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SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



*Where there's a
Storz Station . . .
. . . there's
ingenuity.*

MULTI-PHONE SYSTEM

INSTANTANEOUS ACOUSTICAL ECHO

"SOUND-OFF"



. . . ingenuity
which tunes more
radios to the
Storz Station
than to any other
in each of these
major markets.

MINNEAPOLIS-ST. PAUL . . . **WDGY = 1**

Hooper, Trendex, Pulse - all day. See Blair or GM Jack Thayer.

KANSAS CITY . . . **WHB = 1**

Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. See Blair or GM George W. Armstrong

NEW ORLEANS . . . **WTIX = 1**

Hooper, Pulse. See Adam Young or GM Fred Berthelson.

MIAMI . . . **WQAM = 1**

Hooper, Pulse, Trendex. See Blair or GM Jack Sandler.

STORZ STATIONS

ADVERTISER'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

IS TV "SOFT" COMPARED TO OTHER MEDIA?

No, say media directors whose agencies total over \$500 million in air billings; changes in buying pattern have been misinterpreted

Page 29

Are sponsors overdoing comedy commercials?

Page 32

Marketing a new identity on television

Page 35

Radio Basics: spot costs, new net sales index

Page 51

1165 ft. above
average terrain

abc cbs

... for the famous industrial cities of NE Wisconsin
and the WFRV — Wonderful Fox River Valley!

★
Aggressive and effective promotion
and merchandising for station clients.

★
With the highest antenna in 5 state
area, maximum power and popular
public service participations.

W F R V T V / GREEN BAY

would be a favorite and
influential station in Any market!

*For any specific information or for market
data on Green Bay and Wisconsin . . . and this
station's convincing coverage of 1/3 of the
State Geographical and Population . . . ask* **HEADLEY-REED TV**

. . . or phone or wire

Soren H. Munkhof, Exec. V. P. & Gen. Mgr.
WFRV Building, Green Bay, Wisconsin

RESPONSIBILITY TO VIEWERS AND TO ADVERTISERS . . . WFRV-TV



Fred Wells
Partner
Blue Bunny Ice Cream

R. S. Hoak
Owner
Hoak Oldsmobile Co.

Wm. C. Metz.
President
Metz Baking Co.

Sid Baumsten
Partner
National Furniture Co.

We don't work for KVTV, but

KVTV really works for us

Testimonial

"We're selling products from bread to rugs, from ice cream to cars on KVTV Channel 9. Some of us use spot schedules, some use local shows, some use syndicated shows.* But we all tell the same story. KVTV is really working for us, really pulling sales from all over the market."

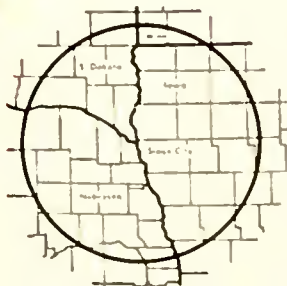
Pitch

The way to sell Sioux City, northwest Iowa and the Siouxland market is KVTV Channel 9. Why? Lots of people (229,330 families), with lots of money (\$1,013,713,000 income) watch KVTV most (79% more audience than competition—Feb. '57 Pulse). The sponsors pictured know Sioux City and they place their advertising where it pays. If you'd like to join the happy sponsors in the picture, contact your KATZ man.

* Represents 1826 programs and 806 announcements over the past 4 years.

KVTV
Channel 9

CBS • ABC



A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

SIOUX CITY, IOWA

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

Is tv soft?

29 No, say a cross-section of media heads with over \$500 million in air billings; changes in buying patterns have been misinterpreted by observers

The flight that flopped

32 Many admen feel the "Dudley" campaign for Nucoa points up a danger in humorous radio commercials: Sometimes the product is lost in the gag

How the gas industry markets a new identity

35 American Gas association spends \$2.25 million on network television to demonstrate performance and prove that gas is not "old-fashioned"

Spot tv running 11% ahead of 1956

39 TVB figures for first six months of year show growth pattern which is slow for television but far ahead of all media except spot radio

Timebuyers of the U.S. (part four)

41 Most extensive listing of timebuyers yet published, links timebuyers with their accounts, gives agency's address, telephone and executives

Radio Basics/August

51 Featured this issue are data on nighttime spot radio costs, how auto traffic varies by market and a new feature, The network time sales index

FEATURES

18 Agency Ad Libs

61 Film-Scope

26 49th and Madison

65 New and Renew

66 News & Idea Wrap-Up

5 Newsmaker of the Week

68 Picture Wrap-Up

86 Reps at Work

56 Sponsor Asks

82 Sponsor Hears

9 Sponsor-Scope

90 Sponsor Speaks

59 Spot Buys

90 Ten Second Spots

16 Timebuyers at Work

88 Tv and Radio Newsmakers

79 Washington Week

24 Women's Week

In Upcoming Issues

Reps rate the timebuyers

It's the reps turn to rate the buyers and their buys, give ideas on what makes a good timebuyer and which agencies have the most of them

Canadian radio and television: 1957

SPONSOR's 7th annual section covers the latest trends and facts on buying patterns, audience data, commercials, film and research (24 August)

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Sponsor Publications Inc.



WOC-TV

Covers the Quint-Cities
Plus 39 Surrounding Iowa
and Illinois Counties.

Population — 1,583,800*

Families — 489,700*

Effective Buying Income —
\$2,686,413,000*

*Source: Sales Management
"Survey of Buying Power,"
1957

The WOC-TV tower is 220 feet
higher than the tower of neigh-
boring TV station, assuring
satisfactory signal throughout
this Big Area of 317,902 TV
homes.
Ask your P.G.W. Man to show
you NCS Coverage Report.



WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and
operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station
—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.



Col. B. J. Palmer,
President
Ernest C. Sanders,
Res. Mgr.
Mark Wodlinger,
Res. Sales Manager
PETERS, GRIFFIN,
WOODWARD, INC.
EXCLUSIVE
NATIONAL
REPRESENTATIVE

WOC-TV

On-the-Air since October, 1949

. . . First in the Quint-Cities

and First in Iowa . . . Serving the

largest market between Chicago

and Omaha . . . between Minneapolis

and St. Louis.

INDEPENDENT KPHO-TV FIRST IN PHOENIX!



The Phoenix
Television Audience
An ARB
Metropolitan Report
June 8 through 14
1957

STATION SHARE OF SETS-IN-USE SUMMARY

Time Period	Station "B"		KPHO (IND.)		Station "C"		Station "D"	
	Share	Rank	Share	Rank	Share	Rank	Share	Rank
MONDAY THRU FRIDAY								
Sign-on to 9:00 AM								
9:00 AM to 12:00 Noon								
Sign-on to Noon								
Noon to 3:00 PM								
3:00 PM to 6:00 PM								
Sign-on to 6:00 PM								
6:00 PM to 10:00 PM	10.5	19.6	22.1	19.3	22.0	17.5	45.4	13.6
10:00 PM to Midnight	15.6	17.3	37.4	19.5	27.5	16.8	21.4	
Sign-on to 6:00 PM								
6:00 PM to 10:00 PM	7.5	17.3	22.3	28.6	57.4	16.3	20.1	37.8
10:00 PM to Midnight	13.1	13.1	28.0	28.2	19.0	17.6	25.8	
SUNDAY								
Sign-on to 6:00 PM								
6:00 PM to 10:00 PM	6.1	18.9	24.2	23.6	35.9	35.2	36.4	22.4
10:00 PM to Midnight	2.7	2.7	59.5	25.9	25.9	17.6	17.6	
SUNDAY THRU SATURDAY								
Sign-on to 6:00 PM								
6:00 PM to 10:00 PM	22.6	14.6	21.1	29.1	28.2	24.1	24.7	18.4
10:00 PM to Midnight	18.2	18.2	31.0	29.2	27.3	23.4	25.9	

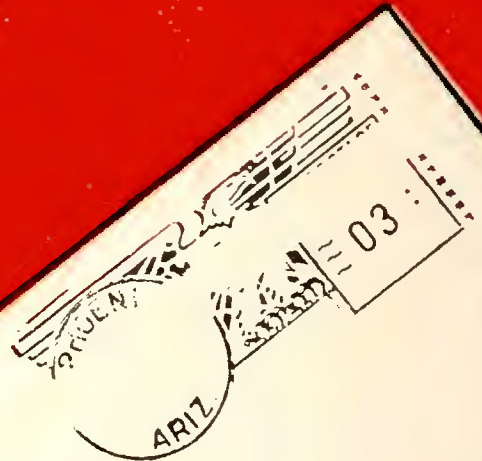
*- in Phoenix
buy America's
TOP Independent
KPHO-TV*

SIGN-ON TO SIGN-OFF

Based on time periods when station was on the air.

*Look! KPHO-TV, the independent Station!!
is the Dominant Station!!
7 days a week-sign on to sign off.
Howard*

A MEREDITH STATION - REPRESENTED BY THE KATZ AGENCY
DICK RAWLS, GEN. MGR. HOWARD STALNAKER, ASST. MGR.



QUARTER HOUR WINS*

	IND. KPHO-TV	NET STA. B	NET STA. C	NET STA. D	TIES	TOTAL
1/4 HOUR WINS	149	100	61	36	5	351
% OF TOTAL WINS	43	29	17	10	1	100

*Source: ARB Analysis, June 8-14 Report

(For those periods when KPHO-TV and at least one other station were on the air.)

KPHO-TV PHOENIX

A MEREDITH STATION REPRESENTED BY THE KATZ AGENCY

NEWSMAKER of the week

Arthur C. Nielsen, Jr., has taken over the job his father held for 31 years—the presidency of the A. C. Nielsen Co., market research firm in Chicago. A. C. Nielsen becomes board chairman and chief executive officer of the company which grosses \$20 million a year in research studies conducted all over the world — primarily for advertisers.

The newsmaker: A. C. Nielsen, Jr., says his father, "has long been sympathetic to the broadcast media and to broadcast measurement" despite his 12-year association with the company in non-broadcast assignments. The job he leaves in becoming president is the "hardest in the company," says Nielsen, Sr., executive v.p. of the largest division, the Food and Drug Index in the U. S.

It's food and drug which traditionally have gotten the most sales, netted the biggest profit and "carried" tv and radio measurements as the broadcast division labored toward the break-even point. The new president is characterized by his father as "progressive, eager to start new things even though the new is the difficult." And "He was one of the very first in our organization to realize the need for radio and tv measurements. He understands this realm very well."

Young Nielsen will supervise continued experimentation in expansion of the broadcast services. Within the next year, he thinks he'll see "the movement from the red to the black line" as income from the sale of broadcast services equals costs. Tv and radio have grown as fast as the other thus-far-more-profitable services, says Nielsen, Sr., "but the older the service the more profitable it is and the broadcast services are relatively new" (15 years for radio, seven for tv).

As the new president, Nielsen, Jr. will bring together all elements of the organization—broadcast, food and drug and work abroad. The biggest growth area in tv and radio will be in further expansion of local level measurements—Station Index Services.

He'll work with his father in trying to educate marketing people to these concepts: it costs money to get research techniques which give more complete and accurate information; there's an increasing need for accurate, useful information. But there'll always be the advertiser who wants the cheapest price, regardless of the content of the research, and there'll probably always be buyers subscribing to the research services which give them a better rating or standing. So comments Nielsen, Sr., who says his clients are the type "which wants the truth and will pay for it."

The Niensens join forces also for tennis; they've won three national father and son tennis championships. The 38-year-old son joined the organization in 1945.



Arthur C. Nielsen, Jr.

GET YOUR MESSAGE ON THE MAGIC GOLDEN SPREAD

WHERE GREAT
THINGS ARE
HAPPENING
AND ...



BIG 4 IS THE BIG BUY!

- ★ Over 100,000 TV Sets
- ★ Nearly \$200,000,000 in Retail Sales in the Area

SERVED BEST BY BIG 4

POWER: Visual 100 KW
Aural 50 KW
Antenna Height 833' above ground

KGNC-TV

Channel 4

AMARILLO, TEXAS

NO. 1 IN RATINGS — NO. 1 IN RENEWALS!

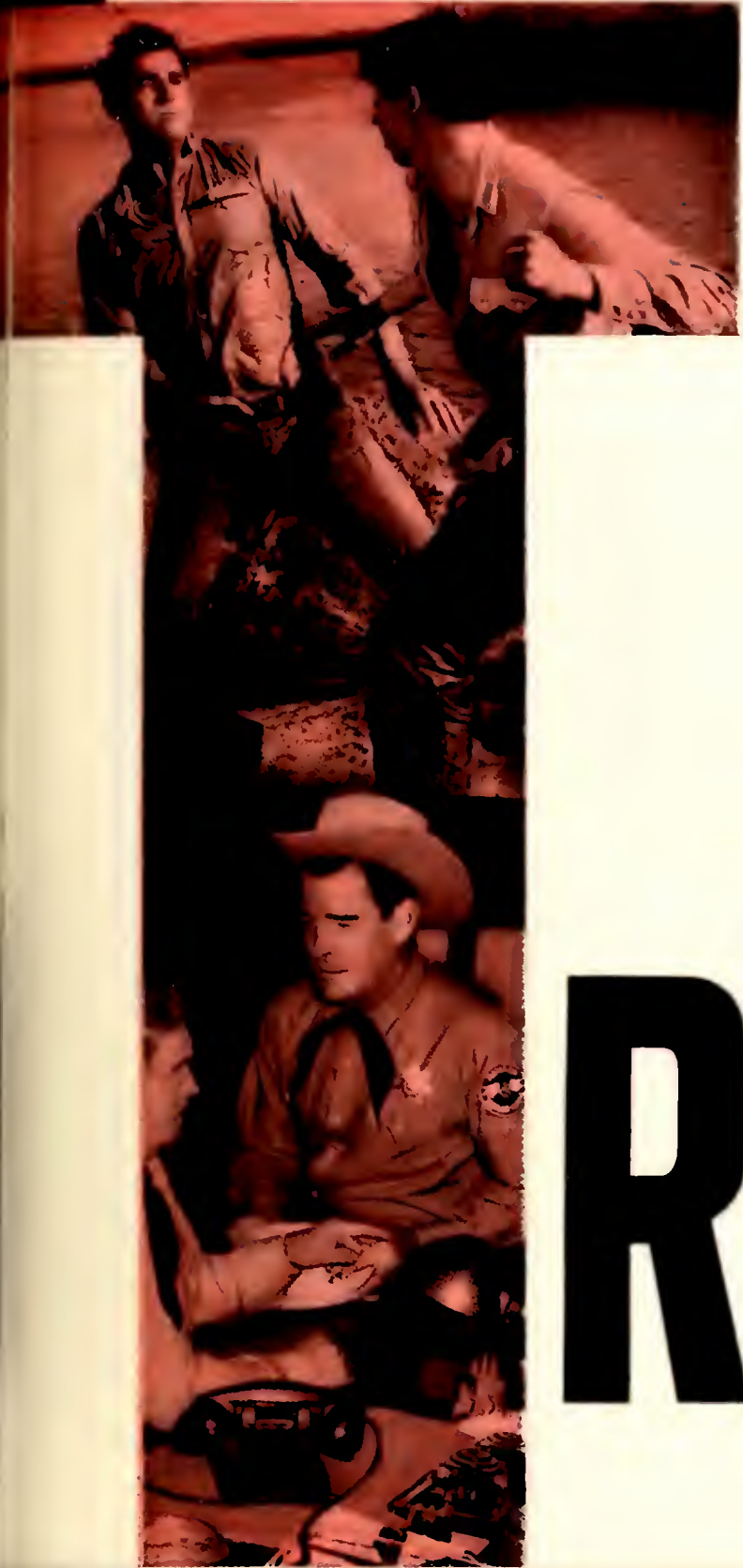


TATE



RENEWED IN 72 MARKETS BY FALSTAFF — FOR 52 MORE WEEKS! Falstaff, America's 4th largest brewing company, is moving up . . . with STATE TROOPER. Terrific sales success for 52 weeks, now Falstaff wants 52 more! So does 3-state sponsor Schmidt & Sons, Brewers. So do dozens of other regional and local STATE TROOPER sponsors. *It sells!*

NO. 1 NATIONALLY, AND "TOP 10" IN 120 ARB REPORTS! Check all the rating services . . . ARB, Videodex, Pulse . . . they *all* rate this MCA TV thriller right up at the top. STATE TROOPER . . . is the No. 1 adventure hit — highest rated! — in St. Louis 40.7, Milwaukee 20.4, Pueblo 56.9, Chicago 19.9, Boston 23.3, Cleveland 20.9, Davenport-Rock Island 29.6, San Antonio 32.3, Santa Barbara 26.3, Columbia-Jefferson City 40.1, Jackson 38.3, Peoria 38.0, Chico 57.3, Birmingham 34.2, Minneapolis-St. Paul 17.2, Philadelphia 18.7, Atlanta 22.7, Montgomery 37.0, Phoenix 28.1, Jacksonville 41.3.



**JUST ADDED:
39 MORE
ALL-NEW
ADVENTURES
...78 HALF-HOURS
NOW
AVAILABLE!**

ROOPER

starring ROD CAMERON

Write, wire, phone

**mca
tv**

FILM SYNDICATION



America's No. 1 Distributor of TV Film Programs
598 Madison Avenue, New York 22, N. Y. PLaza 9-7500
and principal cities everywhere

*This program is produced
with the cooperation of the
Sheriffs' Association of the
State of Nevada.*

Thrill your market, sell your market with STATE TROOPER



ninth year of public service

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

"Dedication to Public Service" has characterized the operation of WGAL-TV since its first telecast in March 1949. A welcome opportunity to reaffirm its pledge to serve its wide viewing area occurred early this year, when the new WGAL-TV building was formally opened. This building, with its latest modern equipment and complete color facilities, affords WGAL-TV an even greater opportunity for presenting public service to its countless viewers and the numerous communities which combine to form America's 10th TV market.

STEINMAN STATION • Clair McCollough, Pres.



316,000 WATTS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

SPONSOR-SCOPE

17 AUGUST
Copyright 1957
SPONSOR PUBLICATIONS INC.

Here's the sort of cocktail you get when you mix Texas and tv:

In Alpine (population 5,256) the fascinated citizens have been watching KOSA-TV, located in Odessa 125 miles away. So enamored did they become of the electronic marvel that they chipped in to buy a schedule of late weatherecasts to plug their own wonders.

The message: Alpine is a nice friendly place to shop and vacation.

Management of the advertising dollar you get, or spend, has fallen in the hands of a new breed of people for this business—the engineering and consultant firms.

Three of them—Booz, Allen & Hamilton, Arthur D. Little, Inc., and McKinsey have become progressively active in advising big management how to get maximum results from advertising expenditures.

Their influence on marketing (including advertising) can have a strong effect on the air media because of radio-tv's commanding position in dollars and impact.

Meanwhile the business engineer also has moved into the agency field. McKinsey & Co. recently completed a survey of J. Walter Thompson.

Sidelight to remember on the consultants: Not infrequently one of these outside masterminders winds up in a top spot with the firm he has been advising.

J. Walter Thompson is the last of the agency giants to put an all-out accent on marketing services.

A former B. T. Babbitt marketing director, Ward F. Parker, was brought in this week with the title of co-ordinator of merchandising and marketing activities.

To Madison Avenue the event indicates that a new generation has taken over the reins. The philosophy that an ad agency exists to help sell goods and services by the talents of advertising alone is being discarded as too narrow.

Look to Chrysler to turn on the advertising heat earlier than its competitors this fall. That four-week nighttime buy on CBS Radio, starting 3 October, is just an omen of what's to come.

This is the strategy: Chrysler lines were revamped broadly last year; this year it's Ford's and GM's turn (particularly GM's). So Chrysler wants to say, in effect: "We already have the forward look the other fellows are promising you."

This is the week that Lever Bros.' brand and ad executives meet to go over recommendations for next season's campaigns.

The air media picture shapes up thus: Huge concentrations in both spot tv and radio. More network tv than the company has ever sponsored.

Total Lever ad appropriations will be substantially over 1957's.

If you're contemplating putting a show on the Canadian Broadcasting Company's full network, here is how time costs stack up with those in the U.S.:

LENGTH	CANADA	U. S.
60 Minutes	\$11,000	\$110,000
30 Minutes	\$ 6,600	\$ 65,000
No. tv homes	2,650,000	39,800,000

(See Canadian Issue in 24 August SPONSOR for figures on CBC programs and other costs.)

Trendex has shelved its proposed plan to provide four tv ratings a month. The networks didn't think the expansion timely.

Marketers weren't surprised this week when the FTC cited R. J. Reynolds for granting allegedly illegal promotional allowances.

Basis of the FTC action: The law says that if promotional allowances are given, they must be available to all competing customers on proportionately equal terms.

Marketing men expect the FTC to proceed against some of Reynolds' competitors, too. Said one to SPONSOR-SCOPE, even before Reynolds got the FTC citation: "Never in the history of the tobacco business has so much money been spent to get point-of-sales displays, shelf displays, and other trade concessions. The FTC action was inevitable."

Another of the big tobacco firms—not Reynolds—is estimated to have poured about \$4 million into such channels recently to get a new brand started.

CBS' board of directors was informed this week that at the rate sales are going the radio network soon will be billing around \$1 million a month.

That figure may look pretty small when compared to the company's tv billings, but it wasn't so long ago that \$500,000 was considered par.

The board also got this radio picture:

- Network sales since 8 July have totaled \$5,905,000, including business from such giants as Pharmacrast, Vick, Miles Labs, General Foods, Libby-McNeill-Libby, Armour, and Peter Paul.

- 432 weekend and nighttime five-minute segments are sold.

- 320 daytime 7½-minute units are under contract.

The frosting on all this cake is the impending sale of a nighttime half-hour show to a single sponsor, worth \$15,000 a week net in time and talent.

NBC Radio this week posted the SRO sign on My True Story (which it recently took over as an American Broadcasting Network discard). The last Story participation went to Foster-Milburn Co.

Meantime Scholl Manufacturing and Rubberoid have been added to the roster of News of the World sponsors.

CBS TV continues to run far ahead of the pack as the single biggest beneficiary of media advertising.

Here's how the five leading contenders fared in the first six months of 1957 compared to the year before:

	1957	1956
CBS TV	\$116,762,487	\$106,499,425
NBC TV	93,799,504	89,529,732
Life Magazine	69,311,839	68,667,056
Sat. Eve. Post	47,687,795	47,275,523
ABC TV	40,095,218	38,481,155

Source: PIB. Billings computed at gross one-time rates.

Many a sponsor and timebuyer have grown so accustomed to the speed and elasticity of spot that they feel safe in waiting until the last minute to splurge. Then everything seems to explode at once.

That's what happened last week. The business was rolling in. That, in turn, caused the billing and accounting systems to boil. That, in turn, caused both tempers and eloquence to flare. It was, in short, New Year's Eve in August as the following items indicate:

A sharp shift in spot policy may follow Kroger's assignment of its account to both Campbell-Ewald and Campbell-Mithun.

Kroger is considering personality buys in radio—a swing from the saturation policy which Ralph Jones persuaded Kroger to use several years back.

Kroger's Bill Oliver told SPONSOR-SCOPE this week: The two policies are not mutually exclusive. Saturation buys are not as effective as personality buys in some areas, while saturations can do an excellent job elsewhere. So Kroger plans two strings to its bow.

Kroger's current stake in air media is around \$3 million, with \$1.2 million going to spot radio and \$1.8 to spot tv (mostly syndicated shows).

Watch for a change by important tv spot sellers in the rule which forces a schedule to start within 30 days of confirmation.

Both NBC Local Sales and CBS Television Spot Sales told SPONSOR-SCOPE this week that they are examining the "validity" of this 30-day concept. In other words, something may be done about relaxing it.

Said an NBC spot sales executive: "This is something we inherited from radio; but in the light of tv's maturity and present conditions it may be time to make some modifications."

(See 10 August SPONSOR-SCOPE, page 9, for comment on the 30-day confirmation concept by agency media directors.)

Here's how the two giants in the cosmetic field are gearing their tv spots for the Christmas trade.

AVON: 13 weeks of daytime tv spots at the rate of 10 a week. With weekly billings around \$75,000, the campaign will touch almost \$1-million.

REVLON: On the basis of its 1957 budget of \$13 million for tv, it will have at least \$3.25 million going into the medium all told during the quarter prior to Christmas.

Sales comparison: For the first half of 1957, Revlon's net sales were \$47 million, Avon's \$42 million.

The marketing revolution has affected the choice of top echelon people by cosmetic manufacturers.

The type of v.p. in charge of marketing they now are looking for is one who has a grocery store—not drug or department store—background.

This is why the focus has shifted: (1) Supermarkets account for a growing portion of cosmetic sales; (2) women shop most often in grocery stores; and (3) supermarkets are choosy about brands—they like the pre-sold ones best.

Rep Adam Young this week suggested an idea he thinks would expedite action among agencies slow in paying their spot bills (a growing problem for stations).

Young would have the SRA tell the Four A's: If you favor a 2% cash discount, we are just as correct in asking for a 2% penalty for payments not made when due.

Agencies contend that the delay is due by mounting paperwork, much of it due to erratic billing by stations. Young's comeback: Pay the undisputed portion of the bill pronto, then take a reasonable amount of time to straighten out the rest.

Source of a **short-lived dither** among station reps this week: **A letter from the producer of a filmed sports series offering them an opportunity to participate in a barter deal.**

The letter's substance: Colgate, through Ted Bates, allegedly proposed to use the **middle spot in a series.** The stations in the proposed **60 markets could sell and pocket the money for the remaining two spots** (but not get paid for the Colgate spot).

A Colgate ad executive told SPONSOR-SCOPE: "We are interested in getting vehicles that reach men, **but certainly not in this way.**"

The alliance of **Joseph Hershey McGillvra, Inc., with Devny, Inc.,** has this significance for the time being:

- **Devny will represent the McGillvra stations in all areas but the Midwest.**
- **Joe McGillvra has transferred the scope of his activity to the Midwest where he will supervise the McGillvra list in addition to operating WBIW, Bedford, Ind.** He and his wife, Agnes, recently bought this station.

General Mills will continue to make The Lone Ranger the fulcrum of its \$14-million tv expenditure next season.

For admen who have wondered how this eight-year deal (which expires next August) operates, here are the basics:

- **General Mills acts as producer of the series,** turning out 26 episodes at an average cost of \$25,000 per film.
- **To the owner of the rights the miller pays a licensing fee of \$10,000 each for first and second runs.**
- **The program may be scheduled on as many networks as desired for the same fee.** (General Mills sponsors The Ranger on both CBS TV and ABC TV.)
Annual cost for production and licensing comes to \$1,170,000 .

Producers of commercials think 1957 will mark a revolution in their field in these respects:

- **More frequent appearance of high-fashion models** instead of performers who look like the girl-next-door.
- **Use of "fantasy" settings—dream kitchens, for instance.**
- **Limitation of copy to "punctuate ideas."**
- **Letting the "sizzle" sell the product.**
- **Using the story-board as a point of departure—not as a fence to hem in the commercial.**
- **Better background music.**

For today's account with the largest variety of radio spot announcements the prize probably goes to Drug Research Co., whose current "special" is Regimen, a weight reducer.

DRC's president **John Andre,** who makes his own deals with stations, gives them **four different lengths of commercials to choose from:** a minute, 75 seconds, 90 seconds, and 1 minute and 45 seconds.

Stations carrying the commercials, however, say that the Better Business Bureau occasionally has poked into the situation. Also, **some complain that Andre, after getting a package rate for 60-80 announcements a week, suddenly cuts back to 10-15.**

For other news coverage in this issue, see Newsmaker of the Week, page 5; New and Renew, page 65; Spot Buys, page 59; News and Idea Wrap-Up, page 66; Washington Week, page 79; SPONSOR Hears, page 82; and Tv and Radio Newsmakers, page 88.

**For A LION'S SHARE of the
Houston television audience**

KPRC-TV

offers the great

M-G-M

FILM PACKAGE



**To start nightly
10:35 p.m.
until conclusion
October 1, 1957**

For Availabilities,

EDWARD PETRY & CO.

JACK HARRIS

Vice President and General Manager

JACK McGREW

Station Manager

still
they love



us in Milwaukee



The scene hasn't changed . . . and the Warner Bros. features rating picture on Schlitz Playhouse is bright as ever. In fact, ARB for May gives WTMJ-TV a 31.3 — higher than the combined ratings for all three major studio feature films competing against it at the same time — 9:30-11 Sunday night.

This serves to point up the continuing pulling power of Warner Bros. features . . . confirming what J. Walter Thompson — agency for Schlitz Beer — determined through a special three-week survey some months ago. And now as then, all major studio feature films are scheduled at the same time on Sunday nights.

Milwaukee tastes pretty much typify the preferences of viewers everywhere. To capture audience and sales alike in your area, write or phone:

a.a.p. inc.

Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., RIverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

KBIG goes to sea!



WORLD'S TALLEST and now its first sea-going disc jockey is KBIG's 6-foot-10 Carl Bailey, here broadcasting his daily 4½-hour "CATALINA CRUISE" from the S. S. CATALINA as she plies the Pacific between Los Angeles and Avalon.

JULY 22 *LIFE*, picturing Commodore* Bailey as he mixes music with vignettes of Los Angeles' teeming harbor and interviews with the more colorful of 3800 passengers a day, commented on "getting more of radio's increasing audience into the act." For KBIG, the ship broadcasts climax a two-year buildup to take radio to the people.

BAILEY'S DRY-LAND BUDDIES originate via Volkswagen mobile studio from all over eight counties . . . at county fairs of Los Angeles, Orange, San Diego, San Bernardino, Riverside; the big crowd-drawers at Los Angeles Pan-Pacific Auditorium—Home Show, Sportsmen's Show, Do-It-Yourself Show; openings of supermarkets, super-furniture stores, even a shoe-permarket!

IT ALL ADDS UP to surrounding KBIG memory-music-and-news staples with continually new and exciting settings. Meanwhile KBIG personalities sure shake a lot of hands!

*Duly commissioned by Los Angeles Board of Harbor Commissioners



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

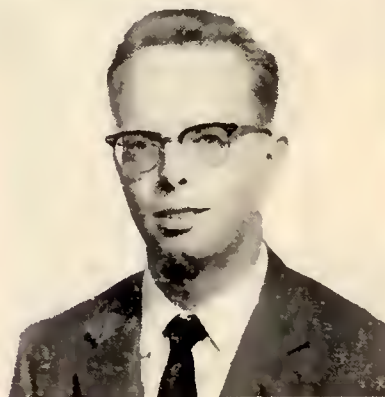
Timebuyers at work

Bill Kane, S. E. Zubrow Co., Philadelphia, thinks that station merchandising services are frequently reported inaccurately to the time-buyer. "If a rep can offer responsible data as to avails, ratings, and adjacencies, he should give equally responsible merchandising information," Bill says. "Many reps often promise much more merchandising support than a station can supply. Reps hurt themselves and their stations through this practice in a way that's seldom evident. For while few, if any, buyers will refuse to buy a station because its merchandising is worthless and non-existent, buyers *do* remember when the moon was promised and not a beam delivered." Bill feels that reps should have exact, detailed information on his stations' services at the time of negotiations, so that the schedule *and merchandising* can be wrapped up simultaneously without a number of call-backs. "But the days of the double standard are definitely over," Bill insists. "It's the buyer's responsibility to know what form of merchandising his client can use. He should no more ask, 'What does the station offer?' than the rep should answer, 'Oh, a couple of postcards. I guess.'"



Dick Pickett, Foote, Cone & Belding, New York, timebuyer for Lever Bros. and Savarin Coffee, feels that it's likely some advertisers will expand into nighttime radio because of the attractive rates. "But price shouldn't be the sole measure of these buys," Dick insists. "Before the use of evening time becomes widespread, most

advertisers will require more comprehensive data on its audiences. For instance, more should be known about the quality of the in-home audience as to age, size of family, and purchasing power." Dick notes that although the nighttime audience hours seem to accumulate audience over a period of time, the number of listeners and the time spent listening on the average night appear to be relatively small. Until proven otherwise, he thinks that evening listening is sporadic and because of this, it's difficult to build frequency against these listeners—especially when similarly programmed stations divide the available audience quite evenly. "Nevertheless, with so many stations ignoring the after-dark hours," Dick says, "there's an opportunity for imaginative stations to attract a large share of audience with bright, well-promoted shows."



WEAU-TV

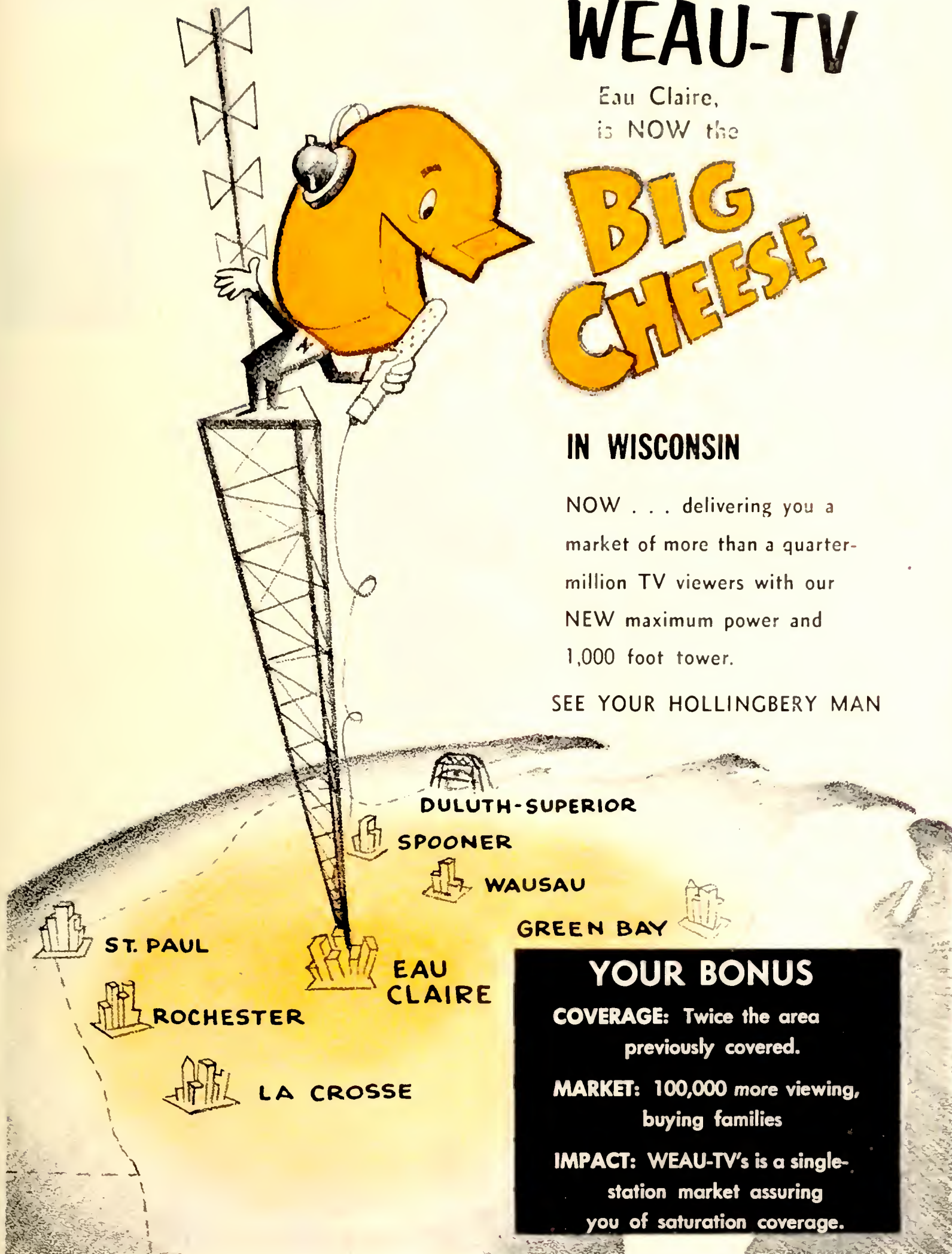
Eau Claire,
is NOW the

BIG CHEESE

IN WISCONSIN

NOW . . . delivering you a
market of more than a quarter-
million TV viewers with our
NEW maximum power and
1,000 foot tower.

SEE YOUR HOLLINGBERY MAN



YOUR BONUS

COVERAGE: Twice the area
previously covered.

MARKET: 100,000 more viewing,
buying families

IMPACT: WEAU-TV's is a single-
station market assuring
you of saturation coverage.

THE MIDDLE OF
WASHINGTON STATE

KPQ

WENATCHEE

5000_w

560_{KC}

**AUDIENCE
APPEAL**

Programs have to BE popular, and REMAIN popular to stay on KPQ. We aim directly at the people of central Washington, with SELECTED PROGRAMS ONLY from three networks, plus local news shows, farm, homemaker, and specialty shows . . . and seasonal sports, presently including hometown Northwest league baseball. We give 'em what they want! And spots just seem to slide in there so natural-like, no matter what adjacencies or participations you're looking for.



WENATCHEE, WASHINGTON
"Apple Capital of the World"
Affiliated with 3 networks

National Reps: Seattle & Portland Reps:
Forjoe & Co., Inc. Art Moore & Assoc.

National Sales:
Pat O'Halloran
NOrmandy 3-5121
Wenatchee

WE GUARANTEE

to outpull all other Northcentral
Washington media 2 to 1

by Bob Foreman

Agency ad libs

The Mike Wallace moral

New York City, which was purchased first by Peter Minuit for \$24 and later by William Zeckendorf for somewhat more, is a peculiar town. A good many of the people who set its mores came originally from Elephant's Breath, Iowa. Yet despite its lack of natives, New York is today far more Chauvinistic than Elephant's Breath. This phenomenon should be of concern to people in the advertising business, especially those in broadcasting. Leave me be explicit.



A guy named Mike Wallace goes on a local, non-affiliated tv outlet doing, of all things, an hour-long strip. This epic consists simply of interviews each lasting a half hour, using two cameras which move in and out and cut from one shot to another. In fact, the only production is that the cameras take up such a tight shot, the old folks at home are privileged to see the victim's sweat glands in full operation. The whole show is shot in limbo (no set). The contestants sit on early Clark & Gibby period chairs. There is no script, no stripped-in film, no rehearsal. Just probing done adroitly by Mike and that incisive eye of the camera.

Interviews are probing and intelligent

The only premonition the subjects have as to what is coming must be gleaned from a short pre-broadcast interview held a week before air-date with a smiling researcher.

This show turns out to be a conversation piece in our town. Especially in those nooks and crannies infested by the people of this business. "Did you hear Mike last night?" "Did you see what THAT MAN did to old so-and-so?" "Why did she ever go on that program?" Such are the comments the next a.m. Judges scale down alimony payments. Divas show up less than sober and come off less than whole.

The kind of people interviewed set a new pace. Not just name-performers squirm beneath Mike's scalpel. Ad-men. Lawyers. Ex-pugs. Choreographers. Zither players. And the questions put to this potpourri are probing, intelligent and relevant—another new note in tv-radio interviewing.

The next step is, of course, inevitable. Since most of tv's program planning is done in New York City by dyed-in-the-wool New Yorkers who don't go back home (to Elephant's Breath) even at Christmas, the obvious move to make is to put Mike Wallace on network. Look at the comment the local show is causing! (Network comics are already satirizing Mike's technique!)

Whether or not this was a smart move isn't for me to say. But the reasoning back of it is what I question. The Nielsen in front of me reveals a 4.9 rating for the show . . . down from a 7.1. The Trendex (big urban markets only) is higher though still not astronomical, which seems to indicate the obvious—New York may be an isle of joy to Lorenz Hart but it's strictly off-beat for "Night Beat."

FOR WHIRLWIND SELLING ACTION THIS FALL...

JOIN THE NAVY ON WRC!

NAVY'S NINE GAME FOOTBALL SCHEDULE (with the exception of the Army-Navy game) IS NOW AVAILABLE FOR FULL OR HALF SPONSORSHIP ON WRC, WASHINGTON, D.C. Here's a winning vehicle for your product advertising in the nation's Capital... with thrill-a-minute action by one of the country's top-ranking teams. Here, too, is a perfect setting for your institutional advertising campaign... with the color, excitement and prestige of service academy football providing the backdrop.

For militant force in your Fall advertising, Go Navy on WRC, Leadership Radio Station in the nation's Capital. Coverage in Baltimore is also available. Your NBC Spot Sales representative will give you full details. Call him, or call WRC Sales Manager Harry Karr at Adams 4-5400 now. First game September 21!

WRC • 980 WASHINGTON, D. C.

SOLD BY  SPOT SALES



KOBY

in San Francisco



KOBY rates No. 1 independent in all surveys! May-June *Pulse*: weekdays, 6 a.m. to midnight, 11.7, Sat. 13., Sun. 14.3 averages. May-June *Hooper*; weekdays 7 a.m. to noon 21.6; noon-6 p.m. 24.0, all day average. *Nielsen* agrees with a 21,100 rating 6 a.m. to midnight. KOBY operates full time . . . 10,000 watts sell the entire bay area. Definitely San Francisco's most powerful—most listened-to independent. Contact your Petry man, pronto!

KOSI

in Denver



Phenomenal ratings offer proof that KOSI is Denver's No. 1 station—May-June *Hooper*, 19.4 a.m. 22.1 p.m. share! June *Pulse* rates KOSI No. 1 independent, 6 a.m. to 6 p.m. with a 17. overall average. All surveys point to KOSI as Denver's dominant station . . . operating at 5,000 watts—selling full time. Represented nationally by Forjoe.

MID - AMERICA
BROADCASTING CO.

in Greenville, Miss., WGVM

No. 1 in both *Hooper* &
Nielsen
See: Devney & Co., Inc

It's very easy to get trapped by the kind of "thinking" which leads one to believe that the talk he hears in the Waldorf Men's Bar and along Schubert Alley is coast-to-coast lingo. Tain't so. To the contrary. It's another language in substance and patois and regardless of the fact that it is being practiced by those ex-natives of Elephant's Breath, it is definitely peculiar to the few square miles which ole Peter once bought and Bill now owns.

It's not a question of sophistication

Does this mean that New York and New Yorkers have a lien on sophistication, wit and finesse? Does it mean that the arts are nourished here alone? Of course not. But it does seem to point to the fact that a certain kind of provincialism is epidemic between the East River and the Hudson. We must not make the mistake that the outside world wants to be infected with it. Nor that it is our duty to spread it.

Fine theater, such as "South Pacific" and "My Fair Lady" and "Picnic" do well all across the country. But local jokes (like "Top Banana") go nowhere once they get out of the Pennsy tunnel.

Nobody—but nobody—can deny that Madison Avenue is physically as wide as Fifth or Lexington. Yet it is still the narrowest street in town. In *any* town, in fact, including Main Street, Elephant's Breath, Iowa.



Nightbeat interviews by Mike Wallace took New York by storm. Mediocre record of format on network, shows New York isn't an indication of U.S. taste

Famous on the Georgia Scene



THE CYCLORAMA of the Battle of Atlanta is viewed each year by thousands of visitors to Georgia's capital city. Also famous on the Georgia scene is WAGA-TV, Atlanta's leading television station. WAGA-TV reaches more people with more spendable income in Georgia's richest markets than either of Atlanta's other stations. You get more viewers, too, as ARB and Pulse ratings prove month after month.



STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

Famous on the local scene



STORER BROADCASTING COMPANY

WSPD-TV
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WPFH-TV
Wilmington, Del.

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Mich.

WAGA
Atlanta, Ga.

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.



yet known throughout the nation.

Plymouth Rock... just another rock on the New England shore...
until the Pilgrims touched it. Then it
became a national monument.

Broadcast stations, too, lie unknown
as "rocks," or achieve national recognition—
depending upon how they are "touched"
—and by whom. Storer stations are known
to have the "touch."

A Storer station is a local station.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

Women's week



A Date with Del

After a big splash in Chicago and St. Louis radio, and dramatic parts in New York television, Del has come home to give all Middle Georgia a touch of glamour, genuine southern friendliness, and just plain charm, on our Monday through Friday program at 11 A.M. Her main interests (and those of her viewers) are people — national celebrities, hometown folks, and neighbors doing a job for other neighbors. Her message "gets through" and so will YOUR sales message.

How would you like "A Date with Del?" Your next campaign needs one!



MACON, GA.

National Rep:
AVERY-KNODEL, INC.

Spotting the ad manager's wife: There's a sort of "wardrobe-caste-system" at work among the ladies in offices and in the home that admen generally come in contact with. Here's a guide as to the four categories of ladies according to the way they dress:

1. Skirts and blouses or sweaters are usually characteristic of young secretaries, mostly under 25 years of age and still undecided between career and marriage, though influenced toward the latter.
2. Suits or dress and jacket ensembles plus hat are a pretty good tip-off to the career girl, more or less entrenched in job.
3. Dress, hat and closed shoes with sensible heels peg the suburban adman's wife on a city shopping tour.
4. Suit or dress with jacket, but no hat, can be very deceiving. The wearer is usually either a married woman with a job or an adman's wife who lives in the city.

Where taxes are headed: Admen who've been reading stories about possible tax cuts may as well resign themselves that the direct effect upon their income will be slight. None of the ways currently being discussed by the House Ways and Means Committee and Senate Finance Committee would mean a material reduction to admen in the \$10,000-40,000 a year category.

1. Increasing tax exemptions from \$600 to \$700 per person would lift the burden mainly for large families with incomes under \$10,000.
2. Dropping the current 91% bite out of top incomes down to 70% or 75% will ease things for men earning over \$50,000, but despite best sellers about admen and people in radio-tv, this comprises a small minority.

If anything, admen are hard-hit this year, since the Government is auditing a far larger proportion of returns than during any year previously. Items toughest to justify: Business trips that last long like a free vacation, business trips that include wife or family and business trips to vacation spots at the height of the season.

Go West, adwoman: Among the most attractive areas in the country for advertising career girls is the Pacific Coast. There are several reasons:

Opportunities for women in advertising are at a peak and still growing. Since the West Coast, generally, maintains a more liberal attitude on hiring women, her chances for advancement are greater.

West Coast agency operations are expanding at a rapid rate both from the stepped-up regional client activity and because Los Angeles network television origination and production are increasing.

The forecasts for population growth during the next two decades all state that the biggest influx of people will be to California and the Pacific Northwest. Such population trends, coupled with an increasing Westward move of heavy and light industry indicate continued growth and prosperity in advertising as well.

And finally, at last count the West Coast still offered women the most favorable man-woman ratio of any other region in the U.S.

Only 22
quarter hours
don't
belong to WTIX.
The
other 266 do.

The brand new Pulse gives WTIX a virtual clean sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday . . . WTIX is first in 266.

Thus a new dimension of dominance is added to WTIX's continuing and widening leadership among New Orleans' 11 radio stations.

The most recent (June-July) Hooper shows WTIX with a decisive lead—claiming slightly over twice the audience of the runner-up station. WTIX's share, 23.2%; next station's share: 11.5%.

Storz Station round the clock excitement and ideas have created a new New Orleans listening habit, with new time buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIX's day. Or, talk to WTIX general manager Fred Berthelson.

WTIX
first in 11-station
NEW ORLEANS



**STORZ
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul
WHB Kansas City
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.

A Challenge!

WE HAVE

NO

**UNSUCCESSFUL
SPONSORS**

*Your investigation
of this fact
is invited*

**You too will
find that
SPANISH
RADIO IS
EFFECTIVE**

*when you advertise
in Southern
California
on*



L.A.—RYan 1-6744

S.F.—Theo B. Hall

Eastern Rep.—National Time Sales

49th and Madison

The gentle giant

I had an opportunity to read through the article on J. Walter Thompson in the July 27th issue, and want to express my appreciation of the manner in which it was handled.

You may be interested in a piece of "fan mail" which I received yesterday from Mr. Les Biederman, President of Paul Bunyan Network, Traverse City, Michigan. It is not only evidence that SPONSOR is read, but also that it prompts immediate action!

*Norman H. Strouse, president
J. Walter Thompson, New York*

● Reader Biederman's letter commented on the article appearing in SPONSOR and stated that despite the enormous size of the J. Walter Thompson agency their courteous treatment of media people is unmatched.

A lot of cooks

I would like to state that those claiming to have organized a certain format of music and news should admit that it takes a few of everyone's ideas put together to come up with the type of format that continually gains the top ratings in markets where the format is in effect.

Sure, the Todd Storz stations, the Plough stations and David Segal stations are all using a format that came from the public's desire for music with tight production, top tunes and good air salesmen. But, for the records, Dave Segal will be the first to admit that he got a lot of ideas from Todd Storz and he, in turn, passed on these ideas regarding the format, in August of 1955, to Mr. Harold Krelstein and Mr. Charles DeVois of the Plough stations in Memphis when they drove to Kansas City, where David Segal had KUDL at the time. At the same time, the Plough station in Memphis, WMPG, being an ABC affiliate, was suffering rating-wise and switched to the so-called format after consulting with David Segal. In fact, Mr. Segal even gave some ideas to Mr. David Mendelsohn of WTAC, Flint, Michigan, regarding the stations with the format.

All of the so-called format stations today are Number One in their market, respectively, or close to it; so let's

stop bickering as to who originated the so-called music and news format and get out and sell radio the way it should be sold.

*James F. Brown
National Sales Manager
KOSI, Denver*

Semi-animation technique

I've been reading your publication for the past few years. . . . I see quite a few articles about film production and much about how studios produce films, however, there is one article that I have never seen and I feel it would definitely be of service to agencies that produce tv films.

Why not an article about the inexpensive semi-animation technique of film production. I've been calling on agencies both in the Midwest and in the East for the past 10 years and very few agencies know this technique.

Most agencies feel that after a slide is produced the next thing is a live-action or fully animated spot that costs thousands of dollars. Very few know about semi-animation or the stop motion technique . . . and how semi-animated commercials can be produced for as low as \$10 a foot as compared to \$70 or \$80 per foot for full animation.

Agencymen should learn about these inexpensive film techniques, to not only improve the quality of their commercials over still slides, but also to help their tv film budgets.

*Don Mack, vice president
Filmack Studios, New York*

● For analysis of production techniques and costs see the SPONSOR cost analyses, "Where does the \$ go?"; 2 March, page 33; 20 April, page 33; 22 June, page 36.

Back to nature

The August *Advertiser's Digest* contains a condensation of your article "So you're going to meet in a wooded nook?" (20 August 1956). It appears on page 23 under the title "So you're having a meeting?"

Thank you for making this available to us and to our readers.

*Ed Brenner, editor
Advertiser's Digest, Chicago*

**A Time-Buyer
doesn't have to dig
very far to
learn what's what
in Miami.**

**One station (WQAM)
has 42.6%* of the audience.**

That's what the newest Hooper says, continuing a dramatic runaway for WQAM since the start of Storz Station programming less than a year ago. Now WQAM has 4 times the audience of the next station. The latest Pulse and Trendex also show WQAM in first place by convincing margins. Makes time-buying in Miami rather simple, doesn't it? Don't complicate your life by leaning on 1956 data for support. Get the new figures from John Blair . . . or talk to WQAM General Manager Jack Sandler.

*Hooper, 7 a.m. - 6 p.m., Mon-Sat.,
June-July, 1957

WQAM

. . . serving all of Southern Florida with
5,000 watts on 560 kc . . . and radio
#1 in

MIAMI

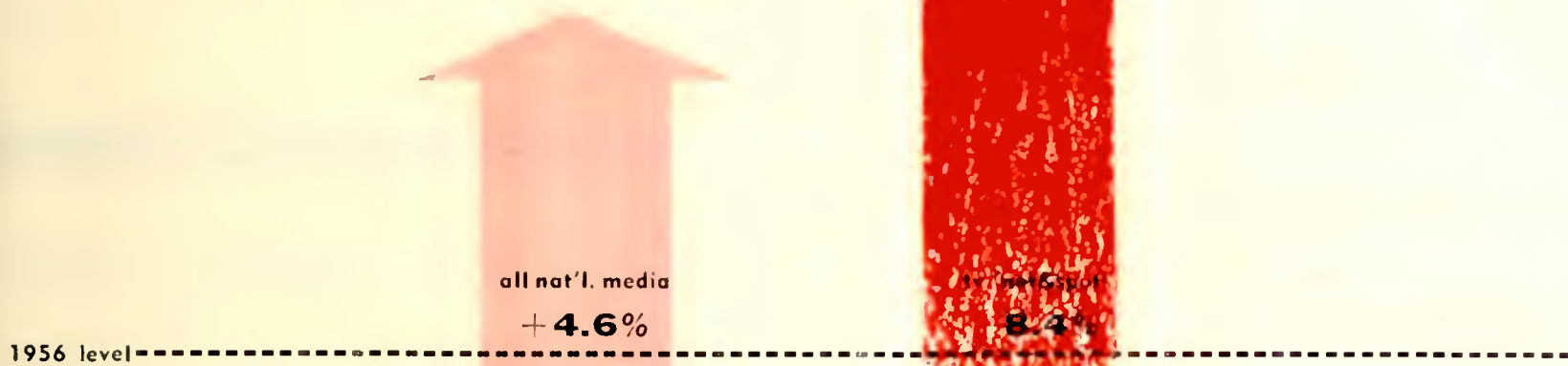


**STORZ
STATIONS**
TODAY'S RADIO FOR TODAY'S SELLING

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WHB Kansas City
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REPRESENTED BY JOHN BLAIR & CO.
TODD STORZ, PRESIDENT
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.

McCann-Erickson 1957 Projection

Central Research Department of McCann-Erickson projects increase in billings for all national media in 1957 of 4.6% over last year. Television, both network and spot is seen as growing 8.4%. (TVB puts all tv at 8.5% ahead for 1957's first six months.) McCann sees newspapers gaining only 3.3% this year; magazines, 1.3%. Radio shows biggest increase of all; 21.8% for spot and network combined.



IS TV SOFT?

No, say media directors from agencies controlling \$536.5 million in air billing. Budgets are bigger, but the money is spread around more networks and stations because clients have wider choice. Changed buying patterns suggest instability which isn't borne out by attitude of tv's clients

When is an industry "soft"?

A 10% rise in car sales is the difference between normalcy and a boom year. A 10% increase in housing development may bring on a reversal of government fiscal policy to halt "the inflationary spiral."

The current Television Bureau of Advertising report on spot tv in second quarter 1957 shows a 10% gross dollar volume increase. For the first half of 1957 TvB shows a nearly 11% spot tv increase over the same months in 1956. Taken together, network and spot tv are up 8.5% in the first six months of 1957 over the first half of last year.

Yet in the past few weeks gloom and doom merchants within the tv industry itself and in advertising circles have

been talking of a leveling off or recession. Print media have taken this opportunity to front-page gloomy predictions for the forthcoming tv season and print salesmen have begun to jab at the "efficiency of tv" with increasing frequency (see box next page).

But how do business conditions in the tv industry really compare with the rest of the U.S. economy?

And is the late expansion of tv in line with growth in other media, or is tv falling behind the trend in ad spending?

Are there areas of "softness" in tv and what's the fall and winter outlook for the medium?

Here, in question and answer form, are the views of media directors whose agencies account for an aggregate \$536.5

Tv has plenty of growth in its future, media v.p.'s told SPONSOR, since cost-per-1,000 keeps improving

million in air media billings and of such economists as J.W. Arno Johnson and Department of Commerce specialists who evaluate U. S. economic trends.

Q. *Is the "scare" talk you hear in some quarters justified?*
A. Definitely no, say media executives who control a major portion of all national tv spending. They see expansion continuing, but on a broader base. There are simply more tv choices available to the advertiser and the money is spread among more networks, stations and time periods.

As media v.p.'s like JWT's Arthur Porter point out, tv's cost-per-1,000 continues to decline, making the medium increasingly efficient despite rate increases. Therefore, maintain media men, advertisers will continue to increase tv budgets because of the continued improving return.

Q. *How does tv hold up against U.S. industry at large?*
A. Tv's growth this year is uneven compared with previous seasons. Billings increases were broadly distributed among networks and stations both during the last few years. But now bigger gaps are opening up between stations in the same market and between markets of different sizes.

Some tv stations reporting to TvB pointed to booming business, according to Norman "Pete" Cash, TvB president. Others see more unsold time than ever before.

This unevenness is reflected in the U.S. economy as a whole. Even within the same industry, patterns of sales and profits have shown wide fluctuation. In automobiles, for instance, General Motors showed a 4.4% drop in profits compared to 1956, while Ford went up 29.8% and Chrysler up 380.6% in the same six-month period. Sylvania went down 35.1%, RCA up 1.4% (as reported in *U.S. News & World Report*, 9 August 1957). This unevenness within industries is reflected in a large cross-section of the U. S. economy.

The one consistent pattern: high costs in most industries have kept the profit trend below increases in sales.

The same pattern has affected many individual tv station operators. Thus where a 10% increase in billing for one station may mean a satisfactory return, to another it may be disappointing.

Says "Pete" Cash: "Take the man who puts \$500,000 into a tv station in 1950. He experienced five years of enormous growth, then sold out for say \$5 million. Had he not sold out, tv's current rate of growth would still reflect an excellent return on his original investment. But to the man who bought him out at \$5 million, the current rate of increase may seem a slow return on his capital investment."

Q. *Has tv outgrown the days of big jumps in billings?*
A. Not according to billings and the outlook in nine out of 10 giant air media agencies surveyed this week by SPONSOR.

(For detailed projection of fall television spending trends, see SPONSOR's Tv/Radio Basics, July 1957.)

"We don't see any softening," says JWT media v.p. Arthur Porter. "Our accounts are more active in both network and spot than they were last year, and good times in good markets are just as hard to clear as they ever were. Tv has had a favorable curve in terms of cost-per-1,000 so that circulation has steadily increased since 1950 more than any other medium, compensating for rate increases."

Frank Kemp, Compton's media director, predicts the biggest tv year yet for the agency on existing accounts. "But you can't draw over-all conclusions from any one agency. For instance, more of our billing will be in network than in spot this year primarily because new products we introduced in the past have matured to a level of national distribution. On the other hand, other agencies may be handling more new products this year and you could find their balance between network and spot swinging the other way."

The majority of media directors interviewed foresee a continued and hefty upward trend in spot tv particularly be-

PRINT MEDIA EVIDENTLY

Attack: In a recent promotion piece, the ANPA described a six-market study of tv commercial penetration within programs and adjacent to them. The study pegged "commercial observed and recalled" within shows at 30% total viewers or below: "spot announcements observed and recalled" at 3% or fewer of total audience. The survey, conducted by Hooper & telephone, lasted for five days (see chart below). The crucial question, if the interviewee had been watching tv: "What commercials do you remember seeing since the last program ended?"

In New York		In San Francisco-Oakland	
815 Spots before their eyes		815 Spots before their eyes	
23 Penetrated		12 Penetrated	
RATING 2.8%		RATING 1.5%	
	Homes with TV Sets in Use	Homes Exposed to Spots	No of Spots Exposed to
BOSTON	488	364	845
CLEVELAND	401	367	708
DETROIT	551	464	661
MINNEAPOLIS ST PAUL	485	388	718
NEW YORK	473	408	615
SAN FRANCISCO-OAKLAND	408	385	615
TOTAL	2,784	2,387	4,881
			Spots Observed and Recalled
			20
			14
			17
			14
			23
			12
			100

cause of constant new product introduction by industry. (See "The marketing medium," SPONSOR 3 August 1957.)

"General Mills, Lever Bros., and innumerable other major air media companies have batches of new products on the drawing boards," says the head of media at one of the top five agencies. "These alone would guarantee a big increase over the next year even if established products merely maintained their current level of spending. Within two years or so, these new products will become network advertisers."

On the other hand, major advertising spenders are so well represented on tv today in terms of various product categories, that few media men expect to see a major increase in network billing immediately.

Q. *How does tv's current rate of growth stack up against other media?*

A. It's still well out in front of most other media, particularly spot tv, with its 11% increase for the first six months of 1957. Network tv's 6.9% boost in billings (PIB for first six months of 1957) is slightly ahead of the recent increase

in magazine revenue, 6.8% over the first half of 1956 according to PIB. In the case of the two latter media much of the increase is due to hiking of rates rather than actual new business.

Newspapers have shown a slight decline in the past six months, whereas spot radio has registered the healthiest gain since the advent of tv. According to Media Records, newspapers declined 11.6 million lines in the first five months of 1957. Spot radio in the first quarter of 1957 was up 10.5%, according to SRA. Outdoor Advertising Inc. estimates a 1% increase over '56, but final figures aren't out.

Therefore, in relation to the growth of other media tv is certainly not "soft." It's only when tv's 1957 growth is measured in percentages against the phenomenal climb of its earlier years does the medium seem to be "levelling off."

In terms of first quarter figures, tv's increases in 1953 over 1952 were 55%; 1954 was 42% head; 1955, 26%; 1956, 25%; 1957, 11.6% (according to McCann-Erickson's Central Research Department).

(Please turn to page 33)

TV IS NOW RIPE FOR ATTACKS ON TV. HERE'S MOST RECENT FROM ANPA

Rebuttal: Since Trendex is the only tv research organization currently studying commercial penetration, W. W. Dorrell, Blair Representatives v.p. and director of research, asked Ed Hynes, president of Trendex, to evaluate the ANPA study. Here's what Hynes reported:

"The technique upon which this promotion piece is based is *unaided* recall. This is a radical departure from the technique used to measure the print medium, which now uses and always has used every possible *aid* to stimulate recall. The questioning arrangement, by its design, confuses the interviewed by asking about his viewing of programs now, then one-half hour ago; then when the respondent is concentrating to remember the program and station he viewed one-half hour ago, the interviewer switches the train of thought to commercials. Such a technique can only bias the respondent with a desire to terminate the annoyance as soon as possible.

"This now brings us to the crucial question: 'What commercials or ad-

vertising message do you remember . . .?' This could be construed by the respondent as requiring them to recite the commercial or advertising message from memory, but at best, because of the inquisition already gone through, they mention one or two and feel they have done their duty and are certainly not going to cooperate with full mention of commercials recalled.

"Furthermore, some of the percentages are computed on the assumption that each station has the same number of announcements and viewers.

"Aided-recall techniques using the immediate-recall technique show that the average network commercial is recalled by 65% of the total audience and it sometimes runs as high as 85%.

"Comparable studies using aided recall on station breaks show something like this: If the respondent had been tuned to both adjacencies, about 50% recall the station break. If the respondent has been tuned to only one adjacency, and those who had seen the one adjacency were used as a base, aided recall was approximately 25%.

"The 65% figure for network programs has been true of the Q.R.I. immediate recall studies, Procter & Gamble studies, which use a more involved technique, and Young & Rubicam immediate recall studies.

"Nowhere in the ANPA publication have we been able to determine the time of day this study was done. An examination of the 26.8% who remember or who identified the integrated commercial is in wide variance with the Trendex coincidental findings of sponsor identification. Asking the question, "What is advertised?" and accepting as correct the name of the sponsor or his products, we find the average to be close to 75% correct.

"This can only be a reflection of the poor technique and resultant respondent fatigue. While this report may come up, we feel that the vast majority of research and media people are too smart to be taken in by this type of statistical leger-demain which was obviously designed and executed not with the idea of gaining information, but to support a pre-arranged end."

THE FLIGHT THAT FLOPPED

I used to be a sign pointer, you know. I like to write long signs. Like No Peddlers or Agents . . . Lost Our Lease . . . or maybe Special Today . . . Lentil Soup . . .

All right, Dudley, all that's behind you now. Nucoa made you a skywriter. All you have to do is go up at 12 o'clock, high noon, today, over the city and sky-write N U C O A . . . everyone will be looking up. Do you understand? Truly?



Most admen agree the “Dudley” campaign for Nucoa illustrates big danger in humorous radio commercials: Sometimes you can’t find the brand amid the fun.

The trend to humorous commercial copy which began flying high this spring bumped into an amateur skywriter trying to spell “Nucoa” over New York City this month and lost considerable altitude.

At least this is the opinion of a number of admen who have begun to ask themselves the question: “How much is an advertising gag worth if it doesn’t tell the product story?”

The amateur skywriter was Victor Dudley, who it was said, learned his hobby from a crop-duster friend on weekends. (“First time I’ve ever worked with smoke but I guess it can’t be too different from DDT.”)

Around Dudley, The Nucoa Margarine Division of The Best Foods Inc. and its San Francisco-based advertising agency — Guild, Bascom & Bonfigli—built an elaborate and highly amusing 10-day gimmick promotion on spot radio in the New York market. Nine local stations (WCBS, WRCA, WMCA, WOR, WINS, WMGM, WABC, WNEW, and WPAT) carried saturation schedules of one-minute announcements featuring comedian Stan Freberg as Dudley’s “sky-writing coach.”

Dudley’s mission was to skywrite over New York on five successive days starting 29 July, misspelling Nucoa on four of those days (NOOPS, NEWCO, NUCOV, NOOCO) and finally get it right on the fifth day. The Freberg radio spots were skits in which coach was to chide amateur skywriter for his errors in spelling: they were load-

ed with entertainment but not with product sell.

The whole point of the gag lay in Dudley's weakness in spelling, but unfortunately he never got the chance to prove it. Clouds, haze and other vagaries of New York summer weather kept Dudley grounded until the last day. "Cloudy weather" commercials were substituted—the eventuality had been anticipated though hardly hoped for—and these too were humorous.

But just how many of the 15,000,000 people Nucoa counted on being in stitches by 5 August were actually in that state is something many admen would like to know. They'd also like to know whether this promotion which cost Best Foods perhaps \$80,000 and embraced about 567 radio announcements, 57 newspaper ads as well as a page in *The New Yorker* (none with a trace of product copy) proved much besides the fact that client and agency both have a wonderful sense of humor.

"It's all very nice to be altruistic and entertain the public with funny commercials," one copy chief told SPONSOR, "but unless you weave at least your main selling point into the humor, you miss the boat."

"Personally, I think Dudley was a dud," said an agency account executive. "None of their radio spots had a damn thing to say the about the product."

"I wasn't even keen on the humor," said another adman. "The whole butt of the joke was Dudley. I like humor that makes light of a situation rather than an individual. Besides I personally lose faith with a company that hires a skywriter who can't spell."

It's the old story—everyone prides himself on having a sense of humor, but everyone is suspicious of humor the instant it rears its happy head.

As far as Nucoa and GB&B are concerned, Dudley was not supposed to sell anything. He was purely and simply a publicity stunt. The story behind his creation substantiates this.

Nucoa says it had originally planned simultaneous campaigns in two markets, New York and Los Angeles. In Los Angeles, they were to pick up two tv shows to their liking: *Life With Father* on KNX and *Golden Voyage* on KCOP. The commercials on these half-hour completely sponsored programs feature a lighthearted British-type character called Seymour Green,

In New York, however, they were unable to find a tv show they wanted to sponsor. So they devised a radio promotion that would serve as a sort of trailer to the tv campaign once they found a show. This was how Dudley and Freberg got into the act.

Starting 21 July, a five-day teaser campaign of more than 250 teaser announcements were spread over the nine New York radio stations alerting the populace to look upward on the following Monday. In these trailers, Nucoa wasn't even mentioned.

From Monday (29 July) through Saturday (5 August) about 250 one-minute humorous dialogues between Freberg and Dudley were used on the same stations. These were concerned only with the skywriting gimmick:

LOOK UP
Dudley
is coming!


Dudley:
You sent for me, Coach?

Coach Freberg:
Yes, Dudley I've got a skywriting job for you... next Monday noon

Dudley:
Gosh, the big time

Coach Freberg:
That's right—Monday at noon.

July 29

LOOK^K
 **UP**
Dud^{LEY}
is
com^{ing!}
JULY 29

LOOK UP
Dudley
is coming!

Coach Freberg:
You all set for the skywriting Monday Dudley?

Dudley:
Yeah—I got a wonderful airplane, Coach. It writes ten thousand words without a refill

Coach Freberg:
One word, Dudley That's all we want One word—at high noon Monday

July 29

LOOK UP
Dudley
is coming
JULY 29



Teaser print campaign had everyone looking up, but Dudley only showed one day

Nucoa was mentioned but no product sell was included. Then on 5 August, a whole new set of minute-commercials patterned on its West Coast tv were started on seven New York radio stations—WABC, CBS, WINS, WMGM, WNEW, WOR and WRCA. The schedule of these stands at 133 per week. These too are light tough commercials, but they also include the standard ingredients—product name, product story and a musical jingle.

They will continue to run, according to Bruce Hamilton, advertising manager of The Best Foods, Inc., "until we can pick up two suitable half-hour completely sponsored television shows." It is quite possible they will run on radio into October.

So it may be that critics of the Dudley skywriting bit have been confusing a promotion gimmick with an

advertising campaign. Nevertheless a lot of admen have been suspicious of the efficacy of other light-touch commercials which only a few months ago were attracting favorable comment from newspaper columnists and trade press editors.

Admen ask: Haven't the Hoffman beverages people run their "Could you be happy if your name were Sarsaparilla?" gag into the ground? Isn't it possible that Cavalier's commercial comedy character named Roger has worn out his welcome? What have the king and the lion actually done for Chesterfield Kings? Doubtful looks have even turned in the direction of the classic series that is generally conceded to be the pioneer and paragon of humorous commercials—brothers

Bert and Harry for Piel's Beer.

"As great as they are," a copy chief told SPONSOR, "I feel Bert and Harry Piel commercials could be strengthened a little more. Very few humorous commercials ever dig deep enough into the sell."

Two commercial series that dig deep into sell are the Schweppes Tonic announcements featuring "Schweppeservescence" and those of Pepperidge Bread that star Parker Fennelly of Allen's Alley fame.

Both of these are built around the product story. They are regarded as humorous commercials by practically everyone but the agency that produces them—Ogilvy, Benson & Mathers. This may be explained by the fact that last December, David Ogilvy, the agency president, in a treatise called "How to create good advertisements" flatly

and: "Warning: Humorous copy does not sell."

Only does not stand alone in this belief. As SPONSOR-SCOPE reported in the 3 August issue: Reactions against comedy commercials are setting in thick and fast among admen. The general complaint: The latest specimens tend to be corned up to the hilt and/or loaded with pointless dialogue. So the trend toward the light-touch commercial—sparked for a while by imaginative characterizations and clever writing—could turn out to be a fairly brief one.

The same item included this prediction by the head commercial writer for an agency loaded with radio billings: "They'll be going back to the

the people and, in many cases, humor may be the right answer—so long as it is deftly handled humor, done by professionals.

Humor is one of the most fragile of all literary forms. Applied to advertising it becomes even more delicate. Mishandled humor is worse than no humor at all. And when a gag is repeated it is bound to get boring. SPONSOR pointed out many of these pitfalls in an article titled "Should you get on radio's comedy commercial bandwagon?" in its 11 May 1957 issue. "If you try humor," it advised, "be prepared to switch commercials frequently."

A good case in point is the Rambler car which is enjoying its biggest

with small foreign car economy.


Selling cannot afford to take a back seat to humor. But if humor fits the product, if the humor is professionally handled (doesn't hurt anyone—including the sponsor), and if at least the main selling point of the product is subtly worked into it, then it can be a formidable salesman appealing to emotions just as much as does a good musical commercial.

Don Calhoun, McCann-Erickson's creative director (who sees no trend away from the humorous commercial), recalls a regional West Coast tv campaign a few years back for a bug-killer called Bug-Etta. With nothing more to work with than eight-second I.D.'s, they turned to humor. A sad-eyed snail appeared, got sprayed by the product, and dolefully remarked "Us bugs hate Bug-Etta." Here, in five ticks, viewers, got a tragi-comic character, a product demonstration and a catchy punch-line that was both humorous and memorable. So memorable, in fact, that practically every high school student in Northern California was going about repeating, "Us bugs hate Bug-Etta." A jingle couldn't have accomplished more.

Even though Nucoa's sky junket was a promotion rather than an ad campaign, Dave Bascom, board chairman and creative chief of Guild, Bascom & Bonfigli, uses the same concepts in out-and-out advertising campaigns.

"You can sell anything on tv from the Brooklyn Bridge to the Hollywood Freeway—once," he's told SPONSOR. "But to sell it thousands of times you need an off-beat and up-beat commercial. The off-beat, frequently laden with humor, is what keeps *him* awake when he's watching tv and he figures—on the basis of exhaustive consumer research studies—and it's pretty hard to sell a guy who's snoring."

Humor crashes through the psychological barrier erected by the viewer or listener. In Bascom's book, there "isn't a self-respecting member of the audience who wouldn't rather play poker or bongo drums than sit still for the commercial.

A few important do's and don't on comedy commercials appear in the box on this page. Following them will not guarantee against misfire. Humor is too volatile a thing to guarantee. It's like TNT—Handle With Care! 

Some DO'S and DON'TS in humor

Do develop characters which are credible. Exaggeration is a part of humor writing, but it has its limits beyond which listener cannot identify.

Do remember that the product message must be woven skillfully into the script but never dominated by its comedy. This takes a real pro.

Do appeal to the emotions of the listener through the use of high level humor. Audiences are more sophisticated corny gags will insult them.

Don't try to be so funny that the result is labored or that you wind up so involved in comedy that you forget to get across your main sales theme.

Don't entrust comedy writing to an amateur. Too many think all you need is a funny name. (Harry and Bert are ordinary names.)

Don't keep repeating the same commercial no matter how funny it is. Get some new follow-ups. The most hilarious story can get boring.

jingle soon in hordes. Nothing sticks in the mind so effectively as a batch of catchy words put to catchy music."

Actually the jingle has never gone out of favor. It has gained in popularity and prestige. "There will always be a place for every type of commercial including the 'talking type,' but to my way of thinking the 'special' place will be for the musical commercial," says Raymond Scott, composer-conductor (formerly with *Hit Parade*, but now turning out radio and tv commercials at his Jingle Workshop in New York).

Sascha Burland, McCann-Erickson songwriter, feels that "Music, in general, is more memorable than humor." But he also points out that each advertiser must decide how to talk to

year ever with sales about 35% ahead of last year. A good part of this gain is attributable to heavy use of radio with humorous commercials produced by Geyer Advertising Agency. But they have not relied on only a handful of these commercials. To avoid monotony as well as to cut across as many individual senses of humor as possible, they are using about 20 different announcements divided into three series: one starring the light-hearted tales of Arnold Stang; another the wit of Eddie Lawrence; and a third group known as "You Can't Do That! . . . Well, in a Rambler I Can." None of these commercials is amusing just for the sake of being funny—each packs the sales message of big car comfort and room along



AGA gets same treatment L&N gives package goods. Creative team: Francis Barton, Jr., v.p. and general manager radio-tv; Thomas H. Lane, senior v.p.-management account supervisor; Max Wyhe, script editor; Nicholas E. Keesely, senior v.p.-radio-tv director; Ernest Hartman, program supervisor and Anthony DePierro, v.p.-media director



HOW THE GAS INDUSTRY MARKETS A NEW IDENTITY

**American Gas Association
spends \$2.25 million
on network television to
prove gas is modern.
Here's how a group can
move fast, avoid bickering**

"Isn't advertising for an association just a lot of institutional gush?"

"And, boy, what a political hassle when you have to get hundreds of members to agree on decisions."

Brother admen have tried out remarks like the above on Lennen & Newell's Tom Lane, senior v.p. and management account supervisor for the American Gas Association, only to get a surprising answer: In AGA's case there are certainly no association blues. And AGA has sold as solidly as if it had a package product to market.

Of course an association with 162 of its members as network tv advertisers creates problems unknown in ordinary client-agency dealings.

The association must first of all:

- Get its group of individuals to support such a project.

- Decide who will make the final decisions.

- Charge the participating members fairly for their share of costs.

The agency faces the problems of:

- Picking a show that will meet with group approval.

- Getting a fast okay when a "hot" program spot opens up.

- Finding general agreement on which phase of the ad campaign merits major emphasis.

When AGA moved over to Lennen & Newell two years ago, the association was spending close to \$1 million for advertising. The entire amount went to print media, covering not only resi-

AGA and Lennen & Newell combine to turn 162 individualists into a successful network tv advertiser by organization and pre-planning

dential but also industrial and commercial uses of gas. At the same time the gas industry was faced with the knowledge that the electric industry had doubled its national advertising on appliances directly competitive with gas and was spending over 50% of its advertising dollars in tv. AGA knew it needed to step up its advertising campaign.

Main target of the new and bigger campaign was the public's notion that gas was old-fashioned. AGA picked network television as the medium to bring gas out of this gaslight concept because:

- 1) Tv. as the most modern medium, was a natural to show the modernity of gas.

- 2) Demonstration factor.

- 3) Lowest cost-per-1000.

- 4) By doing commercials nationally AGA could get an outstandingly better product than individual local utilities could afford by themselves.

- 5) Association members would get Class "A" time, which was not always available locally.

Actually the idea of national air media use was not a product of new thinking on the part of the association. Past efforts to create such a program date back 14 years, even before the advent of television. However none of the earlier attempts ever got off the ground.

AGA's first successful flyer in air media took off on 10 January of this year when the association started sponsorship of an alternate week half-hour portion on CBS TV's *Playhouse 90*. This was possible because. "We had reached a coincidental peak of Industry interest, ability and need," explains Frank Trembly, chairman of the association's tv committee (and also director of sales for the Philadelphia Gas Works).

How the association and agency combined to make a network tv show a reality is an excellent roadmap for organization effort in any industry.

From the association's side the first problem of how to get the industry behind the project was mainly one of organization and the framework was worked out in the following manner:

- AGA's president appointed a 25-man group to act as the tv committee. These 25 men with Trembly at the head were made responsible for collecting the money and making the decisions. The committee was made directly responsible to AGA's General Promotion and Planning committee headed by Christy Payne, vice president of the People's Natural Gas Co., Pittsburgh.

- Members of the tv committee were picked geographically in order to get a nationwide cross-section.

- The tv committee was then divided into two subcommittees (a) the program selection committee headed by Wister Ligon, president of the Nashville Gas Co. and (b) the commercial subcommittee headed by Thomas Evans, v.p. in charge of sales for the Equitable Gas Co., Pittsburgh.

- Then the country was divided into 25 areas with each tv committeeman assigned to his home district for solicitation of funds.

The tv committee first got together and figured the best they could do in terms of money would be around \$2.5

million for the initial program. Target date for the program's start was set for 1 January 1957.

Next step was to go out and collect the money. Since the tv committee knew it had to have the money before it could make a definite commitment for a particular show, it went out and sold utility members on network television alone and not on a particular program or type of programming. Local gas companies were asked to spend anywhere from \$1,000 to \$90,000, depending on size. And they were to put up this money on faith (and need) alone.

This was the method of assessment for the first nine-month sponsorship: Firms wishing to subscribe to the program paid an estimated cost based on network Class "A" time costs in each broadcast city. Approximately 100 stations were picked and the total Class "A" time cost was the base used. The percent that the time cost in each city bore to the total represented that city's share of the total cost of the program (including time, show, commercials). After the city's share was determined, the individual share for each firm in the city was figured on the basis of the firm's share of the market.

After just two months of solicitation three-fourths of the required amount was subscribed by the utilities. The

For White Christmas promotion AGA snared Bing Crosby who never before has done a commercial for anyone other than his own sponsor and company. With Crosby are Norval D. Jennings, AGA adv. mgr. and Frank H. Trembly, head of AGA committee.



tv committee then worked even harder on the final push to raise a still-needed \$600,000. The committee also turned to its "safety factor." This was the appliance manufacturers and pipe line companies who, with the utilities, make up the 39 year old association.

These two other branches of the gas industry came through, with 10% of the total cost subscribed by the pipe line companies and another 7% from the manufacturers. In all \$2.25 million was raised—enough for the prospective alternate half-hour of some network show.

In the meantime Lennen & Newell was preparing its groundwork:

a) Planning the campaign strategy.
b) Educating the AGA tv committee on the mysteries of network tv.

c) Searching for show that would combine the features of a high quality vehicle and a low cost-per-1000 (as one tv committee member put it, "What we want is an *Omnibus* with ratings.")

Key to the overall advertising concept is found in AGA's choice of its new agency two years ago. Lennen & Newell is strictly a consumer and package goods shop. So, AGA was approached as a package goods problem. Account planning went through all of the steps of the L&N system as if the association were a toothpaste or soap.

While the initial research and plan-

Live action commercials feature Julia Meade demonstrating modernity of gas in a handsomely styled home setting.



ASSOCIATIONS SWING FROM INSTITUTIONAL TO REAL SELL

AMERICAN DAIRY ASSOCIATION

New strategy this year: Radio, institutional by-passed for specific dairy promotional events using NBC on an in-and-out plan. Tv, dropped *Disneyland* (ABC TV) for adult-slanted *Perry Como* (NBC TV). Budget: \$2,611,000. Agency: Campbell-Mithum.

PAN AMERICAN COFFEE BUREAU

Currently promoting ice coffee and "coffee break" via network radio in a \$100,000 two-month summer campaign on CBS and NBC. Is an in-and-out air media user for special promotions. Has used network tv and spot. Agency: Robert W. Orr div., FSR.

FLORIDA CITRUS COMMISSION

Has recently switched tv campaign from heavy spot use of 10-second announcements to daytime network programs. Purpose: additional time for longer selling pitch. Tv to get biggest share (55%) of \$4 million budget. Agency: Benton & Bowles.

TEA COUNCIL

Over-all ad budget increased 80% this year to reach \$1.8 million. Air media's share is 76%. Currently is using only spot radio in 29 markets during the summer, but will go back to heavy spot tv in the fall. Agency is Leo Burnett, Chicago.

ning was going on. Nick Keesley, the agency's radio-tv head, was holding a series of meetings with the AGA tv committee. This television seminar included a presentation consisting of two large volumes, a complete breakdown on the medium.

Both teams, agency and advertiser, had now finished the preparatory work. The agency had completed initial research, planning and education. The client had organized and raised the funds. The next step was selection of a show.

It was Nick Keesley who hit on *Playhouse 90*. At the time CBS TV's weekly 90-minute drama series was new and although it had received widespread attention from both press and viewers, the big question was could it sustain the pace. Keesley felt it could and that *Playhouse 90* would meet the tv committee's two major specifications, prestige and low cost-per-1000.

Tom Lane agreed. The next problem was to get a quick decision.

Lane immediately put in long distance calls to the 25 members of AGA's tv committee asking them to meet in New York on the following morning. In the morning members were at the L&N office, having flown in from all parts of the country. Pros and cons of the show were discussed, ballots taken and the decision was made just before lunch time. The agency then called the network just at noon and got the order in. In the nick of time, the agency learned later, for just after lunch an old-hand tv advertiser had called for the same time period. Lane recounts the above to show how a so-called "cumbersome" association can move fast and without hesitation.

Final step in getting set for the 10 January air date was the preparation of the commercials. The agency's research had already found consumer at-

This is a democratic operation with even the allocation of tv commercials decided by a ballot

titude was unaware of modern gas appliance improvements. In the case of the modern gas range, for example, the fully automatic features of the new model were virtually unknown to prospective consumers. Tests of previous gas advertising had shown that while the claim of modernity had been made, nothing was done to prove that claim. Live-action film commercials were picked to demonstrate the modern features of gas. Then Julia Meade was chosen by the agency, and unanimously approved by the committee, to be the demonstrator.

Allocation of commercials was made by balloting the entire gas industry. Each company was asked the weight attached to the various appliances. On the mandate of the industry L&N gave major dominance to ranges (50%). Next in importance were water heaters, dryers and refrigerators. Third on the list were overall commercials, demonstrating all seven uses of gas (ranges, water heaters, dryers, incinerators, house heating, air conditioners and refrigerators).

In all 23 commercials were filmed (by MPO). Of these, 21 were appliance commercials and two institutional. Cost of commercials for the first season's sponsorship was \$225,000, one-tenth of the total tv budget.

Since many AGA utilities members have their own local tv shows as well as their share in the national program, the 23 national commercials have been made available to subscribing utilities.

In addition regionally suitable commercials have been made for local utilities with specialized problems (such as climate). These can be cut-in in place of the network commercial. In one case, the Minneapolis Gas Co., some local cut-ins are substituted. L&N feels the flexibility of the commercials plan is one of the factors that helped sell the utilities on network tv.

All merchandising of the show is done on the local level by the utilities under the direction of Wik Wikstrom, director of promotion and advertising for AGA. Tied around both the show and Julia Meade, the extensive plan includes: bill stuffers, weekly publicity kits on the current *Playhouse 90* presentation and stars, brochures to employees of the utilities, ad mats, banners for utilities and dealer show rooms (the latter given out by the utilities), postage meters on bills, and dividend stuffers. *Playhouse 90* is also mentioned in all national magazine ads. The tv committee's chairman, Frank Trembly, says he feels the program is the most highly promoted show on the air at the local level.

Success of AGA's first network venture can be measured best by the participating advertisers' acceptance of the show. When renewal time came around this summer the tv committee put it up to the subscribers, pointing out that the new budget would reach \$2.9 million for 52-week sponsorship, compared with the \$2.25 million for AGA's first nine months on television.

AGA promotes *Playhouse 90* heavily at local level. S. F. Wikstrom, AGA director of promotion-advertising; Nicholas E. Keesely, L&N senior v.p.-radio-tv director; Frank H. Trembly, AGA tv committee chairman and Richard Eyman, L&N acct. exec. check material



The subscribers were also given the choice of several other high-rated programs. The response was 97% in favor of renewing *Playhouse 90*.

The tv committee says it measures results of the show by ratings and echo back. These ratings show that the AGA message is reaching from 11 to 13 million homes a week and, because of the large audience turnover due to the use of different types of plays each week, 19-21 million different homes each month.

Another factor, while not directly traceable to the show, is also noted by tv chairman, Frank Trembly. Since the start of *Playhouse 90* sponsorship more investors have been attracted to gas utilities and there is, "Recognition on the part of the financial community that gas is going ahead."

The one deviation from AGA's we-like-it-let's-have-more-of-the-same pattern in the upcoming season will be the innovation of a special "White Christmas" sales promotion centered around Bing Crosby. Aside from film commercials featuring Crosby, the Holiday campaign will get an all-out promotional backing. Crosby and the "White Christmas" theme will be featured in all other media (national print, billboards, car cards, displays, etc.). The singing star will also make records for dealer giveaways, be seen in a special two-minute film pitch for dealers, and on dealer brochures.

Justifiably proud of snaring Crosby for the holiday promotion, Wikstrom feels AGA can thank *Playhouse 90*. "It wouldn't have been possible to interest him, without network television."

The factors that made this network television possible:

- The work of the various AGA committeemen who, for two and a half years, have taken time off from their regular jobs to solicit and to plan. (They met on the average of at least once a month)

- An agency that approached the association as a competitive advertiser with a product to sell.

- The need of an industry as demonstrated by the fact that many combined gas and electric utility companies back the program (although it indirectly is competing with electric appliances). The philosophy here follows that of the big soap companies—bring out competitive products and promote them all.

SPOT TV RUNNING 11% AHEAD OF 1956

TvB figures for first six months of year show growth which is "slow" for tv but far ahead of all media except spot radio

Below and on the following page are TvB figures for spot tv's second quarter. Total gross spot tv spending is estimated at \$118,870,000 for the 320 stations reporting to N.C. Rorabough (firm which compiles the TvB figures). Based on reports from a group of 279 stations who were included in both the 1956 and the 1957 reports, spending is 10% ahead of 1956 in the second quarter. The first quarter ran 11.9% ahead. Average increase both quarters: 10.95%. (For analysis of tv's economics, see "Is tv soft?" page 29.)

Product category	Spending estimate 2nd quarter '56	Spending estimate 3rd quarter '56	Spending estimate 4th quarter '56	Spending estimate 1st quarter '57	Spending estimate 2nd quarter '57
Agriculture	\$327,000	\$278,000	\$310,000	\$410,000	\$342,000
Ale, beer & wine	\$9,009,000	\$8,463,000	\$8,112,000	\$8,511,000	\$10,086,000
Amusements, entertainment	\$139,000	\$174,000	\$90,000	\$119,000	\$339,000
Automotive	\$3,556,000	\$1,827,000	\$1,249,000	\$2,293,000	\$1,926,000
Building material, fixtures, paints	\$1,175,000	\$791,000	\$651,000	\$450,000	\$1,207,000
Clothing & accessories	\$2,221,000	\$1,861,000	\$2,813,000	\$2,170,000	\$3,421,000
Confections & soft drinks	\$5,322,000	\$1,620,000	\$6,961,000	\$7,231,000	\$7,553,000
Consumer services	\$3,126,000	\$2,491,000	\$3,973,000	\$3,177,000	\$3,328,000
Cosmetics & toiletries	\$9,541,000	\$8,950,000	\$8,307,000	\$10,660,000	\$12,644,000
Dental products	\$4,112,000	\$2,742,000	\$1,765,000	\$1,536,000	\$1,806,000
Drug products	\$6,468,000	\$5,295,000	\$9,537,000	\$12,981,000	\$8,047,000
Food & grocery products	\$28,381,000	\$21,775,000	\$28,998,000	\$32,860,000	\$32,036,000
Garden supplies & equipment	\$187,000	\$38,000	\$51,000	\$190,000	\$285,000
Gasoline & lubricants	\$4,206,000	\$3,908,000	\$1,793,000	\$5,422,000	\$6,413,000
Hotels, resorts, restaurants	\$99,000	\$73,000	\$70,000	\$87,000	\$87,000
Household cleaners, polishes, waxes	\$2,301,000	\$592,000	\$2,391,000	\$2,808,000	\$3,051,000
Household appliances	\$2,430,000	\$1,146,000	\$2,354,000	\$1,472,000	\$1,881,000
Household furnishings	\$958,000	\$898,000	\$1,182,000	\$1,380,000	\$1,162,000
Household laundry products	\$5,242,000	\$3,284,000	\$3,013,000	\$3,732,000	\$5,608,000
Household paper products	\$1,502,000	\$1,916,000	\$1,703,000	\$1,618,000	\$1,858,000
Household general	\$1,092,000	\$511,000	\$197,000	\$592,000	\$839,000
Notions	\$98,000	\$162,000	\$116,000	\$30,000	\$97,000
Pet products	\$1,174,000	\$819,000	\$1,549,000	\$1,679,000	\$1,300,000
Publications	\$183,000	\$481,000	\$135,000	\$553,000	\$149,000
Sporting goods, bicycles, toys	\$102,000	\$79,000	\$1,161,000	\$115,000	\$113,000
Stationery, office equipment	\$54,000	\$23,000	\$89,000	\$131,000	\$178,000
Tv, radio, phono., musical inst's	\$554,000	\$348,000	\$832,000	\$423,000	\$328,000
Tobacco products & supplies	\$7,371,000	\$7,823,000	\$8,115,000	\$10,331,000	\$8,694,000
Transportation & travel	\$898,000	\$542,000	\$761,000	\$884,000	\$806,000
Watches, jewelry, cameras	\$1,982,000	\$1,637,000	\$1,643,000	\$1,249,000	\$1,510,000
Miscellaneous	\$1,444,000	\$881,000	\$1,248,000	\$1,835,000	\$1,776,000
TOTAL	\$105,581,000	\$83,863,000	\$107,842,000	\$116,935,000	\$118,870,000

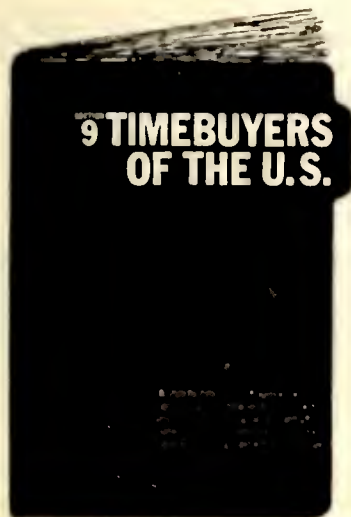
Top 100 spot tv advertisers for the second quarter of 1957

RANK	ADVERTISER	1ST QUARTER 1957	2ND QUARTER 1957	RANK	ADVERTISER	1ST QUARTER 1957	2ND QUARTER 1957
1.	Procter & Gamble	\$3,726,800	\$6,518,900	51.	Socony Mobil Oil	\$ 369,400	\$ 432,400
	Brown & Williamson	3,633,000	3,322,300	52.	Frontier Foods	339,000	430,500
	Continental Baking	2,822,000	2,695,200	53.	Ballantine	409,800	425,000
4.	General Foods	1,922,600	2,419,400	54.	Proctor Electric		422,200
5.	Sterling Drug	2,942,900	2,197,300	55.	United Vintners		420,900
6.	Lever Bros.	1,313,500	2,011,200	56.	Marathon Corp.	437,100	416,200
7.	National Biscuit	1,611,800	1,869,000	57.	Bristol-Myers	387,700	409,400
8.	Colgate-Palmolive	1,688,800	1,777,800	58.	Burgermeister	254,300	406,800
9.	Carter Products	2,447,100	1,679,200	59.	M. J. B. Co.	381,600	402,300
10.	Miles Laboratories	1,535,700	1,559,700	60.	U. S. Borax	321,400	400,200
11.	Robert Hall	910,800	1,473,300	61.	Interstate Bakeries		395,000
12.	International Latex	1,408,700	1,383,900	62.	Schlitz		394,000
13.	Philip Morris	1,993,000	1,372,500	63.	Piel Bros.	292,900	388,200
14.	P. Lorillard	1,012,300	1,311,200	64.	Carling		382,000
15.	American Chicle	1,085,000	1,292,800	65.	Quaker Oats	328,900	376,600
16.	Kellogg	1,105,800	1,104,600	66.	Dr. Pepper		374,700
17.	Liggett & Myers	1,397,400	1,044,100	67.	Wilson		367,700
18.	Bulova	1,002,200	993,500	68.	U. S. Rubber		364,700
19.	Coca-Cola	1,155,300	997,700	69.	Milner Products	266,800	362,500
20.	Corn Products Refining	846,800	878,400	70.	American Bakeries	336,300	359,700
21.	Food Manufacturers	696,700	855,800	71.	Hamm. Brewing		359,400
22.	American Home Products	718,400	850,000	72.	Phillips Petroleum		358,300
23.	Nehi		836,700	73.	Hill's Bros. Coffee	310,700	354,600
24.	Texas Co.	576,100	818,100	74.	Heinz	403,100	353,500
25.	Anheuser-Busch	425,200	814,600	75.	Florida Citrus	421,000	351,300
26.	Charles Antell	583,600	803,400	76.	Scott Paper		339,600
27.	Max Factor	794,600	797,800	77.	Oakite Products		339,300
28.	Falstaff Brewing	345,400	778,700	78.	Gold Seal		336,400
29.	Nestle	652,000	774,200	79.	Union Pharmaceutical		335,800
30.	Shell Oil	530,200	769,000	80.	Sunshine Biscuit	386,900	334,300
31.	Beech-Nut Life Savers	639,100	749,600	81.	Wildroot	282,600	333,600
32.	Pepsi Cola	1,143,900	728,900	82.	Standard Oil of Ind.	412,800	327,500
33.	Adell Chemical	640,400	700,300	83.	Tidewater Associated Oil		326,200
34.	Block Drug	603,600	691,800	84.	General Motors		316,700
35.	J. A. Folger	488,300	668,900	85.	National Dairy	368,200	310,500
36.	Esso Standard Oil	919,100	647,800	86.	R. C. of A.	399,300	307,800
37.	Robert Curlev	379,400	627,000	87.	Bon Ami	288,700	291,800
38.	Warner-Lambert	1,882,800	612,400	88.	Avon	765,200	291,400
39.	Minute Maid	579,500	603,800	89.	Sardeau	380,800	290,300
40.	Seven-Up	574,900	553,000	90.	Pacific Tel. & Tel.	260,700	290,100
41.	Helaine Seager	586,100	540,500	91.	Rayco		289,800
42.	R. J. Reynolds	491,600	500,300	92.	Standard Brands	303,400	286,700
43.	Harold E. Ritchie	692,600	490,400	93.	Ralston-Purina	464,200	284,400
44.	American Tobacco	1,317,600	481,400	94.	Helene Curtis		283,300
45.	Wrigley	400,200	478,100	95.	A & P		275,800
46.	Pabst Brewing	352,300	475,400	96.	Simmons	525,200	275,600
47.	United Fruit	412,000	446,700	97.	Glamorene	667,100	274,500
48.	Du Pont		442,000	98.	Bymart-Tintair		273,600
49.	Ford Motor	1,168,300	441,300	99.	Standard Oil of Calif.		269,100
50.	Wesson Oil & Snow Drift	422,800	432,500	100.	Peter Paul	650,400	267,300

Note: Regional Telephone Companies are listed separately and are no longer combined under American Tel. & Tel. Co.
 Source: T&B quarterly estimate of spot tv expenditure (gross) supplied by N. C. Rorabaugh.

PART FOUR

Reprints of *Timebuyers of the U. S.* in its entirety will be available later this summer. Write: SPONSOR Services Inc., 40 E. 19th St., New York 17, N. Y. Next installment will appear in the 24 August issue



TIMEBUYERS OF THE U.S.

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

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

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

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


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

alphabetically by cities and include address and phone.

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

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

SPONSOR in most instances has eliminated listing of agencies which mentioned no accounts. Agencies so omitted which have since returned to active use of national or regional spot tv or radio should so report to SPONSOR at 40 E. 19th Street, New York 17, N. Y. SPONSOR plans to reprint the list in a convenient booklet and will be glad to expand it to cover additional agencies active on the air.

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

1957-1958

THOMPSON-KOCH CO.

1175 Broadway, New York 18, N. Y. Lackawanna 2-6100

Robert W. Hall

d-Con (ant-prufe, roach-prufe, Rid-X, mouse-prufe, d-Con ready-mix), National Brand Div., Sterling Drug (Double Dandarin, Multified oil shampoo, Campho-Phenol), Mollie, Ironized yeast, aspirin, Dr. James P-W

VICTOR van der LINDE CO.

683 Fifth Ave., New York 22, N. Y. Eldorado 5-5185

Victor van der Linde, partner; Charlotte Rains, partner; Agnes Kingsley, gen. mgr.

Dolein Corp., Kair (pharmaceuticals), Kedrin Pharmaceuticals, LO-PRO Corp. (pharmaceuticals), Whitehall Pharmacal Co. (Guard cold tablets)

VICTOR & RICHARDS

565 Fifth Ave., New York 17, N. Y. Murray Hill 8-0420

Victor D. Lindeman, Jr., Janet A. Murphy

White House Co. (mail order mdse.)

WILLIAM WARREN, JACKSON & DELANEY*

45 West 15th St., New York 36, N. Y. Judson 6-0350

Harry Solow, Jr., Harry Alleva, S. P. Jackson

Alexander's Department Store, **Solow, Jr.**; Book Find Club, **Alleva**; Warren Connolly (appliance distr.), **Solow, Jr.**; Davega Stores (appliances, sports equipment), **Solow, Jr.**; Federal Life & Casualty Co., **Jackson**; Flag Pet Food Corp., **Solow, Jr.**; Mason & Hamlin Piano Co., **Alleva**; Monarch Buick, **Alleva**; Relaxicizer Sales Co., **Jackson**; Ritz Thrift Shop (furrier), **Alleva**; Sachs Quality Stores (dept. stores), **Solow, Jr.**; Schane Pontiac, **Alleva**; Sofia Brothers (moving), **Alleva**; Stevens & Thompson Paper Co., **Solow, Jr.**; Tri-State Buick Dealers, **Alleva**; Vim Stores (appliances), **Jackson**; Zenith Radio Corp., N. Y., **Solow, Jr.**

WARWICK & LEGLER

230 Park Ave., New York 17, N. Y. Murray Hill 4-5800

Harry D. Way, media dir.; Joseph Hudack, John Hughes

Ex-Lax, **Hughes**; Jacob Ruppert Brewery (Knickerbocker beer), **Hudack**; Schick, Inc. (electric shavers), **Hudack**

WESLEY ASSOC.

247 Park Ave., New York 17, N. Y. Eldorado 5-2680

J. D. Knap, Jr.

Shulton (Old Spice)

THE WEXTON CO.*

The Wexton Bldg., 11 East 47th St., New York, N. Y. Murray Hill 8-4050

Larry Schwartz, Edward Greenberg, Ted Gravenston, Howard Wechsler, George Gilbert, Adrian Price

ABC Film Syndication, Airequipt (photographic equipment), Asahi Co. (photographic equipment), Globe Elect. Co., Hudson Paper & Pulp Co., Rek-O-Kut (record players), The FR Corp (photographic equipment)

WALTER WILEY ADVERTISING*

29 Pearl St., New York 4, N. Y. Bowling Green 9-3582

Dorothy F. Wiley

Countess Maritza Cosmetic Co., Indian Walk Footwear, Multi-Aid Computer Co.

EDWIN BIRD WILSON*

52 Wall St., New York 5, N. Y. Digby 4-6780

Edith McArthur

Bowery Savings Bank (N.Y.C.), Gage & Tollner, Manufacturers National Bank (Detroit), Second National Bank (New Haven)

WILSON, HAIGHT & WELCH*

220 E. 42nd St., New York 17, N. Y. Murray Hill 7-8780

A. F. Calabro, C. B. Parker

International Swimming Pool Corp., Adrien May & Co. (crochet cottons), Nott Mfg. Co. (herbicides, insecticides), Seymour Smith & Son (garden tools)

YOUNG & RUBICAM*

285 Madison Ave., New York 17, N. Y. Murray Hill 9-5000

Media Relations Department:

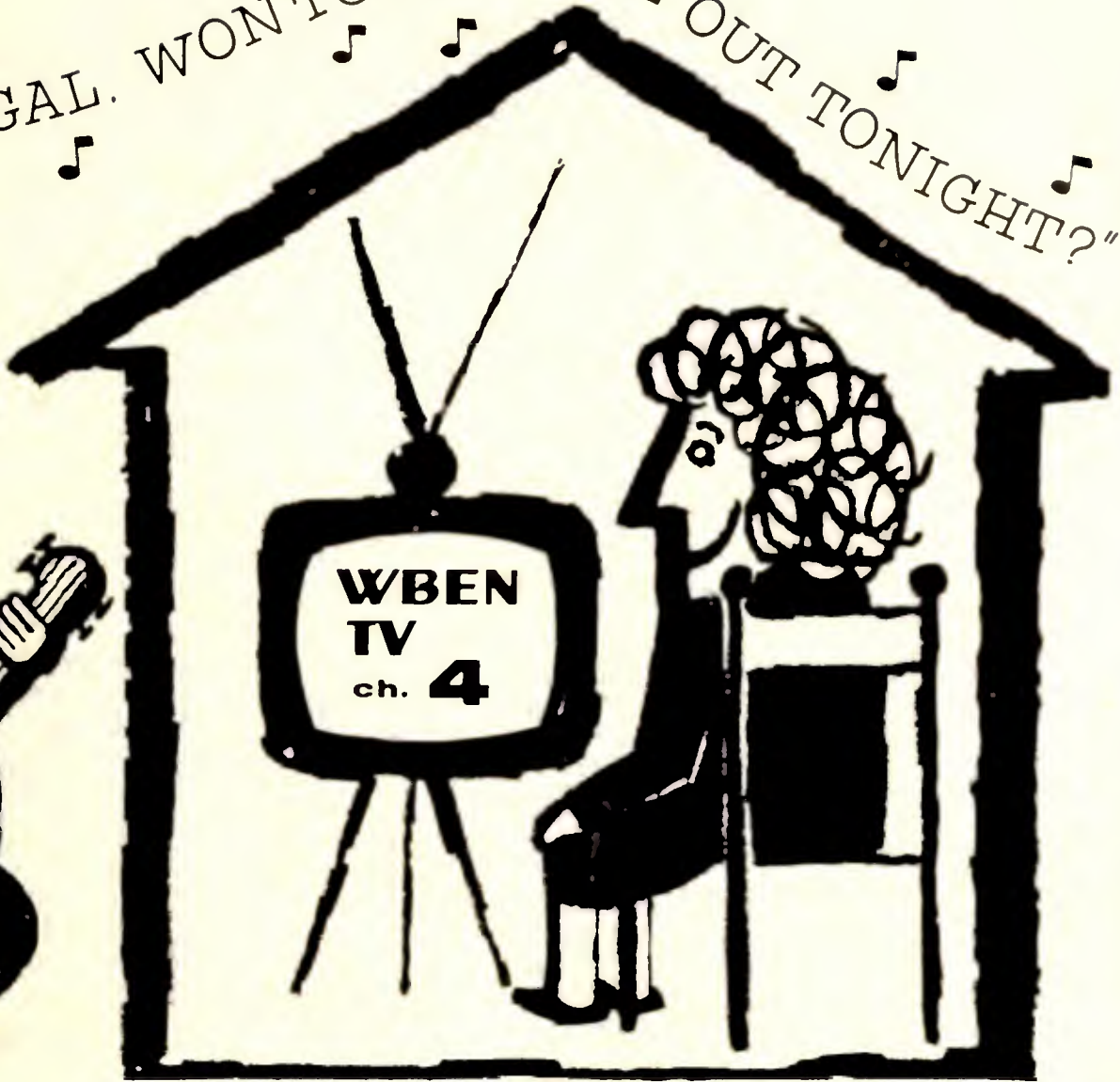
Peter G. Levathes, v.p. & dir.; William E. Matthews, exec. asst.; Frank Coulter, James R. English, Everett Erlick, George F. Leithner, Edward B. MacDonald, Charles T. Skelton, Henry L. Sparks
Assistant Media Directors: Kirk Greiner, Lloyd Harris, Thomas Lynch
Raymond E. Jones, Jr., superv. of spot availabilities; James J. Stack, media office mgr.; Cyrilla Ecker, statistical; Alice McCabe, media data & information; Richard Chapman, operations superv.; William Dwyer, acct. service unit; Florence Aloisia, typing; Joan Rafferty, forwarding Contract Unit; Johanna Reinhardt, publication; Theresa Chico, radio-tv; Daniel Velsor, budget control supv.

Media Buyers: Warren Bahr, Kay Brown, Charles Buccieri, Thomas M. Comerford, Florence Dart, William P. Dollard, Sey-

mour Drantch, John M. Flournay, Donald Foote, Frank Grady, John J. Henderson, Vance Hicks, George G. Hoffman, Arthur Janes, Robert Kowalski, Arthur Meagher, Lorraine Ruggiero, Joseph St. Georges, Thomas Viscardi, Russell Young

Am. Home Foods (Chef-Boy-Ar-Dee), **Young; Hatton, Paulsen; Bigelow-Sanford, Faate; King; Beech-Nut-Life Savers Corp. (gum), Dollard; Fitzpatrick; Beech-Nut-Life Savers Corp. (Life Savers), Jones; Scala; Borden Co. (All Borden, cheese), Young; Hattan, Paulsen; Borden Co. (Borden Food Products Co., Industrial Products Div., Borden's Farm Products Div., Special Products Div.), Kowalski; Hopt; Boyle-Midway (3-1 Oil, plastic wood), Jones; Scala; Bristol-Myers (Sal Hapitica, Vitalis & Analoze), Kowalski; Hopt; Bristol-Myers (Bufferin), Drantch; Kreibuch; Cluett, Peabody (boys wear, dress shirts, sportswear), Grady; Warner; Dictaphone Corp., Foote; King; Drackett Co. (Drano, Windex, Dazy Mist), Dollard; Drake Bakeries (cakes & cookies), Jones; Scala; Duffy Mott Co. (Mott's apple products, Clapps baby foods, sunsweet prunes & juice), Young; Hatton, Paulsen; Esterbrook Pen, St. Georges; O'Brien; Ethyl Corp., Comerford; Mooney; Ford Motor (N. Y. Liaison), Comerford; Mooney; General Cigar Co. (White Owl cigars, Wm. Penn Cigar Corp), Viscardi; Raffetto; General Cigar Co. (Robert Burns cigars & Cigarillos, Van Dyke), Hoffman; Hurley; General Electric Co. (appliances), Meagher; Fahland, Tichenor; General Electric Co. (TV receivers), Jones; Scala; General Electric Co. (Housewares & Radio Receiver Div.), Hicks; Morse; General Foods Corporation, All Products Corp., Bahr; Glecker, McClintock; Walter Baker Chocolate, Bahr; Gleckler, McClintock; Franklin Baker Coconut, Bahr; Gleckler, McClintock; Birds Eye Div., Ruggiero; Johnson; Calumet Baking Powder, Brown; Purtill; Certo & Sure Jell, Brown; Purtill; Dream Whip, Henderson; Fountain; Jell-O Products, Dollard; Fitzpatrick; Kernel Nuts, Brown; Purtill; Lady La France, Henderson; Fountain; LaFrance & Satina, Henderson; Fountain; Log Cabin syrup, Country Kitchen syrup, Maple Del, Brown; Minute Products, Henderson; Fountain; Postum, Bahr; Glecker, McClintock; Sanka & Instant Sanka, Brown; Purtill; Swans Down Cake Flour, Cake Mixes, Bahr; Glecker, McClintock; Goodyear Tire & Rubber Co. (tires, Lifeguard tubes, inst.), Flournoy; White; Gulf Oil Corp., Grady; Warner, Haber; Heritage-Henredon Furniture Industries, Jones; Scala; International Silver Co. (1847 Rogers Bros. International sterling, stainless by International, Wm. Rogers Son, Anchor Rogers sterling, Promotion Div.), Hoffman; Hurley; Johnson & Johnson (Baby Products Div., Surgical Dressings Div.), Georges; O'Brien; Thomas J. Lipton (soups & tea), Comerford; Mooney;**

"BUFFALO GAL. WONTCHA COME OUT TONIGHT?"



NOT when she can see the 11:30 THEATRE on WBEN-TV

No stick-in-the-mud she, just one of thousands of western New Yorkers who finds WBEN-TV's late night 11:30 THEATRE worth staying home for . . . and staying up for !

Hollywood's best available products, the finest films from Warner Bros., 20th Century Fox, Selznick and other top studios draw big audiences *every night of the week* on Channel 4.

How big ! Well WBEN-TV's 11:30 THEATRE popularity not only surpasses its opposition but in many instances give you greater audiences at midnight than other area stations give you from 5:00 P.M. to 7:00 P.M. !

Get all the facts . . . and the reasons why your TV dollars count for more on Channel 4. Our sales department or national representatives, HARRINGTON, RIGHTER AND PARSONS, will be happy to fill you in and get you on our 11:30 THEATRE.

WBEN-TV
CBS in Buffalo
channel **4**



THE PIONEER STATION OF WESTERN NEW YORK

TIMEBUYERS U. S. . . . continued

W. Drillard Co. (Kent cigarettes), **Bahr; Gleckler, McClintack**; Metropolitan Life Insurance Co., **Flournay; White**; Moore-McCormack Lines, **Janes; Scala**; National Sugar Refining Co. (Jack Frost, Arbuckle sugars), **Jones; Scala**; Permacel Tape Corp. (Texcel, cellophane tape, Bondex mending tape, Excel plastic tape), **Georges; O'Brien**; Personal Products Corp., **Brown; Purtil**; Piel Brothers (Piel's beer), **Viscardi; Raffett**; Pine Bros, **Janes; Scala**; Procter & Gamble Co. (Cheer, Spic 'n Span), **Buccieri; Frocter; Dart; Brastram, Roberts**; Remington Rand (electric shaver), **Grady; Warner, Haber**; Royal Typewriter Co., **Ruggeria; Jahnsan**; Simmons Company, **Flournay; White**; Singer Sewing Machine Co., **Foate; King**; A. G. Spalding & Bros., **Grady; Warner, Haber**; Tek Hughes, **Kawalski; Hapt**; Time, Inc. (Life Mag.), **Grady; Haber, Warner**; Time (Sports Illus.), **Georges; O'Brien**; Time (Time Mag.), **Bahr; Gleckler, McClintack**; Young & Rubicam, **Matthews**

THE ZLOWE CO.

65 E. 55th St., New York 22, N. Y. Plaza 3-1764

Pauline Mann, media dir.

Dannon Milk Products (Yogurt), Marlum Mfg. (Ritz Black Angus broiler), Schieffelin & Co. (Almay cosmetics div.)

OLEAN

RONALD C. BISHOP ADVERTISING AGY.

Exchange National Bank Bldg., Olean, N. Y. 8081

R. C. Bishop, Janet Parker, Jaan Bishop, Sally Miller, John Tuahy

Clair Mfg. (finishing machines), **Tuahy**; Eberle Tanning (Tioga oak soles), **Bishop**; Gleanite Corp. (All Purpose cleaner), **Miller**; L. H. Lincoln & Son (extract), **Bishop**; Procter Ellison Co. (leather), **Bishop**

ROCHESTER

HUTCHINS ADVERTISING CO.*

42 East Ave., Rochester 4, N. Y. Hamilton 6-1160

Frank M. Hutchins, William F. Lacey, Stuart Rice, James L. Gauld, W. Wygant, M. Nugent

Beaucaire (Philco dist.), **Wygant**; Empire State Pickling (Silver Floss sauerkraut), **Rice**; Hub Oil Co. (American oil), **Nugent**; McCurdy & Co. (dept. store), **Gauld**; Serantom's Book & Stationery Co., **Nugent**; Schuler Foods (potato chips), **Rice**; Waldert Optical Co., **Nugent**

SCRIVENER & CO.

534 Burke Bldg., Rochester 4, N. Y. Baker 5-0066

A. Scrivener

Schrader's meat products

ED WOLFF & ASSOC.*

418 First Federal Savings Bldg., Rochester 4, N. Y. Baker 2090

Alfred G. Scheible, Ernest R. Turner, R. Kinney, E. Haldren

A. L. Anderson Sons (carbonated bev.), **Turner, Scheible**; Dairy Queen (frozen desserts), **Turner**; Delco Appliance Corp. (electric windshield wipers), **Haldren, Kinney**; Standard Rochester Brewing Co. (Standard ale, Topper beer)

SCARSDALE

ELMER L. CLINE

Harwood Bldg., Scarsdale, N. Y. Scarsdale 3-4332

Elmer L. Cline, ch. of bd. & treas.; John F. Cline, pres.; A. W. Vaarhis, v.p.

Colonial Baking Co., **J. F. Cline**; Merchants National Bank & Trust Co., **J. F. Cline**; White Baking Co., **E. L. Cline**

SCHENECTADY

JOHN L. HALPIN, ADVERTISING*

Suite 424 Wedgeway Bldg., 277 State St., Schenectady 5, N. Y. Franklin 2-0942

Alvord Glove Co., Amsterdam Dairy, IUE-CIO, Local 301 (Elec. Workers Union), James M. McNearney (beer distr.), Schenectady Gazette, Schenectady Savings & Loan

SYRACUSE

BALDWIN ADVERTISING AGENCY*

106 E. Washington St., Syracuse 2, N. Y. Harrison 2-5471

Dannette B. Maare

Durso Wholesale Co. (appliances), Glisten (household cleaner), Paul Jeffrey Co. (Hot-point distr.), Strathmore Products (paint), Un-Art Distr. (Tupperware prods.)

FLACK ADVERTISING AGENCY*

433 S. Warren St., Syracuse 2, N. Y. Harrison 2-6011

William P. Canklin, Jr., E. J. Labs, Daniel W. Casey, Graver H. Hubbell, M. L. Bebee

BWB Foods, **Hubbell**; First Trust & Deposit, **Hubbell**; Netherland Dairy Co., **Labs**; Syracuse Savings Bank, **Hubbell**

SPITZ ADVERTISING AGENCY*

530 Oak St., Syracuse, N. Y. Granite 9-5581

Harry J. Accursa

F. Cobb Co. (IGA food markets), Empire Card Co. (greeting cards), Henry Frank Leather Co., Grange Silo Co., Mohican Stores (markets), Onondaga Supply Co. (appliances), P & C Food Markets, Penfield Mfg., Pilgrim Meats, Spector-Genesee Motor Sales (Olds., Cadillac dealer), Syracuse Card Co. (greeting cards), Timerson Canning (Timeco dog, cat food)

UTICA

FARQUHAR & COMPANY*

First National Bank Bldg., Utica 2, N. Y. 2-6109

John T. Farquhar, Jay C. Anderson, Ted R. Darvae, Carl E. Spitzer

Bonide Chemical Co. (insecticides, fungicides, home gardening prods.), **Darvae**; Collinite Chemical Co. (auto wax), **Anderson**; C. A. Durr Packing Co. (meat prods.), **Farquhar**; Jeans Foods of Utica, **Farquhar**; Emil Steinhorst & Sons (home freezers, milk coolers), **Darvae**; Utica Brewing Co. (Fort Schuyler beer & ale), **Farquhar**

MOSER & COTINS*

10 Hooper St., Utica 3, N. Y. 3-7544

Laura B. Mang, media dir.; Christine H. Van Dyke

Fitzgerald Bros. Brewing Co. (beer, ale), **Mang**; Honey Butter Prods. Corp. (spreads), **Van Dyke**; MacCadham Cheese Co., **Van Dyke**; Procino-Rossi Corp. (macaroni prods.), **Mang**

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y. 5-0339

Fred D. Stevens

Cornhill Bldg. & Loan Assn., Lennon's, Inc. (jewelry), Wicks & Greenman (men's clothing)

NORTH CAROLINA

CHARLOTTE

AYER & GILLET ADVERTISING*

1022 S. Tryon, Charlotte 3, N. C. Edison 4-9729

Irene T. Ayer, Charles Gressle, Beth Laney Smith, William Lane Withers

Allison-Erwin Co. (whls. distr.), **Smith**; Duke Power Co. (public utility), **Gressle**; General Electric Co. (small appliances div. for the Carolinas), **Smith**; Neese Sausage Co. (sausage and liver pudding), **Smith**; Roddey Packing Co. (meat prods.), **Smith**

BENNETT ADVERTISING

222 South Church St., Charlotte, N. C. Franklin 6-1674

Farrest L. Callier, Jr., v.p.; Robert McKericher, v.p.; William L. Wilson

(For accounts see High Point listing)

WALTER J. KLEIN CO.†

1214 Elizabeth Ave., Charlotte, N. C. Franklin 7-1646-7-8-9

Jan Freeland, media dir.

American Hardware & Equipment, Belk's Department Store, Blue Magic (easy Mon-

Leadership!...

SIGN ON TO SIGN OFF

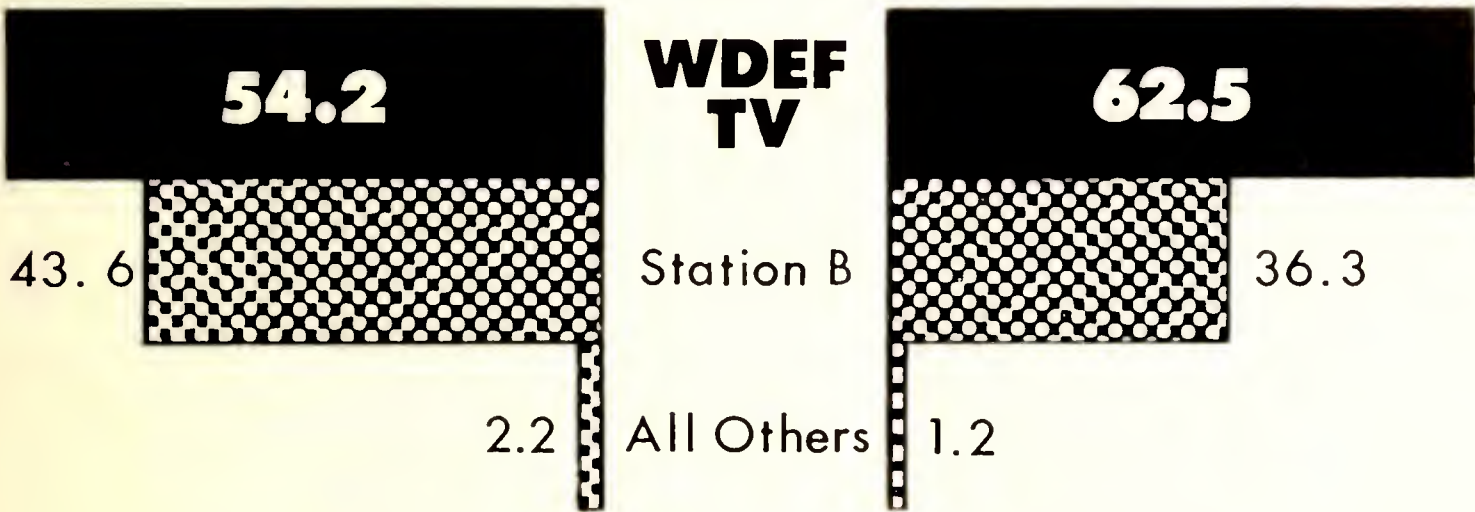
WDEF-TV Dominates in **60%** of Measured Quarter Hour Periods

ARB June 1957

NIGHTIME

6 PM - 10 PM

10 PM - Midnight



WDEF-TV

8 of top 10 Net Shows

7 of top 10 Syndicated Shows



Full 316,000 Watts

From antenna atop
Signal Mountain
High above City



CHATTANOOGA • The 77th Market

TIME BUYERS OF U. S. . . . continued

day starch), Jesse Jones Sausage Co., Maola Milk & Ice Cream, Marnat Packing Co. (Big Time dog food), Red & White Food Stores, Roberson's Big Beverages, United Dairies, York Drug (Kennedy's mixture)

GREENSBORO

HEGE, MIDDLETON & NEAL*

P. O. Box 2993, Watson Bldg., Greensboro, N. C. Broadway 5-2831

Ruth Falk

Black Panther Co. (Soot Clean rat and mouse killer, Rose Dust, Fly Bits, E-Z Lite hickory charcoal), Brick & Tile Service (Assn. of North Carolina Brick Mfrs.), National Pest Control (exterminators), Statesville Brick Co.

HIGH POINT

BENNETT ADVERTISING*

208 E. Green St., High Point, N. C. 2-4151

Harold C. Bennett, pres.; v.p.'s: **Robert Tracy, Forrest L. Collier, Robert McKericher; Thomas T. Evans, sec'y.**

John B. Mayo

Acclaim Hosiery Mills, **Tracy;** W. A. Davis Milling Co. (flour prods.), **Tracy;** Lily Mills Co. (threads), **Bennett, McKericher;** The Mebane Co. (bedding), **Tracy;** N. C. Motor Carriers Assoc., **Mayo;** Triangle Hosiery Mills, **Bennett**

PRAIGG ADVERTISING

164 S. Main St., High Point, N. C. 3760

N. T. Praigg

Anvill Brand (Work 'n Play clothes), Associated Industries Public Relations, Perpetual Savings & Loan Assoc.

RALEIGH

BENNETT ADVERTISING

5 W. Hargett St., Raleigh, N. C. Temple 4-8903

John B. Mayo

N. C. Dept. of Conservation & Development, N. C. Motor Carriers' Assn., The Carolinian (beach hotel)

J. T. HOWARD ADVERTISING AGENCY*

309 W. Morgan St., Raleigh, N. C. Temple 3-3069

J. T. Howard, Michael J. Silver

Farmers Cotton Oil Co. (Golden Gem, Cure Bright, Lawn-O, Old Plantation, other brands of fertilizers), Florence-Mayo Nuway (air conditioned oil and gas-fired tobacco cures), Nationwide Insurance Co., Occidental Life Ins. Co. of N. C., Smith Concrete Products Co. (Vita-Lite concrete products), Walker Martin (GE major appls.)

SALISBURY

PIEDMONT ADVERTISING AGENCY
Washington Bldg., Salisbury, N. C. 3978

C. V. Barkley

Stanback Co., Ltd. (analgesic tablets & powders)

NORTH DAKOTA

FARGO

HAROLD E. FLINT ASSOC.

615 Second Ave., N., Fargo, N. D. 5-5333

Harold E. Flint, Lee A. Holland, Richard C. Rosenthal

Merchants National Bank & Trust Co., **Rosenthal;** N. D. Hospital Service Assn. (Blue Cross), **Flint, Rosenthal;** Otter Tail Power Co., **Flint, Rosenthal**

HUDSON ADVERTISING AGENCY

Gardner Hotel, East Entrance, 26 Roberts St., Fargo, N. D. Fargo 5-6231

Grace Hudson, owner

State Seed Dept. (certified seed potatoes)

GRAND FORKS

SIMMONS ADVERTISING AGENCY*

211 South Fourth St., Grand Forks, N. D. 2-1001

E. E. Simmons, Carl Emmerick, Edna Clementson

Arco Mfg. Co. (power hacksaw), **Clementson;** Bridgeman Creameries (dairy prods.), **Emmerick;** N. D. Mill & Elevator Co. (flour, cake mix), **Simmons;** Sund Mfg. Co. (crop pickup), **Simmons**

OHIO

AKRON

SHOWALTER, HESSELBART & MITTEN*

Slusser Bldg., 231 Locust St., Akron 8, Ohio. Portage 2-6463

Velma Hesselbart, Robert Mitten

Akron Irrigation Div. (farm irrigation), **Mitten;** Alscro (storm windows & doors), **Mitten;** Greenwald-Plymouth (autos), **Hesselbart**

CANTON

TED WITTER ADVERTISING AGENCY*

2519 Cleveland Ave., N.W., Canton 9, Ohio. Glendale 4-6566

Ted Witter, Paul Buchholz

Avenue Paint Co., Canton Provision Co., Ohio Power Co. & Wheeling Elec. Co., Storm Windows of Aluminum, Structural Clay Prods. Inst., Temtee Pretzels

CINCINNATI

GUNDLACH ADVERTISING AGENCY
(A division of G. P. Gundlach & Co.)

1201 West 8th St., Cincinnati 3, Ohio.
Garfield 1-2700

G. P. Gundlach, G. B. Gundlach
(Specializing in Dairy and Ice Cream Accts.)

THE RALPH H. JONES CO.*

3100 Carew Tower, Cincinnati 2, Ohio.
Garfield 1-2300

Ann Smith, radio-tv dir.; Eula Reggin, Evelyn Rauch, Betty Derie

Ashland Oil & Refining Co. (petrol prods.), **Reggin;** Drackett Co. (Twinkle, Dazy), **Rauch;** General Elec. Evandal Plant, **Derie;** Heekin (Happy Family baking powder), **Reggin;** Miami Margarine Co. (Nu-Maid & Durkee), **Derie;** The Strietmann Biscuit Co., **Rauch**

PERRY-BROWN

2831 Vernon Place, Cincinnati 19, Ohio.
Plaza 1-8200

Edward J. Doran, Sprague Mullikin, R. J. Wilkins

Formica Corp (laminated plastics), **Mullikin;** The H. H. Meyer Packing Co. (pork prods.), **Wilkins**

RAND-RIES ADVERTISING†

Times Star Tower, Cincinnati, Ohio. PA 1-6660

David Rand

NuTone

THE ROWE & WYMAN CO.

3800 Reading Road, Cincinnati, Ohio.
Capitol 1-5220

Walter S. Rowe, David L. Belew

The Ohio Casualty Ins. Co.

STOCKTON-WEST-BURKHART*

1303 First National Bank Bldg., Cincinnati 2, Ohio. Dunbar 1-5600

Robert A. McDowell, v.p., media-research

The Cincinnati & Suburban Bell Telephone, Doepke Mfg. Corp. (educational toys), Gibson Art Co. (greeting cards), The Hudepohl Brewing Co. (beer), The Andrew Jergens Co. (deep cleanser, instant suds), The Mosler Safe Co., The United States Shoe Corp. (Red Cross and Joyce shoes)

WILSON ADVERTISING AGENCY

3418 Delta Ave., Cincinnati 8, Ohio. East 1-8228

Ross H. Wilson

WBAY - CH. 2 GREEN BAY

GIVES PERSONAL SERVICE* TO the Land of Milk & ^MHoney!



* A COMMUNITY ACTIVITY IN OUR STUDIO C



TIMEBUYERS OF U. S. . . . continued

CLE ELANI

ALLIED ADVERTISING AGENCY*

1302 Ontario St., Cleveland 13, Ohio.
Prospect 1-6677

Aaron S. Fox, Melbourne Schwartz

Chrysler Dtrs. of Cuyahoga County, **Fox**;
Cole Motors (automobile dlr.), **Fox**; Finney
Co. (tinco fringe-area antenna), **Fox**; Parma
Motors (auto dlr.), **Fox**; Plymouth Dtrs.
Inc., **Fox**; Sanitone, **Fox**; West Side Auto
Dtrs. Assn., **Fox**; West Side Pontiac (auto
dlr.), **Fox**

BAYLESS-KERR

1166 Hanna Bldg., Cleveland 15, Ohio.
Main 1-0648

George Kilbride, Ralph Wright

Fremont Krant (sauerkraut & sauerkraut
juice), **Kilbride**; Olga Coal Co., **Wright**

RALPH BING ADVERTISING CO.*

Frederick Bldg., Cleveland 15, Ohio. Su-
perior 1-2773

Rolph S. Bing

Ace Cigarettes, Blaushild Motors (Chrysler-
Plymouth), Housemart, Industrial Tire Co.,
London Leather Co., Ohio Paint and Color
Co., Pierre's Ice Cream

RICHARD T. BRANDT

1510 Keith Bldg., Cleveland 15, Ohio.
Prospect 1-4020

Richard T. Brandt, Eleanor M. Clark

Babcock Dairy Co., Dairymens Ohio Farm-
ers Milk Co.

FOSTER & DAVIES

2116 Keith Bldg., Cleveland 15, Ohio.
Cherry 1-0711

**Miles McKorney, v.p.; Jeonne Kohorn,
secy.**

Alliance Mfg. Co. (Tenna-Rotor and other
tv aids)

FULLER & SMITH & ROSS*

1501 Euclid Ave., Cleveland 15, Ohio.
Cherry 1-6700

L. J. Boyce

Alcoa (Aluminum Co. of Am.), Central Cad-
illac (local dlr.), Central Chevrolet (local
dlr.), Domestic Sewing Machine Co., Harry
Ferguson (tractors), Higbee Co. (local dept.
store), Jack & Heinz (local), Pennzoil Oil
Co. (motor oil), Sherwin Williams Co.
(paint), White Sewing Machine Co.

GABRIEL ADVERTISING AGENCY*

707 United Office Bldg., Cleveland 13,
Ohio, Main 1-0816

W. J. Gabriel

Bedford Products (jellies & jams), Cray-

ton's Southern Sausage, Eagle Awning Co.
(Div. of Hobart Prods.), Eagle Dairy &
Ice Cream Co., Foodtown Super Markets,
Ideal Macaroni & Spaghetti Co., Jack 'n Jill
Kiddie Shops, Leader Drug Stores, O'Malley
& Porach Dodge, Parma-Studebaker-Packard,
Rinis Super Market, Ventaire Awning Co.
(Div. of Hobart Prods.)

GERST, SYLVESTER & WALSH*

3113 Prospect Ave., Cleveland 15, Ohio.
Henderson 1-4710

Trudi Schluembach

Arnold Wholesale Co. (Ironrite & Zenith
distr.), Atlas Radio & TV Stores, B. W.
Blaushield Motors (Dodge-Plymouth), Blon-
der Wallpaper Co. (Walltex, Gold Seal),
Family Fair, Kromex (housewares), Maytag
Sales Co. (distr.), Ohio Provision Co.
(Sandy Mac meats), Standard Brewing Co.
(Erin Brew), Watkins Furniture Co.

ROBERT GOULDER ADVERTISING

1010 Euclid Ave., Cleveland 15, Ohio.
Main 1-3214

Robert A. Goulder

Cy Mack Oldsmobile, Progressive Mutual
Ins. Co., Reliable Oldsmobile Sales

GREGORY-HOUSE ADVERTISING CO.*

2157 Euclid Ave., Cleveland 15, Ohio.
Main 1-7822

Marion Reeves, Frances Jesse

Acme Stores (food chain), Dan-Dee Co. (po-
tato chips), Slim & Trim by Tarr, Spang
Baking Co. (bread, donuts)

THE GRISWOLD-ESHLEMAN CO.*

1400 Terminal Tower, Cleveland 13, Ohio.
Tower 1-3232

Richard C. Woodruff, Helen J. Lott

Chevrolet Dealers Assn., Erie Railroad, Fish-
er Bros. Co. (food stores), B. F. Goodrich
(Tire Equipment Div.), Jenney Mfg. Co.
(petroleum prods.), Alfred Nickles Bakery,
Perfection Industries, Div. of Hupp Corp.
(furnaces, commercial & residential air con-
ditioners, space heaters, water heaters,
ranges), Sears, Roebuck and Co. (dept.
stores, Cleveland area), Tappan Stove Co.
(Cleveland Div.), Thompson Products (auto
& aircraft parts), Youngstown Sheet & Tube
Co. (steel)

THE HUBBELL ADVERTISING AGENCY*

1900 Euclid Ave., Cleveland 15, Ohio.
Cherry 1-0212

Fronk Hubbell, V. D. Lidyord

The Astrup Co. (awnings), **Hubbell**; Can-
vas Awning Institute, **Hubbell**; Hippodrome
Theatre (motion pictures), **Lidyord, Hub-
bell**; Laub Baking Co. (bread and baked
goods), **Hubbell**

LANG, FISHER & STASHOWER†

1010 Euclid Ave., Cleveland, Ohio. Main
1-6579, Prospect 1-0300

**Alvin B. Fisher, v.p., radio-tv dir.; Helen
Dwyer, Lori Martin, Gorry C. McKelvey,
David L. Stashower**

Carling Brewing Co., Cleveland Baseball
Co., General Electric Appliances, Interna-
tional Molded Plastics, Master Mfg., Pick
'n Pay Super Markets, Richman Bros., Sug-
ardale Provisions Co., WJW-TV, World Pub-
lishing Co.

CARR LIGGETT ADVERTISING

512 NBC Bldg., Cleveland 14, Ohio. Cherry
1-3434

**John L. Marting, radio dir.; John F.
Nash, acct. exec.; M. J. Croer, Robert R.
Hum**

Cleveland Builders Supply Co., **Morting,
Nosh**; Ohio Savings Assoc., **Morting, Cra-
ver, Hum**; The Pioneer Rubber Co. (house-
hold gloves, baby pants), **Morting, Crover,
Hum**

McCANN-ERICKSON*

335 Euclid Ave., Cleveland 14, Ohio.
Cherry 1-6850

John M. Kinsello

Cleveland Elec. Illuminating Co., Coca Cola
Bottlers (various), Columbus & So. Electric
Co., Gray Drug Stores, National City Bank,
Ohio Bell Telephone Co., F. C. Russell Co.,
Standard Oil of Ohio

MELDRUM & FEWSMITH*

1220 Huron Road, Cleveland 15, Ohio.
Cherry 1-2141

**Bruce Standerman, radio-tv dir.; Muriel
Lomppert**

Bonne Bell (cosmetics), Ford Motor Co.
(Tractor & Impl. Div.), Republic Steel
Kitchens, St. Mary's Foods, Seiberling Rub-
ber Co. (tires, tubes), Willard Storage Bat-
tery Co.

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland 15, Ohio.
Main 1-7142

Lucie Lian

Firestone Tire & Rubber Co.

**Timebuyers of the U. S.
listing will continue
in the 24 August issue**



DO YOU OWN A COPY OF BASICS?

IF YOU DO—you'll want to order an extra one today, so that you can keep one intact as your workbook for the next twelve months.

IF YOU DON'T—better get your own right now, to be sure you'll have this basic tool at your elbows during the coming year.

NEED QUANTITIES TOO? For others in your organization who can profitably use this important buyers tool, we have printed an extra supply. Order them now.

YES I need _____ extra copies of Sponsors's TV/Radio BASICS at \$2. each. Please rush them to me.

I enclose payment , please bill me .

Name _____ Firm _____

Address _____

City _____ State _____

MAIL TO SPONSOR, 40 E. 49TH STREET, N.Y.C.



You Might Win 7 National Tennis Championships* —

BUT . . . YOU NEED WKZO RADIO TO WIN SALES IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

NIELSEN NCS NO. 2
NOVEMBER, 1956

Station	Radio Homes In Area	Monthly Homes Reached	DAYTIME	
			Weekly NCS Circ.	Daily NCS Circ.
WKZO	208,450	107,490	95,520	67,470
B	106,570	43,420	38,670	25,630

WKZO—CBS for Kalamazoo-Battle Creek and Greater Western Michigan—is one of America's most obvious radio buys. Nielsen figures, left, show that WKZO delivers over 2½ times as many radio homes as its nearest competitor . . . and WKZO has almost twice the share of audience, according to Pulse!

Take a good look at those November 1956 Nielsen figures. WKZO actually delivers 56% more homes *daily* than the second station can deliver *monthly*!

Your Avery-Knodel man has all the facts.



The Feltzer Stations

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

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

*Bill Tilden did it in 1920, 1921, 1922, 1923, 1924, 1925, and 1929.

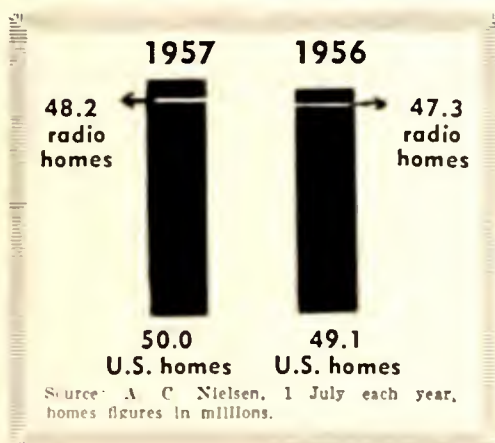
RADIO BASICS / AUGUST

This is the fourth of SPONSOR's new Radio Basic's sections. It will appear every four weeks and will complement and alternate with Tv Basics. Three sections make up Radio Basics. The first is a series of four indices, giving material, updated every four weeks for the most part, on number of homes, stations, sets in homes and sets sold or produced. The second section covers spot and will provide periodic indices of local listening in various markets and research material of interest to users of spot. The third, or network, section will emphasize web radio clients. It provides a complete list of network advertisers as of the week beginning with the date of each issue, together with information on programs used, days of the week bought and the amount of program time purchased by each client. Suggestions from readers as to content and format will be welcomed and used as a basis for future additions and revisions. Next Radio Basics will appear in the 14 September issue.

1. Radio dimensions are indexed in terms of homes, stations, sets in homes, sets sold . . . see below
2. Spot basics provides local market listening index, data on out-of-home radio . . . page 52
3. Network basics comprises the complete list of current web advertisers page 54

1. RADIO'S DIMENSIONS TODAY

Radio homes index



Radio station index

End of June 1957				
	Stations on air	CPs not on air	Applications on hand	Applications in hearing
Am	3079	159	322	103
Fm	530	31	24	0
End of June 1956				
Am	2896	124	274	173
Fm	530	16	10	1

Source: FCC monthly reports, commercial stations.

Radio set index

Set location	1957	1956
Home	90,000,000	82,000,000
Auto	35,000,000	32,000,000
Public places	10,000,000*	10,000,000
Total	135,000,000	124,000,000

Source: RAB 1 January 1956, 1 July 1957, sets in working order. *No new information.

Radio set sales index

Type	June 1957	June 1956	Six Months 1957	Six Months 1956
Home	729,421	839,830	3,638,969	3,391,102
Auto	416,058	296,256	2,834,676	2,313,651
Total	1,145,479	1,136,086	6,473,645	5,704,753

Source: RETMA. Home figures are retail sales, auto figures are factory production.

2. SPOT RADIO BASICS

Spot listening market index

Figures for the 10 markets at right show homes using radio (in and out-of-home) during June, except for San Antonio and Wilmington, which are May, and Youngstown which is April. Data comes from Pulse, covers average quarter-hour listening Monday-through-Friday. This is the fourth group of markets covered in Radio Basics. Other markets will appear in this section in the future.

How local markets compare in listening levels by three-hour day parts

Market	6-9 a.m.	9 a.m.-N	N-3 p.m.	3-6 p.m.	6-9 p.m.	9 p.m.-M
Chattanooga	15.9	18.7	17.5	18.7	15.1	11.7
Denver	23.4	24.8	22.7	21.3	25.2	18.1
Lexington, Ky.	17.0	17.2	15.4	15.3	14.0	9.8
New York	25.2	31.2	27.7	29.3	26.3	18.3
Oklahoma City	16.5	17.8	17.2	17.9	15.0	10.2
Omaha-Council Bluffs	19.5	22.6	21.9	20.9	16.4	11.6
Providence	15.8	18.1	16.9	18.3	14.0	9.8
San Antonio	18.6	21.1	19.5	19.5	16.8	12.3
Wilmington, Del.	14.2	17.6	16.5	16.7	14.2	11.7
Youngstown	14.6	18.9	19.2	19.7	15.7	11.4

How local and national time listening compare

Nielsen average minute audience data cover May-June 1957. Local time auto data was not available

Day-part	LOCAL TIME BASIS		NEW YORK TIME BASIS		Total
	In-home ('000)	In-home ('000)	Auto-Plus		
6-9 a.m. M-F	6,934	5,345	1,204		6,549
9-Noon M-F	6,404	6,500	1,156		7,656
12-3 p.m. M-F	5,874	6,356	1,011		7,367
3-6 p.m. M-F	5,489	5,393	1,589		6,982
6-9 p.m. Sun-Sat	4,430	4,767	1,493		6,260
9-Mid. Sun-Sat	3,082	3,515	722		4,237

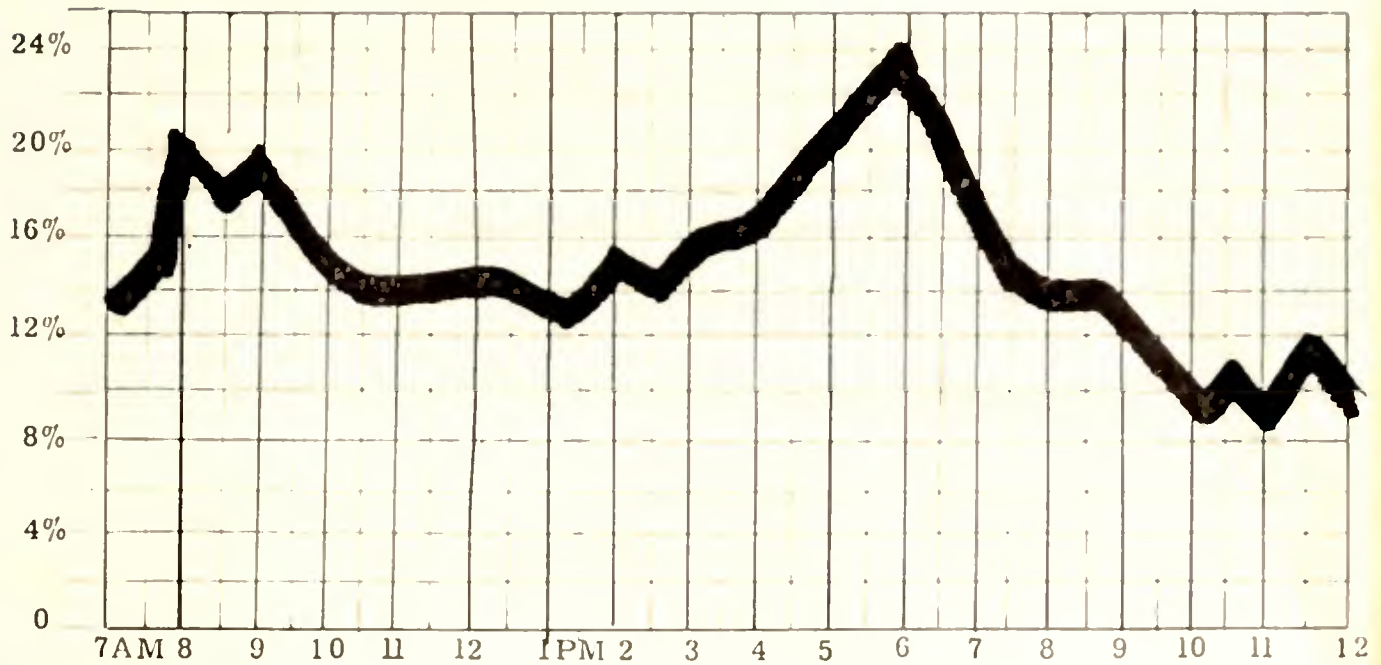
How do nighttime buys look against daytime ?

Cost figures are for minutes at the 260-time rate on 23 Peters, Griffin, Woodward stations. Audience data is from Pulse during recent months covers out-of-home

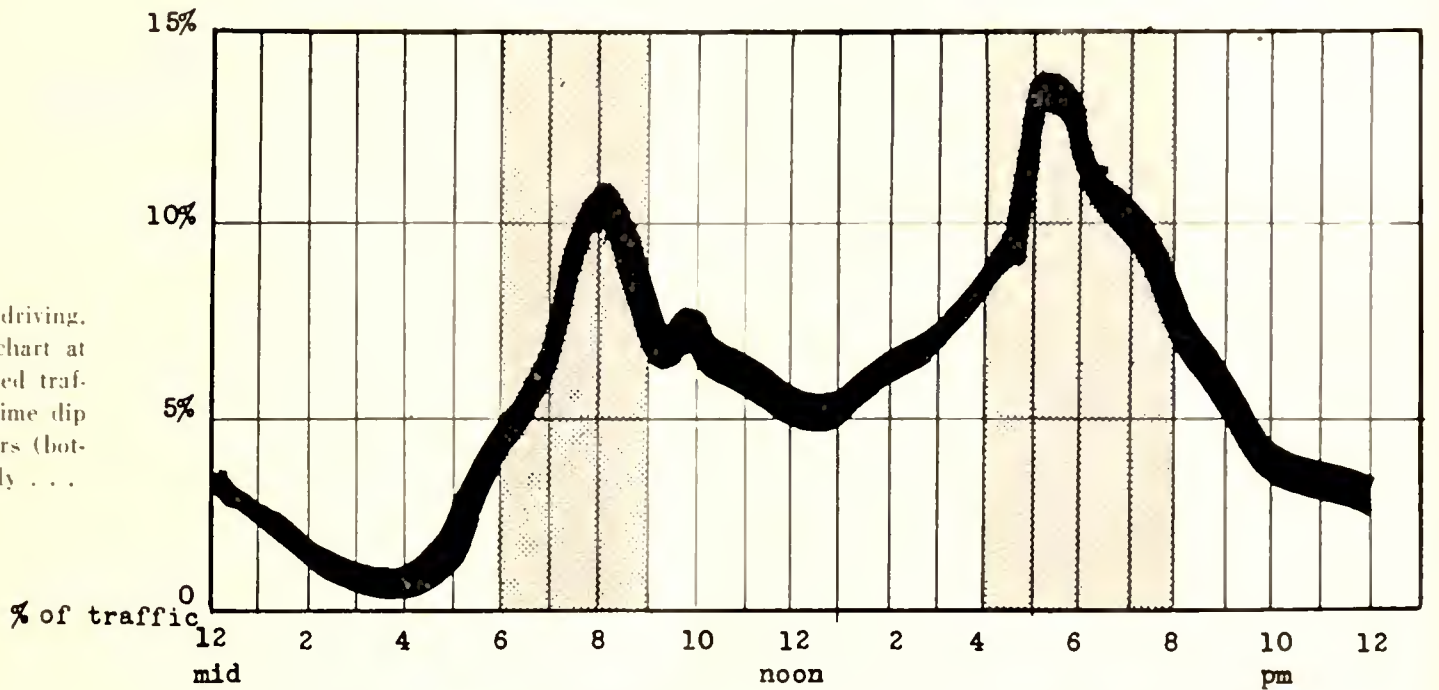
	Cost	Families reached	Cost-per-1,000	Men	Women
6:30- 9:00 a.m.	\$628.74	786,611	80c	39%	51%
6:00-10:00 p.m.	475.71	650,511	73c	42	46

Is there much difference in local car traffic patterns?

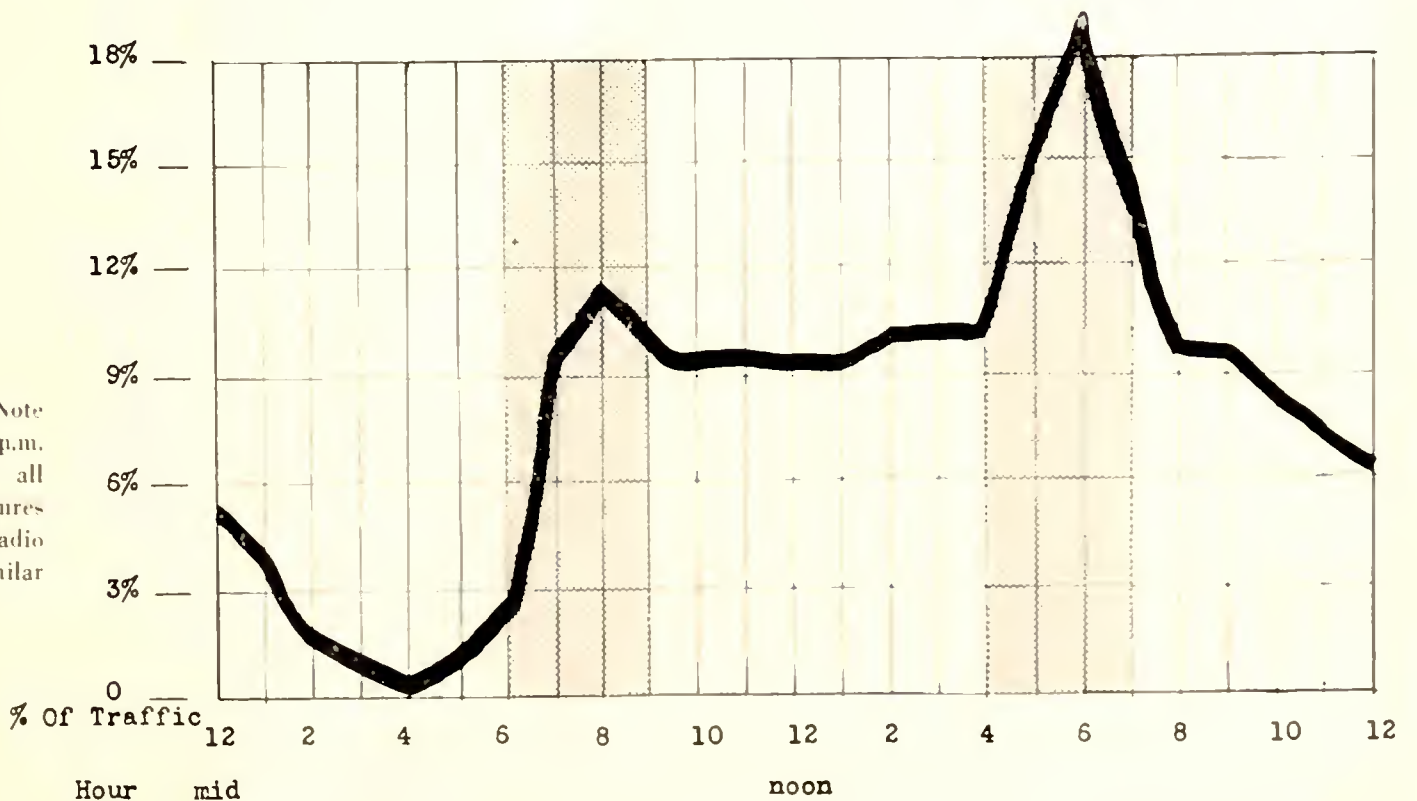
Though driving to and from work represent peaks in auto traffic, these three charts, put together by Headley-Reed, show significant differences among markets. Boston (top chart) motorists apparently



stagger their morning driving. St. Louis motorists (chart at right) show pronounced traffic peaks and a noontime dip while Milwaukee drivers (bottom) are comparatively



busy in the afternoon. Note also that the 5:00-6:00 p.m. period is the busiest in all three markets. Though figures refer to traffic flow, auto radio listening is probably similar



3. NETWORK RADIO'S CLIENTS & STATUS

PROGRAM TIME SALES

Program Hours Sold	
Week beginning	Hours
20 July	107.3
17 Aug.	103.9

Beginning with this issue of Radio Basics, SPONSOR will tally every four weeks the amount of weekly program time sold by all four networks. Figures in the business indicator at left are taken from the complete current list of network radio clients below as well as the previous list run in the last issue of Radio Basics. For purposes of comparability, 6-second and 8-second commercials are considered as 30 seconds of program time while 20-second and 30-second commercials are considered two minutes of program time. In the list below, covering the week beginning 17 August, minute commercials sold as such are figured as five minutes of program time.

ABC

Admiral: appliances; *Breakfast Club*; M-F; 25 min.
AFL-CIO: institutional; *Ed. P. Morgan*; M-F; 75 min.; *J. W. Vandercook*; M-F; 25 min.
American Bird Food Mfg. Co.: *Breakfast Club*; M; 5 min.
Assemblies of God: religious; *Revivaltime*; Su; 30 min.
Atlantic Sales: French's bird food products; *My True Story*; Tu,Th; 10 min.
Ball Bras.: home canning prod.; *Breakfast Club*; Tu-F; 20 min.
Bankers Life & Casualty: White Cross Hospital Plan; *Paul Harvey*; Su; 15 min.
Beech Nut: Beech-Nut gum; *Breakfast Club*; Tu,W,F; 15 min.
Bridgeport Brass: various insecticides; *When A Girl Marries*; Tu-F; 20 min.
Bristol-Myers: Bufferin; *Breakfast Club*; M,W,F; 15 min.; *Sal Hepatica*; *Breakfast Club*; M,W,F; 15 min.
Campana Sales: Ayds, Italian Balm; *Breakfast Club*; M; 5 min.
Carling Brewing: Red Cap Ale; *Martin Block Show*; F,Sa; 100 min.
The d-Con. Co., Inc.: Ant Prufe & Roach Prufe; *My True Story*; Tu,Th; 10 min.
Ex-Lax: Ex-Lax, Jests; *My True Story*; M,W,F; 15 min.
Food Specialties: Appian Way pizza pie mix; *Breakfast Club*; Tu; 5 min.
Faster-Milburn: Doan's pills; *My True Story*; Th; 5 min.; *Whispering Streets*; Tu; 5 min.
General Foods: Calumet; *Breakfast Club*; M; 5 min.; Post Cereals; *Breakfast Club*; M-F; 25 min.
General Motors Corp.: GMC trucks; *Howard Cosell, Speaking of Sports*; Tu-F; 20 min.
Gospel Broadcasting Assn.: religious; *Old Fashioned Revival Hour*; Su; 60 min.
Billy Graham: religious; *Hour of Decision*; Su; 30 min.
Haysma Ca.: Haysma—hay fever remedy; *Breakfast Club*; M-F; 25 min.
Highland Church of Christ: religious; *Herald of Truth*; Su; 30 min.
Midas Muffler: auto mufflers; *Weekday Newscasts*; M-F; 25 min.
Miller Brewing Co.: Miller High Life Beer; *Newscasts & Sports-casts*; M-S; 85 min.
Milner Products: Perma Starch, Pine-Sol; *Breakfast Club*; W; 5 min.
National Brands, div. of Sterling Drug: Dr. Caldwell's; *Sunshine Boys*; M-F; 25 min.
Norwich-Pharmal: Pepto-Bismol; *Weekend Newscasts*; Sa,Su; 90 min.
Oral Roberts Evangelistic Assn.: religious; *Oral Roberts' Broad-casts*; Su; 30 min.
Radio Bible Class: religious; *Radio Bible Class*; Su; 60 min.
R. J. Reynolds: Camel; *Weekday Newscasts*; M-F; 100 min.; *Week-end Newscasts*; Sa,Su; 90 min.
Sandura Company: floor covering; *Breakfast Club*; Th; 5 min.
Voice of Prophecy: institutional; *Voice of Prophecy*; Su; 30 min.
Dr. Thomas Wyatt: institutional; *Wings of Healing*; Su; 30 min.

CBS

Advisory Board for Pramation of Calif. Bartlett Pears: *Amos 'n' Andy*; Th; 5 min.; *Wendy Warren*; W; 5 min.; *House Party*; Th; 7½ min.; *Robert Q. Lewis*; F; 5 min.; *Galen Drake*; Sa; 5 min.
American Home Foods: *Arthur Godfrey*; Th; 15 min.
Best Foods Inc.: *Amos 'n' Andy*; F; 5 min.
Bristol Myers: *Arthur Godfrey*; M,W; 60 min.
Campana Sales: *Robert Q. Lewis*; Sa; 5 min.
Chesebrough-Pand's: *Sports Time*; M,W,F; 5 min.
Chrysler: Dodge; *Gunsmoke*; Sa,Su; 10 min.; *Mitch Miller*; Su; 5 min.; *Sports Resume*; Su; 5 min.
Chun King Sales: *Arthur Godfrey*; W & F, alt. wks.; 15 min.
Clairel: *Galen Drake*; Sa; 5 min.
Calgate-Palmolive: *Our Gal Sunday*; M-F; 37½ min.; *Backstage Wife*; M-F; 37½ min.; *Strike It Rich*; M-F; 37½ min.; *2nd Mrs. Burton*; M-F; 37½ min.
Cawles Magazine: *Robert Q. Lewis*; Sa; 5 min.
Curtis Circulation: *Arthur Godfrey*; Tu; 15 min.
Dixie Cup: *Robert Q. Lewis*; Sa; 5 min.
General Foods: *Arthur Godfrey*; Tu,Th, every 4th F; 33¼ min.; *Wendy Warren*; Th; 5 min.; *World News Roundup*; Su; 5 min.; *Gunsmoke*; Su; 5 min.; *Our Miss Brooks*; Su; 5 min.; *Amos 'n' Andy Music Hall*; M-F; 25 min.; *Galen Drake*; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.; *Gunsmoke*; Sa; 5 min.
General Mills: *Galen Drake*; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.; *Gunsmoke*; Sa; 5 min.; *Gunsmoke*; Su; 5 min.; *Mitch Miller*; Su; 5 min.; *Amos 'n' Andy*; F; 5 min.
General Motors: Chevrolet; *Allan Jackson—News*; Sa; 20 min.; *Robert Trout—News*; Su,M-F; 50 min.; *Soap Box Derby*; Su; 15 min.; Delco; *Lowell Thomas*; M-F; 75 min.; GMC trucks; *Farm News*; Sa; 5 min.; *Saturday Nite Country Style*; Sa; 5 min.; *FBI in Peace & War*; Su; 5 min.
Hartz Mountain Products: *Arthur Godfrey*; Th & F, alt. wks.; 15 min.
Lever Bros.: *Ma Perkins*; M-F alt. wks.; 37½ min.; *Romance of Helen Trent*; M-F; 37½ min.; *Ma Perkins*; M-F alt. wks.; 18¾ min.; *Young Dr. Malone*; M-F; 37½ min.; *House Party*; M-F; 37½ min.
Lewis Hawe: *Robert Q. Lewis*; Sa; 5 min.
Langines-Wittnauer: *Langines Symphonette*; Su; 30 min.
P. Lorillard: Kent; *World Tonight*; F,Sa,Su; 15 min.; *Indictment*; Su; 5 min.; *Mitch Miller*; Su; 5 min.; *Sports Resume*; Sa,Su; 10 min.; *Saturday Night Country*; Sa; 5 min.; *Amos 'n' Andy*; F,Sa; 10 min.; *Johnny Dollar*; Su; 5 min.; *Robert Q. Lewis*; F; 5 min.; *Suspense*; Su; 5 min.; *FBI in Peace & War*; Su; 5 min.; *World News Roundup*; Su; 5 min.; *Washington Week*; Su; 5 min.
Milner Products: *Robert Q. Lewis*; Sa; 5 min.
Philip Marris: *Country Music Show*; F; 25 min.
Mutual Benefit Health & Accident Assn.: *Arthur Godfrey*; Tu & every 4th F; 18¾ min.
North American Philips: *Herman Hickman-Sports*; M,W,F; 15 min.
Norwich Pharmal: *Arthur Godfrey*; Tu; every 4th F; 18¾ min.

NOTE: Data on time purchased refers to weekly brand or advertiser total for each program. Time bought for particular brands is shown where possible. In cases where groups of brands precede a show or group of shows, it was not possible to pinpoint which brands were advertised on each show or on which days of the week

the brands were advertised. Except for General Motors, Chrysler and P. Lorillard, brand information was not available from CBS. List shows complete client roster up to presstime. In NBC list, rot. means commercials are rotated on different days of the week under the web's run-of-schedule plan.

Pan American Coffee Bureau: *Nora Drake*, M; 7½ min.; *Strike It Rich*; W; 7½ min.; *Our Gal Sunday*; Th; 7½ min.; *Second Mrs. Burton*; Th,F; 15 min.

Pharmacraft: *House Party*; M,Th,F; 30 min.

Pillsbury: *Arthur Godfrey*; Tu,Th; 30 min.

Reader's Digest: *Arthur Godfrey*; M; 15 min.

R. J. Reynolds: *Herman Hickman—Sports*; Tu,Th,Sa; 15 min.

Scott Paper: *Arthur Godfrey*; Th,F & every 4th F; 18¾ min.; *Backstage Wife*; F; 7½ min.; *Young Dr. Malone*; Th,F; 15 min.; *Nora Drake*; Tu,Th; 15 min.; *Ma Perkins*; Tu & W alt. wks; 7½ min.; *2nd Mrs. Burton*; Th,F; 15 min.

Sherwin-Williams: *Arthur Godfrey*; W, every 4th F; 18¾ min.

Simoniz: *Arthur Godfrey*; W; 15 min.; *House Party*; W; 15 min.; *G. Herman News*; Th,F; 10 min.; *E. Severeid—News*; Th,F; 10 min.; *News*; Sa; 15 min.; *Sports News*; Sa; 10 min.

Sleep-Eze: *House Party*; W; 7½ min.

A. E. Staley Mfg.: *House Party*; Tu; 15 min.; *Arthur Godfrey*; F; 15 min.

Standard Brands: *House Party*; M; 15 min.; *Arthur Godfrey*; M, & every 4th F; 37½ min.

Sterling Drug: *Gunsmoke*; Su; 5 min.

Swift: *House Party*; F; 15 min.

Weco Products: *Arthur Godfrey*; M; 15 min.

F. W. Woolworth: *Woolworth Hour*; Su; 60 min.

Wm. Wrigley, Jr.: *Howard Miller Show*; M-F; 75 min.; *Pat Buttram Show*; M-F; 75 min.

MBS

Billy Graham Evangelical Assn.: religious; *Billy Graham*; Su; 30 min.

Carter Products: Little Liver Pills; *Gabriel Heatter—News*; M,Tu,Th; 15 min.

Christian Reformed Church: religious; *Back To God*; Su; 30 min.

Coca-Cola: Coca-Cola; *Eddie Fisher*; Tu,Th; 30 min.

Dawn Bible Institute: religious; *Frank and Ernest*; Su; 15 min.

Drug Products, Inc.: Aslum; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.

First Church of Christ, Scientist: religious; *How Christian Science Heals*; Su; 15 min.

Florists' Telegraphic Delivery Service: institutional; station breaks; M-Su; 20 20-sec.

Hudson Vitamin Corp.: vitamins; *Gabriel Heatter*; Su; 5 min.

Kraft Foods Co.: All Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine; *Les Higbie—News*; M-Sa; 30 min.; *Holland Engle—News*; M-Sa; 30 min.; *John B. Kennedy—News*; M-Sa; 30 min.; *Cedric Foster—News*; M-Sa; 30 min.; *Frank Singiser—News*; M-Sa; 30 min.; *Charles B. Warren—News*; Sa; 5 min.; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.

Liggett & Myers: L&M; *Ed Pettitt—News*; Sa; 5 min.; *Floyd Mack—News*; Su; 5 min.; *John Scott—News*; Su; 5 min.; station breaks; M,W,F,Sa,Su; 10 20-sec.

Lutheran Laymen's League: religious; *Lutheran Hour*; Su; 30 min.

Manion Forum of Public Opinion: discussion; *Dean Clarence Manion*; Su; 15 min.

Miles Laboratories, Inc.: Nervine, One-A-Day Vitamins, Tabcine; *Steve McCormick—News*; M-Sa; 30 min.; *Robert F. Hurleigh—News*; M-F; 25 min.; *Westbrook Van Voorhis—News*; M-F; 25 min.; *John Scott—News*; M-F, Su; 60 min.; *Lyle Van—News*; M-F; 25 min.; *Lester Smith—News*; Sa; 5 min.; *Floyd Mack—News*; Sa,Su; 20 min.; *Ed Pettitt—News*; Sa,Su; 10 min.

Minute-Maid Corporation, Hi-C Div.: Hi-C products; station breaks; W,Th,F; 9 20-sec.

Quaker State Oil Refining Corporation: Quaker State oil; *Game of the Day*; Sa; 60 min.; *Sports Flashes With Frankie Frisch*; Sa,Su; 30 min.

Radio Bible Class: religious; *Radio Bible Class*; Su; 30 min.

R. J. Reynolds Tobacco Co.: Camel; *Camel Scoreboard*; Su-Sa; 35 min.; Winston; *Winston Scoreboard*; Su-Sa; 35 min.

Voice of Prophecy: religious; *Voice of Prophecy*; Su; 30 min.

Wings of Healing: religious; *Wings of Healing*; Su; 60 min.

Word of Life Fellowship: religious; *Word of Life Hour*; Sa; 30 min.

NBC

Allis-Chalmers: institutional; *Nat'l. Farm & Home Hour*; Sa; 25 min.

American Institute of Men's & Boys' Wear: clothing; *Monitor*, Sa,Su; 70 min.

American Motors: Rambler; *Monitor*, Sa,Su; 55 min.

American Oil: Amoco products; *Monitor*; Sa,Su; 50 min.

Best Foods Inc.: Fanning's bread & butter pickles; *Truth or Consequences*, W, 1 6-sec.; *Affairs of Dr. Gentry*, W; 1 6-sec.; *Bandstand*, Th,F; 2 6-sec.; *Woman In My House*, Th; 1 6-sec.; *True Confessions*; F; 1 6-sec.

Billy Graham Evangelistic Assn.: religion; *Hour of Decision*; Su; 30 min.

Bon Ami: Jet Bon Ami; Scott towels; *Monitor*, Su; 25 min.

Bristol-Myers: Bufferin; *Hourly News*; M-F; 105 min., 21 30-sec.

Brown & Williamson: Kools, Viceroy; *Hourly News*; M-F; 215 min., 12 30-sec.

Carter Products: Arrid, 30 min.; Little Liver Pills, 60 min.; *Bandstand*; M-F; 20 min.; *True Confessions*; rot., 5 min.; *Woman In My House*; rot., 5 min.; *One Man's Family*; rot., 5 min.; *Pepper Young's Family*; rot., 5 min.; *News of The World*; Tu,W,Th; 15 min.; *Monitor*, Sa,Su; 35 min.

Chrysler: Dodge; *Monitor*; Sa,Su; 30 min., 7 30-sec.

DeSoto: DeSoto cars; *You Bet Your Life*; Sa; 30 min.

Evangelistic Foundation: religion; *Bible Study Hour*; Su; 30 min.

Ex-Lax: Ex-Lax; *Monitor*; Sa,Su; 1 30-sec., 5 6-sec.; *Bandstand*; M,W,Th,F; 2 6-sec., 2 30-sec.; *Pepper Young's Family*, M-W; 5 min., 2 30-sec.; *One Man's Family*; M-Th-F; 10 min., 1 30-sec.; *People Are Funny*; W; 5 min.; *Great Gildersleeve*; Tu; 5 min.; *Life & The World*; Th; 5 min.

General Foods: Instant Postum, Jell-O; *Bandstand*; M-F; 25 min., 15 6-sec.; *Pepper Young's Family*; M-F; 25 min.; *Truth or Consequences*; M-F; 15 6-sec.

General Mills: Checcrios; *Monitor*; Sa,Su; 50 min., 10 30-sec.; Betty Crocker; *Truth or Consequences*; M-F; 25 min.; cake mixes; *Bandstand*; M-F; 5 30-sec.; *True Confessions*; M,W,F; 3 30-sec.; *Five Star Matinee*; M-F; 25 min.; *Woman In My House*; T,Th; 2 30-sec.

General Motors Corp.: GMC trucks; *News of the World*; M,T,F; 15 min.

Gillette: Gillette prods., Paper-Mate, Toni prod.; *Boxing Bouts*; F; 25 min.

Grove Labs.: No-Doz; *News of the World*; W,Th,F; 15 min.

Hotpoint: various; *Bandstand*; M,W,Th,F; 4 30-sec.; F; 5 min.; *One Man's Family*; Tu-F; 10 min., 2 30-sec.; *Five Star Matinee*; M,W; 2 30-sec.; *Pepper Young's Family*; Tu,Th,F; 3 30-sec.; *Monitor*; Sa,Su; 10 min., 4 30-sec.

Lutheran Laymen's League: religion; *Lutheran Hour*; Su; 30 min.

Mack Trucks: Trucks; *Monitor*; F,Su; 15 min.

Midas: car mufflers; *Monitor*; Su; 5 min.

Morton Salt: salt; *Alex Dreier—News*; Sa; 5 min.

Mutual of Omaha: insurance; *On the Line With Considine*; Su; 15 min.

Northwest Airlines: air travel; *Monitor*; Sa,Su; 25 min.

Pabst: beer; *Great Gildersleeve*; Tu; 1 30-sec.; *People Are Funny*; W; 1 30-sec.; *X—One*; Th; 1 30-sec.; *Nighdine*; T-Th; 9 30-sec.; *Monitor*; F-Su; 60 min., 16 30-sec.

Pan American Coffee Bureau: coffee; *Truth Or Consequences*; M-F; 5 min.; 1 30-sec.

Pepsi-Cola: Pepsi-Cola; *Monitor*; Sa,Su; 50 min., 10 30-sec.

Plough, Inc.: St. Joseph aspirin, children's aspirin, Dr. Edward's olive tablets, Mexana; *Monitor*; Sa,Su; 55 min., 9 30-sec.

Princeton Knitting Mills: mutation coats; *Monitor*; Sa,Su; 50 min.

Quaker State Oil: motor oil; *Monitor*; Sa,Su; 30 min.

Ralston-Purina: feed division; *Harkness—News*; M-F; 25 min.

R. J. Reynolds: Camel; *News of the World*; M-F; 25 min.; Prince Albert; *Grand Ole Opry*; Sa; 30 min.

Richfield Oil: oil products; *Richfield Reporter*; Su-F; 90 min.

Simoniz: Simoniz; *Monitor*, F,Sa; 35 min.; Su; 6 30-sec.

Skelly Oil: oil; *Alex Dreier—News*; M-Sa; 90 min.

Sleep-Eze: sleep aids; *People Are Funny*; W; 5 min.; *Life & The World*; T,Th; 10 min.

Sterling Drug: Haley's M-O; *Bandstand*; M,W,F; 15 min.; *Five Star Matinee*; M-F; 25 min.

Sun Oil: oil; *Three Star Extra*; M-F; 75 min.

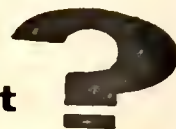
Time, Inc.: Life magazine; *Hourly News*; M-F; 110 min., 21 30-sec.

Voice of Prophecy: religion; *Voice of Prophecy*; Su; 30 min.

Waverly Bonded Fabrics: fabrics; *Monitor*; Sa,Su; 50 min.

SPONSOR ASKS

Is program mood really important to selling a product



Harold M. Spielman, *Senior Account Executive, Schuerin Research Corp.*

Of course it is. Even in radio's heyday, when dimes were being spent against today's tv dollars, advertisers were aware of the need to find programs that would live compatibly with their product's *image*. For those fortunate or astute enough to sign on with



"blood on a dark cobblestone street"

a Jack Benny or a Fibber McGee and Molly, the search was happily resolved. Then along came tv, a new medium with the same old problems—and many new ones—to bedevil and perplex.

As a researcher organization, SRC enjoys the advantage of pre-testing and experimenting with both commercials and formats. One classic example of product-program incompatibility we turned up was that of a dessert commercial which did fairly well as the second spot in a situation comedy. The sponsor was considering a crime series, however, so we tested the commercial in the middle of one edition. The first act of the edition in question ended with a victim lying in a pool of blood on a dark cobblestone street. At this point the commercial intervened. It opened on a close-up of a luscious strawberry sundae. You can probably guess which program the advertiser chose.

Not all examples are as gross as this. One SRC client shared a segment of a multi-sponsored daytime studio contestant show. He wanted to know how well his commercials were doing in that spot. So we tested them—once in their regular position, then

in an earlier segment of the program. The commercials were much more effective in the second instance. This portion consisted of contestant interviews by the m.c., and was fairly relaxed. The segment in which the commercials *had* been appearing was full of tension and confusion: the winning contestant was chosen and awarded an endless array of brand-name prizes. Between the suspense of choosing the winner and the plethora of prizes, the sponsor's commercials were nearly suffocated.

The relationship of program "climate" to commercial becomes most uncertain, less capable of being played by ear, when we turn (as the economic squeeze has forced so many advertisers) to the multiple-sponsored program.

Here the problem of product-compatibility asserts itself. For instance, can a deodorant and a food commercial coexist productively as participating spots? Or an airline and a car commercial? Or a mouthwash and a cigarette?

One example that will suffice to illuminate the subtlety of the problem is a study of sugar cereal commercials we tested with an audience of youngsters. When Brand A shared time with other food commercials it did relatively well. But when it was followed by a shoe commercial it was completely ineffective. Evidently the shoe-foot-cereal association created an image that worked to the detriment of the cereal.

In other words, every product has what might be called a "sensitivity factor." The higher the factor the more likely it is the product will be affected by other commercials sharing the same entertainment context.

As the economic squeeze forces the advertiser to share sponsorship of high-budget network shows, this problem of *product* compatibility has become almost as important an element in pro-

gram "climate" as the entertainment itself. The prudent advertiser will not let this area go unresearched.

Albert Shepard, *Executive Vice President of the Institute for Motivational Research, Inc.*

We are used to thinking of a television commercial as an entity in itself, surrounded by program. While most of us are aware that the mood of the program has some relationship to the effectiveness of the commercial, none of us, I think, would care to make any fast rules about this relationship.

One of the things we have found helpful in our own tv testing is to revise our attitude toward the commer-



"Johnson's Wax uses a gently buzzing bee"

cial itself so that we no longer think of it as a self-contained entity but rather as a pause, which must fit the psychology of the pause.

The commercial is related to the preceding or following program by a certain rhythmic complimentation. This does not mean that the commercial must match the mood of the program, but it must compliment it in some way if it is to fit the psychology of the pause.

The function of the pause, in any theater or musical program or in any daily activity is *not* to continue the same emotions and gratifications you received in the main portion of the program but rather to offer a change: from tension to relaxation, from anticipation to fulfillment.

The appropriateness of the commer-

cial to the program must be understood in a psychological sense. We must recognize that people turn on a particular television program to fulfill certain needs of their own—they want to be amused, they want a lift, they want excitement. The commercial cannot escape this basic psychological mechanism and so, before a commercial is placed within a certain show, we must determine whether or not this is the kind of commercial which will satisfy the need people are likely to have while they are watching this program.

For instance, people who turn on a suspense show expect and need a certain type of mood created for them. And they also expect that the commercial will rhythmically compliment that mood—by breaking it, by offering a release from tension at the appropriate time.

To take a different example, *Hall of Fame* or *Kraft Theater* creates a quality showcase within which straightforward product information meets the intermission mood and offers the psychologically correct program pause.

Then again, a pause in the middle of a program is different from a pause at the beginning or the end. The same commercial which might be effective at the end, would be psychologically inappropriate at the beginning or in the middle. Johnson's wax, for instance, uses a gently buzzing bee to tie its various products together at the end of a program. It offers the viewer an easy-going, sit-back-and-relax atmosphere appropriate at the end but not at the middle of the program.

A television commercial placed within a program framework cannot be judged as if it existed in a vacuum. In fact, the viewer perceives a Saran wrap commercial differently within the framework of a Godfrey program from the way he might have perceived it on *Medic*. Its effectiveness must be judged in context.

Herta Herzog, director of research,
McCann-Erickson, New York

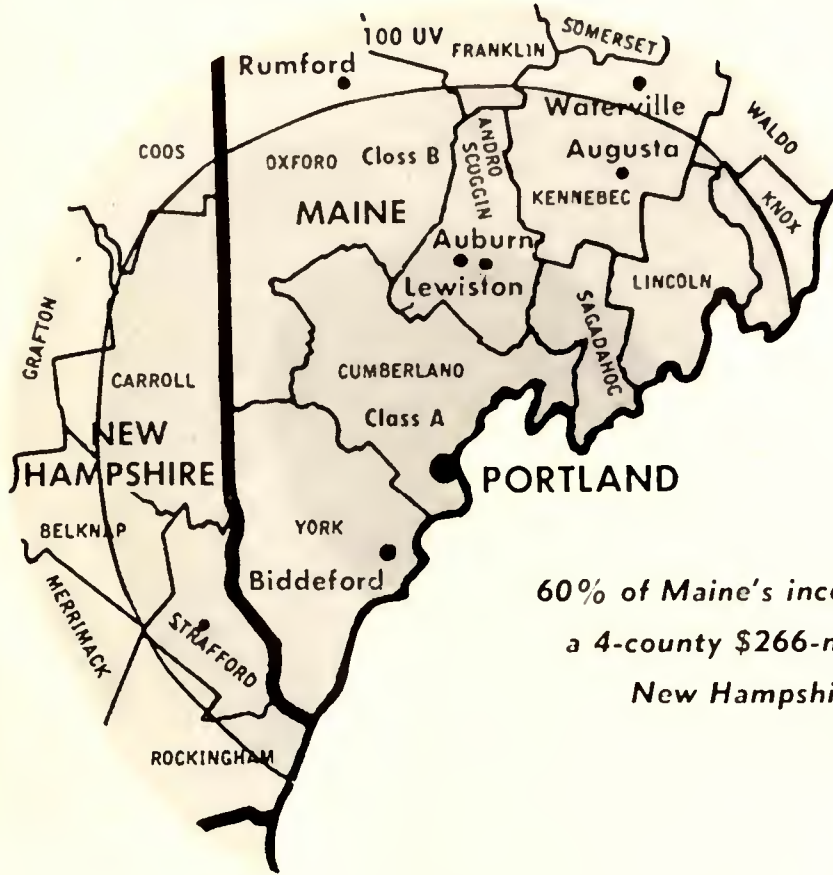
1. Is the atmosphere, the climate, or the type of the program really important to the effectiveness of the commercial?

It goes without saying that the tone and character of a commercial should not clash with the atmosphere of the

WCSH-TV ...

A BILLION DOLLAR MARKET

IN 13 NEW ENGLAND COUNTIES



60% of Maine's income plus
a 4-county \$266-million
New Hampshire bonus

WCSH-TV delivers "sales-effective" coverage of 13 counties in Maine and New Hampshire where 78% of all the 221,990 households are television homes—WCSH-TV is one of the major influences in this billion-dollar market where 81% of income is spent each year!

WCSH-TV 13-COUNTY MARKET

	Maine 9-counties	New Hamp. BONUS 4-counties	Total 13-counties
Households	169,460	52,530	221,990
Cons. Spend. Inc.	\$795,389,000	\$266,015,000	\$1,061,410,000
Retail Sales	666,793,000	216,329,000	883,122,000
Sales by Store Type			
Food	191,787,000	61,430,000	253,217,000
Drug	19,255,000	4,289,000	23,544,000
General Merchandise	70,267,000	13,351,000	83,618,000
Apparel	34,218,000	10,201,000	44,419,000
Home Furnishings	26,553,000	8,275,000	34,828,000
Auto	121,651,000	43,640,000	165,291,000
Filling Station	46,046,000	17,676,000	63,722,000

Source: I-I-57 SRDS estimates of consumer markets

Put Your Message Where The People Are!

WCSH-TV

Portland, Maine
Channel 6 **100,000 Watts**

Represented by: WEED TELEVISION CORP.



SHE's
 the world's most
 important
 purchasing agent...
 and in Portland, Oregon
 and 30 surrounding
 counties, her station
 is **KOIN-TV**.
 Her reactions
 are as interesting
 as KOIN-TV's
 ratings.
 Fantastic!
 The gentlemen
 from CBS-TV
 Spot Sales are
 not unwilling
 to confess
 everything.

program to the point where the viewer is actively antagonized. But this does not mean that the tone of the commercial and that of the adjacent program material must always blend together so that the viewer is hardly aware where one leaves off and the other begins. In some instances well conceived incongruity in setting and style may actually work as a relief and serve to capture the viewer's attention and to underline the change of subject matter.

Similarly, for maximum efficiency, the commercial must be aimed at the audience groups pre-selected by the program material: viewer characteristics should, as closely as possible, match customer and prospect characteristics. But within these limitations, the same people can be approached in many different ways. de-




*"well conceived
 incongruity
 may work"*

pending on the nature of the product to be advertised, its essential interest for the consumer, the image it evokes in the public mind and the role the advertising is expected to play.

In short, I do not believe it is possible to give a general answer to your question: program "climate" is certainly an important means available to heighten commercial impact but the function of the commercial in the particular case would determine the extent and the manner in which this factor is utilized creatively.

2. How does the climate of other commercials affect your product on participating programs?

In any program with more than one sponsor, and with the normal interval between commercials, the critical relationship appears to be the one between the commercial and the program, rather than among the commercials themselves. Over the course of an evening's viewing, the audience is exposed to commercials that range over a wide variety of products and styles of presentation. It seems unlikely that the reception of another, for a different sponsor, after a time interval, even where the program is the same. 

Maybe We Talk Too Much



... when we should be quoting folks like Mrs. R. O., who says, "We are newcomers to Topeka, and from the very start it has been your radio station that made me feel at home here. Your announcers seem like old friends, and you offer programs of quality and genuine interest. Keep up the good work!"

5000 WATTS • TOPEKA, KANSAS

Rep. by John E. Pearson Company

WREN



"GEE! What a
 modern sofa!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales
 with **WGN-TV** Channel 9
 Chicago

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

Commercial Solvents Corp., New York, is going into various markets to promote its Peak & Norway anti-freeze. Schedule will kick-off in late September for six weeks. Nighttime minutes and chainbreaks will be purchased, with a male audience in mind. Buying has not been completed. Buyer: Bernie Rasmussen. Agency: Fuller & Smith & Ross, New York.

Sterling Drug Inc., National Brands div., New York, is entering scattered markets to advertise its Dr. Caldwell's laxative. Schedule will begin 9 September and will run through the end of the year. Minute announcements will be slotted during daytime hours, Monday through Friday; average frequency: three per week. Buying has just begun. Buyer: Rose-Marie Vitanza. Agency: Carl S. Brown, N. Y.

RADIO BUYS

Esso Standard Oil Co., New York, is planning a campaign in about 30 markets for its gas and oil. Starting date is not yet firm; schedule will run for some nine weeks. Seven-second c.t.'s will be scheduled during traffic hours weekdays and throughout the day Saturday and Sunday. Frequency will vary from market to market. Buying has not begun. Buyer: Sy Goldis. Agency: McCann-Erickson, New York. (Agency declined to comment.)

E. I. DuPont De Nemours, New York, is purchasing announcements in about 40 markets for its Zerex anti-freeze. SPONSOR learned. Additional markets will be used at a later date. Campaign begins 16 September for four weeks. Minute and 20-second c.t.'s will be scheduled during daytime segments throughout the week; frequency will depend upon the market. Buying has just begun. Buyer: Ted Wallower. Agency: BBDO, New York. (Agency declined to comment.)

Thomas Leeming & Co., New York, is using the top 100 markets to advertise its Ben-Gay, Pacquins' Hand Cream and Silk 'N Satin Lotion. SPONSOR understands the schedule will start 29 September for 24 weeks. Minute announcements will be placed throughout the day during the week, 12:00 a.m. to 6:00 p.m. on Sunday, aimed at a women's audience. Saturation frequency will vary from market to market. Buyer: Dick Driscoll. Agency: Wm. Esty Co., New York. (Agency declined to comment.)

RADIO and TV BUYS

J. H. Filbert, Inc., Baltimore, is entering Eastern markets to promote its margarine. Radio-tv campaign will kick-off 25 August for 10 weeks, aimed at a women's audience. In tv, chainbreaks, I.D.'s and minutes will be scheduled Monday through Saturday, with an average of four to six spots per week in each market. In radio, minutes will be aired Monday through Saturday; frequency: 10 per week. Buying is not completed. Buyer: Tom O'Dev. Agency: SSCB, New York.

Down SHREVEPORT way
our folks
know their
BRANDS!



'Cause 91,000 BRAND-CONSCIOUS Negro listeners buy the brands the KANV PERSONALITIES SELL, all day, every day.

In the Shreveport area, where Negroes receive 43¢ out of every payroll dollar, KANV is the ONLY ALL-NEGRO PROGRAM STATION.

Distributors report that BRAND sales jump daily And advertisers jump to renew their KANV contracts!

JUMP NOW! Let KANV

RING
THE BELL
for you!



Write, call or wire the KANV
Representative in your area—NOW!

KANV
1050 kc - 250 Watts - DAYTIME
the ONLY ALL NEGRO PROGRAM Station in
SHREVEPORT, LOUISIANA

The one large concentration of your key women customers in the Minneapolis-St. Paul area is provided every weekday afternoon by Arle Haeberle on WCCO Television. This is the only TV women's program produced in the Twin Cities. And Arle's Food-Fashion-Feature formula gets complete attention of the home-makers who set the buying patterns. The payoff is sales results. Arle Haeberle gets results AROUND THE TOWN. Ask Peters, Griffin, Woodward.

WCCO television MINNEAPOLIS
ST. PAUL **Channel 4**
CBS TELEVISION IN THE NORTHWEST



FILM-SCOPE

17 AUGUST
Copyright 1957
SPONSOR PUBLICATIONS INC.

Like the French franc, syndicated film usually has no fixed price—only a hypothetical par.

So many stations have asked what the latest quotations are that **FILM-SCOPE** last week took a survey of going rates for the New York markets. Note that these are not actual sales transactions—merely the quoted figures if only the New York market is involved. Herewith some major examples:

TITLE	SYNDICATOR	RUN	PRICE
Harbor Command	Ziv	1st	\$4,500
Boots 'n Saddle	NBC	1st	4,500
Mama	CBS	{ 10 rerun 16 1st	2,060
Janet Deane R.N.	Guild	Reruns	200
Conrad Nagel Theater	Guild	Reruns	200
Omnibus (re-edited)	CBS	Rerun	2,176
Douglas Fairbanks Presents	ABC Film	2nd	1,000
Biff Baker	MCA	3rd	300
Mayor of the Town	MCA	2nd	1,200
District Attorney	Ziv	{ 22—2nd 56—3rd	2,000
Science Fiction Theater	Ziv	3rd	2,000
Favorite Story	Ziv	2nd	1,500
Dr. Christian	Ziv	2nd	2,500
Martin Kane	Ziv	1st	3,500

Looks as though the syndicators will have a good source of business this fall from Edsel dealers.

First buy reported among these newly-created franchise-holders: **Victory at Sea** on WJW-TV, Cleveland. Starting date is next month—when the ear itself appears.

In the negotiations between the seller and buyer of film feature libraries much is said about the "ratings" the pictures originally got from the critics.

A statistically-inclined film buyer for one of the New York stations assembled information on the various major studio libraries and figures that the number of "star" awards divides up thus:

4-star films, 10%; 3-star films, 20%; between 2 and 1/2 stars, 30%; films with no-star ratings, 40%.

Now that Tom O'Neil has disposed of Mutual Broadcasting System, he intends to follow up by getting rid of his syndication operation.

Reason: So RKO Telradio can concentrate on network film shows.

TV trends are catching on fast in Mexico: Barter appears to be making headway there, land being exchanged for station time.

With great tracts of property available throughout Latin-America, some of the bigger station operators could wind up as real barons.

Because of its flexibility, syndicated film lends itself to almost any kind of marketing strategy.

Last week FILM-SCOPE reported that Nabisco was using 14 different shows in 18 markets to capitalize on regional tastes (10 August, page 54).

This week an example of the opposite side of the coin turned up—the similarity of national taste. Surprisingly, the proof lies in Los Angeles and New York—two cities that aren't supposed to have much in common except that each has 7 tv stations. And yet broadcasters and advertisers are playing them as if they were twins, thus:

FILM	N.Y. ONLY	L.A. ONLY	BOTH CITIES
Adventure	31	33	22
Cartoons	4	2	2
Children's	1	1	1
Comedy	16	17	11
Drama	14	10	5
Documentary	7	5	4
Interview	0	1	0
Mystery	19	14	11
Musical	5	3	1
Science Fiction	2	2	1
Sports	2	2	2
Travel	0	1	0
Western	10	12	8
TOTAL	111	103	68

In short, almost two-thirds of the sponsored films used in both cities in the first quarter of this year were identical, and the rest showed a marked similarity as to type.

During the same interval, both cities had a total of 253 national and regional advertisers using syndicated film. **Forty appeared in both markets**—23 food and household sponsors; 6 drug; 6 toiletries; 3 tobacco; 2 clothing.

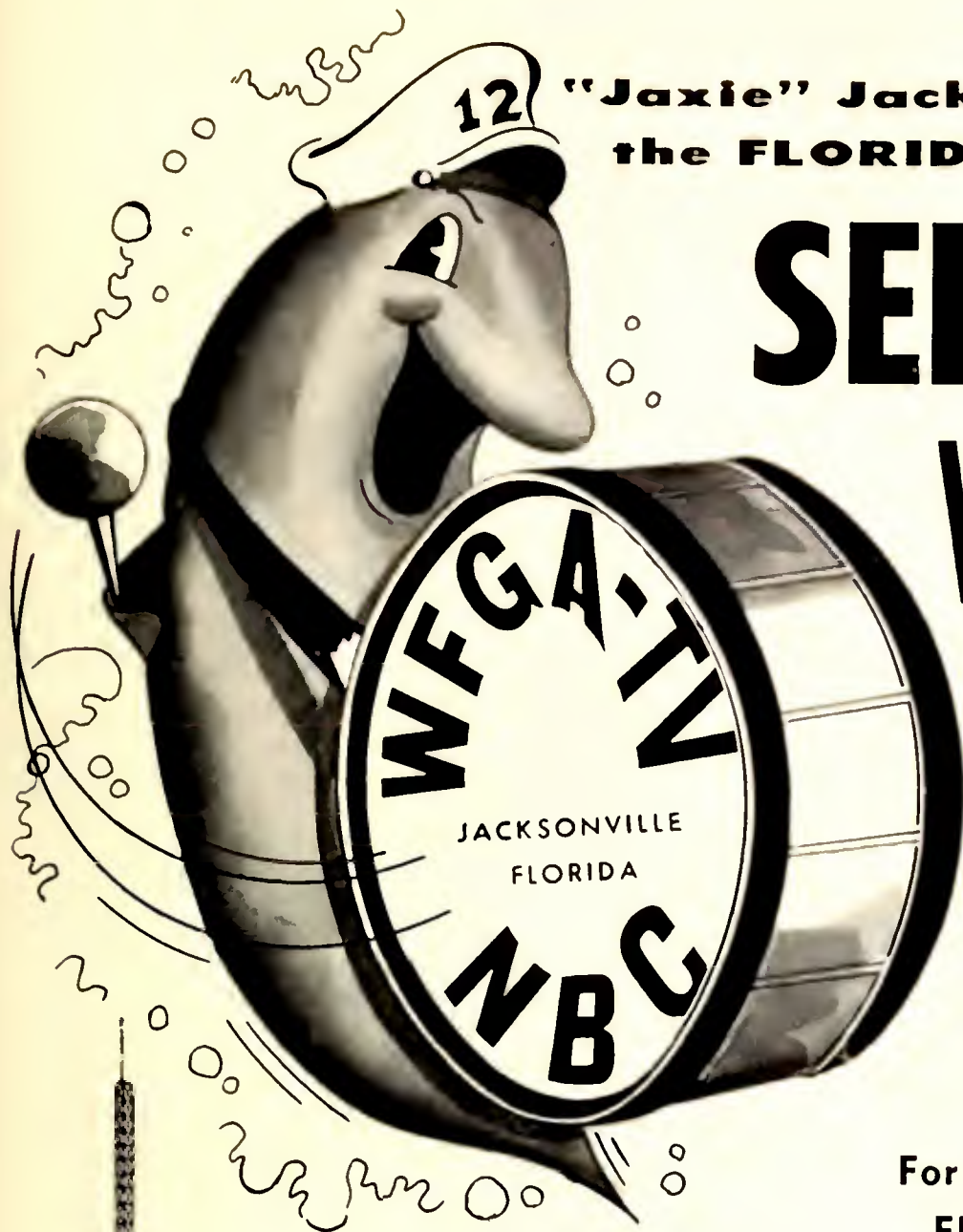
Thoughtful remark by an industry observer this week: **"The reason you don't find many regional tv networks is that film does this flexible job."**

TPA and Official are sales competitors, but that doesn't prevent TPA from helping Official earn some production dollars.

For instance: TPA is set to produce a telefilm series at the Sapphire Studios in England. **Official Films owns 25% of Sapphire.**

FLASHES FROM THE FILM FRONT: Cohen & Aleshire is gathering availabilities for syndicated half-hours on the West Coast in behalf of **Frenchette Salad Dressing** . . . California National put the **Union Pacific** series before the cameras at the MGM lot this week; 39 episodes will be made for syndication . . . Derel Producing Associates have set a deal with Governor TV Attractions for U.S. distribution of the 15-minute **Herman Hickman football-forecast** telefilm series . . . **Lakeside TV**, distributor of CBC's syndicated series Tomahawk, will offer company stock on the open market in September.

CBS-TV Film Sales has sold **130 episodes of Our Miss Brooks**, just released for syndication, to stations in New York, Detroit, Philadelphia, Los Angeles, and Cleveland . . . WTOP-TV purchased **96 first-run Warner Bros.** features for fall slotting . . . MCA's **State Trooper** has been renewed in 72 markets by **Falstaff Brewing** and in six markets by **C. Schmidt & Sons**. That series also has been sold to the **Fort Howard Paper Co.** in four Wisconsin cities.



**"Jaxie" Jacksonville leads
the FLORIDA parade ---**

SEPT. 1st WFGA-TV

Channel 12

JACKSONVILLE, FLA.
becomes basic

NBC

For A Service Area of 64
Florida-Georgia Counties

TV Sets	228,997 ⁽¹⁾
Population	1,511,300 ⁽²⁾
Buying Power	\$1,785,944,000 ⁽²⁾
Retail Sales	\$1,562,627,800 ⁽²⁾

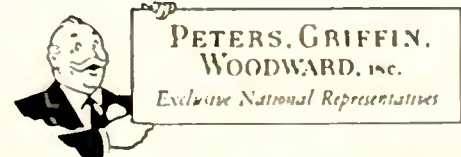
⁽¹⁾ Television Magazine, July 1957

⁽²⁾ Sales Management Survey of Buying Power 1957

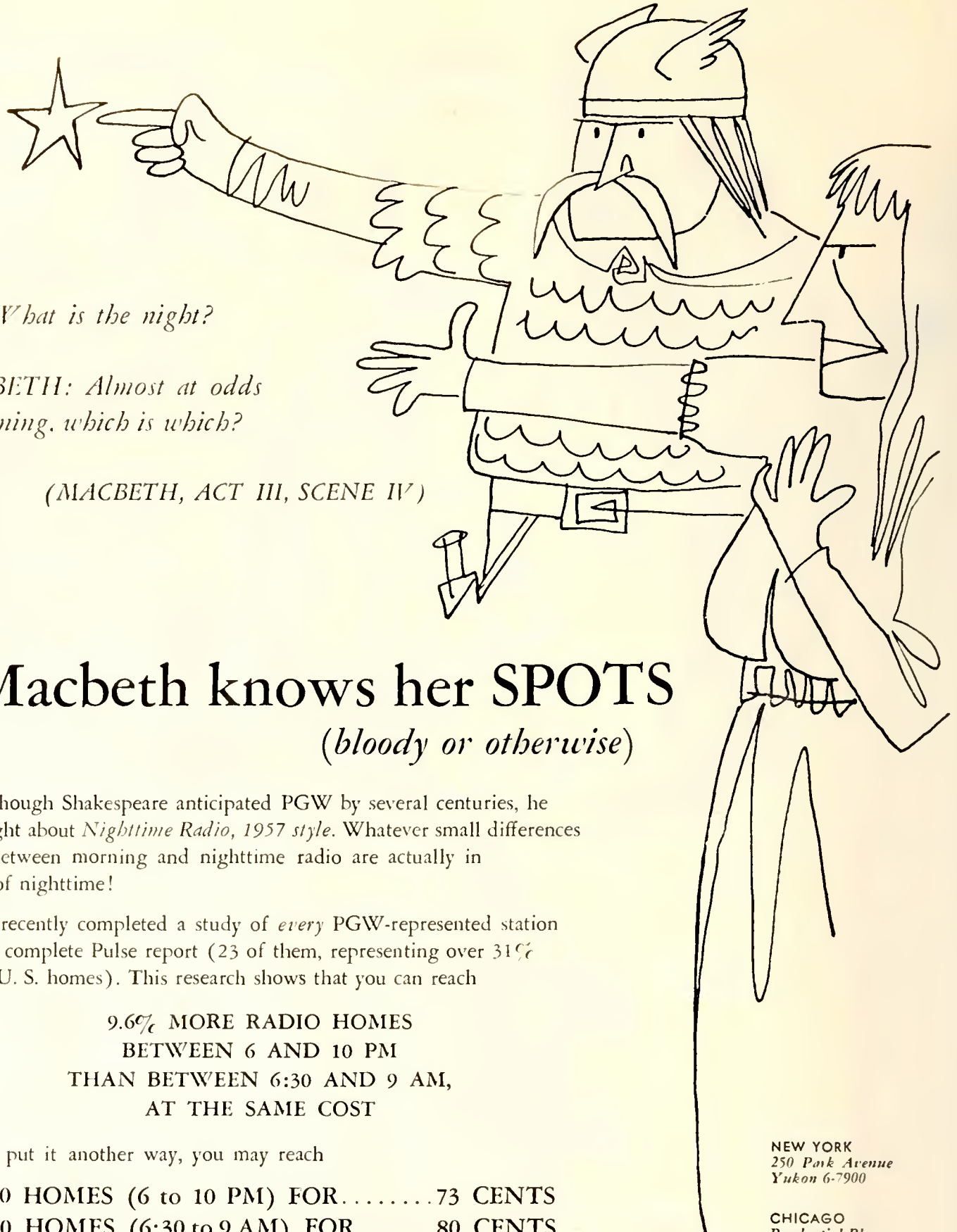
WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**



FLORIDA'S COLORFUL STATION!



MACBETH: *What is the night?*

LADY MACBETH: *Almost at odds
with the morning, which is which?*

(MACBETH, ACT III, SCENE IV)

Lady Macbeth knows her SPOTS *(bloody or otherwise)*

Even though Shakespeare anticipated PGW by several centuries, he was right about *Nighttime Radio, 1957 style*. Whatever small differences exist between morning and nighttime radio are actually in favor of nighttime!

PGW recently completed a study of *every* PGW-represented station with a complete Pulse report (23 of them, representing over 31% of all U. S. homes). This research shows that you can reach

9.6% MORE RADIO HOMES
BETWEEN 6 AND 10 PM
THAN BETWEEN 6:30 AND 9 AM,
AT THE SAME COST

Or, to put it another way, you may reach

1000 HOMES (6 to 10 PM) FOR 73 CENTS
1000 HOMES (6:30 to 9 AM) FOR 80 CENTS

These challenging facts are worthy of your intense interest.
Want a copy of the report?



PETERS, GRIFFIN,
WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Building
Murray 8-5667

FORT WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

NEW AND RENEW

NEW ON TELEVISION NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Florida Citrus, Lakeland	CBS 102	BGB, NY	Edge of Night alt Tu 4-4:55 pm 27 Aug 40 wks
Florida Citrus, Lakeland	CBS 102	BGB, NY	Edge of Night alt F 4-4:55 pm 23 Aug 42 wks
Glidden Co, Cleveland	NBC 59	Meldrum & Fewsmith	NBC News, alt W 6-4:57 pm, 11 Sept 52 wks
Philip Morris, NY	NBC 140	Ayer, NY	Suspension M 10-11 pm alt 1/2 hr 7 Oct 52 wks
Pillsbury, Minneapolis	CBS 113	Camp Mithun, Minneapolis	As The World Turns Th 1-4:52 pm 1 Aug 52 wks
Pillsbury, Minneapolis	CBS 139	Camp-Mithun, Minneapolis	Edge of Night Th 4-4:55 pm 1 Aug 52 wks
Quaker Oats, Chi	NBC 149	Needham, Louis, Brorby Chi	Jane Wyman Show alt Th 10-30-11 pm 26 Sept 52 wks
A. E. Staley, Decatur	CBS 100	Ruthrauff & Ryan Chi	Art Linkletter's House Party alt F 2-4:53 pm 6 July 26 wks
Sweets Co, Hoboken	NBC	No agency	Macy's Thanksgiving Day Parade, Th 11 am-12 N 1/2 spon 28 Nov only
Swift & Co, Chi	CBS 105	Mo-E, Chi	As The World Turns alt Tu 1-4:52 pm 23 July 6 and 20 Aug only
Swift & Co, Chi	CBS 105	Mo-E, Chi	As The World Turns, alt F 1-4:52 pm 2 Aug 52 wks

RENEWED ON RADIO NETWORKS

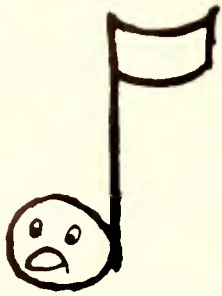
SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Hamm Brewing, St. Paul	Camp-Mithun, Minneapolis	CBS 33	Person to Person, alt F 10-30-11 pm, 6 Sept 52 wks
LGM, New York	DFS, NY	NBC 168	Dragnet, alt Th 8-30-9 pm, 26 Sept 52 wks
P&G, Cincinnati	YGR, NY	CBS 155	Lincup (onto Undercurrent 19 July); alt F 10-10:30 pm, 5 July, 52 wks
Schick, Lancaster	BGB, NY	NBC 168	Dragnet, Th 8-30-9 pm, 3 Oct, 52 wks
Schlitz Brewing Co, Milwaukee	JWT, Chi	CBS 147	Schlitz Playhouse, F 9-30-10 pm, 4 Oct, 52 wks
Toni, Chicago	Tatham-Laird, Chi	CBS 91	Hotel Cosmopolitan, alt Th 12-12:15 pm, 29 July, 52 wks

BROADCAST INDUSTRY EXECUTIVES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Frank Boehm	Adam Young, NY, head of radio research	Same, vp in chg radio-tv prom & sls service
Bill Buckley	Buckley-Loomis Productions, NY, pres	Roger Wade Productions, NY, prod chief
William Crumley	Adam Young, NY, vp in chg of research	Same, asst to pres
Joseph P. Dougherty		WAAM, Baltimore, sls mgr
Charles C. Hoffman		Bureau of Broadcast Measurement, Toronto, Canada, exec in
Ralph Maitland	Wilding Picture Productions, dv mgr	Transfilm Inc, Pittsburgh, div mgr
Robert E. Newsham	WFIL, Philadelphia, ntl sls co-ordinator for radio & tv	KYW-TV, Cleveland, asst sls mgr
James F. O'Grady	Adam Young, Chi, mid-west sls mgr	Same, vp in chg mid-west sls
Seymour Reed	Official Films, NY, treas & member of board of dir's	Same, plus exec vp
Ronald R. Ross	WOWO, Fort Wayne, public service & prod dir	WPTA, Fort Wayne, gen mgr
S. John Schile	KLOR, Portland, gen mgr	KMSO-TV & KGVA, Missoula, gen mgr
Frank O. Sharp	WFBM & WFBM-TV, Indianapolis, personnel dir & pgm mgr	Same, admin asst to management
Tom Scheeley		KELO-TV, Sioux Falls, head of ops
Simon B. Siegel	Amer. Brdcasting-Paramount Theatres & ABC, NY, treas of both	Same, plus co-ordinator betw ABC owned tv stns, & network
Tom Slocum	WKZO-TV, Kalamazoo	KEY-TV, Santa Barbara, acct exec
Edmund M. Smardan	Henry Gerstenkorn Agency, LA, acct supvr	Blair-TV, LA, acct exec
Jim Terrell	WKY-TV, Oklahoma City, ntl sls mgr	Same, comm mgr ntl & local tv sls
Peter Theg	WMTV, Madison, stn mgr	Same, gen mgr
Oliver Ward	KMOX, St. Louis	John Blair & Co, St. Louis, acct exec
George W. Yazell		WJLS, Beckley, W Va, stn mgr

ADVERTISING AGENCY PERSONNEL CHANGES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Robert F. Anthony	Allman Co, Detroit, acct supvsr	Same, head of sls promotin div
Stanley G. Bahnsen		Zimmer, Keller & Calvert, Detroit, acct mgr
Mike Barone	Seattle Times, merchandising mgr	Advertising Counselors, Seattle, jr acct exec
Robert I. Blumenthal	Robert W. Orr, NY	Reach McClinton, NY, acct exec
Clifford W. Davis	General Foods, NY, eastern reg'l sls mgr	Lennen & Newell, NY, sr vp & dir of merchandising
Irvin Dunston	Pharmaceuticals, NY, dir of marketing research	BGB, NY, project dir in research dept
Patrick J. Flaherty	Grant Advtg, Chi, acct exec & copywriter	Same, Dallas, public rel's dir & acct exec
Thomas R. Geisinger	Mennen Co, new products mgr	Lawrence C. Gumbinner Advtg, NY, marketing supvsr
Edmond Gray	Kenyon-Eckhardt, NY-Chi, tv-radio comm supvsr	North Advtg, Chi, head broadcast prod
William B. Hinman	Lambert & Feasley, NY	Same, media dir
John D. Kelley	TV Bureau of Advtg, NY, tv sls	Katz Agcy, NY, tv sls
Eve Kiely	Earle Ludgin, Chi, acct exec	Geoffrey Wade, Chi, acct exec
Robert T. Long	Tatham-Laird, Chi, writer-prod radio & tv and group supvsr	Geoffrey Wade, Chi, tv writing & creative work
Charles E. Midgley, Jr.	Ted Bates, NY, mgr media dept	Same, plus vp
Edward W. Murtfeldt	BGB, NY, vp	Same, plus member of board of dir's
David Ofner, Jr.	Club Aluminum Products, Chi, asst advtg mgr	FC&B, Chi, media merchandising mgr
Thomas D. Paff	N.W. Ayer, NY, plans merchandising dept	Mel Richman, NY, client-contract dept
Frank P. Rolfes	Blair TV, Chi, acct exec	Katz Agcy, Chi, tv sls
Howard E. Sands, Jr.	BB, NY, acct exec	Reach McClinton, NY, acct exec
Jack E. Schneider	Hotpoint, Chi, merchandising mgr	W. B. Doner, Chi, acct supvsr & asst to pres
Richard C. Wright	WJW-TV, Cleveland, pgm-ops dir	BBDO, NY, media supvsr



GRAND OPERA IN A CLOTHES CLOSET?

No matter how great the show, how prime the time—if you haven't got the audience, then *you're* doing grand opera in a clothes closet.

You can hardly blame network and station personnel. They're overworked. Tied to day-after-day routine assignments on dozens of programs, they really can't be expected to come up with outstanding promotions for all their shows.

There is a better way to get the job done.

Unblushingly I admit to being an award winning expert on audience promotion, publicity and exploitation. I know what networks and stations can do for you and how to prepare the tools so they will do even more. I know the best way to travel your stars. I can demonstrate how top promotion pays off in better client-dealer relations. I can prove how it will improve agency-client relations.

If you have one or more network or syndicated film programs on the air, you need someone like me. May I explain in detail how I would fit into your operation?

Box 178
SPONSOR, 40 East 49th
New York, N. Y.

News and Idea WRAP-UP

ADVERTISERS

Lanolin Plus has switched the emphasis of its network tv participation to daytime. The major portion of its \$1-million fall budget is involved.

The daytime obligation comprises three daytime strips on NBC TV: *Queen for a Day*, *The Price Is Right* and *Bride and Groom*.

Lanolin's swing to a daytime accent was due to this concept: Housewives can be reached more economically via daytime tv.

Tv has become more and more a springboard for contests. (1) Philco will run a "Guess Who Will Be Miss America" contest in connection with its 7 September sponsorship of *Miss America Pageant* on CSB TV. Some 1500 dealers throughout the country will be participating. Prizes on both national and local level will be given away. In addition, Philco is running a pageant network station contest for best promotion of the wind-up telecast . . . (2) Last month Max Factor and Catalina Swimsuits ran a "Guess Miss Universe Contest" with similar interest pulling power that Philco will be using. 'Buy-nothing, have-a-chance-to-win-something.' Factor used more than ten hours of tv promotion consisting of announcements and spots.

Westinghouse unveils its annual sales promotion stage show — *Shape of Tomorrow* — to dealers in Columbus week of 19 August.

Show stars Martin Green and was produced by Dramaturgy, Inc.

Sponsors about to use and using premium-offer type promotion:

Corn Products Sales NuSoft will launch an extensive national campaign early in the fall, with the offer of pre-tested sets of scarves. (McCann-Erickson is the new products agency.)

Pabst and RCA Victor have already launched a 'beer and music'

campaign set to run until end of March next year. Premium offer is cut price of \$2.50 on choice of one of three "Tony Cabot Swing" albums, regularly selling at \$3.98, upon receipt of Pabst carton handles or labels. Offer was introduced on ABC TV All-Star gridiron battle last week, and is being plugged on NBC TV's *George Sanders Mystery Theatre* and NBC Radio's *Monitor*. RCA is contributing to the promotion via disk jockey plugs throughout the country.

American Tobacco this week debuts a crush-proof box for its Hit Parade brand . . . BPS Paints spearheads its fall tv campaign with a series of participations on NBC's *Today* commencing 6 September. It has also bought participations on *Close-Up* and plans spot campaigns in other markets. D'Arcy Advertising of Cleveland is preparing the campaign . . . Executive, a new idea in men's toiletries created by Paul Klein (owner of Kings Men Toiletries before sale to Helene Curtis) debuts on the fall market.

People in the news: G. Buell Culver has been appointed brand advertising manager of Atlantis Sales Corporation . . . William L. Haddad and Dulany S. Smith have been promoted to vice presidents of Whitehall Pharmacal Company . . . Herbert F. Osterheld has advanced to the position of advertising manager of the Borden Cheese Company.

New and of interest: A beer "for Men Only" bottled by the House of Augsburg debuted on the Chicago market last week and is now extending into other areas . . . A tombstone manufacturer, Rock of Ages Corporation (Barre, Vt.) has joined the network television advertisers. Firm will sponsor six, one-minute spots once a week on Dave Garroway's *Today* starting 20 September for five weeks.

AGENCIES

Guild, Bascom & Bonfigli has picked up the \$1 million Heidelberg Brewing account, effective 1 October.

GB&B, which has its home base in San Francisco, will soon open a Seattle service office to accommodate the new brew at its home base. The agency recently resigned the Regal Pale account.

Note: GB&B started with billings of \$200,000 in 1948, now expects to hit close to \$10 million this year.

New agency appointments: Kenyon Eckhardt, Detroit, for Edsel radio-tv spot advertising . . . Parkson Agency, New York, for Pharmaceuticals, Inc. general advertising . . . Edward H. Weiss Co., Chicago, for Stag Division of Carling Brewing . . . McCann-Erickson, Atlanta, for SSS Co. (SSS Tonic and Tablets, Neuralbalm and Mother's Friend). SSS bills close to \$1 million annually . . . Donahue & Coe for all B. T. Babbitt products except Glim . . . Doyle, Dane Bernbach for B. T. Babbitt's Glim . . . Hixson & Jorgensen for Knickerbocker Toys. Plans include heavy fall and pre-Christmas campaign using spot tv and trade magazines. Spot plans call for 350 1-minute announcements in 19 major markets . . . Southern Advertising, Miami, for Vitalyte Corp. (non-acid battery electrolyte). Vitalyte media plans for fall include radio and tv in 12 states.

In an expansion move MacMannus, John & Adams has this week taken over the accounts and personnel of the Ralph Yambert Organization, Los Angeles. Yambert currently bills \$500,000 annually. Ralph Yambert, founder of the agency, will become a member of MJ&A's executive staff.

Communications Counselors, public relations division of McCann-Erickson, has bought Harry Bennett Public Relations Agency, Los Angeles. This gives the p.r. firm two offices, Los Angeles and Hollywood, in Southern California.

Focus on personalities: Robert Milford, formerly with Esty, has joined Kudner, New York, as a tv producer-director . . . Emmett Bates Faison is now an account executive with H. B. Humphrey, Alley & Rich-

another **FIRST**

from

KLZ

THE STATION WITH people IN
MIND IN ALL PROGRAMMING

"Radio Active"

--at last a program built for
Saturday afternoon listening!

Saturday Radio: More men listeners!

Saturday Radio: More TOGETHER audience!

Saturday Afternoon: More TOGETHER buying!

4 hours of ACTIVE RADIO
using KLZ know-how
1:00-5:00 P. M. SATURDAYS

AVAILABLE AT REGULAR RATES

KLZ radio
560 Kc

For the whole story call your KATZ man or Lee Fondren,
station manager and director of sales—in Denver, Colo.

CBS for the Rocky Mountain area. Represented by the KATZ Agency.

PICTURE WRAP-UP



"Easy-does-it" for everybody as Perry Como briefs Knomark execs Sam Abrams (c.) and Al Abrams. Knomark's Esquire shoe polishes start on Como show in fall



Elephant mobile-unit carried Paul Parker of WIP, Phila., to on-the-spot interviews when Quaker City Grocery's show went to circus. Quaker's Howard Anderson (r.)



Americanism award presented to WPIX, New Orleans, is accepted by manager Fred Berthelson. Legionnaires (l. to r.) H. Dittmann, Commander E. Grimsall, F. J. Brown



New RTES Listening Post committee (l. to r.): Sol Rosenzweig (Katz) Peter M. Bardach (FCB), Maggi Eaton (Radio Reports), Charles Bernard (C. Bernard Co.), Claude Barrere (RTES) and Al Shepard (Select Station Reps). Function of Listening Post is to provide job finding and counseling service to the industry



Providing "color" with lipsticks for Stu Wilson's KBIG Do-It-Yourself Show at LA fair is "court" of Princesses, Queen. Stu quips wife doesn't quite understand work



First shovelful for site of new 805-foot WDSM-TV tower (Duluth, Superior) is turned by general manager C. D. Tully. He reports tower will be one of highest structures in Tri-State area

HOW HIGH IS UP?

DON'T SHOUT, MAN, I CAN HEAR YOU! 2,049 FEET ABOVE SEA LEVEL, 1,010 FEET ABOVE AVERAGE TERRAIN. THAT'S OUR NEW TOWER GOING UP. WE STARTED JULY 24TH, TARGET DATE SEPT. 17TH. INCIDENTLY, WE'LL HAVE NO INTERRUPTION IN TRANSMISSION. MAN, BUYING POWER IS UP \$894,880,000 IN THE 'NEW METAL EMPIRE TOO!

C.D. "DUKE" TULLY
GEN. MGR.

WDSM-TV

NBC-ABC Channel 6
DULUTH-SUPERIOR
National Representatives
PETERS, GRIFFIN, WOODWARD



POWER

It takes two types of power to dominate the entire Western Market as KOA-RADIO does! Creative power that's alive to the needs and wants of the vast radio-listening West...

PLUS

50,000 WATT POWER—that carries the welcome voice of KOA-RADIO throughout a 12-state area... reaching 4,000,000 listeners!

POWERFUL SALES RESULTS, TOO!

KOA-RADIO is the only station you need to sell the West's entire rich market!

Represented By
Henry I
Christal



KOA Radio

DENVER ^{8/57}
One of America's great radio stations
850 Kc • 50,000 WATTS

ards, New York. Faison comes from Benton & Bowles . . . Inez Aimee, formerly of BBDO, has been appointed radio-tv timebuyer for Atherton & Currier . . . Ralph C. Tanner, v.p. and director of Anderson & Cairns, has been appointed chairman of the agency's creative board . . . David P. Lewis has resigned from DCSS and is relocating in Los Angeles . . . Thomas G. Fielder has been named marketing and merchandising supervisor. John F. Belcher made merchandising coordinator and Frank Van Uk assigned the post of field merchandising manager of the northern sales region for Cunningham & Walsh's Texas Co. account . . . Nancy Beyer has been appointed beauty and fashion coordinator and Tony Costanzo public relations account executive for Grant Advertising, New York . . . Hovey Hagerman, senior v.p. and Pontiac account executive has been upped to account supervisor. James H. Graham promoted to account executive and Colin H. John named associate account executive at MacManus, John & Adams . . . William M. Baldwin, co-founder and chairman of the board of Baldwin, Bowers & Strachan, Buffalo, has been elected to the board of directors of the Rumrill Co. BB&S is a Rumrill division . . . Sherman K. Ellis has been named chairman of the plans board of McCann-Erickson, Los Angeles . . . Florence D. Cruzen has joined Geoffrey Wade, Chicago, as media budget assistant. Miss Cruzen comes from Helene Curtis Co.

NETWORKS

Network tv activity this week centered mainly around the addition of more specials to the fall programming picture, while the regular weekly openings held pretty much to the status quo.

Newest specials added to the already impressive list are:

- *Conquest*, on CBS TV with 10 hour-long shows to start early in November. This science series will be sponsored by Monsanto Chemical Co.

- *The Lucy-Desi Hour Show*, five hour-long programs sponsored by the Ford division of Ford Motor Co. Starting date is to be announced.

- *Timken Televent*, sponsored by the Timken Roller Bearing Co. is an hour-long documentary and marks the firm's first network tv program. So

KTLN
is Denver's
KTLN
#One Independent
KTLN
#Two Station
KTLN
PULSE, JUNE, 1957
KTLN

SHARE OF AUDIENCE

6 A. M. to Midnight, Monday thru Friday

Network "C"	16.7
KTLN	15.7
Network "N"	13.7
Network "M"	12.3
Independent "O"	12.0
Network "A"	8.0
Independent "M"	6.3

KTLN
To sell
KTLN
Denver,
KTLN
Buy...
KTLN

Same blanket... new label

Same power-packed station lineup,
same blanket western coverage.

Only the label is changed. From now on,
the Columbia Pacific Radio Network
is going to be called the
CBS Radio Pacific Network. That way,
you know at a glance who we
are and the things we are proud of.



REPRESENTED BY CBS RADIO SPOT SALES

far two shows are planned, 23 September and 21 November.

Fall network tv programing notes:
Looks like NBC TV may have its first sponsor for *Wagon Train* (Wednesday 7:30-8:30 p.m.). Drackett Co. is negotiating for a half-hour alternate weeks of the big western, but the deal is not firm . . . **Sweets Co.** has bought one-half of NBC TV's Macy's Thanksgiving Day Parade coverage (Thursday, 28 November, 11-12 noon).

Current tv programing notes:
NBC TV's new *Arlene Francis Show* (Monday through Friday 10-10:30 a.m.) has picked up six quarter-hour sponsors: Owens-Corning Fiberglas. The House of Westmore, Aladdin Industries, Cooper's, Inc., Bourjois, and Minnesota Mining and Mfg. . . **Toni and Pillsbury** will sponsor NBC TV's *Dollar A Second* series until the end of its run on Saturdays 9:30-10 p.m. but will switch to 10-10:30 p.m. for the last program.

Here's a run-down on Mutual's new management team:

Paul Roberts, president and director. Roberts is president of United FM Corp.

Armand Hammer, chairman of the board. Hammer is president of Occidental Petroleum.

H. Roy Roberts, treasurer and director. He is a California realtor and oil operator.

Frank P. Barton, secretary and director. Barton is a Los Angeles attorney.

Bertram J. Hauser, executive v.p. and director. Hauser was vice president of Mutual until 1955 when he resigned to become a broadcasting consultant.

Arthur Brown, director. Brown is president of Starrett Corp.

L. M. Halper, director. Halper is president of Halper Construction Co.

Personalities in the news: Eugene Burr this week joins the producing staff of CBS TV. His immediate assignment: *The Verdict Is Yours*. Burr comes from Y&R, where he was a tv-radio account executive . . . **Austen Croom-Johnson** and **Eric Siday**, partners in Croom-Johnson, Inc., musical consultants, have been signed by the American Broadcasting Net-



"GEE! Maybe I should switch cigarettes!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with **WGN-TV** Channel 9 Chicago

MY
MOMMY
LISTENS
TO...
KiTE

More San Antonio
Mommies and Papas Listen
Daily to KiTE Than To
Any Other Station

NCS #2

Call Avery-Knodel, Inc.

work to work on all phases of musical programming and promotion. Their job will be to create a "musical identity" for the network and ABC owned stations . . . **William Boyd** has been appointed the new business manager of Terrytoons, division of CBS TV Film Sales. Boyd comes from B. T. Babbitt.

NBC has bought WJAS and WJAS-FM, Pittsburgh, Pa. bringing the network's total of tv and radio o&o's up to seven and seven.

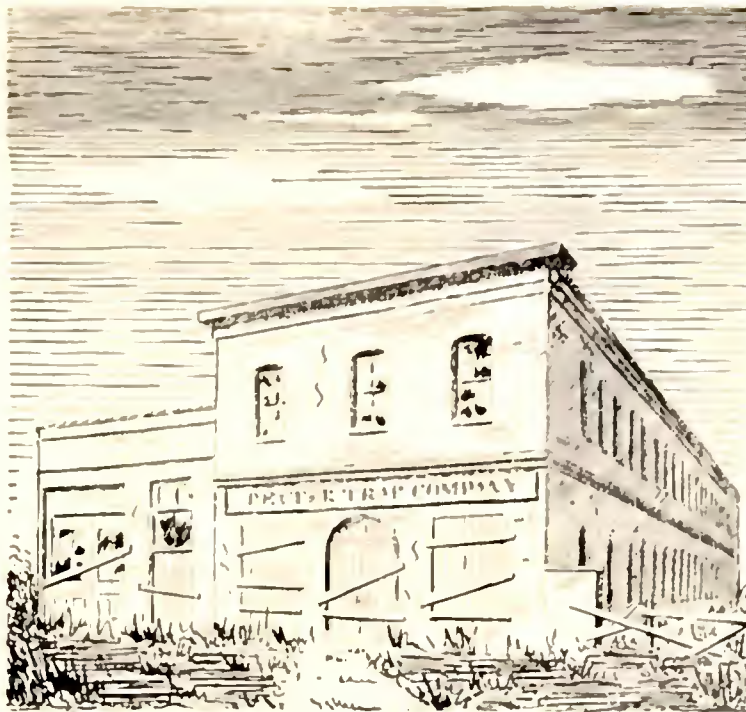
ASSOCIATIONS

The League of Advertising Agencies is launching a junior executive training program designed to train personnel in agency functions. Courses start 10 October and are open only to personnel employed by member agencies of the League.

Conferences: The NARTB Regional Conferences will be held this year 16 September through 25 October . . . RAB Regional Management Conferences will be held this year as follows: Palo Alto, Calif.—19, 20 August; Estes Park, Colo.—22, 23 August; Upper Saranac Lake, N. Y.—5, 6 September; White Sulphur Springs, W. Va.—9, 10 September; Rockton, Ill.—12, 13 September; Edgewater Park, Miss.—16, 17 September.

The International Advertising Association will hold its sixth annual outing at the Bonnie Briar Country Club, Larchmont, N. Y. on 17 September.

Appointments: An eight-member Executive Committee to direct the operations of the Advertising Federation of America has been appointed by **Robert M. Feemster**, recently elected Chairman of the A.F.A. Members are: Vice Chairman, **James S. Fish** (vp-director of advertising, General Mills); **Mary E. Busch** (executive vp, Emery Advertising Corp.); **Ben R. Donaldson** (director institutional advertising, Ford Motor Co.); **Melvin S. Hattwick** (director of advertising, Continental Oil Co.); **George W. Head** (manager advertising-sales promotion, National Cash Register Co.); **C. James Proud** (president-general manager, A.F.A..



MOUSETRAP, STEAM TRAP, SEWER TRAP

...it makes no difference

. . . the world *won't* beat a path to the door of the man who builds a better one *and then doesn't advertise it* so that people will know about his product, know where it can be bought and how much it costs.

Advertising benefits the buyer, too. It tells you the product story, makes it easy for you to buy. Even more important to you, advertising leads to mass production and volume sales . . . which means lower costs and lower prices.

Yes, "Advertising Benefits You" . . .
specially businesspaper advertising.



SPONSOR PUBLICATIONS, INC.



"GEE! There's the beer for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with **WGN-TV** Channel 9 Chicago

If you buy by the numbers, you'll buy KTRN!

LATEST HOOPER **62%**

LATEST PULSE **50%**

(April, May, June 1957)

**BY THE NUMBERS..
THE BEST BUY
IN TOWN!**

KTRN

Wichita Falls, Texas
Burke-Stuart Natl Reps

N. Y.); and **Ralph Winslow** (vp-manager, marketing department, Koppers Co.).

Walter McNiff was recently named TvB Western Division Director . . . **Joseph M. Sitrick** of NARTB Public Relations Service will join the FCC next week as Legislative Assistant to Chairman John C. Doerfer. Mr. Sitrick has been serving as Manager of Special Projects and Member Participation with NARTB since 1955 . . . **Walter Ross** has been appointed Director of Public Information for BMI . . . **Keith Culverhouse** has recently joined the TvB staff as Assistant Director of Sales Promotion.

NARTB's seventh annual report on Children's Radio and Television programing based on surveyance of LA tv broadcasting showed a decrease in number of hours of acceptable children's entertainment from 1956 to 1957.

	1956
Acceptable	71.97%
Not acceptable	28.03%
	1957
Acceptable	69.46%
Not acceptable	30.54%

Acceptable programing included classifications of "excellent", "good", "fair"; not acceptable: "poor", "objectionable", "most objectionable." Children's shows included in its "excellent" categorization included *Captain Kangaroo*, *The Jungle*, *Mickey Mouse Club*.

In connection with the forthcoming **National Television Week** (8-14 September) NARTB has mailed kits of promotion and program ideas, background info, etc., to all of the nation's more than 500 tv stations and the three networks. Broadcasters' slogan this year is "Television—A Member of the Family."

RADIO STATIONS

Sales and swaps: **KSON**, San Diego and **KXOC**, Chico, Calif. subject to FCC approval will exchange licenses and any and all assets. Under the transaction, the Broadmoor Broadcasting Co. will become owner and operator of **KSON** and **Rabell Enterprises** will take over **KXOC**. Also the call letters for the latter station will be changed to **K-DUZ** . . . **WWRI**, West

**3rd TV MARKET
in
PENNSYLVANIA**

. . . and only **WJAC-TV** really covers this rich Southwestern Pennsylvania area. . . .

- Over a million TV homes!
- 41-county coverage with 20 key counties showing 80 to 100% coverage!
- Proved audience preference—**WJAC-TV** leads in 7:00-11:00 P.M. periods 105 to 7 over Station "B" . . . has 24 out of the 25 top night-time shows.



Get full details from your KATZ man!



HERE ARE SOME TERRIFIC PARTICIPATIONS!

84.6% SHARE OF AUDIENCE	2:30-4:00 PM NTA, 20th CENTURY FOX, David O. Selznick films
87.8% SHARE OF AUDIENCE	4:00-4:30 PM Warner's Cartoon Karnival
74.9% SHARE OF AUDIENCE	5:00-5:15 PM Popeye Theatre

Call Your Branham Man for these and other top-rated participations
KROD-TV
Channel 4
EL PASO, TEXAS

CBS
AFFILIATED with KROD-600 kc (5000w.)
Owned & Operated by El Paso Times, Inc.
Rep. Nationally by the **BRANHAM COMPANY**

In Sacramento

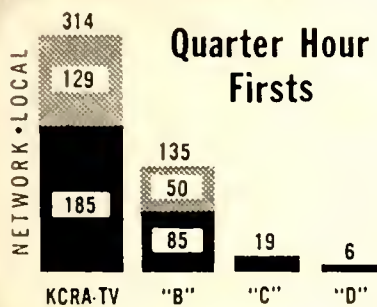
Have You Switched To KCRA-TV Yet? *The Audience Has!*

ARB* Share of Audience

49.7% Sign-on to Sign-off Sunday to Saturday

	Mon.-Fri. Sign-on-6 p.m.	Sun.-Sat. Sign-off.	Average Share of Audience
KCRA-TV	65.8%	43.4%	49.7%
"B"	21.1%	38.2%	34.5%
"C"	29.8%	7.7%	9.3%
"D"	10.2%	10.2%	10.2%

Sacramento shows its loyalty to KCRA-TV by giving it 8 of the top 10 syndicated programs, 13 of the top 20 shows and more local quarter-hour "firsts" than the other three stations get from network programming combined:



Ask Petry about The Highest Rated NBC Station in the West

*ARB, Sacramento, May, 1957



KCRA-TV CLEAR

SACRAMENTO, CALIFORNIA
Serving 31 Northern California and Nevada Counties

3

CHANNEL

Warwick, R. I. has been bought by Grelin Broadcasting . . . WTRY, Troy-Albany-Schenectady has been sold to Daniel W. Kops and Victor W. Knauth, operators of WAVZ, New Haven. Purchase price was \$1.1 million . . . Majority interest in KMLE, Ellensburg, Wash. has been bought by Bill Harpell and Stephen Wray for \$80,000. Harpell is an announcer for KNXT, Los Angeles, and Wray is an electronics engineer.

WDGY, Minneapolis, even got compliments from a competitor on its recent *Night Beat* interview of Richard Tenneson, the Minnesota GI who went over to the Communists while in a North Korean prison camp. Quote from the competitor: "This was the best radio program I have ever heard."

Community Program Associates, New Brunswick, N. J., is a new organization formed to help radio stations re-vamp their programming. CPA's president is Arnold L. Zucker . . . KLLL, Lubbock, Tex., has joined the MBS affiliates roster . . . This week another fm station, KGLA-FM, Los Angeles, took to the air.

Job notes: Terry McAnley has joined KMOX, St. Louis, as an account executive . . . Roy M. Schwartz, promotion manager for WBZ-WBZA, Boston, has resigned to join the Storer Broadcasting Co., Philadelphia . . . Bill Geddes has joined K-ACE, Riverside, Cal., as sales development director. Geddes comes from KICO, California, where he was station manager . . . Theodore W. "Ted" Herbert, formerly of MBS, has joined the national sales staff of WPAT, Patterson, N. J.

TV STATIONS

New post of Coordinator of National Spot Sales for the American Broadcasting Company will be filled by Leslie A. Harris.

Simon B. Siegel, company treasurer announced that Mr. Harris has been promoted from his post of eastern sales manager for the ABC Radio Network to fill the new slot.

Mr. Harris joined ABC in 1951 as sales presentation writer, and was promoted successively to a radio sales ac-

THE HIGHEST tower in Eastern U.S. is being erected right now at Augusta, Ga.

1292 feet above ground
1375 feet above average terrain
1677 feet above sea level

1 1/2 million people in 100 microvolt contour
OVER 1 million in Grade B

Over twice the TV homes of the other Augusta TV station

THE SOUTH'S NEW & GREATEST AREA STATION

100,000 watts
low band VHF
NBC & ABC networks

WJBF

CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc.

1st in **Negro Ratings**

Pulse
March '57

**Morning
Afternoon
and
Night**

1st in **Results**

Among Birmingham's long term radio advertisers, Jefferson Home Furniture Company, A WJLD advertiser for 6 years without interruption says, "As long as we can continue with you and (your personality) Mr. Puckett, and get as profitable results as in the past, you may consider our contract as re-newed for life."

WJLD AM FM

BIRMINGHAM, ALABAMA
The Nation's Finest
Negro Radio Station
Represented by FORJOE



"GEE! I'm going to try that candy!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with **WGN-TV** Channel 9 Chicago

count executive in 1952 and to eastern sales manager in 1956.

In his new capacity he will work with station reps and managers of the five ABC owned-and-operated stations which are: WABC-TV, N.Y.; WXYZ-TV, Detroit; WBKS, Chicago; KGO, S.F. and KABC-TV, L.A.

WBBM-TV, Chicago, presented ten commercials solely for entertainment on its program "Orbit," on 3 August.

Made in Paris and London, the films typify the use of various combinations of motion picture illusions to produce new type of advertising. Originally made for use in European motion picture theaters—they are outstanding examples of how artistic techniques can make commercials entertaining.

People on the Move: Robert F. Coats named public service-promotion manager for KETV, Omaha . . . William R. Nutt appointed promotion & publicity director of KGW Radio & KGW-TV . . . Peter Storer appointed general sales manager for WJW-TV, Cleveland . . . Lewis P. Johnson named sales manager of WPFH-TV, Wilmington and Jack Kelly has been appointed New York sales manager for the same station . . . Robert Buchanan joins WJBK-TV, Detroit, as N.Y. sales manager . . . Gene Lewis appointed sales manager KFDA-TV, Amarillo.

Tv applications: Between 29 July and 3 August seven construction permits have been granted, three applications for new stations were filed and one station took to the air.

Construction permits went to: State Telecasting Co., for Channel 56, Gulfport, Miss., permit allows 21.40 kw visual; Duhamel Enterprises, for Channel 4, Hay Springs, Nebr., permit allows 100 kw visual; Goldenrod Tele-Radio, for Channel 2, North Platte, Nebr., permit allows 2.88 kw visual; Atlantic Coast Broadcasting, for Channel 4, Charleston, S. C., permit allows 57.5 kw visual; Southwest States, Inc., for Channel 7, Amarillo, permit allows 46 kw visual; Tri-Cities Broadcasting, for Channel 9, Monahans, Tex., permit allows 27.5 kw visual; and Columbia River Television, for Channel 25, Ken-



**COVERAGE vs. COST
in Madison, Wis.**

You pass the point of diminishing returns when you look beyond WKOW-TV in Madison. The "bicycle tire" fringe you add with VHF costs \$53 and contains homes you reach with "basic buys." WKOW-TV delivers 70% as much share of the audience* at only 45% of the cost.

*Madison Telepulse—April, 1957

Headley-Reed has the whole story. Call them.

WKOW-TV
ABC in Madison, Wis

Top C. B. S. Shows

assure more listeners all day—every day over

KGVO 5,000 watts

MISSOULA, Montana

affiliated with

191,000 watts
KMSO-TV
TRANSMITTER
100 MILE RADIUS
ATOP
TELEVISION
MOUNTAIN
ELEVATION
7000 FT.

SELLING WESTERN MONTANA
Mosby's, Inc.

entering 36,370 homes in 13 counties by actual count



MISSOULA, MONTANA

**TAKE A GOOD LOOK
AND YOU WON'T OVERLOOK**



- **MIDLAND**
 - **ODESSA**
 - **BIG SPRING**
- IN
"OIL-RICH"
WEST TEXAS



**SENSATIONAL GROWTH
IN POPULATION**

140% INCREASE
1950-1957



**EVERYBODY WITH
MONEY TO SPEND**

*CSI PER HOUSEHOLD

MIDLAND	\$7,403
ODESSA	\$7,102
BIG SPRING	\$5,920

*SRDS



**MOST FAMILIES
MOST OF THE TIME
WATCH . . .**

KMID-TV

CHANNEL 2

100 KW

Represented by
Venard, Rintoul & McConnell, Inc.
South-Clarke Brown Company

newick, Wash., permit allows 3.12 kw visual.

Applications include: Central Minnesota Television, for Channel 13, Bemidji, Minn., 23 kw visual, with tower 906 feet above average terrain, plant \$287,533, yearly operating cost \$128,000; St. Cloud Television Co., for Channel 7, St. Cloud, Minn., 93.4 kw visual, with tower 570 feet above average terrain, plant \$287,488, yearly operating cost \$117,400; and Mitchell Broadcasting Association, for Channel 5, Mitchell, S. D., 23.6 kw visual, with tower 566 feet above average terrain, plant \$123,335, yearly operating cost \$120,000.

New station on the air was WPST-TV, Miami, Channel 10, ABC-TV programming.

The FCC amended the "TV Table of Assignments" by shifting channel 8 from Muskogee to Tulsa, Oklahoma, effective Sept. 6.

REPS

Joe Wootton, director of the radio division of the Interstate United Newspapers, Inc., has resigned that post and set up his own radio-tv representative company, Joe Wootton Associates.

WERD, Atlanta; WRHC, Jacksonville; WBCO, Bessemer, Ala.; WBBB, Burlington, N. C.—stations formerly under Interstate United Newspapers' banner, has joined Mr. Wootton's new rep organization.

Mr. Wootton has been a leading consultant on Negro consumer market media and services to national advertisers. His new company plans to expand its services to keep pace with the transition going on in the consumer marketing and advertising fields.

Peters, Griffin, Woodward, is expanding its Texas staff and adding an office in Dallas. Ft. Worth is the other P.G.W. office.

Charles Payne will be in charge and will sell radio for P.G.W. stations exclusively. Mr. Payne is leaving the Bloom Advertising Agency in Dallas, where he's an account supervisor.

Reps in the news: Dell Simpson joined the sales staff of Adam Young



Baltimore

*is so easy
to reach
when you ride
with*

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

TV SPOTS LAB & OPTICALS
STORY BOARDS
ANIMATION
SOUND STAGE

**JAMIESON
FILM COMPANY**

3825 Bryan • TA 3-8158 • Dallas



"GEE! Look at that
outboard motor!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales
with **WGN-TV** Channel 9
Chicago

in San Francisco . . . Paul Ray has retired as Chicago manager of John Blair & Co. . . . Clifford J. Barborka Jr., currently Chicago sales manager, has been promoted to vice president and Chicago manager . . . McGavren-Quinn Co. has transferred Ralph Guild from San Francisco to its New York office, where he will specialize in representing key westcoast properties . . . Walter Lake, recently Los Angeles sales manager for KSDO, San Diego, has joined McGavren-Quinn Co. . . . He will work with agencies and clients on distribution and broadcast advertising . . . Bill Weldon of Blair-TV, New York, is taking a leave of absence because of serious illness in his family. Jack Denninger will take over his responsibilities while he's gone.

New appointments: KJAY, Topeka, Kansas, signed a representative agreement with Young Representatives, Inc. . . . CKAC, Montreal, is now represented in Canada by the newly-established firm of Interprovincial Broadcast Sales Ltd.

FILM

Out In the Film Field: California National Productions made its first sale on Boots 'n Saddle to WNAC-TV, Boston, for 52 weeks . . . Trans-Lux TV Corp., announces sale of entire library of 700 *Encyclopaedia Britannica Films* to both KING-TV, Seattle and KGW-TV, Portland for a period of five years—sale of this library also made to WTAR-TV, Norfolk.

Screen Gems has titled first group of Universal pictures they will release—*Shock*. Consisting of 52 of the greatest money making spine tingers in motion pix history, the group includes such chillers as *Dracula*, *Frankenstein*, & *The Invisible Man*.

Over four hundred applications from representatives of advertisers, agents and ad-film producers from every country have been received for the forthcoming Advertising Film Festival which will be held in Cannes.

Notes of Interest: Barry Sullivan, featured in Ziv's *Harbor Command*, directs some of the pix—a condition to his accepting the star role . . . The



MORE

radio homes at the

LOWEST

cost per home are

DELIVERED

by **WSUN**

than any other station in the

HEART of

FLORIDA

(Check your Nielsen No. 2)

WSUN RADIO

ST. PETERSBURG - TAMPA

Represented By VENARD, RINTOUL & McCONNELL

Southeastern: JAMES S. AYERS

ONE OF THE
FIRST 100 MARKETS



WHBF

RADIO & TELEVISION

COMING!

Greatly Expanded TV Coverage
from a New 1000 ft. Tower.





We're Moving Gold!

Moving gold because our power is maximum power, a half mile tower high atop Mount Constitution, plus we're loaded with top CBS programming and Hollywood film features by Warner Brothers, United Artists, Columbia, and 20th Century Fox. The nuggets we're bringing out of this rich Northwest area are 1,000,000 Canadian viewers, and 300,000 high-income Americans who make up the bulk of our stake.

Assays show our Mother Lode produces up to 70% of the total viewing audience in our claim . . . a claim to remember*

So let us put power into your message . . . power that will dig deep into this rich vein of ore. Bright gold that winds throughout the great Northwest territory.

*International Surveys Inc.



Studios in Bellingham, Washington

National Tuberculosis Association has produced a new film *Are You Positive*, which will be used to launch the national campaign against this disease in September. Film was produced by Ed Cullen Associates . . . A documentary film dealing with the current problem of water and titled, *California Crisis: Water*, will be telecast by ten California stations who volunteered to carry this film produced by KRON-TV . . . MPO TV Films Inc. and ATV Film Productions Inc., have consolidated to form what they call the largest commercial production firm in the U.S.

FINANCIAL

Stock market quotations: Following stocks in air media and related fields are listed each issue with quotations for Tuesday this week and Tuesday the week before. Quotations supplied by Merrill Lynch, Pierce, Fenner and Beane.

Stock	Tues. 6 Aug.	Tues. 13 Aug.	Change
<i>New York Stock Exchange</i>			
AB-PT	19 $\frac{3}{4}$	19 $\frac{1}{2}$	1 $\frac{1}{4}$
AT&T	172 $\frac{7}{8}$	172 $\frac{1}{2}$	3 $\frac{1}{4}$
Avco	7	6 $\frac{5}{8}$	3 $\frac{1}{8}$
CBS "A"	30 $\frac{1}{2}$	30 $\frac{1}{4}$	1 $\frac{1}{4}$
Columbia Pic	19 $\frac{5}{8}$	19 $\frac{3}{8}$	1 $\frac{1}{4}$
Lowe's	17 $\frac{7}{8}$	17 $\frac{1}{2}$	3 $\frac{1}{4}$
Paramount	35	31 $\frac{3}{4}$	3 $\frac{1}{4}$
RCA	31 $\frac{3}{4}$	31 $\frac{1}{2}$	3 $\frac{1}{4}$
Storer	25 $\frac{3}{4}$	25 $\frac{3}{8}$	3 $\frac{1}{4}$
20th Fox	27 $\frac{7}{8}$	26 $\frac{7}{8}$	1
Warner Bros	22 $\frac{5}{8}$	22	3 $\frac{1}{4}$
Westinghouse	63 $\frac{1}{4}$	63 $\frac{1}{2}$	1 $\frac{1}{4}$
<i>American Stock Exchange</i>			
Allied Artists	3 $\frac{1}{4}$	3 $\frac{1}{4}$	
C&C Super	15 16	15 16	
Dumont Labs.	1 $\frac{5}{8}$	1 $\frac{5}{8}$	
Guild Films	3	2 $\frac{7}{8}$	1 $\frac{1}{8}$
NTA	8 $\frac{5}{8}$	8 $\frac{3}{8}$	1 $\frac{1}{4}$



"You will have fun with KRIZ Phoenix, or be quiet as a mouse."

For *Specialized*
SELL IN ST. LOUIS

The only way to reach this vast Country and Western market

WNEW
ST. LOUIS, MISSOURI

770
KILOCYCLES

1000 WATTS
CLEAR CHANNEL

Represented by
THE BOLLING COMPANY

THE POWER OF PADUCAH!

NBC AFFILIATE

WKYB
PADUCAH, KENTUCKY

570 KILOCYCLES

SERVING
5
STATES

WEST KENTUCKY'S MOST POWERFUL STATION

Represented by the
JOHN E. PEARSON CO.



we deliver
 1000
 like this*
 for 31c

**and her family*

Much prettier, actually, from a sponsor's point of view, because these ladies *buy!* And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

*Source—Hooperatings Jan.—Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.



Represented by:
 Broadcast Times Sales
 New York OX 7-1696

WVNJ
 Newark, New Jersey

Radio Station of the Newark Evening News

WASHINGTON WEEK

17 AUGUST
Copyright 1957
SPONSOR PUBLICATIONS INC.

The Office of Defense Mobilization this week made it plain that it doesn't want a new study of the uses being made of the radio spectrum, particularly by government services.

In answer to a request from the Senate Commerce Committee for comments on bills calling for such a study, the ODM contended:

- 1) It would be difficult for the government to conduct such a study.
- 2) A government committee already has probed into the matter.
- 3) **The government needs all the spectrum space it already has and may want more in the future.**

(The ODM did not attempt to explain the contradiction between Points 1 and 2.)

The ODM's stand drew an immediate and bitter retort from Sen. Charles Potter and Rep. William Bray, who introduced the bills in their respective chambers.

Both accused the ODM of having designs on television channels 2 through 6, even though the ODM in the past has often denied having such intentions.

When Potter had originally introduced the bill he charged the government is wasting some of its present space and urged that **some of this portion of the spectrum be released for industrial services,** if not directly for commercial broadcasting.

The House Government Operations subcommittee continues to hammer away at advertising practices.

At one session this week, headed by Rep. John Blatnik (D., Minn.), a Better Business Bureau witness said that stronger false ad laws and greater power for the FTC to enforce them definitely are needed.

It would appear at this stage from several statements by Blatnik that the BBB's spokesman hit very closely to the subcommittee's eventual recommendations.

Blatnik's subcommittee has roamed far and wide in its search for documentation of its goal.

Ad claims for filter cigarettes, reducing pills, and other drugs have been getting especial attention from the Blatnik group. These fields are heavily populated with companies that spend a large segment of their ad budgets on air media.

Also mentioned as possible offenders are tranquilizers and cosmetics.

The tranquilizer set will have sessions of their own at a later date, as will accident and health insurance advertising.

Thus far the testimony has been mostly about filter cigarettes, which witnesses claim did not filter; tranquilizers which do not tranquilize; and reducing drugs that do not aid in reducing.

The testimony has been almost routine. Another factor has been the lack of defense testimony. All witnesses have been "hostile" to the products and ad claims for them.

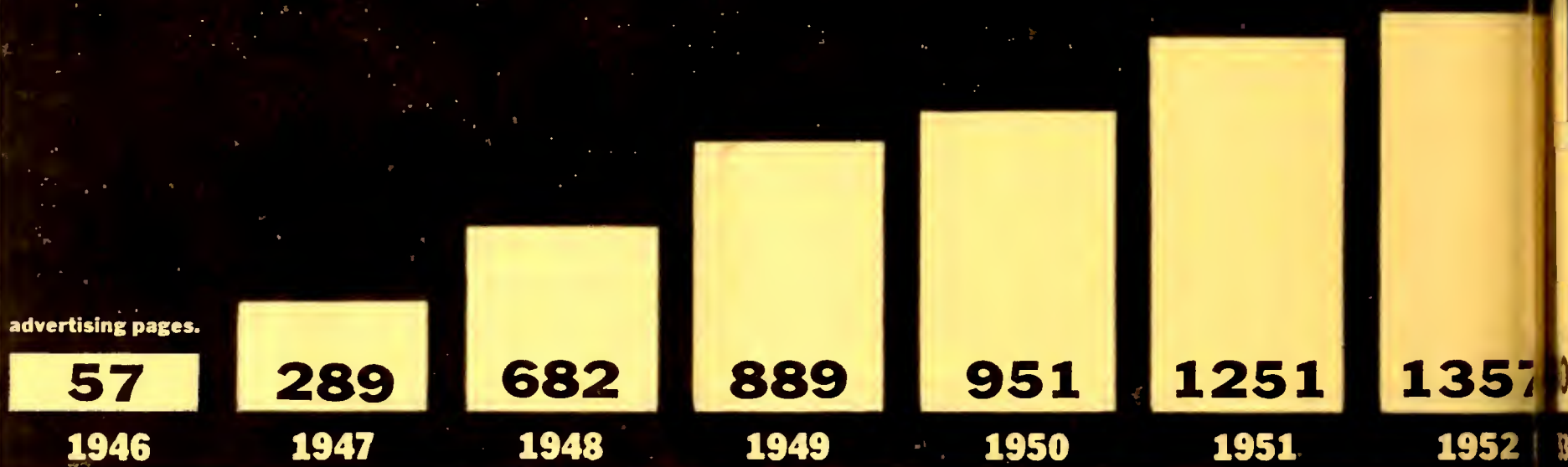
Blatnik has indicated the forum is wide open to the defense, but that sellers have not come forward.

Alrich Manufacturing Co. this week accepted an FTC consent order prohibiting it from advertising that a plastic sheet it sells will produce the same effect as color tv.

This is the second company using this type of advertising to be stopped by the FTC in recent weeks.

FOR OVER 10 YEARS

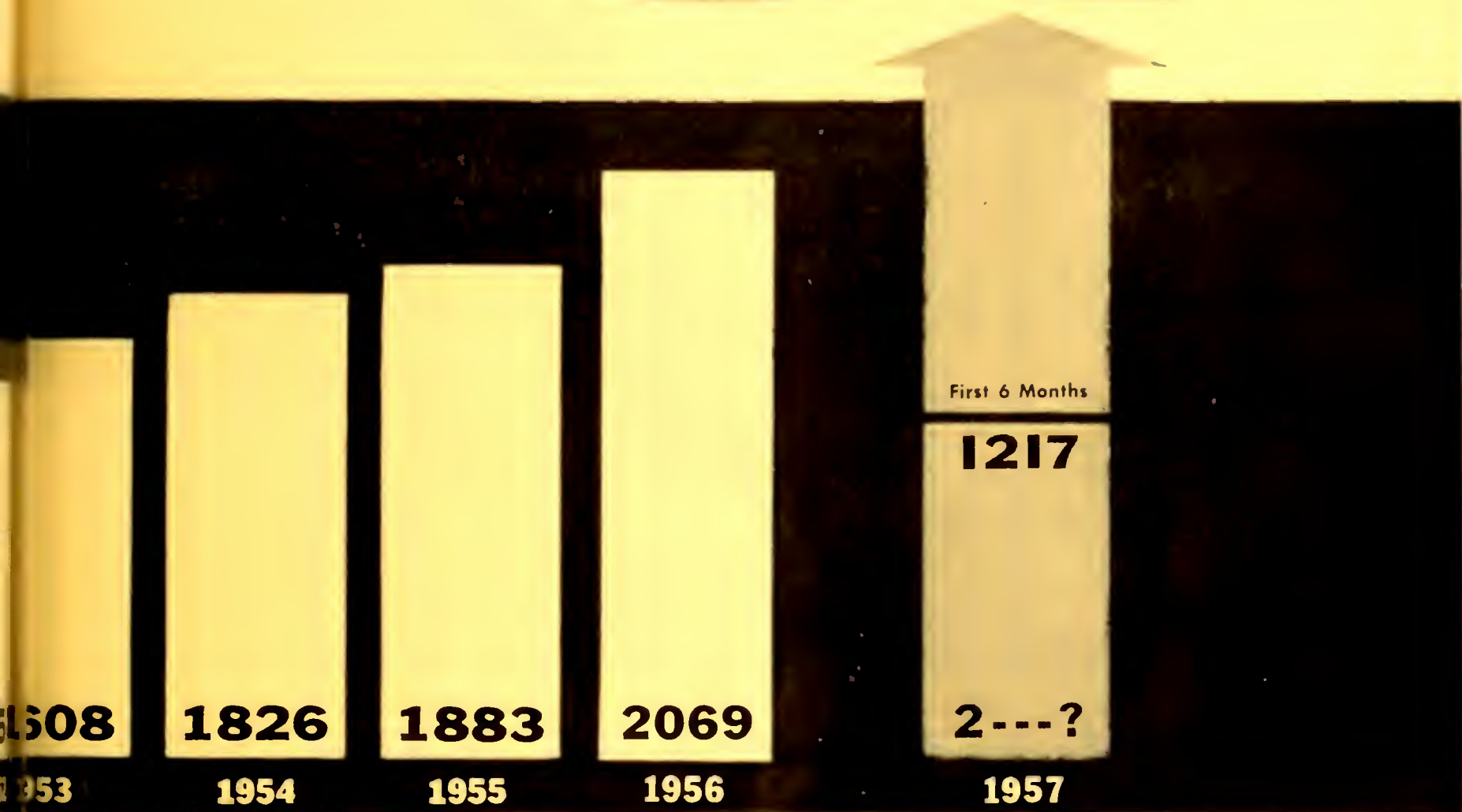
**Every year for more than a decade SPONSOR
has gone up in advertising pages.**



**THIS UNPARALLELED RECORD OF GROWTH
IS NO ACCIDENT! HERE'S HOW IT HAPPENED . . .**

NOTHING BUT

UP



No magic formula—just a simple case of an increasing number of advertisers discovering that advertising in SPONSOR pays off.*

SPONSOR spotlights its editorial content 100% towards advertisers and agencies—and really hits the target. So much so that SPONSOR's 1956-57 fiscal year recently ended showed advertising volume of \$1,000,000.

*Write for the factual record of WOLF, WBAY, KPQ, WTXL and Storz in SPONSOR. They'll show how you can build your spot revenue in your market.



SPONSOR HEARS

17 AUGUST
Copyright 1957
SPONSOR PUBLICATIONS INC.

Dick Woolen, of KTTV, Los Angeles, characterizes the way some advertisers are reacting to barter deals with this bit of dialogue:

FIRST MAN: I've got an elephant I can sell you for \$1,000. **SECOND MAN:** Don't be silly. What would I do with an elephant? **FIRST MAN:** Well, then, what if I could deliver *three* elephants for \$2,250? **SECOND MAN:** Now you're talking!

Actress Arlene Dahl rewrote the script of a liquid Lustre-Creme commercial while in front of the film camera so that it would sound "more natural."

The legal department of Lennen & Newell this week urged a retake.

A new type of antique prowler has loomed up on Madison Avenue: Collector of old tv commercials.

One explains that he would like to set up something like the Museum of Modern Art's exhibition of early-day movies.

Y&R has put into operation an idea sparked months back by BBDO's Ben Duffy.

A member of the tv-radio department is working closely with packagers in the development of material dreamed up by Y&R.

The agency's stake in this relationship: It has the right of first refusal.

Nothing is so frustrating, ad and marketing men will tell you, as making a pitch before the board of directors of an old-line corporation.

What they have to buck: 1) the tendency of men up in their 70's to doze off, and 2) the ultra-skeptical state of mind that comes from having hit the jackpot with older methods and concepts.

The RAB elections may not turn out to be the usual routine affair in December.

Station reps are clamoring for representation on the executive committee—the big wheel of the bureau's policies and planning.

NBC Radio thinks K&E (Ford's institutional agency) will help it put a new twist on an old slogan for a six-second concept.

The suggested slogan: "Watch the Edsels go by!"

Brashness comes in all sorts of packages, but this one burned up an ad manager so badly that a New York station (an independent) is about to lose a longtime client.

The company, which uses six participations a week, was asked to pick up the seventh period across-the-board after it had just become available.

When the ad manager said he wasn't interested, the salesman threatened: "We feel free then to sell it to one of your competitors!"

IS TV SOFT?

(Continued from page 31)

Q. *What are the symptoms of "softness" then that gave rise to "downbeat" talk in some quarters?*

A. "Most of all, the sullen attitude of the industry itself," say the majority of media executives.

"Some station operators are spoiled," Compton's Frank Kemp told SPONSOR. "They've come to look at a sold-out condition as normal, but it isn't. Actually, it's not unhealthy for stations to have fringe time open to be used for public service events and announcements. If too much time on the station remains unsold, then the station management should revise the rate card to make the time more attractive to both national and local advertisers."

The media director of one of the other P & G agencies says bluntly: "Some operators have become too greedy. They're trying to squeeze each dollar of revenue out of their stations because they see their operating costs going up all the time. But they should look at their stations as still relatively new products. No one introducing a new product expects to recoup all his investment right away."

Barter, which as a form of bulk discounting might be considered a symptom of softness, is considered negligible by major agency media executives—as far as immediate danger is concerned.

"I doubt that it's taking any significant money out of national spot," says a media director of one of the top three agencies. "It's just that it has worried stations, advertisers and agencies alike because it could undermine confidence in station rates. But the actual effect has been minor so far. In some ways, it's no more a symptom of softness than the number of package deals being offered." (See "The barter problem," 10 August 1957)

Q. *How much "real growth" does the 11% rise in spot tv revenue represent?*

A. That's tough to pin down.

Some of the 11% increase is undoubtedly the result of rate increases. But network and station estimates of rate increases during the past six months pegged the average at 5% or less. Therefore some real growth must be represented in the total figure.

Q. *Where is tv's softness?*

A. Right now it's predominantly in network. In fact, one network actually

for your budget . . .

WCUE IS NO. 1 IN AKRON

Between 8 A.M. and 5 P.M.

daily, WCUE delivers

more listeners for your

ad dollar than any

other Akron station.

(In all other periods, just

a gnat's whisker away from first.)*

See your JEPSCO Man for

details or call WCUE Sales

Veep, Jack Maurer, FRanklin 6-7114

*Cost per thousand study based on Pulse, April 1957

The ELLIOT STATIONS

great independents • good neighbors

TIM ELLIOT, President

Akron, Ohio - **WCUE** / WICE - Providence, R. I.

The John E. Pearson Co. National Representatives

ALL TEN

OF THE

TOP TEN

PLUS

24 of the

TOP 25

ON

WSAZ-TV

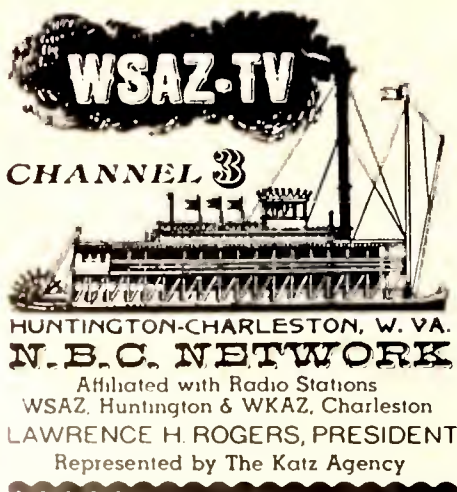
In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television . . .

WSAZ-TV PROGRAMS

ARE

WAY OUT IN FRONT

- 1 THE FORD SHOW
- 2 THE PERRY COMO SHOW
- 3 YOUR HIT PARADE
- 4 THE LORETTA YOUNG SHOW
- 5 THE CHEVY SHOW
- 6 THE PEOPLE'S CHOICE
- 7 FATHER KNOWS BEST
- 8 THE STEVE ALLEN SHOW
- 9 TWENTY ONE
- 10 THIS IS YOUR LIFE



cancelled salesmen's vacations in order to put some real selling pressure on at this late date.

Answering Jack Gould's recent statement about a network tv decline in his front-page *New York Times* article, NBC TV President Bob Sarnoff said:

"No responsible television executive can look you in the eye and say this has not been a hard-sell season. One (reason) is that many large advertisers, caught in the inflationary squeeze between higher gross sales and lower net profits, have, with their agencies, adopted a more cautious attitude toward major advertising investments in all media. Another is that the same inflationary pressures working on sponsors have been working on the networks in terms of increased program costs."

As the media directors pointed out, some top properties are still only partly sold or completely available, including such a cross-section as *Suspicion* (offered in participations), *The Californian* NBC TV, the *Lucy* reruns CBS TV, *Jim Bowie*, *Sinatra* ABC TV, *Perry Mason* CBS TV. But in terms of an overall picture, SPONSOR's own figures show that network tv is out ahead of its status last year at this time: in mid-summer 1956 18 half-hour shows were unsold compared to 15 unsold in mid-summer this year.

In terms of spot, I.D.'s have definitely been more available in the past season than ever before, and demand is still not up. Some of the slack in I.D.'s, however, has been taken up by the greater demand for late night minutes.

"There's always a cycle in tv," says FC&B's Art Pardoll, media group director. "There's a fashion in length of announcements according to the previous season's successes."

Where time periods or specific adjacencies are concerned, some of last fall's favorites have priced themselves out of their former "tight" condition. One example: feature film packages in good nighttime slots.

Q. Are different buying patterns growing out of tv's new status?

A. Definitely. In network tv the days of full sponsorship are over.

"The death blow came when Sullivan was offered to Kodak," says the media director of an agency billing over \$60 million in air media. "But no one should have been surprised. With the present price trends, more and more of our clients are making more and more infrequent network appear-

ances, while their total tv budget keeps growing. Eventually they may reach a point of diminishing returns and then network tv might be in trouble. The networks should simply realize that tv will never follow network radio's sponsorship patterns, and should sell it accordingly."

In spot more recent and more radical changes have taken place. "Sure, we're spending more," says the head of media at a major cigarette agency. "But we're spending differently. Most of our clients are bunching budgets to get more impact."

This pattern often results in a greater volume of business for the top station in big markets with a wider margin of difference between it and the other stations.

"The in-and-out pattern of some major advertisers may be a factor that's given the business an aura of instability this spring," says a McCann-Erickson media executive. "Actually, it has probably not meant less dollar volume, but a different concentration of this money."

Q. What can tv do to regain its former rate of growth?

A. Principally, reevaluate its rates, say most of the media directors surveyed. "Particularly secondary stations in secondary markets are pricing themselves out," says the media v.p. of one of the top five agencies. "Even though our accounts are all giants, they're going over their market lists with a finer toothcomb these days. Their profits are harder to come by and ad managers have to justify their expenditures more closely to top management in terms of results these days."

A BBDO broadcast executive expressed the views of the majority of media buyers: "Spot just hasn't made itself easy enough to buy," he told SPONSOR. "Not only are rates high, but they're confused."

No matter how effective a medium tv might be, clients could be scared away from it by the current rate confusion and disparity, warns another top agency media v.p. from a shop billing over \$50 million in air media. For a detailed analysis of how spot tv can progress, see "The hypo spot tv needs," SPONSOR, 15 June 1957.

"One thing we've got no complaints about at this point is tv salesmanship," says JWT's Arthur Porter. "although some of the most ingenious presentations of the past have been by radio reps!"

DICTIONARY OF SYNONYMS FOR WSM-TV



Cock of the Walk Ask the local advertisers. They'll tell you that a combination of better production, more talent, better engineering, more comprehensive news and sports coverage and more live programming makes WSM-TV clearly Nashville's number one Television Station. Hi Bramham or any Petry man can supply facts and figures.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

HI BRAMHAM, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

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.

PRIMARY MARKET

400,000 people in the Ann Arbor area respond primarily to local radio. It's a huge market AND NOT ADEQUATELY COVERED BY OUTSIDE STATIONS.

ANN ARBOR AREA

Includes Plymouth, Ypsilanti, Livonia and 23 important industrial communities in Michigan.

FIRST in PULSE*

Most recent Pulse indicates WHRV's strong superiority... 18 firsts (half hours) out of 24.

WHRV

1,000 watts abc 1600 kc

Major league baseball, University of Mich. sports Detroit Red Wing Hockey

6:00-9:00 A.M. Joe and Ralph, famous in Mich. area

Write for special merchandising plan or contact:

BOB DORE ASSOCIATES
National Representatives
the door is always open...

Bob Dore Assoc., 420 Madison Ave., N. Y. 17, N. Y.

* JUNE '56 PULSE

Reps at work

Tom Peterson, sales manager of CBS Radio Spot Sales in Chicago, says that "in the East and West North-Central states alone, farm products bring in an annual total of \$10,646,643,000. In a recent film, *Fortune* magazine pointed out that farm real estate has risen from \$69 billion in 1947 to over \$103-billion today, and that more



than a third of this increase took place since 1953. Today, *Fortune* tells us, farmers are using over 13% more feed, over 40% more commercial fertilizer, spending over 74% more on fuels than they did in 1947. In addition, the farmer buys a liberal share of all the products being sold to the general public, from cars and appliances to food and detergents. So the farm market means money to all advertisers." Manufacturers

of consumer goods, and those who sell services to the consumer, can effectively and economically reach the farmer through farm radio, Tom says. Farm radio is an important factor in the farmer's way of life—living in an isolated place, his daily companions mostly machinery and livestock. "Farm radio keeps him company throughout the day—supplying him with entertainment and vital farm facts."

Bob Murray, The Branham Co., New York, points out that "psychologists stress the need of all workers, in this age of specialization, to grasp the over-all goals and productiveness of the company. They maintain that employers benefit through *esprit de corps* and incentive when scope is shown to the employee." So Bob casts another vote for the agencies which include the buyer in plans meetings for mapping campaign strategy—which allow him latitude in buying—which tell him the sales problem and copy approach. "This helps him," Bob says, "make fast, intelligent decisions, it gives him a knowledge of the products' consumers, and it builds creative minds for future executive replacement." In addition, Bob notes, the buyer is able to provide



enough advertising strategy so the rep can ferret out the best vehicles, avails and media data to accomplish the sales aims. "Both reps and buyers are practically working in the dark when they don't know the salient points of a campaign," Bob says. "Agencies which make their timebuyers automatons operating within a tight framework, waste talent, initiative and weaken the impact of the advertising."

MOST POPULAR NEWSMAN in Denver TV

Look over the last two years of ARB ratings for the Denver market.

Consistently, Carl Akers' 10 p.m. newscast has been Denver's highest rated newscast—and Denver's highest rated local program as well.

Even more important, co-sponsors Standard Oil Company and Denver & Rio Grande Western Railroad are both in their third consecutive year.

Dynamic local programming coupled with the leading TV personalities of Denver are two more reasons KLZ-TV is first with Denver viewers—first in selling results, too.



KLZ-TV



CBS In DENVER

Channel

7

Represented by the KATZ Agency

NOW IN
ROANOKE
 and Western Virginia
WDBJ-TV




followed by
 the **EARLY SHOW**

Famous Feature Movies



Monday through Friday
 4:00 to 6.05 P. M.

Your Peters, Griffin, Woodward
 "Calanel" can give you the full story con-
 cerning participations. Call him now!

WDBJ-TV
 Channel 7 

ROANOKE, VA.
 Owned and operated by
 the Times-World Corp.

Tv and radio NEWSMAKERS

Milton A. Gordon, president of TPA, this month becomes full owner of the firm: on 7 August he announced he had bought out the stock held by former full partner Edward Small. With this change in management, Gordon is introducing a new method of producing, whereby stars and producers of new series will share not only in the revenue from their series but in over-all TPA profits as well. TPA today has 14 programs on the air in the U.S. as well as in 15 foreign countries, including its first network property, *Lassie*. Top executives heading up TPA's staff of 500 will continue to be Michael M. Sillerman, TPA executive v.p., Leon Fromkess in the Hollywood office, as v.p. in charge of production. Gordon, Chicago showman-lawyer-banker, will continue as president of the film company.



William J. Gillilan, Ketchum, MacLeod & Grove v.p. since 1954, has been promoted to marketing director of the Pittsburgh and New York advertising and public relations agency. His appointment and new duties follow close upon a batch of "marketing director" appointments among major advertisers such as P. Lorillard, last spring.

It highlights once again the changing face of the advertising service industry, which demands a breadth of client counsel today far in excess of pre-tv years. As marketing head, Gillilan will help set policy for the marketing counsel and direction the agency gives to its clients. Ketchum, MacLeod & Grove also operates a market and opinion research department and a merchandising service. Gillilan started at the agency in 1938 as an assistant account executive, gained marketing experience in account work.

Noel Rhys has just been elected executive v.p. of Keystone Broadcasting System, with headquarters in New York. Keystone president Sidney J. Wolf also announced two other top executive appointments: Edwin R. Peterson as senior v.p. to continue heading up midwestern sales from Chicago and Charles A. Hammarstrom, v.p. and account executive at KBS New York.



Said Wolf: "The appointments are a forerunner of another major expansion at Keystone. We now have 971 affiliated radio stations in our network and are certain of signing the 1000th station before the end of the year." KBS, he says, has just had the biggest six months in its history. Rhys, a former newspaperman, joined KBS as account executive in 1941, was elected v.p., New York office and Eastern sales in 1949. Wolf feels KBS is now better geared for growth.

THE WORLD'S QUICKEST DRAW



EXAGGERATED CLAIMS HAVE BEEN MADE!

On the front cover of 20 July issue of Sponsor a small operation in Houston with the call letters KILT (and they should be), claimed a world's record by going from last to first place in Houston in 30 days. It is true that KILT went from last to first in 30 days but this world's record stuff is a lot of hot Texas air.

THE TRUE WORLD'S RECORD was made in Tulsa way back in October, 1956 by KAKC. This fast drawing station, romrodged by the Public Radio Corporation, went from last to first in ONLY 21 DAYS. (Pulse . . . October, 1956 and Hooper . . . October, 1956) And KAKC is still the biggest audience draw in the Tulsa oreo, leadng the closest competitor by more than 2 to 1 (Hooper, Moy-June, 1957).

ANOTHER RECORD SMASHING DRAW KIOA in Des Moines Now the top gun in Des Moines . . . the big oudience draw . . . is KIOA This station, also run by the Public Radio Corporation, went from fifth place in o six station market, to first place in the some record time of 21 days with over 41% of the audience (Hooper . . . May, 1957) KIOA now hos over 51% of the daily oudience in Des Moines (Hooper . . . June-July, 1957).

RIDE WITH THE CHAMPIONS FOR FAST RESULTS!

PUBLIC RADIO CORPORATION

LESTER KAMIN, President, JOHN H. PACE, Executive Vice-President and General Manager

The new **KAKC**
970 KC • 1,000 WATTS
TULSA, OKLAHOMA

Get the **NEW** facts from
H-R REPRESENTATIVES



The new **KIOA**
940 KC • 10,000 WATTS
DES MOINES, IOWA

SPONSOR SPEAKS

Anti-tv push

If you make media decisions, we believe you can look forward to a succession of biting anti-tv presentations. As we see it, printed media today feel they have an opportunity to win back ground lost to television.

A recent jab at tv—and one of the most vicious we've seen—comes from the ANPA's Bureau of Advertising. It's a study designed ostensibly to show through research, how many people remember commercials seen on television.

We believe the slim research grounds on which the study rests are exposed sufficiently elsewhere in this issue (page 30) so that further comment here is unnecessary. But this fundamental point should be made:

There is nothing wrong with hard competitive selling by one medium against another—provided the arguments are valid and the research is not slanted by methodology to insure the desired conclusion. We believe the Bureau of Advertising will find that in the long run, media decision-makers will reject and even resent biased research.

We would not even bring up so fundamental a point were it not for the fact that apparently once the B of A gets into the world of television it loses all restraint and adult judgment. Surely to imply that tv has little impact, as B of A does in its study, is to refute the direct sales experience of literally hundreds of U.S. advertisers.

The Neil McElroy appointment

Neil McElroy's appointment to head the Department of Defense is welcome news to those who fully understand the job he's done for Procter & Gamble. If anyone can cope with and harness inter-service rivalry, it's the man who made inter-company competition at P&G a force for great growth.

On a less vital plane but one close to all of us in advertising, Neil McElroy's appointment is high honor paid to admen. The superlative job we know Neil McElroy can do in the Defense Department will reflect favorably on the entire advertising profession from which he comes and with which—happily—he has been publicly identified.

THIS WE FIGHT FOR: *The McElroy appointment (see above) is the best thing that's happened to advertising's p.r. in years. But advertising none the less needs a campaign to sell its value which is still not fully understood.*



10-SECOND SPOTS

Hi ho, ooo-la-la: Tv producer Mort Abrahams reported in John Crosby's *N.Y. Herald Tribune* column that the French tv audiences are wild about Westerns. *From Western France?*

Hi: From a WRCA-TV advertisement in *N. Y. Mirror* —

HI, MOM! ARE YOU EXPECTING?
WE'RE LOOKING FOR A BABY
WHO WILL BE BORN ON AUG. 15.
Mom will be too.

The hub: How does a station rep pick his office site? Here's how H-R Reps did it. (1) They analyzed when time-buyers can be seen; Tuesday, Wednesday, Thursday, Friday from 10 a.m. to 12 noon and from 2 to 4 p.m. (2) This means that a rep salesman actually works productively eight hours per week. (3) Of this, 50% of the time goes into walking and waiting. (4) There is no control over waiting time in agencies; there can be control on walking around time, however. (5) H-R laid out on map those agencies most frequently called upon: picked the axis of these calls. (6) Result — 47th and Madison location.

Sad sack: Overheard on Madison Ave. — "Either Hoffman's makes Sasaparilla happy or I switch to Schweppes!"

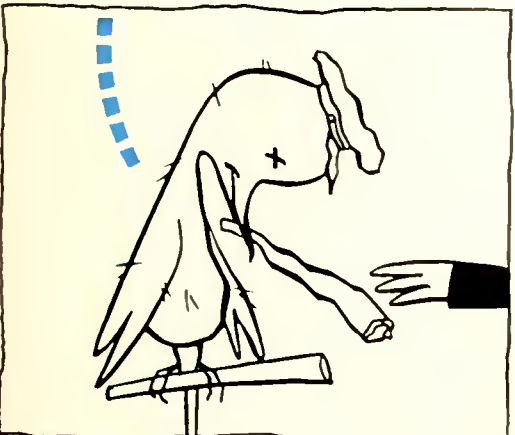
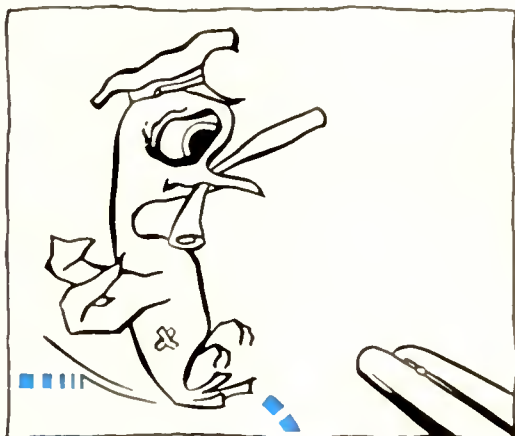
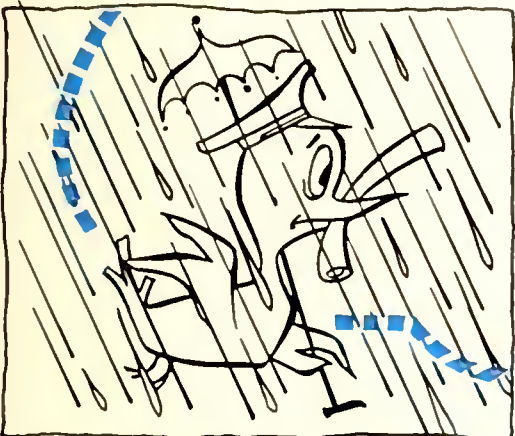
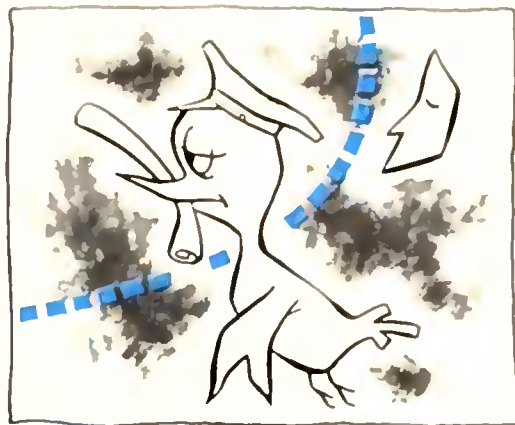
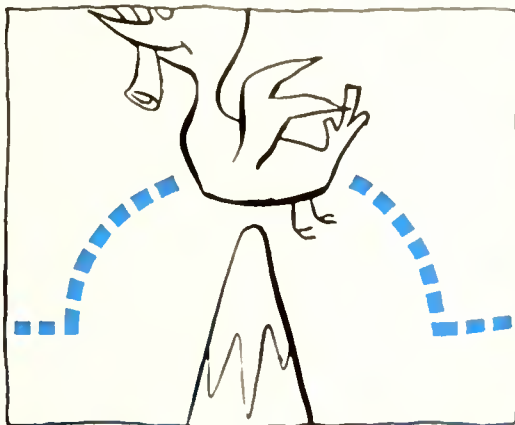
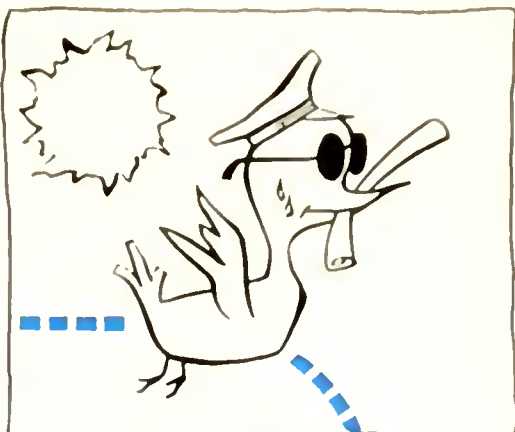
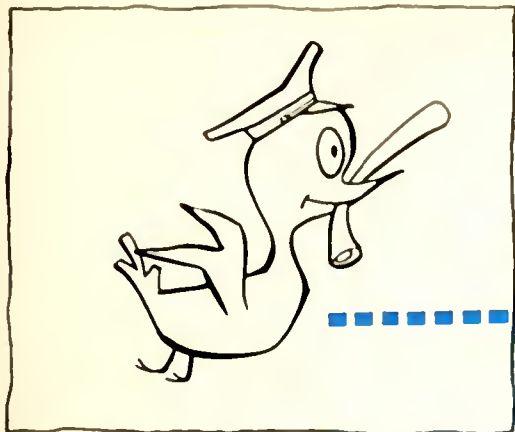
\$\$\$: The recent CBS Radio Spot Sales ad in SPONSOR (which later became a promotion piece) featured a "Test your personality" ink-blot that was actually a dollar sign when turned sideways. Bob Rafelson at CBS received about 50 phone calls offering interpretations and they turned out to be "about as neurotic as the response an analyst would get from a real Rorschach. *It still looks like chicken livers to us.*

Otra temps: Barbasol (through Erwin, Wasey & Co.) is bringing out commercials featuring Singin' Sal. *Wha happen to Sam?*

Ye olde release: From FYI, N. Y. — "Soliloquy to the Editor:

To cut or not to cut / Aye, that is the question / When column rules won't bend / And titles are too long for listing. / If so it on occasion be / We do entreat — cut if you must / But pray do not delete from / *Lawrence Welk's Top Tunes and New Talent* / The Maestro's name: for names, sayeth the Muse / Make news . . .

— Exit Sighing
You exit — we'll do the sighing.



KILT
No. 1 in Houston
(Pulse, Hooper, Trendex)
proudly announces
the appointment of
JOHN BLAIR & CO.
as exclusive
national representatives
August 1, 1957
affiliated with
KLIF DALLAS
KTSA SAN ANTONIO

throughout New England.

more people
spend more time.

watching

wnac
tv
Boston

Operated by Yankee Network Division, RKO Teleradio Pictures, Inc.