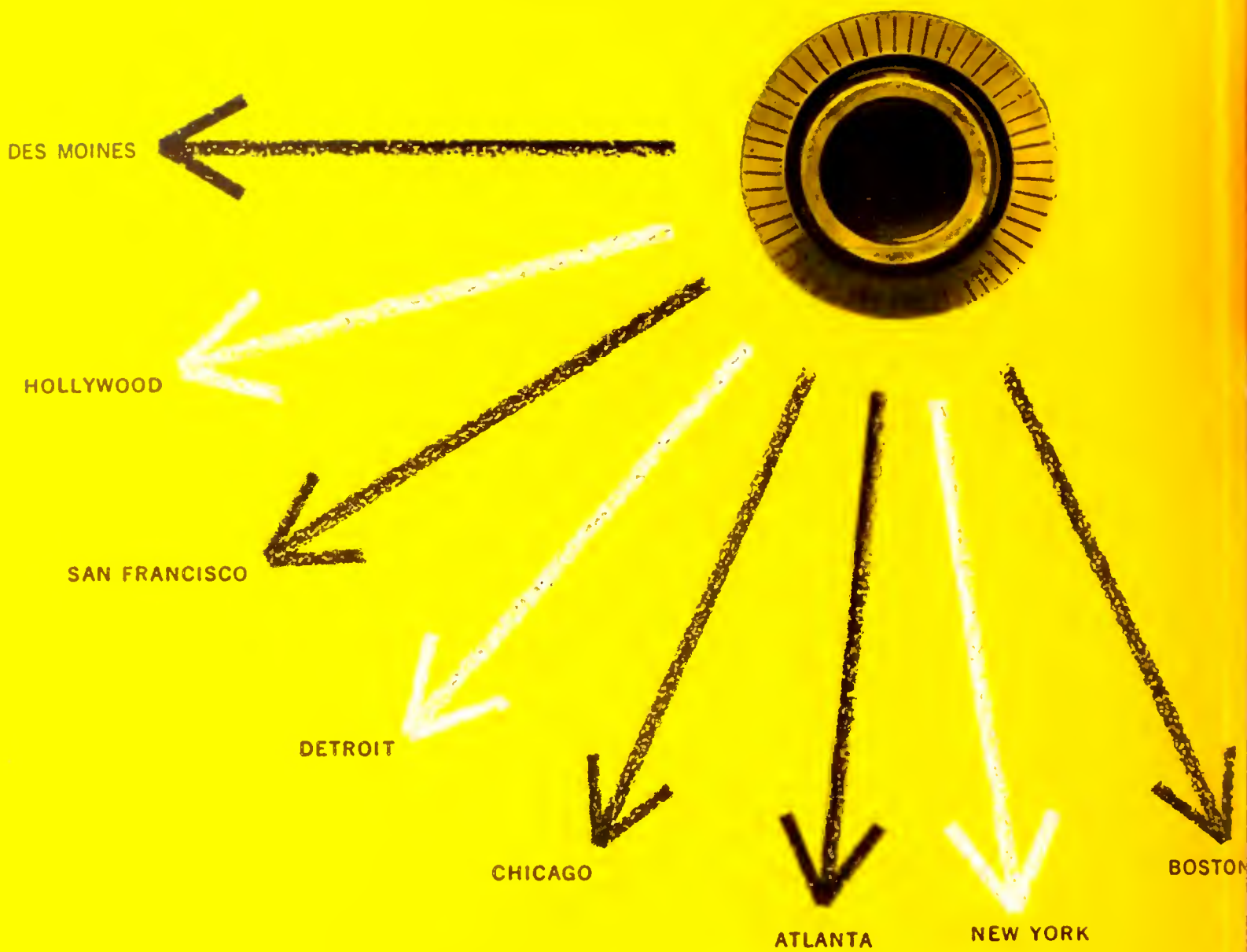
CKLW

50,000 watts
800 kc

CKLW-TV

325,000 watt
Channel 9

ADAM J. YOUNG, INC. National Representative



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and company

RADIO
STATION
REPRESENTATIVES