

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

①

She make you
arry that
everywhere?"



WEB DAYTIME TV RATES GET OVERHAUL

The nets are busy streamlining their rate cards for next fall's battle. New CBS checkerboard plan seems certain to be followed shortly by other day discount plans
Page 31

Memory vision: radio's new advertising sound

Page 33

Nothing like get- ting away from it all

A SPONSOR spoofer
Page 36

Network tv's hot weather lineup

Page 43

DIGEST ON PAGE 2

WE GO TO EXTREMES TO BE WITHIN EAR-SHOT OF THEIR FAVORITE STORZ STATION

each of these
markets
people
to the
TATION
to ny
by far.

MINNEAPOLIS-ST. PAUL . . . WDGY is first morning . . . first afternoon . . . first all-day with a 28.2% average Hooper. First on Pulse, too, 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage and audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is 20 times more powerful . . . with 5,000 watts on 690 kc. and first . . . all-day. Proof: Hooper (32.8%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime 1/4. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.1% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

STORZ STATIONS

DAY'S RADIO FOR TODAY'S SELLING
RZ. PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · PHOENIX · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTECARLO · TORONTO
LONDON · MILWAUKEE · WASHINGTON · FRANKFURT · SAN JUAN · CAIRNS



HIT...
or
MISS?

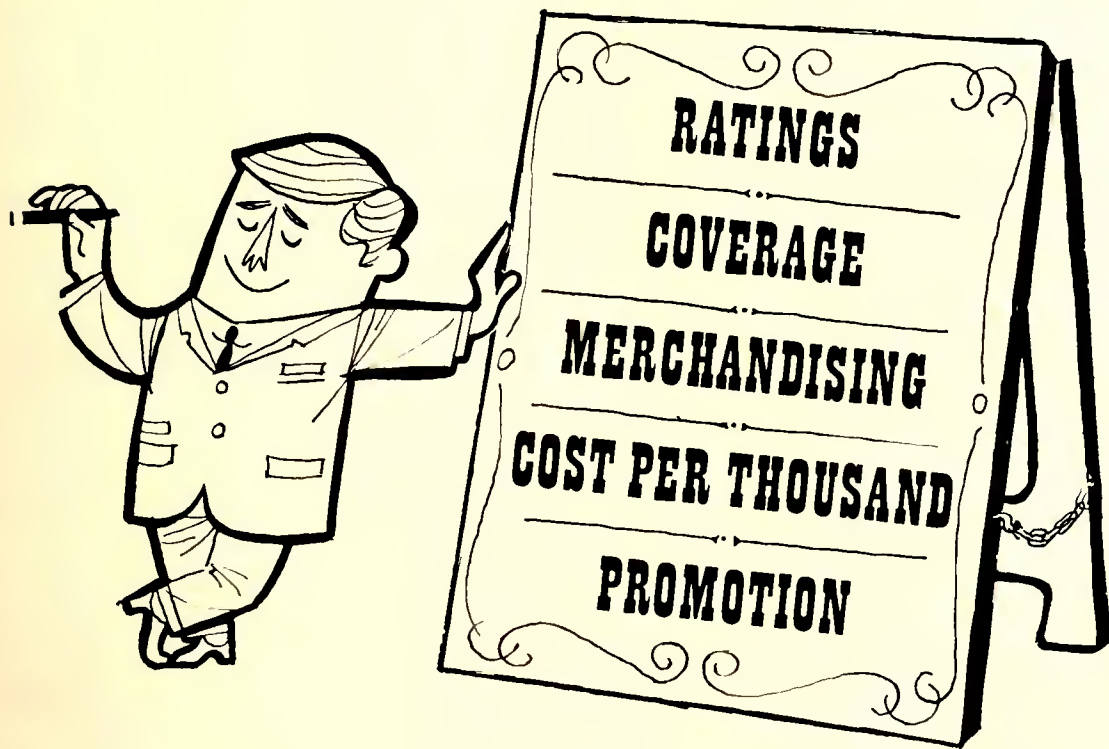
This dial takes much of the "hit-or-miss" out of creating TV commercials and programs.

The Y&R Audience Jury of 70 typical viewers—different every time—uses 70 dials like this to pass on clients' commercials.

The verdict—recorded on a moving graph—is a running answer to whether or not a commercial will arouse and sustain the viewers' interest and how much it will influence them to buy.

These findings are one more part of Y&R's constant, continuing effort to make each commercial as effective as possible.

We Proudly Proclaim Our



But

The BIG Difference In Philadelphia Radio Is

TALENT ▼

Only TALENT—real talent, that is—can sell.

WPEN has that talent.

WPEN programs REAL talent 24 hours a day, 7 days a week. Our entertainers have built up large loyal audiences who BELIEVE in them.

We have more local and more national advertisers than any radio station in Philadelphia . . . BECAUSE these advertisers know that the BIG difference in Philadelphia radio is TALENT—real talent, that is . . . that sells!



Represented nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Web daytime tv rates get overhaul**
31 The webs are taking a more realistic look at the market and tailoring rates to fit demand. One important step: CBS' new checkerboard plan
- Selling can start with sound**
33 An NBC Radio teaser campaign has left many advertisers and agency men wondering what "Memory-Vision" is. SPONSOR previews this new concept
- Tv monitoring close-up**
34 Here's how agencies check on triple spotting, adjacencies, time slots to make sure stations give clients fair shake in today's multi-markets
- Tv home saturation continues to climb**
35 County-by-county tv home figures from Nielsen and ARB give new measurement benchmark; point up significant trend in tv home saturation
- Two weeks at the Cape**
36 The adman makes his annual attempt to get away from it all. But Madison Ave. extension beats him to the beach umbrella. A SPONSOR spoofer
- WBC looks for "harder sell" with own reps**
38 Westinghouse Broadcasting Co. believes its own rep group will "service national advertisers with more information on a regular basis"
- Sell investment counseling by radio?**
40 A. C. Allyn & Co., nation-wide investment firm, found ad test on Chicago radio station so successful that it created an eight-station "network"
- Brussels success: color tv**
42 While controversy rages about U. S. exhibits at World's Fair, our color tv presentation draws 14,000 viewers daily, acclaim from the critics
- Network tv's hot weather lineup**
43 Thirty-seven shows will appear on the tv screens this summer as replacements. NBC has 15 new shows scheduled; CBS has 12; and ABC, 10
- SPONSOR ASKS: Are rating services keeping pace with timebuying methods?**
60 Here is how four top rating services are revising and expanding their researching methods to meet the increased demands of media buyers

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BIG



OVER THE PIEDMONT CAROLINAS

1,788,361 PEOPLE*
WITHIN THE WSPA-TV 75 MILE AREA

IT'S BIGGER THAN

ATLANTA	1,557,764
BIRMINGHAM	1,427,783
NEW ORLEANS	1,260,360
HOUSTON	1,226,924
MIAMI	699,103



CHANNEL 7
IS THE FIRST AND ONLY
VHF STATION COVER-
ING THIS GIANT SPARTANBURG - GREEN-
VILLE SUPERMARKET WITH CBS.

* Counted population
A.D. Ring and Assoc.
1950 Census.

CHANNEL

7

WSPA-TV
GEO. P. HOLLINGBERY
NATIONAL REPRESENTATIVES

NEWSMAKER of the week

Last week, for the first time, the rating services were put on the investigative spot. A. C. Nielsen Sr., rajah of the rating system, was lead-off man in the succession of rating service heads called before the Senate Interstate Commerce Committee to explain the technicalities of their operations

The newsmaker: Using a series of charts, the chairman of the A. C. Nielsen Co. outlined the details of his system to Senator Mike Monroney and the Committee. Highlights of Nielsen's testimony

- By taking a sample of 1,200 out of 43 million tv families, his company can tell with accuracy what the majority of American homes watch on television.

- Sales records are no substitute for tv ratings.
- Responsibility for show failures should not be blamed on rating services.

- Researchers merely count the votes, do not evaluate quality of show.

- Success of any entertainment form depends on pleasing the public. Why should tv shows be any different?

Nielsen told SPONSOR that he hopes the Senate investigation will help clear up some of the misunderstanding about accuracy of ratings.



A. C. Nielsen Sr.

"We are trying to make people understand," he said, "that ratings measure only the size of the audience not the quality of the program." Nielsen, who has pretty much turned over the administration of the business to his son, A. C. Nielsen, Jr., came into the rating field in the mid Thirties with the Audimeter—a device originated by two M.I.T. professors at the request of Nielsen Food and Drug Index clients.

The A. C. Nielsen Company now runs to about 3,000 full-time employees, has offices in 11 countries and headquarters in Chicago. The offices serve continuously more than 1,000 clients, some of them paying as much as \$1 million annually for Nielsen services.

Also testifying were Ed Hines of Trendex, Jim Seiler of ARB and Dr. Sydney Roslow of Pulse. In an exclusive SPONSOR interview Nielsen reported that the Senate Committee has graciously received his statement.



live all
summer
long



U.S. STEEL HOUR

PRODUCED BY THE THEATRE GUILD

TV entertainment remains at its best all summer long on the United States Steel Hour, with outstanding stories and top stars, including Farley Granger, Richard Kiley, Robert Culp, Gloria Vanderbilt, James Daly, Leora Dana, Betsy Palmer.

A large CBS eye logo is mounted on a grey brick wall. The logo consists of a black outer ring, a yellow inner ring, and a black center. The text "NOW CBS BASIC" is printed in white on the black center. The word "NOW" is at the top, "CBS" is in the middle in a large font, and "BASIC" is at the bottom. A metal pole is visible at the bottom right corner of the logo.

NOW
CBS
BASIC



WHTN



TV HUNTINGTON, W. VA.
CHARLESTON, W. VA.
The SELlibrated
(and only full powered)
station of the
GOLDEN VALLEY
(Central Ohio)

Everybody wins on this one! *We're* proud to be part of the great CBS basic network.

554,697 TV homes in the *entire* Golden (Central Ohio) Valley (5 prime cities, 83 counties, in three states) covered by our powerful 316 kw. and 1000 ft. tower will now be able to enjoy CBS' top-rated shows!

Current WHTN-TV advertisers, already winning substantial audience increases month in and month out, will now have the entree to many thousands of additional (loyal CBS) TV homes, at no additional cost!

And new WHTN-TV advertisers will get the time buy of all time . . . one of the lowest cost-per-thousand rates available anywhere . . . because our rates have not gone up in proportion to our tremendous growth.

Get the dollars and cents story **right now** from Petry.



**your advertising
dollar produces
more sales
on **WGAL-TV****

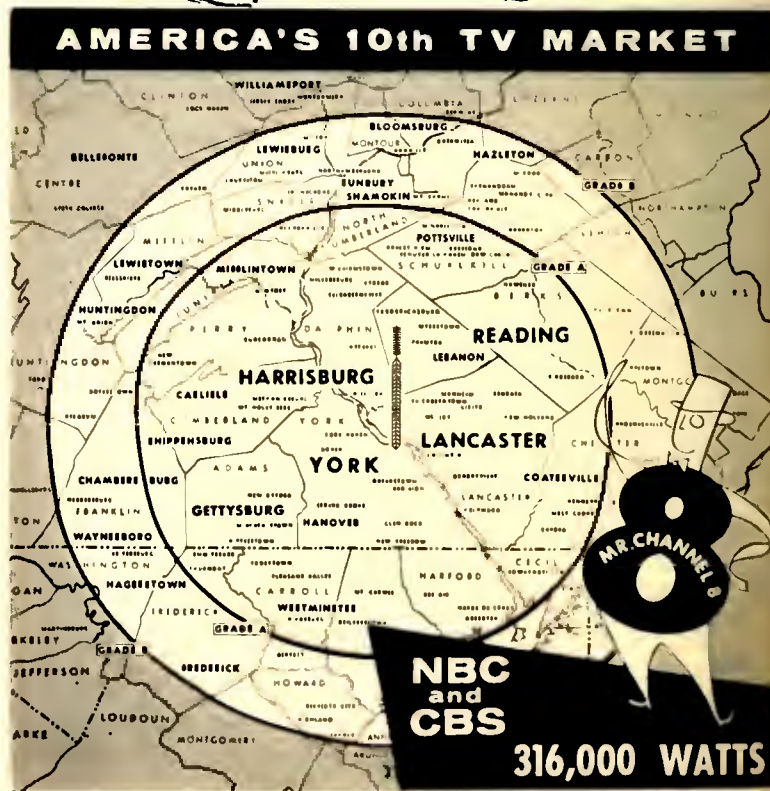
And there's a reason. This pioneer station is foremost in the three standard metropolitan markets in its coverage area: Lancaster, Harrisburg, York, as well as in numerous other cities—Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. In short, you find that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Put your advertising dollar to work producing *more*—on WGAL-TV.

wgal-tv

**LANCASTER, PA.
NBC and CBS**

STEINMAN STATION • Clair McCollough, Pres.

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



SPONSOR-SCOPE

5 JULY 1958
Copyright 1958

SPONSOR PUBLICATIONS INC.

Tv and radio stations can look forward to a heavy load of spot coming from Vick within the next two weeks.

Recommendations along those lines have been made by Morse International and all that remains is for the client to put the final O.K. on them.

Even though it's loaded with more network than ever for the fall, P&G still is shopping around for more time.

It wants to add an alternate nighttime half-hour and an alternate quarter-hour daytime strip.

Revlon will be spending twice as much for tv spots the second half of this year than in the first six months.

The spot budget for the latter half will include about \$600,000 for Silken Set, for which there apparently won't be room in the three network shows Revlon will sponsor in the fall.

If you're interested in the percentages spent by various types of advertisers for national spot radio, don't expect this data from the Stations Representatives Association hereafter.

The compilation of this breakdown has been discontinued by the SRA, because members found that winnowing out this material was too much of a back-breaker.

Look for NBC TV to come up shortly with an adaptation of the new horizontal contiguity rate that CBS TV recently announced for daytime programming.

Under the new CBS TV discount arrangement, advertisers are entitled to contiguity rates even if the programs aren't adjacent to each other.

(For a round-up of the latest tv network selling plans, see page 31.)

Chicago reps will be as busy as the proverbial paperhanger the last two weeks of this month wrapping up orders from Burnett on Kellogg's \$7-million tv appropriation for child-appeal programs.

The final decision to go spot was explained thus by the agency: It did not "represent any basic dissatisfaction with network tv, but rather was dictated by a desire for complete flexibility."

(For further details of Kellogg's spot plan, see 21 June SPONSOR, page 31.)

What do media directors still want to know about spot tv before making their decisions?

SPONSOR-SCOPE this week polled the media chiefs of top tv agencies on informative areas they thought needed more exploration for spot buying; at the top of the list were these:

1) More incisive and conclusive information about the audience characteristics of spot programs.

2) The difference in the size of audience response to commercials in a program as compared to commercials spotted between two programs.

ABC TV this week started pitching to agencies its charter plan for daytime advertisers (an idea generated, in part, by Y&R).

Here are the highlights, guaranteed to charter clients for two years:

BUYING TERMS: Contracts firm for 26 weeks; minimum buy of four quarter-hours a week, which will be eligible for the **contiguous rate** or 100% of a third of the Class A rate; time and talent per quarter-hour, \$6,400 (commissionable); maximum discount on time, 50%.

TIME SCHEDULE: 11-11:30 a.m.; noon-1 p.m.; 2-2:30 p.m. (or a total of 60 quarter-hours a week).

COMMERCIALS: All advertisers' commercials will be rotated on a floating schedule throughout the day so that subsequent subscribers to the plan are not frozen out. Each quarter-hour will have **three minutes of commercial**.

PROSPECTIVE PROGRAMS: Zig Zag, For Better or Worse, Touch or Go, Love of Your Life, Peter Lind Hayes-Mary Healy, Hit the Target, and Liberace.

P.S.: Though aware of the origin of the plan, NBC TV last week made a presentation to Y&R competitive to ABC TV's new daytime intentions.

This is the strangest show-selling season ever in network tv.

Ad agencies are the **two-way target** of:

- (1) **Network and freelance-producer pitches**, and
- (2) **Agency executives** who are trying to sell off the other half of shows their sponsors have under commitment.

Agencies with such vacancies aren't taking any chances on the networks doing the selling job for them. They realize that the **networks have enough trouble of their own**, what with plenty of open time and unsold shows they control.

Another consideration: The client wants to **make sure that the advertiser who shares the show is completely compatible**, and—if there's anybody to handle this problem deftly—it's his own agency.

Finally, the agencies with half-open shows want to **protect their clients' franchise in the alternate-week broadcast's cross-plug**. If the other half isn't sold, there'll be no cross-plug.

A pair of alternate nighttime sponsorships were picked up by the tv networks this week, though the overall selling pace continued to drag.

Sterling Drug became a co-tenant with P&G on Restless Gun (NBC TV), while Pillsbury took on the other week of I Love Lucy (Clairol is already in) on CBS TV. Lever takes over half of the hour nighttime version of The Verdict Is Yours.

The pre-Fourth doldrums in new sales this week didn't seem to affect CBS Radio and NBC Radio.

NBC posted contracts from Sterling Drug, Olin Mathieson, Texaco, Wildroot, and Parker Bros. (games), while CBS got orders from the Rambler Division of American Motors, Chrysler, Sterling Drug, and Grove.

The Parker Bros. saturation campaign (\$40,000 worth) will run four weeks through November and December.

Network people who have been traveling around the Midwest in recent weeks get this impression: **Business not only is coming to life rapidly**, but an air of **real confidence** pervades that region.

They recall that it was the Midwest that was the first to feel the pinch of the business downturn—but also that back in the 1930s it was the **first to show signs of recovery**.

SPONSOR-SCOPE noted in the 10 May issue that **farm income is moving up fast** and that **manufacturers are shifting** some of their wares from Eastern markets to the Midwest and Southwest to capitalize on this development.

The first half of 1958 set a record for turnover of advertising accounts—both in terms of numbers and volume of money involved.

Ascribe the grand rescrambling to the burgeoning importance of tv in the marketing picture or the economic downturn (or both), but the fact remains that the rehoused accounts—adding up close to \$100 million—were heavy investors in that medium.

Among the major advertisers that switched the first six months were:

ADVERTISER	FROM	TO	ESTIMATED BUDGET (ALL MEDIA)
American Machine & F	Fletcher D. Richards	C&W	\$1,700,000
B. T. Babbitt*	Cohen & Aleshire	Brown & Butcher	2,000,000
Best Foods (Rit)*	Earle Ludgin	SSCB	1,500,000
Buick*	Kudner	McCann-Erickson	24,000,000
Chesebrough (Vas.)*	McCann-Erickson	Esty	2,000,000
Chrysler (Imp., Inst.)*	McCann-Erickson	Y&R, Burnett	16,000,000
Colgate (Ajax, Halo)*	Bryan Houston	McC-E, D'Arcy	7,000,000
Eversharp-Schick	C&W	Compton	1,500,000
Max Factor*	Doyle, D&B	K&E	3,000,000
Frigidaire*	Kudner	DFS	6,000,000
GMC Trucks*	Kudner	McCann-Erickson	1,500,000
Hotpoint	Maxon	Compton	2,500,000
Ken-L*	N.L&B	JWT	3,500,000
Lanolin Plus*	KFC&C	EWR&R	2,500,000
Lincoln	Y&R	K&E	4,500,000
Mennen*	McCann-Erickson	Grey	2,000,000
Rival Dog Food*	McCann-Erickson	GB&B	1,500,000
Sheaffer Pen	KM&J	BBDO	2,500,000
Sun Oil*	EWR&R	Esty	6,000,000
Swift*	JWT	Burnett, McC-E, DFS	3,000,000
Warner-Lambert*	SSCB	Lambert & Feasley	2,000,000
Westinghouse*†	McCann-Erickson	Grey	2,000,000
Wilson*	N,L&B	K&E	1,500,000
Total			\$99,700,000

*Substantial part of budget devoted to air media. †Tv-radio-hi-fi division.

Bates' rank as the No. 1 agency in spot may have obscured this fact in the trade: It's also a major contender in the network tv sweepstakes.

In the coming season Bates will be the agency of record for as many as 11 network programs. By client they break down this way:

WHITEHALL: Behind Closed Doors, Have Gun Will Travel, and Name That Tune.

BROWN & WILLIAMSON: Naked City, The Texan, and Number Please.

COLGATE: The Millionaire, Dotto, and Thin Man (or a replacement).

AMERICAN CHICLE: Sugarfoot, plus another half hour to be selected.

If Trendex can find enough subscribers to make the project pay for itself, tv viewing again will have telephone coincidental city reports.

Trendex would like to get the operation going this fall. The package would consist of 190 reports over a year, with the largest cities being checked six times a year and the smallest three times. Altogether 60 cities would be covered.

Trendex told SPONSOR-SCOPE this week that although the reaction from agencies has been encouraging, it hasn't sufficed for the firm to barrel ahead.

Background item: Hooper pulled out of the tv city report field in March 1955 when it sold the name TV Hooperatings to ARB, which delivers that type of service via a diary method. Pulse likewise delivers tv city-by-city reports, using the roster-recall method.

Add signs of a changing economy: **The corporate giants are starting to tune out the siren song about selling the corporate image, or personality.**

They're urging their agencies: **Let's forget the fancy icing on the advertising cake and concentrate on the hard-sell.**

Probable aftermath:

(1) Some of the agencies that have been harping on the corporate image angle—particularly in tv—**will have to do a turnabout** in their thinking; and

(2) Public relations people will have to **devise another selling strategem** to keep some of their corporate clients in the shop.

Daytime billings appear to be headed for a record fourth quarter on NBC TV.

Despite the leisurely pace of nighttime sales, the network can take comfort from this outlook for the final quarter of the year: **Around 75% of all daytime will be sponsored** (the weekly potential 120 quarter-hours).

A 75% sellout would mean about \$5 million a month in billings for time and talent.

The situation typifies the **big comeback** that daytime tv has enjoyed the past two seasons. It wasn't so long ago that P&G (as well as General Foods) decided to put all their eggs in the nighttime tv basket and forsook daytime.

If the second half of 1958 shapes up anything like the first five months in gross network billings, the three tv networks could make it a record year.

LNA-BAR figures just released by TvB show a healthy **13.3% increase in gross billings for the first five months** over the similar 1957 period. (For the month of May, billings were up 10.5%.) Here's the breakdown:

January-May 1958	\$239,302,344
January-May 1957	211,140,072
Increase	\$ 28,162,272
May, 1958	\$ 47,918,145
May, 1957	43,377,602
Increase	\$ 4,540,543

This was a week where rumor followed rumor about NBC TV personnel changes:

These are the two most prevalent guesses—together with what the network had to say about them:

RUMOR NO. 1: That **Joe Culligan was going to replace Bob Kintner** as executive v.p. in charge of the tv network, and that Kintner was taking over Bob Sarnoff's presidential post, while **Sarnoff was joining the top echelon at RCA.**

NBC's ANSWER: Completely **without any substance.** No changes are contemplated in the top rungs of NBC TV.

RUMOR NO. 2: NBC TV was headed for wholesale **personnel and salary cutbacks.**

NBC's ANSWER: Department heads were asked, as is happening with many a business organization, to **tighten up and streamline** their operations. The jobs of about 30 white-collar employees will be affected by this cutback. **No across-the-board salary cuts are being ordered or even contemplated.**

For other news coverage in this issue, see Newsmaker of the Week, page 4; Spot Buys, page 52; News and Idea Wrap-Up, page 65; Washington Week, page 75; SPONSOR Hears, page 76; Tv and Radio Newsmakers, page 82; and Film-Scope, page 57.

THE RAMPARTS WE WATCH



This is the area of Eastern New England served by 50,000 watt WHDH. With this, the sixth survey of the 25 county WHDH area by Pulse, Inc., the number of interviews conducted in this series reaches 49,200. This survey is made in the same manner as Pulse of Boston, now in its twelfth year with a total of 631,400 interviews conducted in the five counties of Metropolitan Boston.

There is a close corollary between the January-February 1958 Pulse of Boston and the February 1958 Pulse of the WHDH area.

The average quarter hour ratings of both reports show a slight difference (three tenths of a rating point), which again proves the premise, stated and proved in 1953 and succeeding years, that WHDH serves its area with the same leadership in which it serves Greater Boston.

But above and beyond the mere statistics of rating points, radio is families and people, and the facts of this survey show that more men and women listen to WHDH than the total number of adults plus teens and children who listen to the second highest rated station.

The men and women, purchasers of foodstuffs, drug products, apparel, real estate, house furnishings and automobiles, listen to WHDH in greater numbers than they do to any other radio station in New England.

No matter where you buy on WHDH, you can be sure of having the greatest number of potential customers for your product within these ramparts we watch from Rockland, Maine, to Pt. Judith, Rhode Island, and from Boston to west of Worcester.

50,000 WATTS · BOSTON · 850 KC
WHDH

THESE ARE THE RAMPARTS WE WATCH, FROM ROCKLAND, MAINE TO POINT JUDITH, RHODE ISLAND AND BOSTON WEST THROUGH WORCESTER



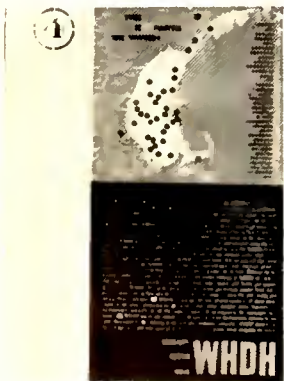
In the first area survey, January, 1953, it was proved that: The listening habits of people in the twenty counties outside the city area differed from those of the 5 county city area. Listeners-per-hundred-sets differed in the two areas. The WHDH city ratings were projectable to the total area, whereas those of network affiliates were not projectable.



In the second area survey, January, 1954, it was proved that: There is a difference in audience composition between at-home and out-of-home listening. Audience composition varies when the total audience is counted. The cumulative weekly audience of individual programs on WHDH and other radio stations is from 2.0 to 8.16 times larger than the average daily quarter hour rating.



In the third area survey, January, 1955, it was proved that: The listening audience to radio comprises the greatest circulation of any medium, because the Cumulative Pulse Audience figures showed that radio reaches into 93.6% of the homes in the course of a week. WHDH became more dominant in its area than in the preceding two years. WHDH reached into 71.2% of the homes in the area in the course of a week.



In the fourth area survey, January, 1956, it was proved that: The metropolitan factor of WHDH more closely approached the ideal factor than did any other Boston radio station; WHDH penetrated the 25 county area more deeply than did any other station.



In the fifth area survey, January, 1957, we showed: Audience in total numbers of men, women, teens and children listening per half hour Monday through Friday, and hourly on Saturday and Sunday to WHDH and the four next highest rated Boston stations. This was the first time such a study had been made, and it enabled an advertiser to figure the cost per thousand for men, women, teens and children listening to the major Boston stations.

IN THIS SIXTH AREA SURVEY, FEBRUARY 1958, IN ADDITION TO OTHER PERTINENT DATA WE SHOW:



WHDH's continuous dominance throughout the 24 hours of its broadcasting. In addition this Pulse Area Survey including the post-midnight radio audience shows clearly that 50,000 WHDH's all night show tops all competition and offers advertisers an unobtainable audience at an extremely low cost.

COUNTY % OF INTERVIEWS & POPULATION

Maine

Cumberland	3
Knox	1/2
Lincoln	1/2
Sagadahoc	1/2
York	2

Massachusetts

Barnstable	1
Bristol	8
Dukes	1/2
*Essex	10
*Middlesex	21
Nantucket	1/2
*Norfolk	8
*Plymouth	4
*Suffolk	16
Worcester	2

New Hampshire

Belknap	1/2
Hillsboro	3
Merrimack	1
Rockingham	2
Strafford	1

Rhode Island

Bristol	1/2
Kent	2
Newport	1
Providence	11
Washington	1/2

Total 100

The counties listed to are those in the WHDH area. Those which are also in the Boston City area are in the Boston City area. The 25 counties contain 1,500,000 radio homes.

This 25 county area contains 80% of the population of the New England states of Maine, New Hampshire, Massachusetts and Rhode Island. And this 25 county area accounts for 81% of the retail sales of the four states.

The people in the area over seven billion dollars in retail goods last year.

Therefore, we believe that buyers should be aware of the facts about this seven billion dollar market.

**RELATION OF THE CITY AREA AUDIENCE
TO THE TOTAL AREA AUDIENCE**

METROPOLITAN FACTOR

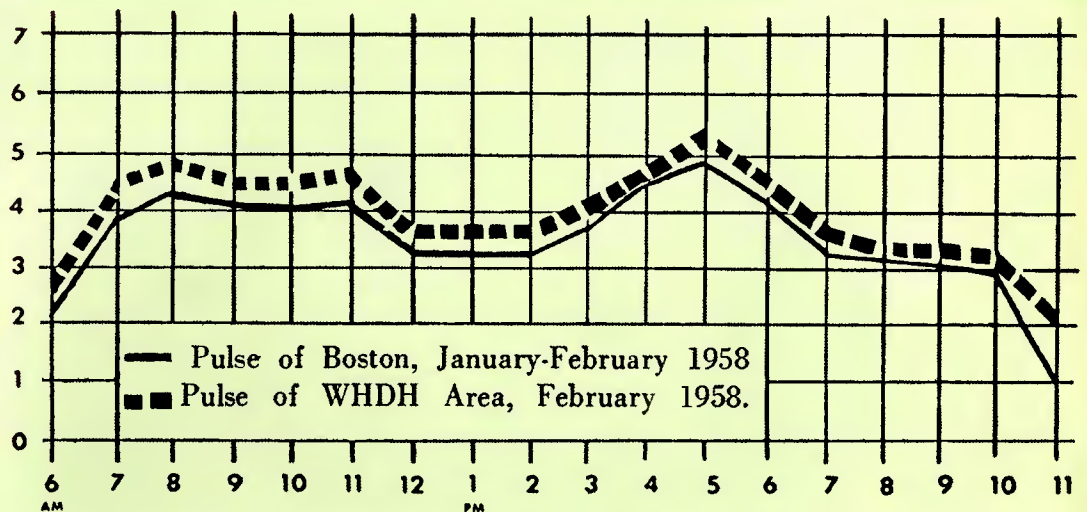
Metropolitan Factor is simply the percentage of the number of homes in the metropolitan area compared to the number of homes in the total area. In this 1958 Total Area Study there are 400 homes in the total 25 county area and 246 in the 5 county Boston metropolitan area. The percentage of the city homes to the total area is 61%. This 61% becomes the ideal metropolitan factor and indicates that any station approaching this ideal may project its city ratings to the total area with accuracy.

Table to the right, the average quarter-hour ratings are taken from Pulse of Boston, January-February 1958 and Pulse of WHDH, February 1958. The table also includes ideal and actual metropolitan factors. It will be observed that of all stations, WHDH's metropolitan factor most closely approaches the ideal with a slight margin of tolerance, thereby giving intense listening to its facilities outside the metropolitan area.

**METROPOLITAN FACTOR
Or Projectability of City Ratings to Total Area**

STATION	AVERAGE ¼ HOUR RATING 6 AM—12 MID MONDAY THRU SUNDAY, JAN.-FEB. 1958		METROPOLITAN FACTOR	
	PULSE OF 5 COUNTIES	PULSE OF 25 COUNTIES	IDEAL FACTOR	ACTUAL FACTOR
WHDH	4.00	3.70	61%	66.0%
A	3.42	2.76	61%	75.7%
B	3.18	2.21	61%	87.9%
C	3.14	2.35	61%	81.6%
D	2.50	1.95	61%	78.3%
E	1.24	.87	61%	87.1%
F	2.25	1.53	61%	89.8%

Accompanying graph shows the close relationship between WHDH "City" and "Area" ratings. This chart is based on all rated time Monday through Sunday, from 6:00 AM to 12:00 Midnight. The figures were taken from Pulse of Boston, January-February 1958 and Pulse of WHDH Area, February 1958.



CUMULATIVE PULSE AUDIENCE

Further proof of WHDH's status in its 25 county area, the chart on the right shows the penetration of WHDH and six other Boston stations into the 25 county area. For simplification we have compressed the report into five breakdowns of Maine, New Hampshire, Vermont, Metropolitan Boston and other Massachusetts counties. In each case WHDH has more homes in the course of a week than any other Boston station.

Penetration of 25-County Total Area in 5-County Groups

STATION	MAINE 5 MAINE COUNTIES	NH 5 NH COUNTIES	RI 5 RI COUNTIES	MASS 5 OTHER MASS COUNTIES	BOSTON 5 BOSTON METRO COUNTIES	TOTAL 25 COUNTIES
PERCENT WHDH FAMILIES	63.0%	64.5%	45.3%	70.3%	78.8%	70.9%
PERCENT WBZ FAMILIES	46.5%	49.5%	19.7%	55.5%	68.2%	56.9%
PERCENT WCOP FAMILIES	10.5%	10.0%	5.1%	33.2%	66.2%	46.3%
PERCENT WEEL FAMILIES	48.5%	49.0%	37.7%	60.7%	72.9%	63.2%
PERCENT WEZE FAMILIES	20.5%	15.0%	8.9%	16.4%	29.0%	23.2%
PERCENT WNAC FAMILIES	26.0%	34.0%	16.1%	32%	68.4%	51.7%
PERCENT WORL FAMILIES	4.5%	7.0%	1.5%	14.9%	35.2%	24.9%
PERCENT All Radio FAMILIES	92.5%	94.5%	93.2%	89.8%	89.2%	90.5%

PULSE OF THE
WHDH
AREA, FEBRUARY, 1958

WHDH
FIRST 489

OUT OF

500

RATED QUARTER
HOURS!

WHDH

FIRST OR SECOND 497

OUT OF

500

RATED QUARTER
HOURS!

6:00 AM	6:15 AM	6:30 AM	6:45 AM	7:00 AM	7:15 AM	7:30 AM	7:45 AM
WHDH 1.7	WHDH 2.3	WHDH 3.0	WHDH 3.3	WHDH 4.8	WHDH 5.0	WHDH 3.1	WHDH 3.1
WBZ 1.2	WBZ 1.5	WBZ 2.2	WBZ 2.5	WBZ 4.2	WBZ 4.3	WBZ 5.0	WBZ 5.0
WEEI .8	WEEI 1.0	WEEI 1.5	WEEI 1.9	WEEI 2.6	WEEI 2.9	WEEI 3.7	WEEI 3.7
WCOP .5	WCOP .6	WCOP 1.1	WNAC 1.4	WNAC 2.5	WNAC 2.5	WNAC 2.9	WNAC 2.9
WNAC .4	WNAC .5	WNAC .9	WCOP 1.2	WCOP 1.9	WCOP 1.9	WCOP 2.2	WCOP 2.2
WORL .2	WORL .3	WOBL .7	WOBL .8	WOBL 1.0	WORL 1.2	WORL 1.2	WORL 1.2
WEZE .1	WEZE .2	WEZE .3	WEZE .3	WEZE .7	WEZE .8	WEZE .9	WEZE .9

MORNING
6:00 AM TO
12:00 NOON

12:00 N	12:15 PM	12:30 PM	12:45 PM	1:00 PM	1:15 PM	1:30 PM	1:45 PM
WHDH 3.9	WHDH 3.8	WHDH 3.3	WHDH 3.2	WHDH 3.4	WHDH 3.2	WHDH 3.6	WHDH 3.6
WBZ 3.8	WBZ 3.3	WEEI 3.3	WBZ 3.0	WEEI 3.0	WEEI 3.1	WEEI 3.2	WBZ 3.1
WEEI 3.0	WEEI 3.1	WBZ 3.2	WEEI 3.0	WBZ 2.8	WBZ 2.6	WBZ 3.1	WEEI 3.1
WCOP 2.6	WCOP 2.5	WCOP 2.4	WCOP 2.5	WCOP 2.5	WCOP 2.5	WCOP 2.6	WCOP 2.6
WNAC 2.6	WNAC 2.5	WNAC 2.1	WNAC 2.2	WNAC 2.4	WNAC 2.3	WNAC 2.3	WNAC 2.3
WOBL 2.1	WORL 1.8	WORL 1.9	WORL 1.9	WOBL 2.0	WORL 2.1	WORL 1.6	WORL 1.6
WEZE .9	WEZE 1.0	WEZE .7	WEZE .8	WEZE .9	WEZE .8	WEZE .7	WEZE .7

AFTERNOON
12:00 NOON
TO 6:00 PM

6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM	7:15 PM	7:30 PM	7:45 PM
WHDH 4.6	WHDH 4.3	WHDH 4.2	WHDH 4.0	WHDH 3.6	WHDH 3.7	WHDH 3.1	WHDH 3.1
WBZ 3.7	WBZ 3.3	WBZ 3.2	WEEI 3.3	WBZ 3.0	WEEI 2.8	WNAC 2.5	WEEI 2.5
WEEI 3.6	WEEI 3.2	WEEI 3.0	WNAC 3.2	WNAC 2.9	WBZ 2.5	WEEI 2.6	WBZ 2.6
WNAC 2.9	WCOP 2.9	WBZ 2.8	WEEI 3.0	WEEI 2.6	WNAC 2.5	WBZ 2.2	WCOP 2.2
WCOP 2.8	WNAC 2.7	WNAC 2.5	WCOP 2.9	WCOP 2.5	WCOP 2.1	WCOP 2.2	WNAC 2.2
WEZE 1.5	WEZE 1.4	WEZE 1.3	WEZE 1.2	WEZE 1.5	WEZE 1.3	WEZE 1.2	WEZE 1.2

EVENING
6:00 PM TO
MIDNIGHT

SATURDAY 6:00

6:00 AM	6:15 AM	6:30 AM	6:45 AM	7:00 AM	7:15 AM	7:30 AM	7:45 AM
WHDH 1.0	WHDH 1.0	WHDH 1.5	WHDH 2.0	WHDH 2.5	WHDH 2.3	WHDH 3.3	WBZ 3.0
WEEI .8	WEEI .8	WEEI 1.3	WEEI 1.5	WBZ 2.3	WBZ 2.3	WBZ 3.0	WHDH 3.0
WBZ .5	WBZ .5	WBZ 1.0	WBZ 1.3	WEEI 2.0	WNAC 2.0	WEEI 2.8	WNAC 2.8
WCOP .3	WCOP .5	WCOP .5	WNAC .8	WNAC 1.5	WEEI 1.8	WNAC 2.3	WEEI 2.3
WNAC .3	WNAC .3	WNAC .5	WCOP .5	WCOP 1.0	WCOP 1.3	WCOP 2.0	WCOP 2.0
		WORL .3	WORL .3	WEZE .3	WEZE .3	WORL .8	WORL .8
				WORL .3	WORL .3	WEZE .3	WEZE .3

MORNING
6:00 AM TO
12:00 NOON

12:00 N	12:15 PM	12:30 PM	12:45 PM	1:00 PM	1:15 PM	1:30 PM	1:45 PM
WHDH 3.3	WHDH 3.0	WCOP 2.8	WHDH 2.8	WBZ 3.0	WBZ 3.3	WBZ 3.0	WHDH 3.0
WBZ 3.5	WBZ 3.5	WHDH 3.0	WBZ 3.0	WHDH 3.3	WHDH 3.3	WHDH 3.0	WBZ 3.0
WCOP 3.0	WCOP 3.0	WBZ 2.5	WCOP 2.8	WEEI 2.5	WCOP 2.5	WCOP 2.5	WCOP 2.5
WNAC 2.8	WNAC 2.5	WEEI 2.3	WEEI 2.5	WNAC 2.5	WEEI 2.3	WEEI 2.0	WEEI 2.0
WEEI 2.0	WEEI 1.8	WNAC 2.3	WNAC 2.3	WCOP 2.3	WNAC 1.8	WNAC 1.8	WNAC 1.8
WORL 1.3	WORL 1.5	WORL 1.0	WORL 1.5	WOBL 1.3	WORL 1.0	WORL 1.0	WORL 1.0
WEZE .8	WEZE .8	WEZE .5	WEZE .5	WEZE .8	WEZE .8	WEZE .3	WEZE .3

AFTERNOON
12:00 NOON
TO 6:00 PM

6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM	7:15 PM	7:30 PM	7:45 PM
WHDH 3.8	WHDH 3.0	WHDH 3.0	WHDH 2.5	WHDH 3.0	WHDH 3.3	WHDH 2.5	WHDH 3.3
WBZ 3.3	WBZ 2.8	WBZ 2.5	WEEI 2.3	WBZ 2.0	WCOP 2.3	WCOP 2.5	WCOP 2.5
WCOP 2.5	WEEI 2.5	WNAC 2.5	WNAC 2.3	WNAC 2.0	WBZ 2.0	WEEI 2.0	WNAC 2.0
WEEI 2.3	WCOP 2.3	WCOP 2.0	WBZ 2.0	WCOP 1.8	WNAC 1.8	WNAC 2.0	WBZ 2.0
WNAC 2.3	WNAC 2.0	WEEI 2.0	WCOP 1.8	WEEI 1.8	WEEI 1.5	WBZ 1.5	WEEI 1.5
WEZE .8	WEZE 1.0	WEZE .8	WEZE .8	WEZE 1.0	WEZE 1.0	WEZE 1.3	WEZE 1.3

EVENING
6:00 PM TO
MIDNIGHT

SUNDAY 7:00

7:00 AM	7:15 AM	7:30 AM	7:45 AM
WEEI .5	WHDH .3	WBZ .8	WEEI .8
WHDH 3	WBZ .3	WEEI .5	WBZ .5
WBZ .3	WEEI .3	WHDH 3	WHDH 3
WEZE .3	WEZE .3	WCOP .3	WCOP .3
		WEZE .3	WEZE .3

MORNING
6:00 AM TO
12:00 NOON



12:00 N	12:15 PM	12:30 PM	12:45 PM	1:00 PM	1:15 PM	1:30 PM	1:45 PM
WHDH 4.0	WHDH 4.5	WHDH 4.5	WHDH 4.3	WHDH 4.0	WHDH 4.3	WHDH 4.4	WHDH 4.4
WBZ 3.0	WBZ 2.8	WBZ 2.5	WCOP 2.8	WBZ 2.8	WBZ 3.0	WBZ 2.8	WBZ 2.8
WCOP 2.8	WCOP 2.5	WCOP 2.5	WBZ 2.3	WCOP 2.8	WCOP 2.3	WCOP 2.5	WCOP 2.5
WEEI 1.5	WEEI 1.8	WEEI 1.8	WEEI 1.5	WEEI 1.8	WEEI 1.8	WEEI 2.3	WEEI 2.3
WORL 1.0	WORL 1.0	WORL 1.0	WORL 1.0	WORL .8	WNAC .8	WORL 1.0	WORL 1.0
WEZE .5	WEZE .8	WEZE .5	WEZE .5	WNAC .5	WOBL .8	WEZE .5	WNAC .5
WNAC .3	WNAC .3	WNAC .3	WNAC .5	WEZE .3	WEZE .3	WNAC .5	WEZE .5

AFTERNOON
12:00 NOON
TO 6:00 PM

6:00 PM	6:15 PM	6:30 PM	6:45 PM	7:00 PM	7:15 PM	7:30 PM	7:45 PM
WHDH 4.3	WHDH 4.0	WHDH 4.3	WHDH 4.0	WHDH 3.8	WHDH 3.8	WHDH 3.5	WHDH 3.5
WBZ 2.3	WCOP 2.5	WEEI 2.8	WEEI 2.8	WCOP 2.0	WEEI 2.5	WCOP 2.0	WCOP 2.0
WCOP 2.3	WEEI 2.5	WBZ 2.3	WBZ 2.5	WEEI 2.0	WCOP 1.8	WEEI 2.0	WEEI 2.0
WEEI 2.0	WBZ 2.3	WCOP 1.8	WCOP 1.8	WBZ 1.8	WBZ 1.5	WBZ 1.8	WBZ 1.8
WNAC 1.8	WNAC 1.5	WNAC 1.0	WNAC 1.3	WNAC 1.8	WNAC 1.5	WNAC 1.3	WNAC 1.3
WEZE .3	WEZE .5	WEZE .8	WEZE 1.0	WEZE .3	WEZE .3	WEZE .3	WEZE .3

EVENING
6:00 PM TO
MIDNIGHT

A.M. TO 12:00 MIDNIGHT

8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM	9:45 AM	10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM	11:45 AM
WHDH 4.6	WHDH 4.9	WHDH 4.7	WHDH 4.6	WHDH 4.4	WHDH 4.2	WHDH 4.1	WHDH 3.9	WHDH 3.9	WHDH 4.1	WHDH 4.2	WHDH 4.3	WHDH 4.1	WHDH 3.9
WBZ 4.2	WBZ 4.0	WBZ 4.0	WBZ 3.9	WBZ 4.0	WBZ 3.7	WBZ 3.5	WEEI 3.6	WEEI 3.5	WEEI 3.6	WBZ 3.9	WBZ 3.3	WBZ 3.1	WBZ 3.3
WEEI 3.5	WEEI 3.1	WEEI 3.3	WEEI 3.3	WEEI 3.2	WEEI 3.1	WEEI 3.5	WBZ 3.5	WBZ 3.4	WBZ 3.2	WEEI 3.2	WEEI 3.2	WEEI 2.9	WEEI 2.9
WORL 3.5	WNAC 3.1	WNAC 3.1	WNAC 3.0	WCOP 2.8	WORL 2.8	WCOP 2.8	WCOP 2.5	WCOP 2.8	WCOP 2.6	WCOP 2.8	WCOP 2.9	WCOP 2.8	WCOP 2.6
WNAC 2.6	WORL 3.0	WOBL 2.9	WORL 2.8	WNAC 2.7	WCOP 2.6	WNAC 2.5	WNAC 2.5	WNAC 2.1	WNAC 2.5	WNAC 2.5	WNAC 2.5	WNAC 2.4	WNAC 2.4
WCOP 2.2	WCOP 2.1	WCOP 2.8	WCOP 2.5	WOBL 2.5	WNAC 2.5	WORL 2.1	WORL 2.1	WOBL 2.0	WOBL 2.2	WORL 2.2	WORL 2.2	WORL 2.3	WORL 2.2
WEZE .8	WEZE .9	WEZE .8	WEZE 1.0	WEZE 1.0	WEZE 1.1	WEZE 1.1	WEZE 1.0	WEZE 1.1	WEZE 1.1	WEZE 1.1	WEZE 1.2	WEZE 1.2	WEZE 1.1

2:30 PM	2:45 PM	3:00 PM	3:15 PM	3:30 PM	3:45 PM	4:00 PM	4:15 PM	4:30 PM	4:45 PM	5:00 PM	5:15 PM	5:30 PM	5:45 PM
WHDH 3.6	WHDH 3.5	WHDH 3.7	WHDH 3.8	WHDH 4.1	WHDH 4.4	WHDH 4.6	WHDH 4.6	WHDH 4.8	WHDH 5.2	WHDH 5.4	WHDH 5.3	WHDH 5.1	WHDH 4.7
WCOP 2.9	WBZ 2.9	WBZ 2.9	WBZ 2.9	WCOP 3.2	WCOP 3.2	WBZ 3.3	WBZ 3.2	WBZ 3.7	WBZ 3.6	WBZ 3.8	WBZ 3.8	WBZ 3.8	WBZ 3.7
WBZ 2.8	WCOP 2.9	WCOP 2.9	WCOP 2.9	WBZ 3.1	WBZ 3.1	WCOP 3.1	WCOP 3.0	WCOP 2.9	WCOP 3.2	WCOP 3.2	WCOP 3.2	WCOP 3.3	WCOP 3.2
WEEI 2.7	WEEI 2.4	WEEI 2.6	WEEI 2.5	WEEI 2.6	WEEI 2.7	WNAC 2.4	WNAC 2.2	WNAC 2.5	WEEI 2.3	WEEI 2.8	WEEI 2.7	WEEI 2.8	WEEI 2.8
WNAC 2.1	WNAC 2.0	WNAC 2.6	WNAC 2.1	WNAC 2.1	WNAC 2.4	WEEI 2.1	WEEI 1.8	WEEI 2.2	WNAC 2.3	WNAC 2.8	WNAC 2.5	WNAC 2.4	WNAC 2.1
WORL 1.4	WORL 1.4	WORL 1.6	WORL 1.7	WORL 1.8	WORL 1.8	WORL 1.6	WEZE 1.4	WEZE 1.5	WEZE 1.4	WEZE 1.5	WEZE 1.4	WEZE 1.5	WEZE 1.1
WEZE .7	WEZE .7	WEZE 1.0	WEZE 1.0	WEZE 1.2	WEZE 1.2	WEZE 1.2	WORL 1.4	WORL .8	WORL .6	WORL .5			

8:00 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM	10:00 PM	10:15 PM	10:30 PM	10:45 PM	11:00 PM	11:15 PM	11:30 PM	11:45 PM
WHDH 3.1	WHDH 3.3	WHDH 3.0	WHDH 3.2	WHDH 3.3	WHDH 3.2	WHDH 3.0	WHDH 3.2	WHDH 3.1	WHDH 2.8	WHDH 2.7	WHDH 2.0	WHDH 1.8	WHDH 1.6
WNAC 2.2	WNAC 2.1	WNAC 1.9	WNAC 1.9	WNAC 1.7	WCOP 1.6	WBZ 1.6	WBZ 1.6	WCOP 1.4	WCOP 1.3	WEEI 1.4	WBZ 1.2	WBZ 1.1	WBZ 1.1
WEEI 2.1	WEEI 1.9	WBZ 1.7	WEEI 1.7	WBZ 1.5	WNAC 1.6	WNAC 1.5	WNAC 1.1	WNAC 1.4	WBZ 1.2	WRZ 1.3	WCOP 1.1	WEEI 1.1	WEEI 1.1
WBZ 1.8	WBZ 1.8	WEEI 1.6	WBZ 1.6	WEZE 1.5	WBZ 1.5	WCOP 1.4	WCOP 1.1	WBZ 1.3	WEEI 1.2	WNAC 1.3	WEEI 1.1	WCOP 1.0	WCOP 1.0
WCOP 1.5	WEZE 1.5	WCOP 1.5	WCOP 1.5	WCOP 1.4	WEZE 1.4	WEEI 1.4	WEEI 1.1	WEEI 1.1	WNAC 1.2	WCOP 1.1	WNAC 1.1	WNAC 1.0	WNAC .8
WEZE 1.5	WCOP 1.3	WEZE 1.5	WEZE 1.4	WEEI 1.1	WEEI 1.2	WEZE 1.3	WEZE 1.0	WEZE .8	WEZE .7	WEZE .7	WEZE .6	WEZE .5	WEZE .5

12:00 MIDNIGHT

8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM	9:45 AM	10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM	11:45 AM
WHDH 4.3	WHDH 4.8	WHDH 4.0	WHDH 3.8	WHDH 3.5	WBZ 3.5	WHDH 4.0	WBZ 4.0	WHDH 4.0	WHDH 4.5	WHDH 4.5	WHDH 4.8	WHDH 4.5	WHDH 4.0
WBZ 4.3	WBZ 4.3	WBZ 4.0	WBZ 3.3	WBZ 3.3	WHDH 3.3	WBZ 3.3	WHDH 3.8	WBZ 3.8	WBZ 4.0	WRZ 4.5	WBZ 4.0	WBZ 4.0	WBZ 4.0
WEEI 2.8	WEEI 2.8	WNAC 3.0	WEEI 2.8	WEEI 2.8	WCOP 2.5	WCOP 3.0	WCOP 2.8	WCOP 3.8	WCOP 3.5	WCOP 3.3	WCOP 3.3	WCOP 3.3	WCOP 3.5
WNAC 2.5	WNAC 2.3	WEEI 2.8	WCOP 2.5	WCOP 2.3	WEEI 2.5	WEEI 3.0	WEEI 2.8	WEEI 2.3	WEEI 2.5	WEEI 2.5	WEEI 2.3	WEEI 2.0	WEEI 2.0
WCOP 2.3	WCOP 2.0	WCOP 2.3	WNAC 2.3	WNAC 2.3	WNAC 1.8	WNAC 2.0	WNAC 2.0	WNAC 1.5	WNAC 1.5	WNAC 2.5	WNAC 2.0	WNAC 2.0	WNAC 1.8
WORL 2.0	WORL 1.5	WORL 2.0	WORL 2.0	WORL 1.8	WORL 1.8	WORL 1.3	WORL 1.5	WORL 1.5	WORL 1.5	WORL 1.3	WORL 1.0	WORL 1.5	WORL 1.3
WEZE .3	WEZE .3	WEZE .5	WEZE .8	WEZE .8	WEZE .8	WEZE .5	WEZE .5	WEZE .5	WEZE .5	WEZE .3	WEZE .5	WEZE .5	WEZE .5

2:30 PM	2:45 PM	3:00 PM	3:15 PM	3:30 PM	3:45 PM	4:00 PM	4:15 PM	4:30 PM	4:45 PM	5:00 PM	5:15 PM	5:30 PM	5:45 PM
WHDH 3.8	WHDH 3.5	WHDH 3.3	WHDH 3.3	WHDH 3.8	WHDH 3.8	WHDH 3.8	WHDH 3.5	WHDH 3.5	WHDH 4.0	WHDH 4.0	WHDH 4.0	WHDH 3.5	WBZ 3.5
WBZ 3.5	WBZ 3.3	WBZ 3.3	WRZ 3.0	WCOP 3.0	WBZ 3.0	WBZ 3.3	WBZ 3.0	WBZ 3.0	WBZ 3.3	WBZ 4.0	WBZ 3.3	WBZ 3.5	WHDH 3.3
WCOP 2.5	WCOP 2.8	WCOP 2.5	WCOP 2.8	WBZ 2.5	WCOP 3.0	WCOP 2.5	WEEI 2.5	WCOP 2.3	WEEI 3.0	WCOP 2.5	WCOP 2.5	WCOP 2.5	WCOP 2.8
WEEI 1.8	WEEI 1.8	WEEI 2.0	WEEI 2.0	WEEI 2.0	WEEI 1.8	WEEI 2.0	WCOP 2.3	WEEI 2.3	WCOP 2.8	WEEI 2.5	WEEI 2.3	WEEI 2.0	WEEI 2.0
WNAC 1.8	WNAC 1.5	WNAC 2.0	WNAC 1.8	WNAC 1.8	WNAC 1.5	WNAC 1.8	WNAC 2.0	WNAC 2.0	WNAC 2.3	WNAC 2.0	WNAC 1.8	WNAC 1.8	WNAC 2.0
WORL 1.3	WORL 1.0	WORL 1.0	WORL 1.3	WORL 1.3	WORL 1.5	WORL 1.3	WEZE 1.0	WEZE 1.3	WEZE 1.0	WEZE .8	WEZE 1.0	WEZE .8	WEZE 1.0
WEZE .5	WEZE .5	WEZE .5	WEZE .5	WEZE .5	WEZE .5	WEZE .8	WORL .8	WORL .3	WORL .3				

8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM	10:00 PM	10:15 PM	10:30 PM	10:45 PM	11:00 PM	11:15 PM	11:30 PM	11:45 PM
WHDH 3.0	WHDH 3.5	WHDH 3.5	WHDH 3.0	WHDH 3.3	WHDH 3.3	WHDH 3.5	WHDH 3.3	WHDH 3.3	WHDH 3.0	WHDH 2.8	WHDH 2.5	WHDH 2.0	WHDH 2.0
WBZ 2.0	WCOP 2.3	WBZ 2.0	WCOP 2.0	WCOP 1.8	WCOP 1.8	WBZ 1.8	WBZ 1.5	WBZ 1.3	WCOP 1.5	WBZ 1.5	WBZ 1.3	WBZ 1.0	WBZ .8
WCOP 1.8	WBZ 1.8	WCOP 1.8	WBZ 1.8	WNAC 1.8	WNAC 1.8	WCOP 1.5	WCOP 1.0	WCOP 1.3	WBZ 1.3	WCOP 1.3	WCOP 1.0	WCOP 1.0	WCOP .5
WEEI 1.8	WNAC 1.5	WEEI 1.8	WEEI 1.8	WBZ 1.3	WEEI 1.3	WEEI 1.5	WEEI 1.0	WEEI 1.3	WEEI 1.0	WEEI 1.3	WEEI 1.0	WEEI .5	WEEI .5
WNAC 1.5	WEEI 1.3	WNAC 1.5	WNAC 1.3	WEEI 1.0	WBZ 1.0	WNAC 1.0	WNAC .8	WEZE .8	WEZE .8	WNAC 1.3	WNAC .5	WNAC .5	WEZE .3
WEZE 1.0	WEZE .8	WEZE 1.0	WEZE .8	WEZE .5	WEZE .3	WEZE .3	WEZE .5	WNAC .5	WNAC .5	WEZE .8	WEZE .3	WEZE .3	WNAC .3

12:00 MIDNIGHT

8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM	9:45 AM	10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM	11:45 AM
WHDH 2.3	WHDH 2.0	WHDH 3.0	WHDH 3.0	WHDH 3.5	WHDH 4.0	WHDH 4.3	WHDH 5.0	WHDH 5.5	WHDH 4.8	WHDH 4.3	WHDH 4.5	WHDH 4.0	WHDH 4.3
WEZE 1.5	WBZ 1.8	WEEI 2.5	WBZ 2.5	WBZ 2.8	WBZ 3.0	WBZ 2.8	WBZ 3.0	WBZ 2.8	WBZ 2.8	WBZ 3.0	WBZ 3.0	WBZ 3.3	WBZ 3.3
WEEI 1.3	WORL 1.3	WBZ 2.3	WEEI 2.0	WCOP 1.8	WCOP 1.8	WCOP 2.0	WCOP 2.3	WCOP 2.8	WCOP 2.5	WCOP 2.8	WCOP 3.0	WCOP 2.8	WCOP 2.8
WORL 1.3	WCOP 1.0	WCOP 1.3	WCOP 1.3	WEEI 1.0	WEEI 1.0	WEEI 1.0	WEEI 1.0	WEEI 1.0	WEEI 1.0	WEEI 1.3	WEEI 1.3	WEEI 1.0	WORL .8
WBZ 1.0	WEEI 1.0	WORL 1.0	WORL 1.0	WORL 1.0	WORL .8	WORL .8	WORL .5	WORL .8	WORL 1.0	WORL 1.0	WORL 1.0	WORL 1.0	WNAC .5
WCOP .5	WEZE 1.0	WEZE .3	WEZE .3	WNAC .3	WNAC .3	WNAC .3	WNAC .3		WNAC .3	WNAC .3	WNAC .3	WNAC .5	WEEI .5
WNAC .3	WNAC .3	WNAC .3	WNAC .3										

2:30 PM	2:45 PM	3:00 PM	3:15 PM	3:30 PM	3:45 PM	4:00 PM	4:15 PM	4:30 PM	4:45 PM	5:00 PM	5:15 PM	5:30 PM	5:45 PM
WHDH 4.0	WHDH 3.5	WHDH 3.5	WHDH 3.8	WHDH 3.8	WHDH 3.5	WHDH 4.0	WHDH 4.3	WHDH 4.0	WHDH 4.3	WHDH 4.5	WHDH 4.8	WHDH 4.3	WHDH 4.3
WBZ 2.3	WBZ 2.5	WBZ 2.8	WBZ 2.5	WBZ 2.3	WCOP 2.3	WBZ 2.5	WBZ 2.0	WBZ 2.8	WBZ 2.5	WBZ 3.0	WBZ 2.5	WEEI 2.3	WBZ 2.5
WCOP 2.3	WCOP 2.3	WEEI 2.3	WCOP 2.0	WEEI 2.3	WEEI 2.3	WCOP 1.8	WCOP 2.0	WCOP 2.3	WCOP 2.5	WEEI 2.3	WCOP 2.5	WBZ 2.0	WEEI 2.5
WEEI 2.3	WEEI 2.3	WCOP 2.0	WEEI 2.0	WCOP 1.8	WNAC 1.8	WEEI 1.8	WEEI 1.5	WEEI 1.8	WEEI 2.0	WCOP 2.0	WEEI 2.3	WCOP 2.0	WCOP 2.0
WNAC .8	WNAC 1.3	WNAC 1.5	WNAC 1.8	WNAC 1.8	WBZ 1.8	WNAC 1.8	WNAC 1.5	WNAC 1.8	WNAC 1.5	WNAC 1.3	WNAC 1.3	WNAC 1.8	WNAC 1.5
WORL .8	WORL .8	WORL 1.3	WORL 1.0	WEZE 1.0	WORL 1.3	WORL 1.0	WORL .8	WORL .3	WORL .3			WEZE .3	WEZE .3
WEZE .5	WEZE .5	WEZE .5	WEZE .8	WORL 1.0	WEZE .8	WEZE .3	WEZE .3						

8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM	10:00 PM	10:15 PM	10:30 PM	10:45 PM	11:00 PM	11:15 PM	11:30 PM	11:45 PM
WHDH 3.0	WHDH 3.0	WHDH 3.0	WHDH 3.0	WHDH 2.8	WHDH 2.5	WHDH 2.5	WHDH 2.5	WHDH 2.5	WHDH 2.3	WHDH 2.3	WHDH 2.0	WHDH 1.3	WHDH 1.3
WEEI 2.0	WEEI 2.5	WEEI 2.3	WEEI 2.0	WCOP 2.0	WCOP 2.0	WCOP 2.0	WCOP 1.8	WCOP 1.8	WCOP 2.0	WCOP 1.8	WCOP 1.8	WCOP 1.0	WCOP 1.5
WBZ 1.8	WBZ 1.5	WCOP 2.0	WCOP 1.8	WEEI 1.3	WEEI 1.5	WEEI 1.5	WEEI 1.3</						

AUDIENCE COMPOSITION

Once again Pulse, Inc., has determined the number of men, women, teens and children listening to *each radio station*. From the listenership data obtained in the total area survey, audience composition was tabulated for seven stations. This was done by hour periods for the Monday-Friday average and for Saturday and Sunday. The data are reported as the total number of men, women, teenagers and children listening. This is the combined in-home and out-of-home audience. Men, women are 18 years of age and older. Teenagers are 12-17 years of age. Children are 11 years of age and younger. These figures are available for each of the seven major Boston stations. For purposes of brevity and space, we have published figures on the five leading stations: WHDH, WBZ, WCOP, WEEI, WNAC. (Data on WORL and WEZE on request.)

MONDAY THROUGH FRIDAY

TOTAL NUMBER OF PERSONS LISTENING IN THOUSANDS

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	30.0	24.0	5.0	15.4	9.0
Women	28.9	20.0	8.9	13.5	8.5
Teens	2.7	1.1	.8	1.0	1.0
Child	1.6	—	—	.4	.2
Total	63.2	41.1	14.7	30.3	18.7

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	60.8	50.8	22.1	37.9	32.3
Women	58.5	57.1	24.3	35.5	32.8
Teens	6.8	4.9	3.5	2.9	2.9
Child	3.8	2.1	1.6	2.4	2.1
Total	129.9	114.9	51.5	78.7	70.1

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	46.5	36.8	18.9	35.2	27.9
Women	55.5	50.3	27.5	39.9	35.8
Teens	5.3	6.5	3.8	3.7	2.8
Child	6.8	3.2	2.1	2.6	3.3
Total	114.1	96.8	50.3	81.4	69.8

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	27.7	20.5	13.8	19.2	15.1
Women	56.0	48.0	32.0	41.8	35.7
Teens	3.4	5.3	4.1	2.9	2.1
Child	3.4	3.2	2.0	2.9	2.1
Total	90.5	77.3	51.9	66.8	55.0

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	21.6	14.8	10.9	16.3	10.9
Women	48.6	41.8	32.4	43.6	32.2
Teens	4.2	5.6	4.1	3.2	1.9
Child	4.8	3.1	2.8	4.2	3.4
Total	79.2	65.3	50.2	67.3	48.4

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	21.5	18.9	11.8	13.9	11.2
Women	52.3	49.8	34.0	39.2	31.0
Teens	4.9	8.8	4.2	2.2	2.5
Child	3.7	2.5	2.9	4.1	2.9
Total	82.4	69.4	52.9	59.4	47.6

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	17.3	14.2	11.5	13.9	11.2
Women	46.4	41.1	33.4	40.5	30.0
Teens	3.8	1.8	1.7	2.3	2.2
Child	4.3	3.0	2.4	3.1	3.2
Total	71.8	60.2	48.6	59.7	46.6

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	17.8	13.2	10.1	13.6	11.7
Women	41.8	36.5	27.6	40.7	28.0
Teens	3.6	4.5	4.5	2.3	2.4
Child	3.1	2.7	3.0	3.7	2.1
Total	66.3	57.2	45.2	58.1	44.2

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	20.4	14.9	12.2	9.3	10.2
Women	40.3	36.9	34.0	40.1	24.0
Teens	6.6	6.8	5.9	3.2	4.2
Child	3.6	2.3	2.5	3.2	2.1
Total	70.9	60.9	54.6	55.8	40.5

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	24.0	14.9	14.4	8.6	13.1
Women	47.4	36.5	37.2	37.1	27.9
Teens	11.4	10.4	8.4	3.0	3.1
Child	4.2	2.3	2.3	3.8	2.8
Total	87.0	64.1	62.3	52.5	46.9

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	40.3	20.4	16.7	11.2	18.4
Women	52.6	40.3	36.3	28.7	29.5
Teens	13.7	12.2	12.1	4.3	4.7
Child	4.3	1.5	2.3	2.0	1.8
Total	110.9	74.4	67.4	46.2	54.4

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	50.5	32.9	25.0	26.0	23.8
Women	60.5	42.1	37.0	33.2	28.1
Teens	13.8	13.0	12.0	5.9	6.1
Child	3.8	2.2	1.4	2.5	1.8
Total	128.6	90.2	75.4	67.6	59.8

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	47.7	36.1	27.3	39.1	32.8
Women	47.7	38.1	31.5	37.6	30.2
Teens	10.3	10.4	10.5	5.9	5.9
Child	3.2	1.5	2.1	2.5	1.7
Total	108.9	86.1	71.4	85.1	70.6

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	41.5	27.4	21.5	32.4	28.5
Women	39.9	28.5	24.1	30.4	28.9
Teens	9.5	8.3	8.3	3.6	4.1
Child	2.6	1.9	1.7	2.0	1.9
Total	93.5	66.1	55.6	68.4	63.4

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	39.6	19.2	15.3	24.9	26.9
Women	38.1	18.9	15.3	23.0	24.8
Teens	8.4	5.4	5.2	3.5	5.5
Child	1.5	.8	.9	1.6	1.4
Total	87.6	44.3	36.7	53.0	58.6

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	37.4	17.5	15.1	17.1	20.2
Women	34.6	16.8	16.2	16.4	19.4
Teens	5.3	2.4	4.9	2.0	3.2
Child	1.4	.7	.7	.9	.8
Total	78.7	37.4	36.9	36.4	43.6

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	36.5	16.0	13.5	14.6	16.6
Women	34.2	15.1	13.7	13.3	16.2
Teens	5.0	1.9	3.5	1.4	2.3
Child	.9	.8	.8	.7	.8
Total	76.6	33.8	31.3	30.0	35.9

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	25.2	13.7	10.5	14.0	12.2
Women	21.6	13.5	10.1	13.5	11.1
Teens	3.0	2.0	2.6	1.6	1.1
Child	.3	—	—	.2	.3
Total	50.1	29.2	23.2	29.3	24.7

SATURDAY

TOTAL NUMBER OF PERSONS LISTENING IN THOUSANDS

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	17.2	8.3	5.3	12.7	5.3
Women	16.2	9.2	5.3	11.7	5.3
Teens	1.1	1.0	1.1	1.0	—
Child	—	—	—	—	1.1
Total	34.5	18.5	11.7	25.4	11.7

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	34.8	29.4	14.4	25.7	22.1
Women	33.9	33.2	19.2	24.1	24.9
Teens	3.1	2.9	2.9	2.3	1.9
Child	1.7	.8	1.0	.7	1.9
Total	73.5	66.3	37.5	52.8	50.8

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	45.4	38.4	16.8	35.1	24.5
Women	51.0	47.9	21.6	35.1	26.6
Teens	2.5	5.7	4.8	3.0	2.9
Child	2.5	1.9	.9	2.0	1.1
Total	101.4	93.9	44.1	75.2	55.1

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	25.0	21.5	12.2	16.2	15.5
Women	43.8	40.4	25.6	32.0	27.4
Teens	5.0	6.8	6.5	3.6	4.0
Child	1.7	1.1	1.8	2.0	1.8
Total	75.5	69.8	46.1	53.8	48.7

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	31.4	22.8	17.3	13.4	15.4
Women	49.2	39.9	37.1	34.8	20.3
Teens	9.2	11.4	11.4	2.8	1.9
Child	3.1	1.7	2.0	2.8	1.9
Total	92.9	75.8	67.8	53.8	39.5

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	37.1	25.2	18.4	15.2	17.3
Women	49.3	45.5	38.8	25.1	23.0
Teens	9.5	12.9	11.7	3.6	3.8
Child	2.7	1.8	2.0	2.0	1.9
Total	98.6	85.4	70.9	45.9	46.0

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	24.3	19.5	17.8	13.5	19.1
Women	35.6	35.3	31.3	27.1	29.6
Teens	6.8	10.2	9.6	5.0	3.8
Child	1.8	1.9	1.7	2.0	1.9
Total	68.5	66.9	60.4	47.6	54.4

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	24.6	18.1	15.8	15.2	15.0
Women	38.1	36.7	28.9	25.4	23.4
Teens	7.4	12.6	8.6	3.0	4.8
Child	1.9	1.9	1.9	2.0	1.8
Total	72.0	69.3	55.2	45.6	45.0

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	28.9	22.1	17.4	14.3	12.4
Women	43.8	39.4	30.8	22.8	20.2
Teens	10.5	12.6	9.7	3.7	4.9
Child	2.8	2.6	2.0	.9	1.9
Total	86.0	76.7	59.9	41.7	39.4

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	29.7	17.1	11.8	13.1	11.8
Women	40.5	33.3	24.4	27.1	21.7
Teens	9.7	11.7	11.7	4.3	4.3
Child	1.6	1.9	1.9	2.0	1.8
Total	81.5	63.9	51.8	57.5	49.6

	WHDH	WBZ	WCOP	WEEI	WNAC
Men	31.1	21.2	16.8	13.1	14.6
Women	43.2	36.5	28.1	24.1	21.7
Teens	8.				

COST PER THOUSAND METHOD

For an easy method of finding cost per thousand for men and women, simply take the number in each half hour, and the closest corresponding number in the table on page 8 (cost per thousand) under Homes. Find your "cost per spot" column, and you have cost per thousand. For example, Monday through Friday at 6:00 PM WHDH has 47,700 men in its audience. In column two on page eight you find the closest figure to this under radio homes (48,013). Cost per spot column shows that the cost per thousand men at 6:00 PM is:

\$15	\$18	\$30	\$36	\$55	\$60
.31	.37	.62	.75	\$1.14	\$1.25

SUNDAY

TOTAL NUMBER OF PERSONS LISTENING IN THOUSANDS

					3:00 PM				
					WHDH	WBZ	WCOP	WEEI	WNAC
Men					43.8	23.4	19.8	25.4	20.1
Women					39.4	22.3	19.2	23.4	18.9
Teens					8.3	8.6	7.5	3.0	2.8
Child.					1.1	1.1	1.8	1.0	1.0
Total					92.6	55.4	48.3	52.8	42.8
					4:00 PM				
					WHDH	WBZ	WCOP	WEEI	WNAC
Men					47.9	26.6	19.4	20.5	19.6
Women					42.2	25.1	21.5	19.2	17.6
Teens					9.5	8.6	7.9	2.4	2.0
Child.					3.2	1.1	1.0	.8	1.0
Total					102.8	61.4	49.8	42.9	40.2
					5:00 PM				
					WHDH	WBZ	WCOP	WEEI	WNAC
Men					51.3	26.2	19.5	27.4	16.7
Women					50.6	25.1	20.5	26.2	16.7
Teens					10.8	9.4	7.6	5.8	2.9
Child.					4.1	1.9	.9	1.8	.9
Total					116.8	62.6	48.5	61.2	37.2
					6:00 PM				
					WHDH	WBZ	WCOP	WEEI	WNAC
Men					47.9	24.5	21.1	28.9	16.0
Women					46.0	23.8	20.2	27.4	14.3
Teens					11.3	6.8	6.6	5.6	3.6
Child.					3.2	1.8	.9	1.9	.8
Total					108.4	56.9	48.8	63.8	34.7
					7:00 PM				
					WHDH	WBZ	WCOP	WEEI	WNAC
Men					43.3	17.6	21.3	23.6	15.3
Women					37.7	16.6	19.5	21.7	14.9
Teens					6.7	3.8	5.7	3.5	1.9
Child.					2.8	1.0	1.8	1.9	1.1
Total					90.5	39.0	48.3	50.7	33.2
					8:00 PM				
					WHDH	WBZ	WCOP	WEEI	WNAC
Men					40.1	18.1	16.8	24.1	16.4
Women					34.2	16.3	16.3	25.2	16.0
Teens					5.9	3.6	5.9	3.8	2.7
Child.					2.0	1.3	1.3	1.7	.9
Total					82.2	39.3	40.3	54.8	36.0
					9:00 PM				
					WHDH	WBZ	WCOP	WEEI	WNAC
Men					32.8	11.0	21.3	21.3	5.4
Women					29.8	14.2	20.1	19.2	7.2
Teens					5.5	2.0	5.7	1.9	.9
Child.					1.7	1.1	.9	1.1	---
Total					69.8	28.3	48.0	43.5	13.5
					10:00 PM				
					WHDH	WBZ	WCOP	WEEI	WNAC
Men					28.9	10.0	20.0	10.1	2.3
Women					28.1	9.9	19.1	11.0	4.5
Teens					4.9	1.1	4.8	.9	---
Child.					1.9	.3	.9	---	---
Total					63.8	21.3	44.8	22.0	6.8
					11:00 PM				
					WHDH	WBZ	WCOP	WEEI	WNAC
Men					19.9	8.0	15.3	5.0	6.5
Women					17.8	8.0	13.4	4.0	4.3
Teens					1.8	1.0	1.9	---	1.1
Child.					.8	---	---	---	---
Total					40.3	17.0	30.6	9.0	11.9

POST MIDNIGHT RATINGS

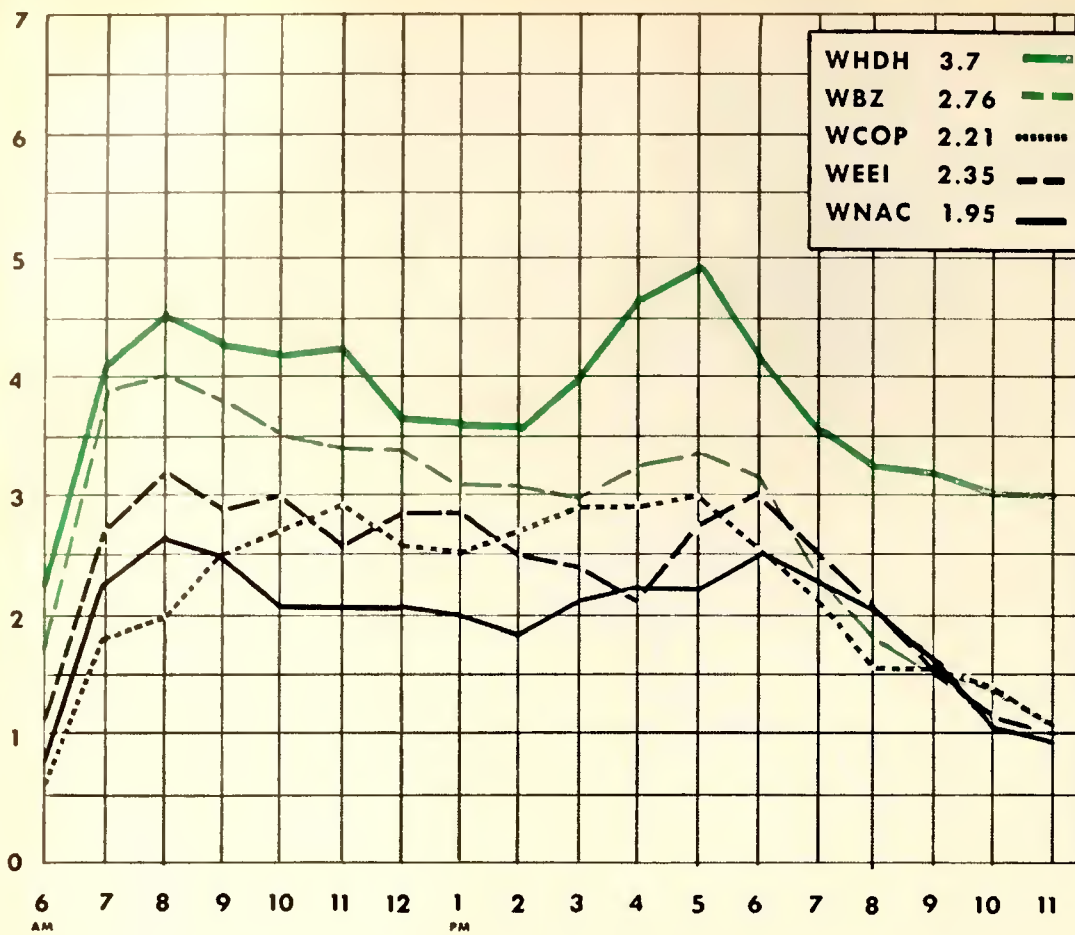
BY STATIONS AND QUARTER HOURS

That WHDH has 24 hour dominance in its 25 county coverage area is reconfirmed by the WHDH 25 County Area Pulse measuring Post-Midnight radio listening from Midnight until 6:00 A.M. Pulse used its personal interview roster method, interviewing a total of 1400 homes. Two hundred families were questioned each day for a whole week, with all interviews carried out after 6:00 P.M. to insure the highest degree of occupancy in the home when the survey was taken.

The results of this survey, as shown below, attest to the fact that there is a large, un-tapped listening audience available to an advertiser for a low, low cost throughout the night.

12:00 MID.	RATINGS	HOMES	1:45	RATINGS	HOMES
WHOH	1.7	25550	WHOH	1.3	19500
WBZ	1.1	16500	WEEI	.9	13500
WEEI	1.1	16500	WCOP	.7	10500
WCOP	.9	13500	WBZ	.6	9000
WNAC	.9	13500	WEZE	---	---
WEZE	.3	4500	Misc.	1.1	16500
Misc.	2.8	42000			
			2:00		
12:15			WHOH	1.3	19500
WHOH	1.6	24000	WEEI	.7	10500
WBZ	1.1	16500	WCOP	.6	9000
WEEI	1.1	16500	WBZ	.4	6000
WNAC	.9	13500	WEZE	---	---
WCOP	.7	10500	Misc.	.7	10500
WEZE	.3	4500			
Misc.	2.6	39000	2:15		
			WHOH	1.1	16500
12:30			WEEI	.7	10500
WHOH	1.6	24000	WCOP	.6	9000
WEEI	1.1	16500	WBZ	.4	6000
WBZ	1.0	15000	WEZE	---	---
WNAC	.9	13500	Misc.	.5	7500
WCOP	.7	10500			
WEZE	.1	1500	2:30		
Misc.	2.1	31500	WHOH	1.1	16500
			WEEI	.6	9000
12:45			WCOP	.5	7500
WHOH	1.6	24000	WBZ	.4	6000
WEEI	.9	13500	WEZE	.1	1500
WBZ	.8	12000	Misc.	.4	6000
WNAC	.7	10500			
WCOP	.6	9000	2:45		
WEZE	.1	1500	WHOH	1.1	16500
Misc.	2.0	30000	WBZ	.4	6000
			WCOP	.4	6000
1:00			WEEI	.4	6000
WHOH	1.6	24000	WEZE	.1	1500
WBZ	.9	13500	Misc.	.3	4500
WEEI	.9	13500			
WCOP	.8	12000	3:00-4:00 A.M.		
WEZE	.1	1500	WHOH	.9	13500
Misc.	1.9	28500	WBZ	.3	4500
			WEEI	.3	4500
1:15			WCOP	.2	3000
WHOH	1.6	24000	WEZE	---	---
WEEI	.9	13500	Misc.	.2	3000
WCOP	.8	12000			
WBZ	.6	9000	4:00-5:00 A.M.		
WEZE	.1	1500	WHOH	.8	12000
Misc.	1.4	21000	WBZ	.3	4500
			WEEI	.3	4500
1:30			WCOP	.2	3000
WHOH	1.5	22500	WEZE	.1	1500
WCOP	.9	13500	Misc.	.1	1500
WEEI	.9	13500			
WBZ	.6	9000	5:00-6:00 A.M.		
WEZE	.1	1500	WHOH	1.3	19500
Misc.	1.2	18000	WBZ	.5	7500
			WEEI	.5	7500
			WCOP	.3	4500
			WNAC	.2	3000
			WEZE	.1	1500
			Misc.	.2	3000





WHDH's continuing dominance is a result of its sensitivity to listener change. The plethora of "Top 40" programming on other stations gives WHDH the opportunity to stand out even more solidly. Realizing that the radio dial can become monotonous with such mechanically contrived programming, WHDH has expanded its live programming in the continuing concept that it must always maintain an individual personality and sound for the listener. At the same time, such live programming must be equal or superior to such recorded talent that might be offered competitively. Attestation to such quality is the fact that three of WHDH's featured artists record for both Victor and Columbia Records. This sensitivity to the changes that occur in listening habits is the major factor in WHDH's continuing dominance over other radio stations since the advent of television. The graph at left reflects WHDH's leadership and dominance in its 25 county coverage area.

RATING POINTS—PROJECTED TO RADIO HOMES BASED ON 1,500,400 IN WHDH AREA
 AND COST PER THOUSAND PER SPOT ANNOUNCEMENTS AS INDICATED

RATING POINTS	RADIO HOMES	\$15	\$18	\$30	\$36	\$55	\$60	RATING POINTS	RADIO HOMES	\$15	\$18	\$30	\$36	\$55	\$60
1.0	15,004	1.00	1.20	2.00	2.40	3.66	4.00	4.3	64,517	.23	.28	.46	.56	.85	.90
1.1	16,504	.91	1.09	1.82	2.18	3.33	3.63	4.4	66,018	.23	.27	.45	.54	.83	.88
1.2	18,005	.83	1.00	1.67	2.00	3.05	3.33	4.5	67,518	.22	.27	.44	.53	.81	.86
1.3	19,505	.77	.92	1.54	1.85	2.82	3.08	4.6	69,018	.22	.26	.43	.52	.80	.85
1.4	21,006	.71	.86	1.43	1.71	2.62	2.86	4.7	70,519	.21	.25	.42	.51	.78	.83
1.5	22,506	.67	.80	1.33	1.60	2.44	2.66	4.8	72,019	.21	.25	.42	.50	.76	.81
1.6	24,006	.62	.75	1.25	1.50	2.29	2.50	4.9	73,520	.20	.24	.41	.49	.75	.80
1.7	25,507	.59	.70	1.18	1.41	2.16	2.35	5.0	75,020	.20	.24	.40	.48	.73	.78
1.8	27,007	.56	.67	1.11	1.33	2.04	2.22	5.1	76,520	.20	.23	.39	.47	.72	.77
1.9	28,508	.53	.63	1.05	1.26	1.93	2.10	5.2	78,021	.19	.23	.38	.46	.70	.75
2.0	30,008	.50	.60	1.00	1.20	1.83	2.00	5.3	79,521	.19	.23	.38	.45	.69	.74
2.1	31,508	.48	.57	.95	1.14	1.74	1.90	5.4	81,022	.18	.22	.37	.44	.68	.73
2.2	33,009	.45	.54	.91	1.09	1.67	1.82	5.5	82,522	.18	.22	.36	.44	.67	.72
2.3	34,509	.43	.52	.87	1.04	1.59	1.74	5.6	84,022	.18	.21	.36	.43	.65	.70
2.4	36,010	.42	.50	.83	1.00	1.53	1.66	5.7	85,523	.18	.21	.35	.42	.64	.69
2.5	37,510	.40	.48	.80	.96	1.47	1.60	5.8	87,023	.17	.21	.34	.41	.63	.68
2.6	39,010	.38	.46	.77	.92	1.41	1.53	5.9	88,524	.17	.20	.34	.41	.62	.67
2.7	40,511	.37	.44	.74	.89	1.36	1.48	6.0	90,024	.17	.20	.33	.40	.61	.66
2.8	42,011	.36	.43	.71	.86	1.31	1.43	6.1	91,524	.16	.20	.33	.39	.60	.65
2.9	43,512	.34	.41	.69	.83	1.26	1.38	6.2	93,025	.16	.19	.32	.39	.59	.64
3.0	45,012	.33	.40	.67	.80	1.22	1.33	6.3	94,525	.16	.19	.32	.38	.58	.63
3.1	46,512	.32	.39	.64	.77	1.18	1.29	6.4	96,026	.16	.19	.31	.37	.57	.62
3.2	48,013	.31	.37	.62	.75	1.14	1.25	6.5	97,526	.15	.18	.31	.37	.56	.61
3.3	49,513	.30	.36	.61	.73	1.11	1.21	6.6	99,026	.15	.18	.30	.36	.55	.60
3.4	51,014	.29	.35	.59	.71	1.08	1.18	6.7	100,527	.15	.18	.30	.36	.55	.60
3.5	52,514	.28	.34	.57	.69	1.05	1.14	6.8	102,027	.15	.18	.29	.35	.54	.59
3.6	54,014	.28	.33	.56	.67	1.02	1.11	6.9	103,528	.14	.17	.29	.35	.53	.58
3.7	55,515	.27	.32	.54	.65	.99	1.08	7.0	105,028	.14	.17	.28	.34	.52	.57
3.8	57,015	.26	.31	.53	.63	.96	1.05	7.1	106,528	.14	.17	.28	.34	.52	.57
3.9	58,516	.26	.31	.51	.61	.94	1.02	7.2	108,029	.14	.17	.28	.33	.51	.56
4.0	60,016	.25	.30	.50	.60	.92	1.00	7.3	109,529	.14	.16	.27	.33	.50	.55
4.1	61,516	.24	.29	.49	.58	.89	.97	7.4	111,030	.13	.16	.27	.32	.50	.55
4.2	63,017	.24	.28	.48	.57	.87	.95	7.5	112,530	.13	.16	.27	.32	.49	.54



WHDH AM AND FM ARE
 AFFILIATED WITH TELEVISION
 STATION WHDH-TV—CHANNEL 5
 SUBSIDIARIES OF
 THE BOSTON HERALD-
 TRAVELER CORPORATION

WHDH
 50,000 WATTS - BOSTON 150

49th and Madison

Fight the fair fight

I'm not much on writing letters to editors but. I have been active in the fight against pay tv. I'm certain that a sure way of losing the decision is to fight pay tv in an unfair manner.

I agree with SPONSOR that "stations can fight pay tv by televising programs designed to alert the nation to the dangers of pay tv." But I insist that we have to be fair about it. We must not load the dice in our favor. We don't have to.

Our story is strong enough to ride on its merits. Let's have discussion and debates, since in each case these will present both sides of the argument. But, when we attempt to fight pay tv with the sort of dramatic presentations featured in the February 15th issue, then we are stacking the deck. When we do this we are not only guilty of bad programing, but we give a black eye to the fight against pay tv.

The old Romans had a phrase for it: "Caesar's wife must be above suspicion." When station fight pay tv using their own facilities, they've got to be like Caesar's wife . . . above suspicion.

We must fight pay tv, but we must fight it out in the open and fairly. We don't have to gimmick the wheel to win this one.

M. S. Novik
*radio/tv consultant
New York*

Wrap-Up addition

In the News and Idea Wrap-Up segment of the June 14th issue of SPONSOR, is an article stating that Lestoil is offering an Animal Story Book promotion on Station WOR-TV in New York.

We realize, of course, that the information was probably submitted by the television station and have no complaint about its appearance in the magazine. We would, however, like to correct the impression that WOR-TV is the only station carrying the promotion. It is currently being run on six of the New York channels.

We would appreciate it if you would be so kind as to notify your readers of this correction.

Eleanor E. Miller
*Jackson Associates, Inc.
Holyoke, Mass.*

● We are glad of the opportunity to do so.

Radio's new look

Bravo! I can't begin to tell you how much I enjoyed your recent article in the June 21st issue entitled "They are taking a new look at radio" by Bill Miksch.

I was particularly impressed with the comments of Gerry Feniger. How true and clear cut is his thinking.

In my humble opinion, radio is here to stay—bigger and better than ever!

Herman M. Paris
*v.p. of sales, WWDC
Washington, D. C.*

Ten Seconds?

This is not meant to deprecate the fine jibes I enjoy reading along with all the other fine articles in SPONSOR, however your Ten Second spots look like some ten second spots my salesmen try to put over on me. They *sell* 10 seconds and give 30 seconds. How about it?

I am speaking especially of the 21 June issue. We cannot make money that way. . . .

Homer Griffith
*gen. mgr., KCAL
Redlands, Calif.*

Fall Facts

I've used your Fall Facts Basics for years, and I think it's about time for the 1958 edition. How soon can I look forward to receiving my copy?

John Gregory
Chicago

● SPONSOR's 12th annual Fall Facts Basics will appear as Part II in SPONSOR's 19 July issue. For more on what will appear in Fall Facts, check our next issue.



SHE's
in love
with you



It does your commercial little heart good, the way her eyes get soft and misty when she hears your name on **KOIN-TV**, in Portland, Oregon, and throughout 30 surrounding counties. The boys at CBS-TV Spot Sales carry tender tales of her eagerness to do your bidding . . . and of **KOIN-TV**'s endearing ratings, and coverage too.

DAVE GARROWAY'S TODAY, 7:00-9:00 am
(Maximum 127 markets - 96% U. S. TV set coverage NTI)

THE JACK PAAR SHOW, 11:30 pm-12:30 am (EDT)
(Maximum 115 markets - 92% U. S. TV set coverage NTI)

You can't buy network television any more easily or economically than Dave Garroway's TODAY or THE JACK PAAR SHOW. With either one, or both, of network television's only programs specifically designed for partici-

pation, you can literally make up your mind to be on the air tomorrow coast-to-coast.

You can buy one announcement only, or a hundred thousand. (For example, under NBC's Summer End Plan a package of 30 announcements, all between the two shows, costs only \$148,000.) You can focus on one day a week or repeat your sales

...and wait till you



...y through Friday. You can buy a short-term saturday
...chedule or a campaign that lasts all year. You can
...your advertising at GARROWAY'S all-family
...ng audience or you can hit the adult, late-night
...market. At best, you can aim for both audiences.
...our commercials on these shows, they can either
...or live. And with the latter you'll get just about

the best job of personal salesmanship you've ever seen.
It's a fact. As a Garroway or Paar advertiser, you call the
tune... they'll play it your way... and the variations
are unlimited. There's only one thing about these two
programs that never varies. They both get results!

NBC TELEVISION NETWORK

...ear the variations...





Catalina's Sea-Going DeeJay Launches New Summer Show

IF YOU CAN'T REMEMBER THE NAME, but the face (or fez) is familiar, it's Commodore Carl Bailey of the Port of Los Angeles, shoving off for another summer of broadcasting KBIG's CATALINA CRUISE from his marine studio on the *SS Catalina*.

WORLD'S ONLY SEA-GOING DISC JOCKEY (and, at 6-feet-10, its tallest), Bailey helps all Southern California enjoy a vicarious Pacific cruise every weekend. Eight thousand voyagers aboard help him mix his regular deejay fare with descriptive vignettes of harbor and sea, passing craft and passing passengers, as the *Catalina* sails from the mainland to Avalon and return.

THE COMMODORE TITLE IS LEGIT, bestowed by the Los Angeles Board of Harbor Commissioners for Carl's publicizing of the activities of the great port. The picture has been seen in *Life* and in dozens of newspapers and trade publications, testimonial to the news value of this most spectacular step in KBIG's continuing program to take radio to the people.

PARTICIPATIONS IN CATALINA CRUISE are available at regular time rates, with no extra program cost, each Saturday and Sunday... 10 a.m. to 12:15 p.m. outbound, 4:00 to 6:00 p.m. inbound. Dry-land avails too may be obtained from your KBIG or Weed contact, any time.



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

Timebuyers at work

David S. Williams, media director, Geoffrey Wade Advertising, Chicago, reports that his agency has been active in promoting long-range station policies to improve spot television buying. "We have worked," Dave says, "for longer rate protection, the establishment of continuing discount policies and schedule improvement policies. We have gone on record with the stations that we will not tolerate triple spotting and at the present time we are asking for their further consideration of rate adjustments for the summertime to compensate for the audience loss during this period. Above all, we seek standardized practices by the stations throughout the country." Dave says that all these moves have been graciously accepted as constructive criticism by both the stations and their representatives. "They fully realize that a united front on their part can be most beneficial to them in selling spot television to the advertiser," Dave comments. "We intend to follow through on the points we have worked so hard to establish and on any others we think will contribute to the stability of this medium."



Ed Tashjian, Emil Mogul Co., Inc., New York, timebuyer for Revlon, Esquire Shoe Polish and Tintex Dyes, feels that "deception" best describes the practice of loading rating weeks with feature films have above-average appeal. "The majority of television interests have selfishly adhered to this policy without regard to ill effects it has on

the tv industry," Ed says. "Unfortunately, tv stations are not the only ones at fault. Some rating services can be considered accessories to this practice. Rendering distorted ratings which are derived from non-representative weeks, without due warning, is a disservice to subscribers." Ed thinks that media buyers could exert their influence to assure audience uniformity from week to week by insisting on advance schedules of



features and playdates even if requests must be made at regular intervals. A further step, he continues, would be to ascertain whether films are first-runs or re-runs. "I am convinced," Ed says, "that pressure of this type will eventually result in the abandonment of the rating-week malpractices which continue to plague industry."

Proof Again of WXEX-TV DOMINANCE!

1 Sign-on to sign-off—
Sunday thru Saturday—
WXEX-TV has more 1/4-hr.
FIRSTS than any other
Richmond area TV station*

2 7 P.M. to sign-off—
Sunday thru Saturday—
WXEX-TV rates FIRST
in 46.7% of all 1/4-hours.
Station B—27.3%. Station C—26%.

*When at least two stations are on the air. Excludes children's hours of 5 to 7 P.M. Monday through Friday.

WXEX-TV

NBC BASIC—CHANNEL 8

Tinsley, President

Irvin G. Abeloff, Vice-Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Simmons Associates in Chicago and Boston; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Seattle, San Francisco, Los Angeles.



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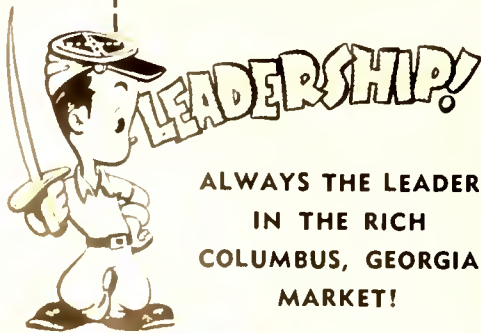
**IT'S A BIG MARKET!
BUT THAT'S ONLY HALF THE STORY!**

SURVEY AFTER SURVEY SHOWS AUDIENCES PREFER

WRBL-TV CHANNEL 4

THE LATEST . . . APRIL ARB SHOWS . . .

- Top 15 once-per-week shows Average Rating . . . 51.4
- 24 out of 25 once-per-week shows
- 5 top multi-weekly shows
- 5 top syndicated film Average Rating . . . 39.2
- 5 top local live shows
- 5 top locally produced multi-weekly news shows



ALWAYS THE LEADER IN THE RICH COLUMBUS, GEORGIA MARKET!

Channel 4 WRBL-TV



4



COLUMBUS, GEORGIA

CALL HOLLINGBERRY CO.

Commercial commentary

The industry that changed its face

For a valuable object lesson in how tv and radio can help an entire industry to change its public face, take another hard look at the banking commercials.



I, myself, am particularly conscious of the startling changes in bank advertising because one of my first jobs as a cub copywriter was to prepare an announcement of the merger of what was then the Chase Bank of New York with the now all-but-forgotten Equitable Trust Company.

Bank copy in those days was strictly on the stuffy side. I crammed it full of such solemn pear-shaped phrases as "acting in fiduciary capacity." And we tried to make it look as heavy, formidable, and substantial as possible.

Bankers, too, have changed

I was remembering all this the other night when I caught the Manufacturers Trust Company announcements on Bob Trout's 7 p.m. CBS news show (local). These cartoon commercials are among the most charming and delightful on the air. Bright, gay, and intensely human, they go out of their way to de-sanctify the whole subject of banking.

Here in New York, though, you'll find a good many other examples of the new, non-stuffy banker's approach. Offhand, I can remember other cartoon spots for Chase Manhattan, the First National City announcements on John McCaffrey's NBC news show, and Ed Barber's commercials for Bankers Trust on his post-baseball program. (Red's three-way interview between the president of Bankers Trust, and Casey Stengel, the eminent financier of Glendale, California, was a fiduciary gem.)

It would be foolish, of course, for the broadcast media to try to claim entire credit for the process of financial humanization. Bankers themselves have changed. They no longer feel it obligatory to hide behind Grecian columns, heavy cages, and white piping on their vests.

It sounds different on the air

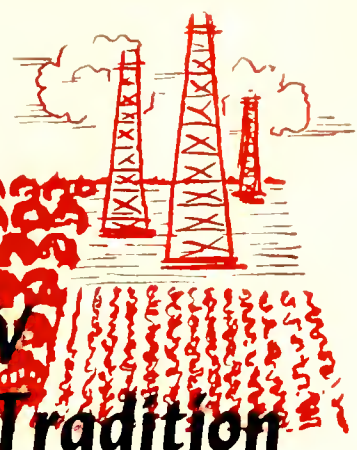
All the same, I'm sure radio and tv have helped a great deal. In using these media, bankers have discovered what they might never have found in print advertising: the enormous value of being simple and direct and natural and human.

Some years ago I was asked to coach the president of the City Bank Farmers Trust Company, and an official of the U. S. Treasury Department, who were scheduled to appear over a CBS radio network to promote the sale of war bonds.

The script, or alleged "dialogue" for this dramatic effort, had been prepared by some bank official who was obviously more familiar with Dun & Bradstreet than with ordinary human conversation. It was loaded with the peculiar, polysyllabic gobbledegook of the financial district. And when my two illustrious salesmen tried

(Please turn to page 28)

If You can't be In the Market
to Witness this Impact



Here's Proof from a Big Texas Operation that KCMC-TV Sales & Coverage are in the Best Tradition

(Letter reproduced below was absolutely unsolicited and written without station knowledge. Advertiser who is normally not prospect, is known to station only by name and reputation and telephoned order for two day-time and two Class B night spot announcements)

Meet the
Personalities
who sell the
Four States
Market

**CURT
AVERY**
"COWBOY CURT'S
CARTOON CARAVAN"
4:30-5:00 P.M.
MON. THRU FRI.

**HASKELL
JONES**
POPULAR PERSONALITY
AVAILABLE AS TV
HOST AND SALESMAN

**JACK
TOMPKINS**
FARM DIRECTOR
"FARM DIGEST"
12:00-12:15 P.M.
MON. THRU FRI

FAIR INTERESTS

R. W. FAIR WILTON H. FAIR JAMES W. FAIR
OIL PRODUCERS : ROYALTIES
PEACH AND PECAN GROWERS

FAIR FOUNDATION BUILDING
SOUTH BROADWAY
BOX 888—PHONE 2 3811
TYLER, TEXAS

-Division-
Route No. 5
Nashville, Arkansas
May 31, 1958

The Staff of K.C.M.C.
Television Station
Texarkana, Texas

Gentlemen:

The response we got from the four spot advertisements we had with you about strawberries was sensational.

I estimated that we had at least fifteen hundred people here for berries the first Saturday after the advertisements. Sunday was larger and the following Tuesday even larger. I feel sure we have had fifteen thousand people here who picked their own berries. Some families made a picnic of it. There were old cars, old trucks, new Cadillacs and all descriptions in between.

You, Curt Avery, Haskell Jones, and Jack Tompkins, did a great service for many people for a small fee. Accept my admiration for a wonderful job.

Yours very truly,
D. B. Yarbrough
D. B. Yarbrough, Mgr.
Fair & Sons Orchards

DBY:my
CC: Curt Avery
Haskell Jones
Jack Tompkins

15,000 people
traveled a radius of
125 miles in Texas,
Arkansas and Okla-
homa to respond to
an advertisement to
harvest their own
strawberries.

103,831 TV HOMES IN THE THREE STATES ARE
READY TO RESPOND TO YOUR SALES MESSAGE TOO!

KCMC-TV

CHANNEL
TEXARKANA, ARK.-TEX.

6

abc

100,000 WATTS
JACK ROLLINGS
DIR. NAT'L SALES & PROMO.

MAXIMUM POWER
CHARL M. PETERS
GENERAL MANAGER

REPRESENTED BY VINARD, RINTOUL & McCONNEL, INC.



CHANNEL **3** KTBS-TV

Dominates
THE
SHREVEPORT AREA

American Research Bureau*
again proves KTBS-TV

DOMINANT . . .

In The Morning
9:00 AM till 12 noon, 5
days a week, CHANNEL 3
KTBS-TV LEADS in 86% of
quarter hours rated*

DOMINANT . . .

In The Afternoon
2:00 to 5:00 PM, 6 days a
a week CHANNEL 3
KTBS-TV LEADS in 53% of
quarter hours rated*

DOMINANT . . .

At Night
6:30 to 10:00 PM, 5 days
a week CHANNEL 3
KTBS-TV LEADS in 56% of
quarter hours rated*

TOTAL DOMINANCE

65% of ALL PERIODS
above DAY AND NIGHT

KTBS-TV

E. NEWTON WRAY,
President and Gen'l Mgr.

NBC

ABC

*May 1958 ARB Metro,
Shreveport Survey
Ask your PETRY man

to read it, they sounded about as persuasive as a couple of par-boiled owls.

At one point, the Treasury official was supposed to say heavily, "Yes, Mr. Bradford, but suppose some unforeseen contingency should arise." I stopped them here and asked (somewhat timidly, I'll admit) if he couldn't just say "yes, but suppose something happens."

Both of them looked at me in wide-eyed amazement. "Why not?" they said. So we changed it to the simpler, more colloquial expression. And I'm sure I gained a reputation as a red-hot word wizard.

The point is, however, that both radio and tv act as pitiless and cruel magnifying glasses for everything that is stuffy, dull, confused and pompous. Many a statement that looks all right in print reveals its phoniness on the air—when you add the impact of the human voice and, with tv, the expressions of the human face.

But the change in the "public face" of the banking business has not been confined simply to cleaning up financial language. The services and facilities which bankers promote on the air have changed greatly, too.

Pr got results

Nowadays banks urge you to come in for registered checks (or 15¢). They tell you about new neighborhood branch offices. They spotlight their convenient hours of opening and closing. They explain personal loans, and invite you to make them. They promote special checking accounts as if they really wanted the business, and not as if they considered you a kind of Jr. Citizen for having one.

In short, modern bank advertising has become specific, definitely friendly, helpful. And this is a very great change.

Not so long ago, the average large bank, if it advertised at all, was running solemn, institutional newspaper ads, with pen and ink drawings of mother, father and a couple of antiseptic children breathing the breeze on a mountain top, and such stirring headlines as "Horizons of Tomorrow" or "Footsteps to the Future."

But today, with considerable help from the broadcast media, bankers have modernized their approach. They have improved their advertising techniques at least 1000% in the past 20 years. All this is a truly remarkable achievement.

For, as I'll try to show in later columns, such improvements are by no means common in other industries. Automobile advertising, for instance, is just about what it was 25 years ago, give or take a couple of hydramatic transmissions. And the oil business is even more sludgebound than it was. But the bankers have made real progress. And they deserve both credit and attention.

Addendum . . .

A note from an old friend, Pete Bowles of Revlon, reveals that the "ask your doctor bit" in Revlon's Thin Down commercial (mentioned here June 14) was added at CBS' insistence. "Neither the advertiser nor the agency threw in this cliché."

Thanks, Pete. I'm glad to place the blame where blame is due. It seems to me that CBS is bending so far over backward that, to mix a gleeful metaphor, they are putting their foot in their mouth.

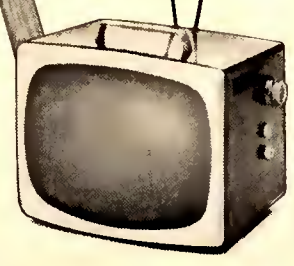
In every one of its markets... for every one of its radio and TV stations...these audience measurements prove WBC leadership:

WBC WESTINGHOUSE BROADCASTING COMPANY
Audience Ranking as of June 16, 1958

RADIO				TELEVISION			
	PULSE	NIELSEN	HOOPER		ARB	METRO NIELSEN	TOTAL NIELSEN
WIND Chicago	1	1	1	KPIX San Francisco	Tied for 1	1	1
KYW Cleveland	1	1	1	KYW-TV Cleveland	1	1	1
KDKA Pittsburgh	1	1	Non-Subscriber	KDKA-TV Pittsburgh	1	1	1
WBZ-WBZA Boston	2	1	Non-Subscriber	WBZ-TV Boston	1	2	2
WOWO Fort Wayne	1	No Service	No Service	WJZ-TV Baltimore	1	1	2
KEX Portland	1	Non-Subscriber	1				

WBC radio stations are programmed entirely locally

Leadership...regardless of TV network affiliation



Broadcasting is Basic. No Selling Campaign is Complete without the WBC Stations. Your future is great in a growing America.





*Where has
this station been
all my life?*

1,000,000 new people are hearing a sound they never heard before . . . now that WTIX has 5,000 watts on 690 kc.

And June Hooper shows WTIX firster than before—with 32.8% all-day average!

Now from Texas to Florida . . . there are over 2,500,000 listeners for WTIX's 24-hour creative programming service. Now, more than ever, the big New Orleans buy is WTIX—the station which even before the change was more popu-

lar than the next 3 stations combined . . . and first in every daytime Pulse quarter-hour . . . and, first in 462 of all 504 Pulse quarters.* Talk 5,000 watts, 690 kc. and 32.8% to Adam Young . . . or WTIX General Manager Fred Berthelson.

**Jan.-Feb., 1958*

THE NEW WTIX NEW ORLEANS

First . . . and getting firster . . .

5,000 watts • 690 kc.

**STORZ
STATIONS**
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.

HOW DAYTIME WEB TV RATES ARE CHANGING

- 1** CBS and NBC will offer discounts for buying daytime segments horizontally for the first time starting in the fall. CBS plan provides that where two or more segments are bought on different days of the week the first segment will be charged at 40% of the hour rate (the usual one-time charge) while each additional quarter-hour will cost 25% of the hour rate. NBC has not officially gone along but is expected to do so.
- 2** Reclassification of daytime weekend periods from "B" to "C" time has been announced by CBS beginning on 1 September. NBC is expected to follow suit for competitive reasons. ABC has been classifying these weekend periods as "C" time for a number of months. Move will mean a loss in revenue to CBS and NBC, particularly during Saturday morning. CBS has also reclassified the 5-6 p.m. weekday hours from "B" to "C" time.
- 3** NBC has put into effect incentives to induce advertisers to increase their daytime lineups. The network is offering discounts of up to 5% to clients who reach specified lineup totals. The 5% is given to buyers who use 136 or more stations. CBS has given no indication it will follow suit. However, the latter has a discount rate with a built-in incentive to increase lineups, since the number of stations affects the price.

current vertical contiguity rate card.

An important factor in CBS' surrender is the bothersome product protection problem. There have been any number of clients who wanted to take advantage of the vertical contiguity discounts but couldn't because competitive products blocked them out.

Product protection policy on all the networks is to ban competitive brands in the adjacent 15-minute segments. Before the present pattern of buying scattered segments became widespread, the networks also banned competitive brands in the entire program strip even though the protected client bought less than the full strip. This has been abandoned. The networks have also eased up the old, rigid policies by giving product protection to alternate week advertisers only during the actual day his commercial is on.

What's made the product protection problem a throbbing headache to advertisers and networks in recent years has been the proliferation of new brands. In some cases, these new brands involve no competitive problems with established products but more often than not there is some overlapping so that, for example, a household cleaner for walls and woodwork will be competitive with a cleanser for sinks and bathtubs as well as a product originally sold for laundry use.

The result has been that the networks have been hard put to squeeze clients on their schedules even where there were availabilities. And clients began to wonder by what logic the networks offered vertical contiguity and not horizontal.

Here's the way vertical contiguity works: A client buying two physically separated 15-minute shows or segments on the same day gets the same rate as he would if the segments were adjacent or contiguous. The normal practice is to charge 40% of the hour rate for a 15-minute show or segment. A half hour comes in at 60% of the hour rate. Therefore, two 15-minute segments bought at 60% of the hour rate come in at 30% per segment. This is often referred to as the two-brand rate.

Likewise, three segments on the same day cost 80% of the hour rate instead of 120%, while the four-brand rate is 100% of the hour rate rather than 160%. Thus the three-brand rate per segment is 26.6% while the four-brand rate per segment is 25%. From this point on, each additional segment is another 25%.

In spelling out its horizontal contiguity discounts, CBS added a premium. It works like this: After the first quarter-hour, which is charged at the full 40% of the hour rate, each additional segment will cost 25%. Thus the two-brand rate will be 65%, rather than 60%; the three-brand rate will be 90%, rather than 80%; the four-brand rate will be 115%, rather than 100%. Technically speaking, therefore, the client who buys horizontally does not get a contiguous rate but actually a specified discount.

This means that a client who buys a strip across-the-board will pay 140% of the hour rate, rather than the 200% now being charged and compared with 125% for an advertiser who buys five segments on the same day.

Since clients, particularly buyers like P&G, Lever and American Home Products, commonly checkerboard their purchases, CBS will permit the combination of vertical and horizontal discounts. Here's an example:

Suppose a client buys two segments on Tuesday and one on Thursday. The vertical discount is calculated first. This comes to 60%. For the Thursday segment the client is charged another 25%, making a total of 85%.

Once an advertiser buys four segments on the same day, he will no longer be penalized for buying horizontally. This is because the vertical four-brand rate per segment is 25% which is the lowest per-segment figure.

Thus, the new horizontal discount will particularly benefit the larger buyers since they will, in most cases, eat the maximum discount no matter how they checkerboard their buys.

However, all buyers will gain some extent so long as they buy more than one segment.

So far as the other networks go before adding horizontal discounts to its rate card, NBC will have to work out arrangements with its stations because of changes in compensation that will result. It's expected that this will be done over the summer so that it will be put into effect at the same time as CBS' changeover.

While ABC will not go along with liberalizing horizontal discount, it is understood the network is working on a method of liberalizing cross-purchase. At present, the plan is to limit these discounts to advertisers who qualify for the four

(Please turn to page 78)

Memory-Vision: new radio ad sou

✔ NBC Radio's latest concept goes far beyond last year's Imagery Transfer. This will be shown to admen very soon

✔ Here is sound scientifically built into a commercial to create proper mood and response that sells for sponsors

This week, NBC Radio gets set to launch a wave of presentations introducing a new concept of sound for radio commercials.

Ever since he added "Imagery Transfer" to the lexicon of broadcast advertising last year, NBC Vice President Matthew "Joe" Culligan and his radio department have been working toward an extension of the concept. "Memory-Vision" is the result.

An intensive teaser campaign including a 79-foot billboard along the N. Y. Central tracks in Manhattan (admen use this line to commute between Madison Avenue and their Connecticut homes) and coffee served to agencies on specially-printed trays (50,000 of these trays were ordered) has provoked a lot of queries from admen.

SPONSOR called at NBC Radio and found out that "Memory-Vision" represents the ultimate use of sound to make radio commercials most effective. It is based on psychological data turned up over many years by many

researchers. (For some idea on how exhaustive have been the studies in sound, 1953 saw a book titled "Spectrographic Analysis of Sound Signals of the Domestic Fowl" which showed that chickens are repelled or attracted by different sounds.)

As advertising coordinator for NBC Radio, Martin Samit is scarcely pre-occupied with chickens. But this psychology major who has specialized in personality structures and was an advertising researcher in the publishing field before joining NBC four years ago, has been instrumental in developing "Memory-Vision," of which "Imagery Transfer" is a part.

"Imagery Transfer," explains Samit, "is an intellectual response to sound based on association. If, for example, an American and a Zulu were to hear 'The Star Spangled Banner,' the American would respond intellectually because he has learned to associate it with his country; the Zulu might not respond at all.

"But there is also an emotional response to sound based on association. An example of this might be a woman's response to 'our song' which she identifies as the number the orchestra played when her husband proposed. Then there are both emotional and intellectual responses to the sound alone—not dependent on any association. The intellectual response to a sound alone is best demonstrated by the image we form of a stranger who calls us on the phone. The emotional response to a sound with which we had no previous association is clear in our reaction the first time we heard a piece of chalk squeaked across a blackboard.

"Building all of these responses through an intelligent use of sound," says Samit, "into a radio commercial is the object of 'Memory-Vision'."

Program departments at stations and networks have long worked to create listening moods through use of special effects or special musical recordings. Certain music may suggest farce comedy, another brings out a feeling of tragedy. (Some years back, a composition titled "Gloomy Sunday" was credited in the press as being responsible for a wave of suicides.) "Strangely enough," says Samit, "the mood effect of music can often be created better through harmony and timbre than through rhythm and beat. The main thing is that, with Memory-Vision, no response mood in a radio commercial needs be left to chance."

The procedure of making such a commercial is simple. In fact, some agencies have already achieved the effect or come close to doing so. The first step is to determine what mood and response is required from the commercial. Next, select such music or have the composer write a special. Finally, before putting it on the air, sample some people for reactions.

Where does the name "Memory-Vision" come from? "We all have a second tv set—in our heads," explains Joe Culligan. "This one in our head translates into an image everything we hear or taste or smell. Thus the advertiser who feels he can't afford tv, can still achieve a visual effect with radio and 'Memory-Vision'." So interested in sound is NBC Radio that it plans to set up prizes in leading universities for research work in sound.



Memory-Visioners: Martin Samit (l.), NBC Radio advertising coordinator, and Matthew Culligan, NBC vice president in charge of radio, demonstrate how sound produces a visual image. Abstract of a "vital" sound was done by artist in response to mood created by recording

Tv monitors boom, due to triple spots

With all the furor over triple spotting, agencies are turning more and more to television monitoring services

Besides watching for the triple spot, monitors also check on copy, time slots, adjacencies, and competition

Advertisers and agencies may be unhappy about triple spotting, and tv stations may be upset by the ensuing furor over the issue. But for at least one segment of the industry—tv monitoring services—the triple spotting controversy is a real boon.

Monitoring is actually developing into a sizable industry (SPONSOR estimates \$3 million annually) thanks to both the growth of television itself and to agencies' growing interest in what happens when the commercial goes out on the air. And although monitoring offers a golden opportunity to check on whether stations are sneaking an extra spot into a network time slot, it also allows multiple-market tv advertisers to:

- 1) Keep up with competitive copy claims.
- 2) Check on time slots and adjacencies.
- 3) Watch network cut-outs.
- 4) Observe live delivery, in ad lib markets.
- 5) Spot new tv talent.

One agency media director explains that his agency has always used monitoring on occasional basis, but that it has recently stepped up use of monitoring service since several clients demanded data on whether their commercials were being triple spotted. Another media head uses monitoring mainly for copy purposes; "We've found very little problem with schedules being off," he says, "but we've learned that sometimes the wrong copy is used."

A media analyst at one of the top 10 broadcast agencies said. "Using the monitor check-up for commercials is similar to the insurance policy principle—the make-good an agency gets as a result of the checking more than pays for the cost of the service in most cases. And perhaps the main reason for the monitoring demand today can be compared to the merits of the tear sheet in print media. In air media

there is no real proof of broadcast."

Agencies have been eager to emphasize, however, that use of monitoring can by no means be construed as questioning the integrity of broadcasters. It's merely that occasionally station employees misunderstand instructions, or that sometimes copy or film does not arrive by broadcast time. Monitoring offers the opportunity for advertisers to know exactly what has been run and when.

Similarly, broadcasters have used monitors to check on their own market competition and advertisers have been known to employ monitors to check up on their agencies.

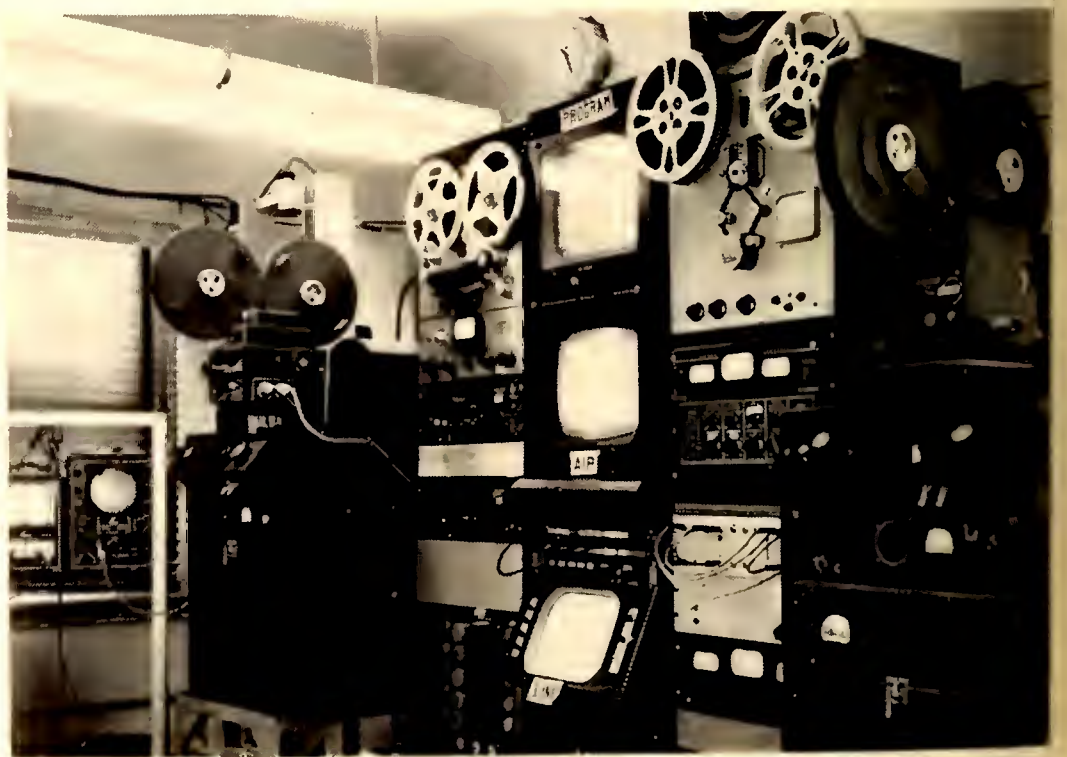
Mennen is one advertiser which found monitoring quite revealing when it was co-sponsoring the Wednesday night fights on ABC. An extensive monitor check of 46 markets showed that five stations cut out of the network immediately after the fight decision, skipping the post-decision Men-

nen commercial. Seven other stations cut out of the network right after the last Mennen commercial, skipping the closing billboards of both sponsors. The agency (at that time McCann Erickson) asked for rebates from the network, and wrote letters of caution to the offending stations.

Most tv monitoring services today are actually an outgrowth of the taped air-checks used in radio for so many years, and most are still headquartered in New York. For television monitoring they use one or more of three basic systems:

- Kinescope (audio and video).
- Tape (audio only).
- Still pictures coordinated with printed copy (storyboard form).
- Published continuing reports.

One monitoring firm using the kinescope method is Bass Films, New York. Bass monitors commercials on film with a sound track, but its services are currently available only for network shows. Bass' prices range from \$6.50 per minute up, with a minimum charge of \$24.00. Elliot, Unger & Elliot, New York, and Video View, Inc., Hollywood, (both represented by Bett Luster Associates, Inc., of New York) also use kinescopes produced in special studios equipped to record three simultaneous one-hour shows—with over



Tv monitoring equipment in studios of Video View, Inc., produces kinescopes for overnight delivery to clients. Video View can record three half-hour tv shows simultaneously

night delivery, in almost all cases.

One monitoring company—National Television Monitor Co. of New York—provides still pictures co-ordinated with copy in printed form. Covering only the New York area, National uses an electronic device which shoots 30 stills during a one-minute commercial, co-ordinated automatically with the sound track. The client gets a brochure containing the stills along with printed copy. This service is less expensive than the kinescope service, starting from \$3.00 for a one-minute commercial. Examining monitor results in brochure form offers advantages other than price over the kinescope systems and is very popular with many advertisers. First of all, projection equipment is not necessary. Second, as many copies as needed can be provided inexpensively; and third, the brochure may be studied in one's leisure at home, if desired. In addition, National offers another service, as well, in 91 markets, using handicapped persons for monitor reporting (SPONSOR 14 December 1957).

TV Time, in White Plains, N. Y. maintains a comprehensive tape library of over 900 radio and tv shows for the current 30 days. As many as seven radio shows (both am and fm) as well as tv programs can be monitored at the same time in these studios.

"The reason we're in White Plains," says Danny Sloan, head of TV Times, "is because this location has the best audio pickup in the entire country. We operate 24 hours a day, seven days a week, and are equipped to tape from any New York outlet. We do kinescopes on special order only."

Special hi-fi telephones are an important part of TV Time's operation. The cast of a well-known, one-hour network daily listens to the play-back of the previous day's show over the hi-fi telephone system each afternoon.

Although advertisers use this system to check on their commercials, most TV Time customers are top talent, guest artists, panelists and quiz participants on live shows who want a permanent record of their performances.

The storyboard technique is used by another monitoring firm: Marie C. Longstreet, of Elmont, Long Island. This is a photo with copy service performed only on special order basis, covering the New York area.

Probably the oldest tv monitoring

(Please turn to page 78)

TV SATURATION CONTINUES TO CLIMB

Almost one quarter of the 3,070 counties in the U.S. now have more than 85% television home saturation, according to tv ownership data released jointly by A. C. Nielsen Co. and the Advertising Research Foundation.

The figures, a new tv measurement benchmark, point up these significant trends in tv ownership:

- The number of tv-equipped homes has climbed 19.4% since 1956, from 35,495,330 to 42,400,000. The degree of saturation has jumped from 72.8% in 1956 to 84.0% today.

- All 48 states (and the Dist. of Columbia) are now above 50% saturation. In 1956, eight states were under 50% (Ark., Miss., Mont., N. D., Nev., N. M., S.D. and Wyo.).

- The top 10 counties by tv set ownership are 1) Los Angeles, Calif.; 2) Cook, Ill.; 3) Wayne, Mich.; 4) Kings, N. Y.; 5) Philadelphia, Pa.; 6) N. Y., N. Y.; 7) Queens, N. Y.; 8) Cuyahoga, O.; 9) St. Louis, Mo.; 10) Allegheny, Pa.

- Tv set ownership is still highest in the northeast, where 90% of all homes now have tv; 88% of north central homes have tv, 75% of southern homes and 83% of western homes.

- Among the states, California recorded the biggest increase in number of tv homes since 1956, 973,380. Following is a breakdown of total increase in number of tv homes by states since 1956, along with percentage of tv saturation.

State	% tv homes	Increase in tv homes over '56	State	% tv homes	Increase in tv homes over '56
Calif.	87.0	+973,380	Mass.	91.0	+106,460
Texas	77.0	+451,970	Miss.	57.0	+103,420
N. Y.	90.0	+386,550	Iowa	88.0	+99,420
Pa.	89.0	+274,340	Kan.	79.0	+94,670
Fla.	77.0	+258,940	Ark.	66.0	+93,130
Ill.	90.0	+238,800	Ariz.	79.0	+86,490
Mich.	90.0	+237,580	Okla.	78.0	+80,240
Ohio	91.0	+233,850	W. Va.	74.0	+78,270
Wash.	81.0	+197,050	N. Mex.	69.0	+66,320
N. C.	74.0	+191,150	Conn.	91.0	+62,440
Mo.	86.0	+179,430	Nebr.	81.0	+58,810
Wisc.	87.0	+159,520	Mont.	58.0	+57,490
Ga.	74.0	+158,440	Utah	86.0	+55,660
Tenn.	73.0	+153,480	Idaho	72.0	+43,370
Ore.	75.0	+151,870	Me.	87.0	+38,440
Va.	78.0	+150,320	S. D.	63.0	+36,690
Ind.	89.0	+149,750	N. D.	68.0	+31,140
Ala.	71.0	+145,180	Wyo.	54.0	+28,520
Minn.	84.0	+143,720	Nev.	71.0	+23,990
La.	75.0	+142,460	N. H.	89.0	+22,960
N. J.	91.0	+130,340	Vt.	85.0	+19,380
Colo.	78.0	+127,290	Del.	90.0	+15,070
Ky.	70.0	+120,280	D. of C.	90.0	+11,510
S. C.	72.0	+114,900	R. I.	91.0	+10,800
Md.	87.0	+108,440			

Nothing like getting away from it all

COLD-PACK CABINS
Wellfleet, Mass.
30 June

Mr. Alaric Clemble,
Director Tv-Radio
Finn & Haddie Advertising Agency
New York City
Dear Clem:

Hooray! Here I am on romantic
Cape Cod. Only been here a little over

an hour and already I've completely
forgotten F&H and the Graustark
Lukewarm Mustard account. I mean
completely! All I intend to do is loll
and laze on this two-week safari. If I
put my hand to anything constructive
it will be only to a little serious writing
a la Faulkner and Sartre (such writing
was my first love before my seduction
by F&H copy group). In fact, basking

here on the beach, I've been mulling
over a sort of J. P. Marquandish nove
on New England mores and passions
Came up with something pretty sig
nificant—

*O, happy bathers, thickly clustered
Spread your franks with Graustark
Mustard.*

Might make a good jingle, don't you
think? Anyway like I said, I've com



Drawn for SPONSOR by Norma Erl

pletely cut myself off from thoughts of advertising. Nothing like a vacation to get away from it all.

As ever,
Bus

P.S.—Part of my great peace of mind comes from the fact I left everything shipshape at the shop so that Ralph Bogler will really have nothing to do. Funny how quickly he volunteered to take over for me while I was away. But then Ralphie is such a sweet guy.

COLD-PACK CABINS
Wellfleet, Mass.
2 July

Mr. Alaric Clemble
Director Tv-Radio
Finn & Haddie Advertising Agency
New York City

Dear Clem:
Well, I didn't hear from you nor do I really wish to because I've become so wholly divorced from the workaday world of Adland that I'm practically immune to any media. Not that I'm not exposed to all media. Within a three-minute span this morning on the beach I've had about umpteen hundred commercial impressions. Overhead, a skywriter is trying to spell "noodles" only he hasn't figured out a "d" yet so it keeps coming out "nooles," while a blimp is floating back and forth towing a string of letters that reads, "Dirnk Pepis Cola." So much for the true air media. At sea level, I'm exposed to matchbook covers, print media ads, sandwich men, portable radios and even a portable television.

None of the stuff I hear or see has much of the old creative sock. Indeed, it strikes me as the kind of stuff that might be turned out by someone like Ralph Bogler substituting for someone who is on vacation. By the way, how's good old Ralphie boy making out? Trying hard to fill my shoes, I suspect. It sure was sweet of him to take over for me on the Graustark Mustard account especially since his own shoe polish account is so shaky. Of course, in the short span of two weeks it seems improbable that Ralphie could undo what I've done. But then I should worry! Believe me, Clem, I'm having a ball, cut off as I am from Madison Avenue. Last night I met a cute dish from Chicago whose father makes frankfurters (he bills about 250 G's with Bottom & Bedrock). About midnight, alone together on the beach, with the surf booming softly on the

shoals, I nibbled her left ear lobe—and having thus gained her undivided attention—gave her a pitch for F&H. In fact, I suggested a possible tie-in with my mustard account in the form of a radio jingle I dreamed up—

*I must go down to the sea again
To the lonely sea and the tide;
And all I ask is a skinless frank
With Graustark Mustard on the side.*

She considers me something just short of a genius, Clem, and I'm sure you'll agree. In the same circumstances, Ralph Bogler would have gotten nowhere. By the way, is he sitting in on account group meetings? I hope he is, just for the experience. But don't let him carry the ball, because I don't think he can run fast in a broken field.

As ever
Bus

COLD-PACK CABINS
Wellfleet, Mass.
3 July

Mr. Alaric Clemble
Director Tv-Radio
Finn & Haddie Advertising Agency
New York City
Dear Clem:

I keep writing but you don't answer but that's okay with me. With me away, you are probably snowed under and with no one to help you but a "lightweight" like Ralph Bogler you could scarcely find time to drop a line. Then too, it would only give me a guilt complex to hear how much I am truly missed.

Guess I mentioned this wonderful person I met whose pater is in skinless franks. Her name is Mabel and she is very intellectual which makes this a memorable vacation for me. We often play a little game on the beach—heh, heh—in which we try to find words that rhyme with Graustark Mustard. Actually, there aren't many once you've covered "flustered" and "custard." However, she threw me a real hottie last night and we worked it into a jingle, which with the right tune might give us the exact product image we're striving for—

*Oh goodness, gracious me, I've just heard
Of tasty Graustark Lukewarm
Mustard!*

Like it, old buddy? Tomorrow I'll probably start on that serious writing.

Your boy,
Bus

P.S. Since tomorrow's the Fourth of July and the beach will be very crowded, thought I'd run off a little personal survey of mustard preferences.

P.P.S.—Please see that Ralph Bogler doesn't mess up my "In" box.

COLD-PACK CABINS
Wellfleet, Mass.
6 July

Mr. Alaric Clemble
Director Tv-Radio
Finn & Haddie Advertising Agency
New York City
Dear Clem:

Long time no hear. What's wrong? Has Ralph Bogler won you over—not that he'd try. He's such a nice chap and lacks nothing but talent. Oh, well, back to a recap of my jolly ball.

On the Fourth, Mabel (the Chicago hot dog heiress) and I ran that check on the beach. Here are the results—
Never heard of Graustark Mustard 27
Hate Graustark Mustard 13
Prefer some other brand 53
Told Mabel, "Get lost" 2
Punched me on nose 1

Not exactly an in-depth probe but it proved one thing—that the way of a researcher is hard. I'll stick to writing commercials, unless, of course, Ralph Bogler has turned up some gem that convinces you he could top me as a mustard-writer.

Happy am I,
Bus

COLD-PACK CABINS
Wellfleet, Mass.
7 July

Mr. Alaric Clemble
Director Tv-Radio
Finn & Haddie Advertising Agency
New York City
Dear Clem:

As you wish, Clem. No more letters. I'll just go on basking here in the warm sun with not another thought of F&H. I guess the sharp tone of your note was the result of having to work closely with someone like Ralph Bogler whose experience is so terribly limited to the shoe polish field. Well, don't worry; I'll be back soon bursting with creative ideas. In fact, I may be back tomorrow, a few days early.

Watch for me,
Bus

P.S. If Mabel can swing it, would a Chicago frankfurter account billing \$250,000 conflict with anything now in the shop?

In every one of its markets . . . for every one of its radio and TV stations...these audience measurements prove WBC leadership:

Effort toward building a blanket sales "image" of quality to cover all WBC stations is demonstrated by this headline from full-page ad last week.

Why Westinghouse made big switch

- ◆ Westinghouse Broadcasting Company has recently confirmed rumors that it was setting up its own rep firm
- ◆ The move will, the company believes, permit harder selling, and at the same time create a group quality image

Westinghouse Broadcasting Company, long recognized as an innovator in programing, decided last month to do a little innovating in sales techniques. WBC announced that next year at this time it will be doing its selling through its own rep firm.

Details are sketchy as yet. The new firm has no name, neither has it been announced where it will be headquartered and branched, though economically it would make sense to locate branch offices in cities where the group has outlets, thereby presumably lowering overhead.

Nor is it known who will head and staff the new rep outfit. One trade source suggested the head would be A. W. (Bink) Dannenbaum, Jr., the group's current v.p. for sales. A spokesman for WBC denies this vigorously.

But perhaps the major question to be answered about the decision to form a rep group is why. Why, now, is WBC making this move?

Several answers suggest themselves. Westinghouse Broadcasting has been acquiring properties over the past few years with some regularity. With its acquisition of WJZ-TV in Baltimore last August it reached its full complement of five tv stations. It has, in addition, six radio stations. In sheer numbers and dollar volume, this provides a solid base for a new rep firm.

How much dollar volume is at stake here, in terms of rep-derived business? Trade sources believe the figure to be in the neighborhood of \$25 million annually. While WBC's financial arrangements with its reps are not known, customary rep commissions run between 6-8%. Taking, as an average, 7%, and applying this to \$25 million, the commissions saved and reverting to WBC are about \$1.75 million, enough to support a judiciously operated national rep firm. And this figure is predicated on the current level of business, though house reps might be expected to increase it.

Then, too, the WBC stations are probably not a "hard" sale these days. The stations are conveniently situated in excellent markets: WBZ-WBZA and WBZ-TV, Boston-Springfield, Mass.; KDKA and KDKA-TV, Pittsburgh; KYW and KYW-TV, Cleveland; KPIX (tv), San Francisco; WJZ-TV, Baltimore, as well as radio stations WIND, Chicago, WOWO, Fort Wayne, Ind., and KEX, Portland, Ore.

Besides having the advantage of good locations the WBC outlets have also, currently, a plus in high ratings generally. In combination, these provide strong sales ammunition for any salesman.

Dannenbaum explains Westinghouse's decision this way: "It is well

known that all advertisers are examining their media purchases with a deeper intensity. Even though WBC stations sales are currently at a peak, we believe that the extension of our own organization to encompass national sales will enable our salesmen to bring a new dimension to presentation of all the elements of broadcasting facilities and the values they represent to the advertiser."

The foregoing statement offers several more clues. The recession has indeed created a situation where budgets are being trimmed, and advertisers are shopping for air media buy with more intensity than has been shown in previous years.

For that reason WBC is not adverse to "harder" selling, and probably believes that its own group can provide it. The reasons lie in the industry practices. Independent rep firms handle many stations. As an example, WBC is now using three. Peter Griffin, Woodward, Inc., which represents KYW and KYW-TV, WBZ, WBZA and WBZ-TV, KDKA and KDKA-TV, WOWO and KEX, has 20 other radio stations and 29 other tv stations. The Katz Agency, with KPIX, has 40 other tv stations and 39 radio stations. And Blair TV, with WJZ-TV, has 24 other clients.

This does not infer that reps cannot do heavy selling. Dannenbaum paid reps tribute directly by saying "their representation has done an excellent sales job over the period of our relationship," and indirectly, by noting that sales are "currently at a peak."

But it is obvious that a salesman with a handful of stations can devote more time to each individual outlet

than can a salesman with a long list. The mechanics were described this week by an official of a well-known tv rep firm:

"What happens is this," he told SPONSOR. "A timebuyer in an agency will be told to line up stations in a number of markets for a big saturation spot campaign. He contacts the reps, tells them to bring in suggestions.

"Now he has to move fast, see a lot of reps in a short time. So he picks the equitable way—every rep gets the same amount of time, say 20-30 minutes. It's pretty tough to do a solid sell on 40 stations in 20 minutes."

Another major rep made this observation: "Westinghouse is in a unique position, and did the only thing they could do. Here's a group that spends a lot of money in a central management advisory set-up, and gets, as a result, high quality promotion, programing, and public service. The result shows in their high ranking in every market they're in.

"Now no one rep group could take on all WBC stations, because every firm has a previous competitive conflict. A rep can't say 'I represent such and such station in this market, and it's a Westinghouse station, and you know that means it has the same qualities that all the other WBC stations have in their markets.' The rep can't say that because he has to sell against a Westinghouse station in some other market. When a group, like Westinghouse, has so much to sell as a group, it would be a shame not to exploit it."

The stations have characteristics in common besides ownership. All have a programing character based on considerable public service, local and national news. Taken together these would seem to create an image of, what a WBC spokesman terms, an "aggressive broadcaster that is, at the same time, a responsible citizen."

Additionally WBC has carried on activities in a group fashion designed to promote this "aggressive-but-responsible" image. It has sponsored two seminars on public service, one in Boston, another in Baltimore. It recently sponsored the appearance of Benny Goodman at the Brussels World's Fair. It has prepared documentary and other public service series, some award-winning, and made them available to other broadcasters. "We have been," says a WBC official, "on a hell of a public service kick."

Does that mean then, that the purpose of the new rep firm is to create a corporate image? Yes and no, depending on semantics.

"The objectives of our national sales organization will not be to subordinate our individual stations' status to any nationally created corporate image," affirms Donald H. McGannon, WBC president.

"Any corporate image we present is the evolution of our national programing policy plus the amalgamation of the individual station images. The ingredients include strong public service, well-paced music, strong news emphasis and a creative balance of local, live and film programing. We are dedicated broadcasters."

There's no doubt but that WBC can—and will—sell a "unit" quality idea, whether or not it's called a corporate image, says a WBC spokesman. But not as a group.

"Our own national rep firm," explains Dannenbaum, "will afford each WBC station the opportunity to be sold in the national field for those attributes that are important and valuable to the audience and to the advertisers. There have been, and will be, no group discounts or departures from present rate policies. But we will be able to service national advertisers with more pertinent station and market information on a regular basis.

"The new organization will fulfill the national sales objectives of each individual station. But the new rep firm will be autonomous, and its operating relationship to WBC will be identical to that which has existed for many years with our current reps," he adds.

The decision to move was not a sudden one. The announcement was. "The broad question of national sales representation had been explored by the local managements of the WBC stations, in connection with WBC corporate management. on repeated occasions over the past 20 years," explains Dannenbaum. "After preliminary studies of the efficacy of self-representation, the policy decision for the expansion was made by all management elements of WBC," he adds.

The announcement on the other hand came very fast. Early in June, WBC officials went to Brussels on the Benny Goodman feature. When they got back on June 19, they found

(Please turn to page 80)



Donald H. McGannon, WBC pres., says "objectives are not to subordinate individual stations to nationally created corporate image"



A. W. (BINK) Dannenbaum, WBC v.p., sales, says "there have been, and will be, no discounts or departures from present rates"



H. Preston Peters, PGW pres., hardest-hit rep firm, notes that "our national spot billings for WBC stations are at an all-time high"

Sell investment counseling by radio?

❖ Unlikely as it may seem, A. C. Allyn & Co., investment firm, does sell its services and facilities by radio

❖ A single-station test, three years ago, was so successful there is now an eight-station "network" in the Midwest

Three years ago, newspapers got almost all of the A. C. Allyn & Co. ad budget. Today, practically everything (with the exception of legal notices such as issue announcements) goes into radio.

The company began on radio in September 1955 with a five-minute, five-a-week segment on WMAQ, Chicago, designed to advertise the company's investment facilities and services in the Chicago area and in nearby cities such as Rockford, Aurora and Gary, where it also maintains offices. The original commentator was Austin H. Kiplinger,

since returned to Washington to join the Newsletter of the same name. For the past year it has been handled by Sam Saran, of NBC's Chicago staff, who both writes and does the broadcast.

The format has remained unchanged in its three years. There is a short opening, about a minute-and-a-half of news highlighting the day's stock market action, a middle commercial, about two minutes of news focused on the day's business and financial headlines, and a short close. From time-to-time, notably on stock market holidays, the

routine varies to include other things such as interviews with Allyn people on topics of general investment interest, or perhaps, the whole program devoted to a discussion of some particular company.

Always the middle commercial offers a report which listeners are invited to write for. Subjects covered in the reports include discussions of business and the securities market outlook, analyses of particular industries, appraisals of specific companies or basic information on how to invest.

Allyn is asking radio, in this instance, to do two things simultaneously: perform a public service in presenting up-to-the-minute developments from a particular news front and produce a mail pull. Radio has met this dual challenge nicely, says Gerry J. Schnur, Allyn account executive and v.p. of R. Pershall Co., Chicago ad agency.

"Leads have been produced not or



Principals of Allyn's show are, standing (l. to r.), Gerry Schnur, v.p. and a.e., J. R. Pershall Advertising; William W. Keup, a.e., and Arthur W. Bagge, Midwest sales mgr., PGW. Seated are Sam Saran, writer and announcer for the show and Willis B. Hamilton, sec., A. C. Allyn & Co.

in volume but also of a quality that salesmen can follow and develop into customers. Business-developing results are quite direct," he points out.

A. C. Allyn, senior partner of the investment firm, broadens this thought. "Our stock market and business news program on radio," he says, "has proved itself as an excellent advertising and public relations vehicle. The program develops good prospects for our sales organization to follow and, at the same time, we are doing something specific to meet the widening interest in investments on the part of the public.

"More and more people want to learn about the fundamentals of investing and specific opportunities to put money to work in common stocks," Allyn continues. "The continuity of our day-by-day radio news program seems to be one of the most effective ways to get the story of investments to the public."

Allyn documented the program's effectiveness last October by doubling the ad budget and expanding the show to seven other cities where Allyn also maintains offices. In addition to WMAQ, the program now is carried by KFAB, Omaha, WSBT, South Bend, KMBC, Kansas City, WMBD, Peoria, WISC, Madison, Wisc., WSOY, Decatur and WRRR, Rockford, Ill. On-the-air times are between 6:15 and 6:45 p.m., except for Rockford which goes on at 8 a.m.

The late-afternoon time was selected because same-day stock closing prices could be given to business men who would, by then, be home from the office. This concept proved to be valid when a number of listeners answered a questionnaire (see box) and pointed out that the program supplied them with market quotations either unobtainable in their local papers, or available only the next morning.

The decision to create an "Allyn network" brought specific and somewhat demanding requirements from the client. The firm wanted to use in other cities the same news script which had developed a reputation for authoritative, impartial market and business coverage on WMAQ. At the same time Allyn did not want to burden its own staff and wire facilities with an added daily task, and there were not enough outlets involved for an economical "live" network hookup.

The solution came via Peters, Griffin, Woodward, Inc., which represents

WHY A. C. ALLYN & CO. KNEW RADIO WAS PAYING OFF

A. C. Allyn & Co., after running its radio show for two years, decided last May to survey its listeners, in order to determine how its program format, news content and commercials might be improved. While the survey provided this information, it also proved to be a testimonial to radio's listener loyalty.

Through Allyn's ad agency, J. R. Pershall Advertising, questionnaires were mailed to 633 people who responded to Allyn commercials on station KFAB, Omaha. At the cut-off point, 257 replies had been received, a response of 40.6%—surprisingly high, considering that the questionnaire went to listeners who were not necessarily customers. Most of the respondents lived in smaller towns—e.g., 24.9% lived in Omaha, 22.2% in Lincoln, the remaining 52.9% in smaller nearby towns.

The survey showed that 78.6% of all respondents owned common stock, indicating that almost four out of five listeners were already stockholders and that the present commercial approach need not be changed to a more elementary one. The survey also showed 83.5% of respondents preferred more general investment information indicating that more educational-type discussions might be incorporated into the show.

The proof of radio's listener loyalty came in a question on how the listener first heard of the A. C. Allyn radio program. Only 2% of the respondents heard of the show through a mailing from the client, and only 6.6% learned of the show through a newspaper ad. But 89.7% discovered the show either through a station announcement or by having the radio on when the show came on. The remaining 1.6% heard of the show through other ways.

three of the stations—KMBC, WMBD and WISC. The rep firm made available the use of its teletype equipment which includes the newest tape perforating machines. It also applied to AT&T for a code number by which, at the same time every day, it contacts the seven stations outside Chicago. Allyn pays line charges, as a production cost.

"This service," says PGW's v.p. and director of radio, Robert H. Teter, "represents a landmark in the kind of corollary service a rep can provide to aid the broadcasting business, as well as the advertiser and his agency.

This loose "network" arrangement allows desirable flexibility in scheduling localized commercials. Copy for commercials is mailed to each station. In a typical week a report of general interest to investors may be offered on all the stations three nights, while reports of localized interest may be offered two nights.

Thus, a new study on Caterpillar Tractor may be used in Peoria, its

home town; Northern Indiana Public Service, the local utility, in South Bend, and Wisconsin Power & Light, the local utility, in Madison. Commercials also have been locally adapted in several cities during the past six months when Allyn moved its offices to a new location or added facilities.

As an industry, investment firms have not been noted for forward-looking advertising policies. A. C. Allyn & Co., however, has developed the use of radio in a progressive and consistent way, adapting the medium to its own objectives as well as to the interest of the public.

"Radio has been used for general news, as well as for sports and other special news," Schnur points out, "but rarely for financial news. We have found that people are interested.

"Allyn's advertising," he continues, "emphasizes the value of radio as a selective news medium and the value of selective news as a vehicle for effective advertising in the investment field. ▀

Color tv wins at Brussels

- Imaginative programming with no budget is the key to success for our color tv station at the Brussels Fair
- In April, the program was two news shows daily; now, 16 live shows are scheduled in an eight-hour day

BRUSSELS, BELGIUM

Victims of skyrocketing tv costs in the U. S. can take an agonized look at one exhibit in the United States Pavillion here at the Brussels World's Fair: our color tv station, operating eight hours a day on a total six-month programming budget of \$6,000.

And while controversy rages about the appeal (or good judgment) of many of the American exhibits, there's little doubt that the tv display is one of its successes. An estimated 15,000 viewers visit the small, uncomfortable studio, or gather about the pavillion's tv sets daily. Other countries' pavillions—including Russia nearby—have little in the way of tv exhibits; none has color, nor an operating studio.

The closed-circuit station is operated by a small NBC crew, consisting of one producer-director, his assistant, and six engineers. Its aim is solely to demonstrate color; consequently the color appeal in programming comes first. But what started out to be a simple display (thus the small budget) has mushroomed into a thoroughly professional tv operation, with 16 live programs daily (programed a week in advance) aiming to please would-be critics from every country in the world.

Running the station from one tiny office behind the studio is veteran writer (*Ozzie & Harriet, My Friend Irma*) Jack Crutcher, who has spent the past few years setting up foreign tv networks on behalf of NBC International (most recent: Arabian-American Oil Company's network in Saudi Arabia). His assistant, John Schwartz, is a 28-year old director on loan from the NBC Opera Company.

The two arrived in Brussels in early April with only a single camera and

three American engineers (three Belgian engineers have since been added). With little money to spend, programming was not easy to come by. Both Crutcher and Schwartz combed the other pavillions and Brussels night-spots, offering little else but the opportunity to "be on television."

The inability to pay performers also presented operating difficulties. Even when talent was located, Crutcher was never sure they would show up. Says he: "We'd schedule someone for 7 p.m., and just sit and hope he would find time for us."

But as the two corralled local talent (e.g., an orchestra specializing in South American music and jazz, made up solely of Indonesians; an ex-Harvard man supplementing his income from an overseas American company entertaining in a Brussels nitery) and attempted something of a regular, daily schedule, the station began to be a real attention-getter. The results: Inside of a month, 40-odd entertainers had been contracted for; visiting dignitaries to the fair were waiting in line to be interviewed; and a full 16-program day was accomplished.

From the ranks of the guide staff at the U.S. pavillion, Crutcher found two talented youngsters, one an aspiring young announcer and ex-NBC guide, the other a 23-year-old ex-schoolteacher from New Jersey. The two now do all the station's interviewing; one also moderates a quiz show (after *Tic-Tac-Dough*), the other a marionette show. Both work strictly on their salaries as World's Fair guides.

Although there are no shows that can actually be called sponsored, there are, every day, two programs aired



NBC International's Jack Crutcher masters closed-circuit station with one assistant

under the auspices of American companies. One is the Singer Sewing show, a home demonstration hour that's aimed to show visitors one segment of Americana. Another segment—possibly the other extreme—is the Vogue fashion show, which, in addition to being a regular part of the passing parade in the pancake-shaped pavillion, is broadcast every afternoon.

A typical program day runs something like this: On the air with the news at 1:30 p.m., followed by an interview with some colorful Fair personalities (e.g., a tea ceremony with two gaily-kimonaed hostesses from the Japanese pavillion, or a hula exhibition by some Polynesian lovelies from Hawaii). This may be followed by the regularly scheduled programs, the Vogue and Singer shows, the *Kukl-Fran & Ollie*-type puppet show, a quiz game, etc. Fitted in here somewhere is an interview with a Governor, a Senator, or some other dignitary visiting the fair that day.

Also, when U. S. companies send specific entertainment groups to the fair, such as Westinghouse Broadcasting's sponsorship of Benny Goodman, the shows become a part of the schedule, worked in between other regularly scheduled programs.

The two daily newsbroadcasts—one in English, one in French—that round out the day's programming are hot from the wire services with which the studio is equipped.

In addition to the live programs which don't always take up the full half-hour for which they are scheduled, the station has a full backlog of color shorts which help to fill out the 1:30-9:00 p.m. day.

Network tv's hot weather lineup

Thirty-seven shows will hit the tv screens this summer as replacements. NBC has 15 shows; CBS, 12; ABC, 10

Some shows off are *Perry Como*, *Danny Thomas*, *Ernie Ford*: replaced by *Bob Crosby*, *I Love Lucy*, and *Buckskin*

Network tv's summer line-up is set with 37 shows coming in as replacements.

NBC has a total of 15 summer replacements; CBS, 12; and ABC, 10.

Among the top shows taking a hiatus are: the *Perry Como Show*, replaced by *Bob Crosby*; *Danny Thomas*, replaced by *I Love Lucy*; the *Steve Allen Show* will keep its format but feature Steve Lawrence and Eydie Gorme; *Ernie Ford*, replaced by a western, *Buckskin*; *Loretta Young*, by

Decision; and *This Is Your Life's* slot will go to *It Could Be You*.

Here's a rundown of the new line-up:

ABC: *Polka Go Round*, which remains sustaining at press time, replaces Welk's *Top Tunes*; *E.S.P.*, sponsored on alternate weeks by Chesebrough-Ponds, will air instead of *Frank Sinatra*; *Stars of Jazz*, for *Voice of Firestone*; *Chevy Showroom* for Pat Boone's show; *Frigidaire Summer Theatre* replaces the *Patrice Munsel*

Show, with Buick dropping its alternate sponsorship of that time slot.

CBS: *The Brothers* sits in for *Jack Benny*; *Bid 'n' Buy*, for the \$64,000 *Question*; *Johnson's Wax Theatre*, for Oldsmobile's *The Big Record*; *The Verdict Is Yours*, sustaining at press-time, for Chrysler's *Climax*; *Personal Appearance*, with Florists Telegraph and Delivery sponsoring alternate weeks, replaces *Person to Person*; *Destiny*, for *Zane Grey*; and *Frontier Justice*, for *December Bride*.

NBC: A host of six rotating stars will replace Dinah Shore's *Chevy Show*; *The Investigator*, a one-hour film, replaces the Fisher-Gobel hour, retaining the same sponsors; *Dotto*, for Colgate, will appear instead of P&G's *Adventures of McGraw*; Max Factor's *Opening Night*, on alternate weeks for *Polly Bergen*; and *The Joseph Cotton Show*, for *Your Hit Parade*.

1. THIS MONTH IN TELEVISION

Network Sales Status Week Ending 5 July

Daytime

SPONSORED HOURS

%	Network	Value
42.8	ABC†	7
92.9	CBS†	27.3
92.6	NBC	26.9

† Excluding participation shows.

Nighttime

SPONSORED HOURS

%	Network	Value
29.8	ABC†	14.2
52.3	CBS†	25.4
57.5	NBC	24.7

Tv Dimensions Today

Tv homes index

	1958	1957
U. S. homes	50.6	49.5
Tv homes	42.5	39.3

Source: A. C. Nielsen estimate, 1 March each year, homes figures in millions.

Tv set sales index

April 1958	April 1957	4 months 1958	4 months 1957
243,132	337,965	1,690,101	2,020,876

Source: Electronic Industries Assn. (formerly RETMA)

2. ALPHABETICAL PROGRAM INDEX

Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Air Power: D-F	45,000	Prudential, Reach McClinton	Doug Edwards News: N-L&F	9,500††	Whitehall, Bates; Americ Compton
Alcoa-Goodyear Theater: Dr-F	38,000	Alcoa, FSR; alt Goodyear, YGR	ESP	30,000	Chese-Ponds, Esty
*Steve Allen Show Presents Steve Lawrence & Eydie Gorme: V-L	108,000	Greyhound, Grey; Amer Machine & Foundry, C&W; P&C, B&B	Father Knows Best: Sc-F	38,000	Scott Paper, JWT; Lever Br
Anybody Can Play	18,000	R. J. Reynolds, Esty	Frontier Justice	13,500	Gen Foods, B&B
Armstrong Circle Theatre: Dr-L	43,000 (alt wks)	Armstrong Cork, BBDO	Frigidaire Summer Theatre	10,500	Frigidaire, Kudner
Bachelor Father: Sc-F	38,500 (alt wks)	Amer Tobacco, BBDO	G.E. Theatre: Dr-F	47,000	Gen Elect, BBDO
Baseball Corner	3,000	General Mills	Godfrey's Scouts: V-L	32,000	Toni, North; alt open
Bid 'n' Buy	33,000	Revlon, BBDO	Gunsmoke: W-F	38,000	L&M, DFS; Sperry Rand (1 YGR
Bold Journey: A-F	8,500	Ralston Purina, GBB	Have Gun, Will Travel: W-F	36,000	Whitehall, Bates; alt Lever,
Jim Bowie: W-F	32,000	Amer Chicle, DFS	Hitchcock Presents: My-F	36,000	Bristol-Myers, YGR
Broken Arrow: W-F	31,000	Miles, Wade; Ralston Purina, Gardner	Robin Hood: A-F	29,000	Johnson & Johnson, YGR; Meet BBDO
The Brothers	15,000	Amer Tobacco, BBDO	I Love Lucy: Sc-F	35,300	Gen Foods, B&B
Buckskin	33,000	Ford, JWT	Investigator	35,000	L&M, Mc-E; RCA & Whirlpo K E
Burns & Allen: Sc-F	40,000	Carnation, EW,R&R; Gen Mills, BBDO	It Could Be You	12,000	P&C, B&B
The Californians: W-F	37,500	Singer Sewing, YGR; Lipton, YGR	I've Got a Secret: Q-L	24,000	R. J. Reynolds, Esty
Cavalcade of Sports: Sp-L	45,000	Gillette, Maxon	Jefferson Drum: W-F	32,000	Lorillard, L&N; Chemstran (L 7/18)
*Chevy Show: V-L	150,000	Chevrolet, Camp-Ewald	Johnson's Wax Theatre	11,000	S. C. Johnson, NL&B
Chevy Showroom	9,500	Chevrolet, Camp-Ewald	*Kraft Mystery Theatre: Dr-L	53,000	Kraft, JWT
Cheyenne: W-F	78,000	Gen Elect, YGR, BBDO & Grey	Lassie: A-F	34,000	Campbell Soup, BBDO
Circus Boy: A-F	34,000	Mars, Knox Reeves; alt Kellogg, Bur- nett	Leave It To Beaver: Sc-F	36,000	Remington Rand, Compton alt open
Dick Clark: V-L	14,500	Becch-Nut Lifesavers, YGR	*Life of Riley: Sc-F	30,500	Lever Bros, BBDO; alt wk op
Club Oasis: V-L	58,000	L&M, Mc-E	M Squad: My-F	28,000	Amer Tobacco, SSC&B; alt wak State, NL&B
Joseph Cotton Show	14,000	Amer Tobacco, BBDO	Perry Mason: My-F	40,000 (1/2 hr.)	Libby-Owens-Ford, F&S&R; mo FC&B 1/2 hr open
Country Music Jubilee; Mu-L	8,000 (1/2 hr.)	Williamson-Dickie, Evans & Assoc.; Carter Prod., Bates	Maverick: W-F	35,000 (1/2 hr.)	Kaiser Companies, YGR
*Bob Crosby Show	114,000	Kimberly-Clark, FCB; Noxzema, SS C&B; RCA & Whirlpool, K&E; Sun- beam, Perrin-Paus; Amer Dairy Campbell-Mithun; Knomark, Mogul	Meet the Press: I-L	7,500	Pan American Airways, JWT
Bob Cummings Show: Sc-F	36,000	R. J. Reynolds, Esty; alt Chesebrough- Ponds, Mc-E	Millionaire: Dr-F	34,000	Colgate, Bates
Decision	11,000	P&C, B&B	Mr. Adams & Eve: Sc-F	41,000	R. J. Reynolds, Esty
Destiny: Dr-F	11,000	General Foods, B&B; Ford, JWT	Music Bingo: Q-L	18,000	Hazel Bishop, Spector; 5 odorant Pads, Grey
Richard Diamond: A-F	35,000	Lorillard, L&N	Name that Tune: Q-L	23,000	Kellogg, Burnett; Whitehall, tes
Disneyland: M-F	75,000	Derby, Mc-E; Gen Mills, Tatham- Laird; DFS; Gen Foods, YGR; Rey- nolds Metals, Buchanan; Frank	Navy Log: Dr-F	38,500	U. S. Rubber; F. D. Richards
Dotto: Q-L	28,000	Colgate	No Warning: Dr-F	31,000	Royal McBee, YGR; alt P. rillard L&N
Dragnet: My-F	35,000	L&M, DFS; Schick, B&B	Opening Night	9,000	Max Factor, K&E
Wyatt Earp: W-F	30,000	Gen Mills, DFS; P&C, Compton	Original Amateur Hour: V-L	23,000	Pharmaceuticals, Parkson

*Color show. (L) Live, (F) Film, ††Cost is per segment. List does not include sustaining, participating or co-op programs—see chart. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include commercials or time charges. This list covers period

5 July-1 August. Program types are indicated as follows: (A) Adventure, (Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr) Drama, (I) Interview, (J) Juvenile, (M) Misc., (Mu) Music, (My) Mystery, (N) News, (Q) Quiz, (S) Serial, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western

Listing continues on page 6

NOW
 each month...in...
NETWORK
PULSE
 TV/RADIO
 reports



DYNAMIC PATTERNS OF FAMILIES AND BUYING

All network programs will be individually classified by principal categories—intensive, concentrated each month. Meaning—you can see *which* programs have most *interest* for your own product category!!

Tremendous aid here in holding to your present or buying a *new* approach.

For example: if you're an auto sponsor, but find cigarette or beer programs have more auto families, *maybe* you should act fast!

The Pulse Network Monthly Reports—U. S. PULSE TV and the RADIO-PULSE—will both report these new data *IN ADDITION TO THE PRESENT COMPLETE REPORT* . . . vital qualitative information.

INDUSTRY'S LARGEST SCIENTIFIC SAMPLING

From major markets throughout the U. S. Pulse interviewers will gather these vital added facts.

Blue-ribbon advertiser and agency subscribers tell us this one-category-per-month is most adequate. Should greater frequency be necessary, Pulse's 3,000 interviewers can deliver it.

At no extra cost for present agency full subscribers, this information is added to Pulse Network reports—*network*, both TV and radio.

If you are a non-subscriber, you can get New York, Chicago, Los Angeles and both network reports for only \$200 per month.

Positively not available for individual network report purchasers.

ORDER NOW!

Any questions? Wire, write, or phone JUdson 6-3316

The NATION'S FAMILIES tell you

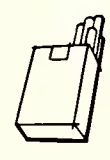
(accurately classified in individual programs)

how much they spend, purchases, etc.



FOODS

how much they spent during past week—upper, middle, lower



CIGARETTES

families who smoke and don't—one member, 2 and more

AUDIENCE COMP

Men, women, teens 12-17, and children 11 and under

AUDIENCE REVERIFICATION

check against new shows and summer tally of same



DRUGS, TOILETRIES, COSMETICS

Spending for past week

REFRIGERATORS, STOVES

television, air-conditioners, washing-machines, dryers, freezers — **THREE-MONTHS'** look-ahead who will/will-not buy.

CHILDREN

families with and without—those under and over 12

FEMALES

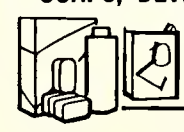
age of women heads of families —under 35 and brackets over. Priceless data



AUTOMOBILES

ownership and usage frequency

SOAPS, DETERGENTS, CLEANSERS



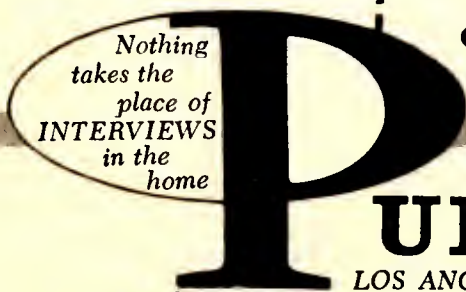
for past week—money spent

OCCUPATIONS

head of house: (1) professional, executive, managerial, technical; (2) clerical and sales; (3) manual

HOME OCCUPANCY

home owners vs. renters



ONE CATEGORY EACH MONTH

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON
 730 FIFTH AVENUE NEW YORK 19, NEW YORK



3. NIGHTTIME

COMP

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
6:00									
6:15		The Search (6/1 S) sust	Meet The Press sust						
6:30									
6:45		Air Power Prudential	Outlook sust		D Edwards Brown & Wmson	News sust		No net service D Edwards Whitehall	News sust alt Carter
7:00				Sports Focus sust	No net service		Sports Focus sust	No net service	
7:15	You Asked for It Skippy Peanut Butter	Lassie Campbell Soup	Noah's Ark sust	John Daly News sust	D Edwards Brown & Wmson (repeat feed)	News sust (repeat feed)	John Daly News sust	D Edwards Whitehall (repeat feed)	News (repeat feed)
7:30									
7:45	Maverick Kaiser Companies (7:30-8:30)	Bachelor Father alt The Brothers Am Tob	No Warning Royal Typewriter P. Lorillard	Cowtown Rodeo sust	Robin Hood Johnson & Jhan alt Wildroot	Haggis Baggis sust	Cheyenne Gen Electric (alt wks 7:30-8:30)	Name That Tune Whitehall alt Kellogg	Win With The Winner sust
8:00									
8:15	Maverick	Ed Sullivan (8-9) Mercury alt Kodak	Steve Allen Presents Steve Lawrence and Eydie Gorme (8-9; 7/6 S)	Cowtown Rodeo	Burns & Allen Carnation alt Gen Mills	Restless Gun War.-Lambert alt sust	Sugarfoot (alt wks 7:30-8:30) Am Chicle, Colgate-Palmol.	Mr. Adams & Eve R. J. Reynolds	The Investigator RCA Whirlpool L&M (8-9)
8:30									
8:45	Anybody Can Play (7/6 S) R. J. Reynolds	Ed Sullivan	Greyhound, P&G, Amer Machine & Fdry	Bold Journey Ralston-Purina	Talent Scouts Toni alt sust	Wells Fargo Amer Tobacco alt Buick	Wyatt Earp Gen Mills alt P&G	Keep Talking sust (7/8 S)	Shirley Temple's Storybook Nat'l Dairy L&M Hill Bros (7/15; 8-9)
9:00									
9:15	Baseball Corner Gen. Mills	G. E. Theatre Gen Electric	Chevy Show (9-10) Chevrolet	Stars of Jazz sust	I Love Lucy (7/7 S) Gen Foods	Twenty-One Pharmaceuticals	Broken Arrow Ralston-Purina alt Miles	To Tell The Truth Pharmaceuticals	Dotto Colgate
9:30									
9:45	Open Hearing sust	Hitchcock Theatre Bristol-Myers	Chevy Show	Polka Go Round sust	Frontier Justice (7/7 S) Gen Foods	Alcoa-Goodyear Theater Alcoa alt Goodyear	Pantomime Quiz Assoc. Products	Spotlight Playhouse (7/1 S) Pet Milk alt S. C. Johnson	Bob Cummings Reynolds alt Chess-Ponds
10:00	The Mike Wallace Interview sust	\$64,000 Challenge Revlon alt P. Lorillard	Decision P&G (7/6 S)	Polka Go Round	Studio One In Hollywood Westinghouse (10-11)	Suspicion (10-11) Sterling Drug Various 1/2 hr.	March of Medicine (7/29) sust	Bid 'n' Buy (7/1 S) Revlon	The Californians Singer alt Lipton
10:15	Scotland Yard (7/27 S) sust								
10:30	No net service	What's My Line Kellogg alt H Curtis	No net service	No net service	Studio One In Hollywood	Suspicion P&G Various 1/2 hr.	No net service	No net service	No net service
10:45									

NOTE: L preceding date means last date on air. S following date means starting date for new show or new sponsor in time slot.

Index continued . . . Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Ozzie & Harriet: Sc-F	37,000	Kodak, JWT	Phil Silvers Show: Sc-F	42,000	P&G, Burnett; R. J. Reynolds
Pantomime Quiz: Q-L	2,000	Associated Products, Grey	Sgt. Preston: A-F	32,000	Quaker Oats, WBT
People Are Funny: M-F	24,000	R. J. Reynolds, Esty; Toni, North	\$64,000 Challenge: Q-L	35,000	P. Lorillard, Y&R; Revlon
People's Choice: Sc-F	34,000	Borden, Y&R; Amer Home Products, Y&R	Spotlight Playhouse	9,500	Pet Milk, Gardner; alt NL&B
Personal Appearance	10,000	Florists Delivery Assn., Grant; alt open	Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; E. H. Weiss
Playhouse 90: Dr-L&F	39,000 1/2 hr.	Amer Gas, L&N; Bristol-Myers, BBDO; Kimberly-Clark, FC&B; Allstate, Burnett; Pillsbury, Burnett; R. J. Reynolds, Esty	Studio One In Hollywood: Dr-L	55,000	Westinghouse, Mc-E
Post Fight Beat	3,000	Bristol-Myers	Sugarfoot: W-F	40,000 (1/2 hr.)	Amer Chicle, Bates; olive, Bates
The Real McCoy's: Sc-F	35,000	Sylvania, JWT	Ed Sullivan Show: V-L	79,500	Mercury, K&E; alt Kodak, W
Restless Gun: W-F	37,900	Warner-Lambert, SSC&B; alt sust	Sunday News Special: N-L	9,500	Whitehall, Bates; alt ucts, Bates
Rin Tin Tin: A-F	36,000	Nabisco, K&E	Suspicion: My-L&F	79,500	Sterling Drug, DFS; Pous, 1-hr
Schlitz Playhouse: Dr-F	38,000	Schlitz, JWT	Tales of Wells Fargo: W-F	36,000	Amer Tobacco, SSC&B; alt Kudner


MAGRA PH

5 JULY - 1 AUGUST

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY		
NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
News sust		D Edwards Whitehall	News sust		D Edwards American Can	News sust			
	Sports Focus sust	No net service		Sports Focus sust	No net service				
News sust (repeat feed)	John Daly News sust	D Edwards Whitehall	News sust (repeat feed)	John Daly News sust	D Edwards American Can (repeat feed)	News sust (repeat feed)			
Wagon Train (7:30-8:30) Edsel, Gen. Foods	Circus Boy Mars alt Kellogg	Sgt. Preston Quaker Oats	Tic Tac Dough RCA Warn-Lambert	Rin Tin Tin Nabisco	Boing Boing Show sust	Big Game sust	Dick Clark Show Beech-Nut Life Savers	Perry Mason (7:30-8:30) sust	People Are Funny Toni alt R. J. Reynolds
Wagon Train	Zorro AC Spark, 7-Up	Richard Diamond Private Detective P. Lorillard	You Bet Your Life Paper Mate alt Toni	Jim Bowie Amer Chicle	Trackdown Am Tobac alt Socony	Jefferson Drum Lorillard alt Chemstrand (L 7/18)	Country Music Jubilee (8-9) Williamson, Dickle Carter Prod.	Perry Mason Armour alt Lib-Owens-Ford	Bob Crosby (8-9) Kimberley-Clark, RCA & Whippool
Father Knows Best Scott Paper alt Lever Bros	The Real McCoys Sylvania	The Verdict Is Yours (8:30-9:30) sust (7/3 S)	Dagnet L&M alt Schick	This Is Music sust	Destiny (7/18 S) General Foods alt Ford	Life of Riley Lever alt sust	Country Music Jubilee	Top Dollar Brn. & Wmson	Bob Crosby Show Sunbeam, Noxzema Amer Dairy Knomark
Kraft Mystery Theatre (9-10)	Chevy Showroom Chevrolet	The Verdict Is Yours	People's Choice Borden alt Amer Home Prod	ESP (7/11 S) Chese-Ponds	Phil Silvers P&G alt R. J. Reynolds	M Squad Amer. Tobac. alt Quaker State	Lawrence Welk Dodge (9-10)	Gale Storm Nestle alt Curtis	Opening Night Max Factor alt Club Oasis L&M
Kraft Mystery Theatre	Navy Log U. S. Rubber	Playhouse 90 (9:30-11) Amer Gas alt Bristol Myers	Buckskin Ford	Frigidaire Summer Theatre Frigidaire	Schlitz Plyhse Schlitz	The Thin Man Colgate	Lawrence Welk	Have Gun, Will Travel Whitehall alt Lever	Turning Point Schick alt Scott
It Could Be You (7-2 S) P&G	Confession sust	Playhouse 90 Kimb-Clark alt Alistate	Price Is Right Lever	Holiday Handbook sust	Undercurrent P&G alt Brown & Wmson	Cavalcade of Sports Gillette (10-concl)	San Francisco Crusade Billy Graham Evang. Assn.	Gunsmoke L&M alt Sperry-Rand	Original Amateur Hour Pharmaceuticals
No Net Service	No net service	Playhouse 90 Pillsbury alt R. J. Reynolds	Music Bingo H. Bishop alt 5 Day Deodorant Pads	No net service	Personal Appearance (7/4 S) Florists Delivery Assn. alt sust	Post Fight Beat Bristol-Myers	San Francisco Crusade		Joseph Cotton Show Amer Tobacco

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Thin Man: My-F	40,000	Colgate-Palmolive, Bates	Wednesday Fights: Sp-L	45,000	Mennen, Mc-E; Miles, Wade
Tic Tac Dough: Q-L	23,500	Warner-Lambert, Lennen & Newell RCA, K&E	Lawrence Welk: Mu-L	14,500	Dodge, Grant
The Truth: Q-L	22,000	Pharmaceuticals, Parkson	What's My Line: Q-L	29,500	Helene Curtis, Ludgin; Kellogg, Burnett
Home Territory: W-F	42,500	Bristol-Myers, Y&R	You Asked For It: M-F	18,000	Skippy Peanut Butter, GBB
Har: Q-L	24,000	Brown & Wmson, Bates	You Bet Your Life: Q-L	51,750	Paper-Mate, FC&B; Toni, North
Down: A-F	33,500	Amer Tobacco, BBDO; alt Socony Mobil Oil, Compton	Zorro: A-F	37,000	AC Spark Plug, Brother; 7-Up, JWT
One: Q-L	30,500	Pharmaceuticals, Parkson			
Point -	11,500	Schick, Warwick & Legler; alt Scott; JWT	Specials and Spectaculars		
urrent	11,000	P&G, Y&R; Brown & Williamson, Bates			
el Hour: Dr-L	60,000	U.S. Steel, BBDO			
Train: W-F	25,000 1/2 hr.	Drackett, Y&R; Edsel, FC&B; General Foods, B&B	All Star Baseball Game		Gillette, Maxon-7 8
allace: I-L	15,000	Philip Morris, Ayer	*Shirley Temple's Storybook	225,000	National Dairy, Ayer; Hill Bros. Coffee, Ayer-7/15





Johnson's whole ball of wax is on the CBS Television Network

Starting this Fall, S. C. Johnson will concentrate all of its network television advertising on the network which repeatedly delivers the largest nationwide audiences in advertising.

As the biggest manufacturer of wax polishes in the world, Johnson needs the biggest audiences it can get — and has found them consistently on the CBS Television Network.

For the past three years it has demonstrated the efficiency of its products to an average audience of 27 million viewers, aided and abetted by Red Skelton. In its programming plans for the Fall, it has not only announced the renewal of this popular comedy series, but has *increased* its product-exposure by ordering two additional nighttime programs.®

Johnson underwrites its belief in the effectiveness of network television by committing most of its advertising appropriation to a medium still growing at the rate of *600,000 viewers a month*.

This same confidence accounts for the current wave of renewals by America's leading advertisers on the network which in 70 consecutive Nielsen Reports issued since July 1955, has been credited with the largest audiences in all television.



4. DAYTIME

COMPAR

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
10:00									
10:15		Lamp Unto My Feet sust			For Love or Money sust (6/30 S)	Dough Re Mi Armour (L 7/14) alt sust		For Love or Money sust (7/1 S)	Dough Re Mi sust
10:30									
10:45		Look Up & Live sust			Play Your Hunch sust (6/30 S)	Treasure Hunt Sterling Drug alt sust P&G alt sust		Play Your Hunch sust (7/1 S)	Treasure Hunt Brillo alt sust
11:00									
11:15		Eye On N. Y. sust			Arthur Godfrey Standard Brands Singer	Price Is Right Lever Bros alt sust Armour (L 7/14) alt Whitehall		Arthur Godfrey Armour Kellogg	Price Is Right Lever alt Sterling Stand Brands
11:30									
11:45		Camera Three sust			Dotto Colgate	Truth or Cons. Sterling alt Lever sust Concentration (7/28 S)		Dotto Colgate	Truth or Cons. sust Lever alt sust Concentration (7/29 S)
12N									
12:15					Love of Life sust Amer. Home Prod	Tic Tac Dough P&G alt sust Toni alt P&G		Love of Life sust P&G alt sust	Tic Tac Dough Stand Brands P&G
12:30									
12:45					Search for Tomorrow P&G Guiding Light P&G	It Could Be You sust sust alt P&G		Search for Tomorrow P&G Guiding Light P&G	It Could Be You sust Brillo alt P&G
1:00									
1:15					No net service	Close-Up co-op		No net service	Close-Up co-op
1:30					News (1:25-1:30) sust			News (1:25-1:30) sust	All Star Baseba Game Gillette (7/8; 12:45-concl)
1:45					As the World Turns P&G sust	Howard Miller co-op		As the World Turns P&G sust	Howard Miller co-op
2:00									
2:15					Beat The Clock sust	Howard Miller Lucky Partners sust		Beat The Clock sust	Lucky Partners sust Stand Brands
2:30									
2:45			No Net Service		Art Linkletter Stand Brands alt Lever Campbell Soup Van Camp	Haggis Baggis sust		Art Linkletter Swift alt Toni Kellogg	Haggis Baggis sust
3:00									
3:15			No Net Service	American Bandstand co-op	Big Payoff Colgate	Today Is Ours sust	American Bandstand co-op	Big Payoff sust	Today Is Ours sust
3:30									
3:45		No net service	No Net Service	Do You Trust Your Wife? General Foods alt sust	Verdict Is Yours Stand Brands Bristol-Myers	From These Roots P&G sust	Do You Trust Your Wife? General Foods alt sust	Verdict Is Yours sust Swift alt Toni	From These Root sust P&G
4:00									
4:15	No Net Service	No net service	Watch Mr. Wizard sust	American Bandstand Eastco. Shulton	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Whitehall alt sust Toni alt Chen-Ponds	American Bandstand Welch Grape Juice H1-Pro	Brighter Day P&G Secret Storm sust	Queen for a Day sust Stand Brands
4:30									
4:45	College News Conference sust	No Net Service	Youth Wants to Know sust	American Bandstand	Edge of Night P&G Stand Brands	P&G Modern Romances Sterling Drug	American Bandstand	Edge of Night P&G sust	Modern Romance Brillo alt sust
5:00									
5:15	Johns Hopkins File 7 sust	The Last Word sust	Frontiers of Faith sust	Superman Kellogg Sweets Co.			Sir Lancelot Corn Prod Joe Lowe Corp		
5:30									
5:45	Lone Ranger Gen Mills Colgate-Palmol.	Face the Nation sust	Comment sust	Mickey Mouse Club B. F. Goodrich Am Par			Mickey Mouse Club Mars alt Armour		

NOTE: L. preceding date means last date on air. S following date means starting date for new show or new sponsor in time slot.

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH & INDEX

The network schedule on this and preceding pages (46, 47, 48) includes regularly scheduled programming 5 July to 1 Aug., inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled pro-

G R A P H

5 JULY - 1 AUGUST

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY		
NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Dough Re Mi sust		For Love or Money sust (7/3 S)	Dough Re Mi sust		For Love or Money sust (7/4 S)	Dough Re Mi sust		Heckle & Jeckle sust (7/5 S)	Howdy Doody Continental Baking
Treasure Hunt Sterling Corn Prod alt P&G		Play Your Hunch sust (7/3 S)	Treasure Hunt sust P&G alt sust		Play Your Hunch sust (7/4 S)	Treasure Hunt sust Gen Foods alt Sterling		Mighty Mouse Gen Foods alt Colgate	Ruff & Reddy Gen Foods alt sust
Price Is Right Gen Foods Sterling SOS alt sust		Arthur Godfrey Gen Foods Gen Foods	Price Is Right (L 7/17) alt Lever Bros sust		Arthur Godfrey sust sust	Price Is Right Lever alt Corn Prod General Foods alt sust		Capt. Kangaroo (11-12) Partic.	Fury Gen Foods alt Borden
Truth or Consequences sust Concentration (7:30 S)		Dotto Colgate	Truth or Cons. alt Lever Alberto Culver Concentration (7/31 S)		Dotto Colgate	Truth or Consequences Gen Foods Lever alt sust Concentration		Capt. Kangaroo	Blondie sust (7/5 S)
Tic Tac Dough hurch & Dwight alt sust P&G		Love of Life sust	Tic Tac Dough sust P&G		Love of Life Atlantis alt sust Amer Home Prod	Tic Tac Dough sust P&G		Jimmy Dean (12-1) Armstrong alt sust	True Story sust Sterling Drug
It Could Be You Gen Foods alt sust Corn Prod alt sust		Search for Tomorrow P&G Guiding Light P&G	It Could Be You sust P&G alt Brown & Wmson		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Whitehall alt sust P&G alt Corn Prod		Jimmy Dean	Detective Diary Sterling Drug sust
Close-Up co-op		No net service News (1:25-1:30) sust	Close-Up co-op		No net service News (1:25-1:30) sust	Close-Up co-op		Lone Ranger Gen Mills alt Nestle	No net service
Howard Miller co-op		As the World Turns P&G Pillsbury	Howard Miller co-op		As the World Turns P&G Swift alt sust	Howard Miller co-op		Baseball Preview Carter alt Whitehall (10 mins. preced- ing game)	No net service
Lucky Partners sust Stand Brands		Beat The Clock sust Johnson & Johnson alt sust	Lucky Partners sust		Beat The Clock Lever alt Kodak Gen Mills	Lucky Partners sust		Baseball Games of The Week co-op (2-concl.)	No net service Gen. Mills Pre-Game Prgm (6/14-9/6; alt wks)
Haggis Baggis sust		Art Linkletter Kellogg Pillsbury	Haggis Baggis sust		Art Linkletter Lever Bros Swift alt Staley	Haggis Baggis sust		Major League Baseball	
Today Is Ours sust	American Bandstand co-op	Big Payoff sust	Today Is Ours sust	American Bandstand co-op	Big Payoff Colgate	Today Is Ours P&G Whirlpool alt sust		(2:30 to concl.) Regional games Theo. Hamm Brew- ing Co., Jackson	
From These Roots P&G alt sust sust	Do You Trust Your Wife? Gen Foods alt sust	Verdict Is Yours sust Johnson alt sust	From These Roots P&G sust	Do You Trust Your Wife? Gen. Foods alt sust	Verdict Is Yours Gen Mills alt sust Gen Mills alt Atlantis	From These Roots P&G alt sust sust		Brewing Co., National Brewing Co.	
Queen for a Day sust Sandura alt Corn Prod	American Bandstand Lever Bros. Sergeant Corn Products	Brighter Day P&G Secret Storm sust alt Gen Foods	Queen for a Day Brn. & Wmson alt sust sust alt Culver (L 7/17)	American Bandstand Gen. Mills Joe Lowe Corp. Shulton, Welch	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day sust Whitehall alt Corn Prod			
P&G Modern Romances Sterling Drug	American Bandstand partic & co-op	Edge of Night P&G Pillsbury	P&G Modern Romances sust	American Bandstand	Edge of Night P&G sust alt Swift	P&G Modern Romances Sterling Drug alt sust		Race of the Week sust	
	Woody Woodpecker Kellogg			The Buccaneers Corn Prod P&G					
	Mickey Mouse Club Bris-Myers. Pills- alt Gen Foods			Mickey Mouse Club Gen Mills alt sust					

Programs not listed are: *Tonight*, NBC, 11:15 p.m.-1:00 a.m., Monday-Friday, participating sponsorship; *Sunday News Special*, CBS, Sunday, 11-11:15 p.m. (Carter and Whitehall); *Today*, NBC, 7:00-9:00 a.m., Monday-Friday, participating; *News* CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday.

All times are Eastern Daylight. Participating sponsors are not listed because in many cases they fluctuate.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs, together with show costs, sponsors and agencies starts on page 44.

But Rules Are Made To Be Broken!

by
Bert Ferguson
Exec. Vice-President,
WDIA



Every rule has an exception—even the one that says there's no such thing as a sure thing! Because, here is a sure thing: Radio Station WDIA sells the biggest market of its kind in the entire country! The market? The 1,237,686 Negroes in WDIA's listening pattern!

IN A CLASS BY ITSELF

You can't reach this Negro market with any other medium. Newspaper and magazine readership is low. Television set ownership is low. The Memphis Negro listens first and foremost to WDIA, first station in the area to program exclusively to Negroes.

And he responds by buying the products he hears advertised on his station! Proof positive that WDIA's unique combination of personal appeal and high powered salesmanship pays off big!

BIGGEST MARKET— BIGGEST BUYING INCOME!

WDIA reaches 1,237,685 Negroes—almost one-tenth of the Negro population of the entire United States. The biggest market of its kind in the entire country!

And—it's a healthy, growing market! Negroes—who make up 40% of the Memphis market—have greater income than ever before. Memphis has \$28.79 of Negro income for every \$100 of white income. That's three times the average of comparable Negro income in Philadelphia . . . almost five times the average in New York!

FUTURE UNLIMITED— SALES UNLIMITED!

Negroes in WDIA's big listening-buying audience spend, on the average, 80% of their \$616,294,100 income on consumer goods. Last year, Negroes bought 61.3% of all the flour sold in Memphis . . . 47.9% of the sugar . . . 52.7% of the face powder . . . 45.1% of the household waxes and polishes! WDIA consistently carries more national advertisers than other radio stations in Memphis! Such year-after-year advertisers as:

BROMO QUININE • COLOGATE PALMOLIVE COMPANY • LEVER BROTHERS • JOHNSON & JOHNSON • MILLER HIGH LIFE BEER • PAN AM GAS & OIL • SWIFT'S JEWEL SHORTENING • WILDROOT CREAM OIL • STANDARD BRANDS • TAYSTEE BREAD

It's a fact: When selling the Memphis Negro market, you've got a sure thing with WDIA! Why not drop us a line today? Let us tell you about WDIA's proof of performance in your own line!

WDIA is represented nationally
by John E. Pearson Company

EGMONT SONDERLING, President
HAROLD WALKER, Vice-President, Sales

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

Procter & Gamble Co., Cincinnati, is getting the campaign for new Ivory Liquid underway after a period of extensive testing. TV schedules start this month, run for 13 weeks. Minutes during daytime segments will be used; frequency depends upon the market. The buyer is Dick Zuver; the agency is Compton Advertising, Inc., New York. (Agency declined to comment.)

Lever Bros. Co., New York, is scheduling announcements in various markets for its Breeze detergent. The schedules are short-term; minutes during daytime periods are being used. Frequency varies from market to market. The buyer is Jeanne Sullivan; the agency is Sullivan, Stauffer, Colwell & Bayles, Inc., New York. (Agency declined to comment.)

S. C. Johnson & Son, Inc., New York, will go into about 50 markets for its Pledge cleaner and wax. The schedules start at different dates, run for 13 weeks. Minutes and I.D.'s during daytime segments are being bought, with frequencies varying. The buyer is Pere Berla; the agency is Benton & Bowles, Inc., New York. (Agency declined to comment.)

RADIO BUYS

Studebaker-Packard Corp., South Bend, Indiana, is planning a major campaign in the top 50 markets for its automobiles. TV schedules kick off this month for 13 weeks. Minutes during peak traffic hours are being used; average frequency: five to eight announcements per week in each market. The buyer is Elenore Ackley; the agency is Burke Dowling Adams, Inc., New York. (Agency declined to comment.)

American Home Foods, Division of American Home Products Corp., is scheduling announcements in major markets for its Ch Boy-Ar-Dee products. The campaign runs for 13 weeks; minutes during daytime segments are being slotted. Frequency varies from market to market. The buyer is Adelaide Hatton; the agency is Young & Rubicam, Inc., New York. (Agency declined to comment.)

California Oil Co., Subdivision of Standard Oil Co. of California, is planning a major radio campaign for its Chevron gasolines, previously sold under the Calso label. The campaign, following its current TV campaign, is primarily to familiarize the public with the new name. The buyer is Trow Elliman; the agency is Batten, Barton, Durstine & Osborn, Inc., New York. (Agency declined to comment.)

RADIO and TV BUYS

The Best Foods, Inc., New York, is going into scattered radio and TV markets for its Hellmann's Mayonnaise. In TV, minutes and commercial breaks during daytime slots are being scheduled; in radio, minutes during daytime segments are being used. Frequencies vary from market to market. The buyer is Bob Decker; the agency is Dan Fitzgerald-Sample, Inc., New York. (Agency declined to comment.)

A man in a red tunic and blue trousers stands in a forest, holding a bow and arrow. The background is a dense forest with sunlight filtering through the trees.

NOW...
RICHARD GREENE
plays
ROBIN HOOD

IN "THE ADVENTURES
IN
SHERWOOD
FOREST"



ARCHIE DUNCAN plays *Little John*



BERNADETTE O'FARRELL plays *Maid Marian*



THIS MAGNIFICENTLY FILMED LIBRARY OF ADVENTURES FROM OFFICIAL FILMS with the characters America knows and loves!



Produced by Sapphire Films, Ltd.



The Adventures in Sherwood Forest

THREE SMASH YEARS ON NETWORK
...AND RENEWED FOR A FOURTH YEAR

NOW AVAILABLE FOR STRIP PROGRAMMING!

ROBIN HOOD COMES ALIVE, TO BECOME
YOUR MOST POWERFUL SALESMAN!

Robin Hood and his merry band have become real to millions of families! His thrilling exploits have captured the imagination of young and old, his legends appeal to every age group.

Now you can cash in on ratings that prove Robin Hood's tremendous appeal. Official offers you the hottest sales tool available in years, "THE ADVENTURES IN SHERWOOD FOREST"—a prestige showcase that will *sell every kind of product to every member of the family!*

SPECTACULAR SETS!

TREMENDOUS CASTS!

TOP STARS!

THRILLING DRAMAS!



ALEXANDER GAUGE
Friar Tuck



W. G. WILEY
the Sheriff of Nottingham



RICHARD GREENE plays Robin Hood



ROBIN HOOD WILL SELL TO EVERY MEMBER OF THE FAMILY LOOK AT THE FACTS:

ROBIN HOOD has consistently outrated competition in its time spot in city after city.

CITY	NO. OF STATIONS	SHARE OF AUDIENCE	CITY	NO. OF STATIONS	SHARE OF AUDIENCE
Birmingham	2	65.3%	Jacksonville	2	92.3%
Boston	3	67.3%	Los Angeles	7	44.0%
Buffalo	3	70.8%	Miami-Ft. Lauderdale	3	64.7%
Charleston-Huntington	3	70.9%	New York	7	42.9%
Colorado Springs	2	63.6%	Norfolk	2	81.2%
Dayton	3	67.8%	Philadelphia	4	57.6%
Duluth-Superior	2	75.1%	Providence	2	72.8%
			Rochester	2	69.6%
			San Antonio	3	61.5%



ROBIN HOOD has achieved top national ratings: 39.1, 38.1 and 37.2 Nielsen

Same sponsors for three years... and their sensational sales records show why!

Over \$2 million in merchandise sales from ROBIN HOOD products! 33 licensed manufacturers offer products for premiums, contests, giveaways, to cash in on the tremendous appeal of ROBIN HOOD!

"THE ADVENTURES IN SHERWOOD FOREST"

IS THE BUY OF THE YEAR!



See the man from Official for availabilities. OFFICIAL FILMS, INC. 25 West 45th Street, New York,

REPRESENTATIVES: ATLANTA / Jackson 2-4878 • BEVERLY HILLS / Crestview 6-3528 • CHICAGO / Dearborn 2-5246
CINCINNATI / Cherry 1-4088 • DALLAS / Emerson 8-7467 • FAYETTEVILLE / Hillcrest 2-5485 • FT. LAUDERDALE / Logan
MINNEAPOLIS / Walnut 2-2743 • SAN FRANCISCO / Juniper 5-3313 • ST. LOUIS / Yorktown 5-9231

FILM-SCOPE

5 JULY 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

The syndication selling season, off to a slow start because of lingering network commitments, is beginning to perk up.

Two national, new-to-syndication sponsors signed for big regional buys this week. The accounts and ramifications:

1) **Pillsbury**, through Campbell-Mithun, picked up Ziv's new Dial 999 for 30 southeast and south-central markets.

2) **Anheuser-Busch**, through D'Arcy, was on the verge of closing a deal with NTA for U.S. Marshal in more than 50 markets for Budweiser. (Budweiser at one time had Damon Runyon Theatre on a mixed network-regional set-up.)

In addition, CBS TV Film's Colonel Flack was sold regionally to Kroger Co. for five markets. (For other recent sales, see *FILM WRAP-UP*, p. 68.)

Something new has been added to the organizational chart in syndication: the account supervisor.

CBS TV Film Sales is introducing this new echelon in its sales force.

Two CBS salesmen, Ralph Baruch and Jim Victory, have been designated account supervisors—splitting the direction of New York agency activities between them.

Barter took a new turn this week.

In a reverse deal, **Guild Films** bartered off its \$6.5 million debt to **Matty Fox's Television Industries** with time spots in the **RKO** short subjects that the **Fox C&C TV** had originally sold to **Guild**.

Television Industries will use the spots for Hazel Bishop, another Fox enterprise.

It looks like video-taping of syndicated series might be underway before the year's end.

Although no syndicator has yet definitely contracted to produce series on tape, the interest being shown is far from passive. The possibility of both taping (for equipped stations) and kinescoping (for the non-equipped) is the one most actively being explored by several syndicators.

By the end of the year Ampex expects to have most of the top markets equipped with tape machines.

ABC stations will have a new time period, 7-7:30 p.m., open to syndication this fall.

The flagship station, **WABC-TV** (New York) already has two first-run shows lined up for the period (CNP's *Union Pacific*, TPA's *Tugboat Annie*), is looking for three more to fill out the week's programming.

However, the 10:30-11 p.m. period, this year's prime, will be recaptured by the network.

Flashes from the film field: CBS TV Film will probably be releasing two new series for syndication within the next six weeks, *Border Patrol* and *Rendezvous . . .* CNP's *Silent Service* has been renewed in 135 markets. Among the multi-market sponsors: Schlitz, General Cigar, Interstate Insurance, Nabisco, Schaefer Beer.

(For further film news, see *SPONSOR-SCOPE* and *FILM WRAP-UP*, p. 68.)

MARKETING WEEK

5 JULY 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

Westinghouse is leaving no stone unturned in promoting its Desilu tv anthology to dealers.

Seeking maximum promotional mileage, Westinghouse has produced a 20-minute film to acquaint dealers with the type of entertainment to be offered in its \$11 million network package.

Initial screening will take place 7 July before the national distributors convention for Westinghouse consumer products at Columbus.

Subsequent screenings, sponsored by the distributors, will be held for dealers during the summer.

The film will feature Lucille Ball, Desi Arnaz, William Frawley and Vivian Vance and will include a tour of Desilu's sprawling facilities in Hollywood and Culver City.

Dealers have already been exposed to another part of the Desilu-Westinghouse package: a personal appearance tour of the stars.

Carnation's major summer promotion for its instant non-fat dry milk will be supported by advertising on both CBS TV and Radio.

The promotion, aimed at offering grocers tie-ins with high-profit related items, revolves around Carnation's August chiffon fruit pie recipe. The no-baking recipe highlights fresh peaches and grapes, orange juice, unflavored gelatin and graham crackers in addition to whipped Carnation instant.

Five tv plugs will be aired on the Burns & Allen show at night and the Art Linkletter daytime strip. Linkletter's radio show will also carry the promotion. There will also be full-color ad insertions in Life and a number of supplements plus point-of-sale material and one-column mats.

The teen-age market should be the key target for the toiletries industry.

So says Richard Lockman, general manager of Emil Mogul. Lockman, in addressing the 23d annual convention of the Toilet Goods Association, pointed out that while the overall population increase will be 24% during the next 15 years, the teen-age segment will go up 71%.

He also challenged the industry to dispel cob-webbed notions about the American male being conservative about buying cosmetics. American men, he said will use cologne if it is sold right.

Lockman put 1957 cosmetic sales at \$1,430,730,000, 8.3% above the preceding year, nearly double the 1947 figure.

Indicative of the growing importance of toiletries to air media is the fact that in 1957 toiletries topped all other categories in network tv spending. Until last year food had been the top spending category.

Figures from Leading National Advertisers, Inc., show that toiletries accounted for 19.8% of gross time expenditures on the networks. The year before the industry's share was 17.5%.

During the first quarter of this year, food hopped into the lead again but not by a big margin. Food spending through March came to \$26,952,336 while toiletries' total came to \$24,731,359.

54,



54 MILLION DOLLARS IN ONE LUMP SUM FOR WASHINGTON CONSUMERS!

Retroactive payhikes for Federal employees, affecting 40% of Washington's families, have been approved by Congress. An immediate \$54,000,000 (before taxes) is added to Washington's consumer spendable income. Based on the average government worker's salary, this means more than \$250 per worker . . . coming in one lump sum.

Now, the nation's third highest market in per family income adds \$130 million to its annual income. Such a huge "bonus" income calls for the selling impact of WRC, Washington's *buying power* radio station. WRC's adult-appeal programming* wins the listeners who control family spending . . . *reaches a greater concentration of adults, week after week, than any of Washington's 17 other radio stations!*

For *your* share of the additional millions in Washington spending power, call WRC or NBC Spot Sales *now!* Source: A. C. Nielsen Company

WRC • 980

THE NBC BUYING POWER STATION IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES

**For details, see page 74.*

Are ratings services keeping pace with timebuying

Here is how four top rating services are revising, expanding their researching methods to meet increased demands of media buyers

Frank Stisser, president, C. E. Hooper, Inc., New York



We're developing more qualitative information

Radio Hooperatings Reports, we believe, are keeping pace with today's radio programming and buying methods. With today's drastic changes in listening habits and programming techniques, 15-minute daytime measurements and individual evening program measurements are seldom needed. What is needed in the measurement of the radio medium today is information on broader time periods with larger samples. Today's radio programming is largely on a block basis, and the details of our report have changed considerably in the past few years to keep up with the new programming.

Almost all of the Radio Hooperatings Reports today are produced on a half-hour basis with a minimum sample of 900 per half hour. In addition to these half-hour breakdowns, we produce large-sample, day-part indexes showing the percentage of homes using radio and the distribution of this total audience, based on a minimum sample of 6,000 per period. By using these large-sample, broad time period reports the buyers can get a highly accurate reflection of which station has the audience, how much, and when. This information is subject to a minimum amount of statistical variation as compared to a 15-minute rating, which necessarily is based on a much smaller sample.

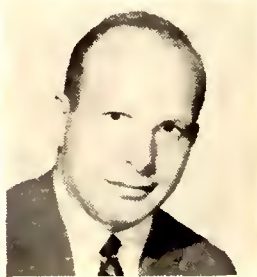
Radio Hooperatings Reports are also

keeping pace with today's radio medium by virtue of our use of the highly sensitive coincidental interviewing technique.

Rating services provide the buyer with an excellent guide as to the size and distribution of the audience. This information should be just one factor in an intelligent buying decision.

We at Hooper, and I'm sure this is true of all rating services, are continuing to develop more and more qualitative information to further aid both buyer and seller as to not only the size of the audience, but also some information as to the make-up of this audience.

Leslie L. Dunier, v.p. in charge of radio-tv, Emil Mogul Co., Inc., New York



We do our best but are limited by economics

For the most part, I believe that rating firms are keeping pace with timebuying, but it would be more accurate to say that timebuyers have adjusted themselves to the existing limitations of the rating services. In making any quantitative evaluation, a timebuyer is necessarily restricted to those measurements which a rating service provides. Although much information important in an analysis is not derived from a rating book, I am sure that there are many questions the industry would love to have answered—answers that only a rating service can properly provide. It's obvious that the reason we aren't getting these answers is that getting them would be a costly business and there's no one around, as yet, prepared to foot the bill.

It is my feeling that the rating services have continually shown improvement by bringing up to date, within limits, the type of information that

most agencies and advertisers utilize in making their decision. For example, today we find many radio advertisers who are gearing their commercial message strictly to the out-of-home listening audience. While it was impossible for many years to determine the true out-of-home audience, which both then and now represented an extremely important market, it has only been in the past year or two that we have really been able to realize the true extent of this important audience.

It has been said quite often that a rating is only one tool in the kit and media buying is not merely a mechanical function but one that requires creativity. While creativity in buying will always be of primary importance, I still would prefer to see media measurements in greater quantity and quality. This can only come about when broadcasters, advertisers and agencies cooperate to the financial extent necessary to provide the kind of measurement which will stand up against any test the ARF may design for it.

Until that happy day arrives, I'm afraid timebuyers will have to continue to work under the limitations inexorably laid down by economics.

George E. Blechta, vice president, A. C. Nielsen Company, New York



We tailor reporting to advertising needs

The changes in radio buying and selling which our industry has seen in the last several years stem from a new awareness of the medium. The fourth dimension of radio—its ability to build up a large audience across time—is the basic concept in today's radio advertising. A single announcement or a program and its specific audience is no longer an adequate measure of radio.

Methods ?

The problem now facing audience research is to record the ability of radio to reach many different homes many times over a period of several broadcasts.

On both the national and local level Nielsen has tailored its methods of reporting to meet the demands of radio advertising. Since our technique employs a fixed sample of homes, we are able to see not only how many homes are listening to any one program or spot, but how many different homes will be reached by several programs or spots and how often the average home will hear the announcement. Only by cumulative audience measurement can the full reach and impact of a *total* radio campaign be effectively measured.

The Nielsen Radio Index reports cumulative audiences, frequency of listening, and commercial minutes delivered by the total network effort of an advertiser. This bi-weekly report tells an advertiser how many different homes his campaign is reaching in combination as well as how many homes hear each individual segment.

The Nielsen Station Index, our local radio reports, supplies this same kind of information, but geared to spot buying and selling.

Today, radio is selling its ability to reach many homes with high frequency by using several spots or programs scattered throughout the day, week and month. By reporting radio audiences in these terms Nielsen feels research has effectively kept abreast of this rapidly growing medium.

Inge Jacobson, network operations supervisor, *The Pulse, Inc.*



Our research is ahead of them

(Please turn to page 73)

WSBT-TV

 SOUTH BEND, INDIANA'S DOMINANT STATION

PRIMARY COVERAGE —
748,800 TV VIEWERS IN
PROSPEROUS MICHIANA*

- **HOUSING CONSTRUCTION**
Gains in 1957
- **SAVINGS DEPOSITS**
Hit record high in 1957
- **SPENDING**
Leads 7th Federal Reserve District for 1957
- **HIGH SPOT CITY**
For 4th consecutive month
(Sales Management Magazine)
- **DEPARTMENT STORE SALES**
Showed up better than any other major Indiana city in 1957.



LOOK what's happening in South Bend . . . Indiana's 2nd Market

Business is good in South Bend, Indiana. The facts above attest to that. In addition, there are other signs such as: The South Bend-Mishawaka City Corporate Area is 1st in Indiana in Effective Buying Income per capita—2nd in Indiana in total Effective Buying Income — 2nd in total Retail Sales — 2nd in Food Sales — 2nd in Drug Sales.

WSBT-TV dominates this great market. No other area station comes close to WSBT-TV in the number of top rated shows carried. Chicago and Michigan stations aren't even in the running. See your Raymer man or write us.


*14 counties in Northern Indiana and Southern Michigan. Set count, 208,000
3.6 persons per family.

WSBT-TV

SOUTH BEND, IND.
CHANNEL 22

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



BOSTON 27.1-67% BUFFALO 28.6-47% CHARLOTTE 30.0-79%

CHICAGO 24.0-49% CLEVELAND 28.2-49% DAYTON 27.7-47%

HOUSTON 20.0-41% MIAMI 21.4-47% MILWAUKEE 22.4-39%

MOBILE 26.8-55% OKLA. CITY 32.3-54% PHILA. 20.1-58%

PITTSBURGH 29.8-61%

PROVIDENCE 25.7-59%

SYRACUSE 34.9-65%

TUCSON 22.0-50%

WADDYA
WANT,
A
MEDAL?

We've never been ones to stick out our chest and boast. But our seagoing adventure series, THE SILENT SERVICE, is Navy, and when you're Navy, you show your rating or you're out of uniform. So here goes:

During the first quarter of 1958, in all SILENT SERVICE markets covered by ARB, the series averaged a 19.3 rating with a 42% share-of-audience. *For the stations carrying THE SILENT SERVICE this is higher than their Sunday-through-Saturday nighttime share-of-audience.*

All of which explains why SILENT SERVICE advertisers like General Cigar Co., Interstate Insurance Co., National Biscuit Co., The F & M Schaefer Brewing Co., The Jos. Schlitz Brewing Co., and Swift & Company have rushed to re-enlist for a second tour of duty 'way ahead of renewal date. If *you* want to come aboard, you'd better move *fast!*

The medals* on our chest? Why, for SILENT SERVICE above and beyond the call of duty, of course!

*Ratings and shares, latest ARB, 1st Quarter, 1958.

NBC TELEVISION FILMS—A DIVISION OF

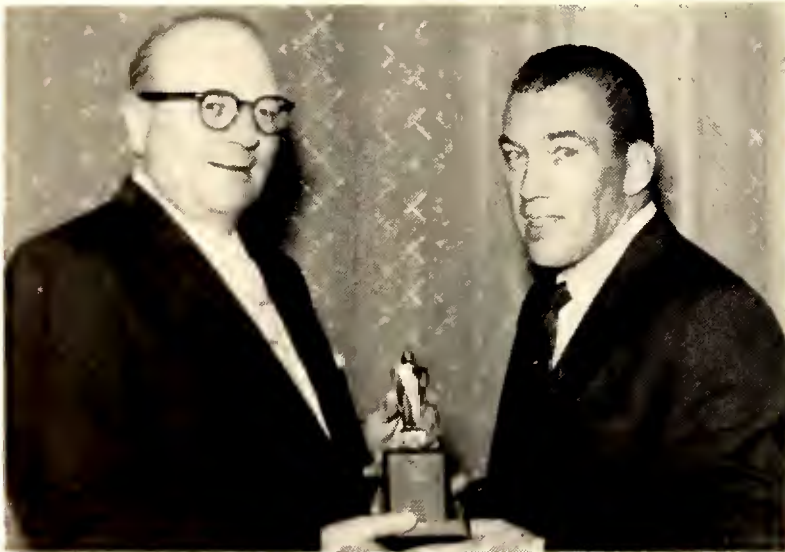
CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

PICTURE WRAP-UP



By-laws of newly formed New Orleans Radio Broadcasters Assn. get once-over by (l. to r.) WBOK's Ed Prendergast, treas.; v.p. Fred Berthelson, WTIX; pres. Frank Warren, WSMB and WWL's John Vath, dir.-at-large. Other members: WDSU, WJBW, WY1D and WNOE



Sun on the rocks! Ed Sullivan emits rare smile as he accepts "Super-salesman of Year" award by Nat'l Sales Execs. pres. Glenn R. Fouche



This is a Purple People Eater—one of 1600 entries submitted to CKNW, New Westminster, B. C., contest so popular it's now national



Open purses for "open heart surgery" was reaction of WCUE, Akron, listeners to parents' inability to pay for year-old Randy Steele's operation. Here station's Jack Bailey turns over to mother, Mrs. Norman Steele, cash and cash-redeemable sales tax stamps contributed



Public interest award goes to WBTV, Charlotte, North Carolina, and WBTW, Florence, South Carolina, for safety activities. Edward Scheidt, Commissioner of Motor Vehicles for North Carolina, makes presentation to Joseph Bryan, Jefferson Standard Broadcasting pres.

News and Idea WRAP-UP

ADVERTISERS

An aura of mystery surrounds The Florists' Telegraph Delivery Association's withdrawal from Grant Advertising this week.

The account, estimated at \$2.5 million has been with Grant for 16 years.

F.T.D. would not disclose its reasons for the termination, which led to a crop of mixed rumors.

The association had dropped advertising in all other media, for a 13-week sponsorship of Ed Murrow's *Person to Person*.

F.T.D. plans to invite six agencies to make presentation for the account. A decision on the new agency should be reached 18 August.

Humble Oil and Refining Co., through McCann-Erickson, Houston, will sponsor videotaped highlights of the Southwest Conference football *Games of the Week*.

They will be televised over a 20-station network in Texas and New Mexico and mark the first time videotape has been used for regular sports programming.

Advertising campaigns and promotions:

• **Dan River Mills, Inc.**, launches their "New Designs for Living" campaign at the end of this month, via live and film participation tv spots in 11 markets. The campaign is aimed at fashion-minded men and women turning toward outdoor living and leisure time. Agency: Grey.

Strictly personnel: Gene Hollen, appointed the first product manager of PharmaCraft . . . William Burkhardt, president of Lever Bros., will also assume chairmanship, due to the resignation of Jervis Babb . . . S. LeBaron Smith, promoted to sales manager, Tussy Cosmetics . . . Charles Arnold, Eastern v.p. of sales, Lanolin Plus . . . Daniel Bockover, manager of media for Westinghouse Electric

Corp. . . Adam Jablonski, Midwest advertising manager, Carling Brewing Co.

AGENCIES

Fletcher D. Richards opened its West Coast division this week, with the formation of Harris, Harlan, Wood.

King Harris continues as president of the division; Ridge Harlan, v.p. and creative director; and Parker Wood, v.p. and marketing director.

Other agency mergers: Seklemian & North, Inc., joins Calkins & Holden 1 August . . . The Banning Co., L.A., has merged with Reach, McClinton & Co.

Anniversary note to **Ross Roy, Inc.**, Detroit, celebrating its 32nd year.

Agency appointments: McCann-Erickson, for National Airlines' \$2 million account. The airline will be served by several McC-E affiliates, including Marshalk and Pratt, opening its office in Miami this week . . . also to McCann, Ajax Cleanser, a product of Colgate-Palmolive, with billings over \$1.5 million . . . DCS&S, for Eastman Chemical Products, a subsidiary of Eastman Kodak . . . Advertising Agencies, Studio City, Cal., for Volvo Import, Inc. and Volvo Distributing, Inc. . . . F&S&R, for Thornton Canning Co. . . . Atherton & Currier, for Lucky Tiger Manufacturing Co., Kansas City . . . JWT, for the Foundation for Commercial Banks . . . Roche, Rickerd & Cleary, Chicago, for the Bordo Products Co. . . . The Wesley Associates, for Edward Sharp Sales.

Creamer-Trowbridge Co., for Newport Creameries, Inc. . . . Knight Advertising, Columbus, Ohio, for The Deshler-Hilton Hotel, and Franklin Federal Savings and Loan Assoc. . . . John W. Shaw, Chicago, for John

FLORIDA BOUND THIS SUMMER?

FORGET RATINGS AND
RELAX WITH THE AGENCY
AND STATION PEOPLE
WHO PREFER

VINCE CALLANAN'S
POPULAR

SEA JAY MOTEL

on the Ocean in
BEAUTIFUL

HOLLYWOOD

MAKE RESERVATIONS NOW!

3405 N. OCEAN DRIVE
HOLLYWOOD, FLORIDA
TEL. WA 3-1498



because...

- 27.4% more daytime circulation than the other Rochester channel (NCS #2)
- Greatest power
- Unsurpassed local programming and personalities
- Stable labor market with one of the highest per capita incomes
- Best merchandising—best advertising results

Represented by Peters, Griffin, Woodward, Inc.

WROC-TV
NBC-ABC Channel 5
ROCHESTER, N. Y.

T SYMBOL OF SERVICE
T A TRANSCONTINENT STATION
C WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WWSA Radio, WWSA-TV, Harrisonburg

Morrell & Co.'s Morrell Pride meat products and Red Heart Cat Food . . . **MacFarland, Aveyard & Co.**, for J. W. Kneip, Chicago meatpacker.

Kudos to: Henry J. Kaufman & Associates, Washington, D. C., given the Premier Award in the 'Agency's Own Promotion' division of the National Ad Agency Network competition . . . **Edward Mayer, Jr.**, v.p. of McCann-Erickson and executive v.p. of both Communication Counselors and Sales Communications, presented with the Colgate University alumni award.

Elected. Two agencies have been added to the **National Advertising Agency Network: Frank M. Randall Co.**, Detroit, and **Sykes Advertising, Inc.**, Pittsburgh. This brings the NAAN membership roll to 30 agencies.

Agency personnel: Charles Boland, former radio/tv director, Parkson Advertising, has formed a new creative service for tv agencies and advertisers, dubbed Creative Television Services . . . **Dr. Raymond Ablondi**, named manager of automotive marketing and research for MacManus, John & Adams . . . **Thomas McClintock**, senior media buyer, D-F-S . . . **Harold Ross**, radio/tv director, and **Barry Ziff**, director of merchandising and market research, Berghoff Associates.

Other agency promotions: Thomas Doyle, to the N. Y. office of D-F-S as senior media buyer . . . **Robert Gilruth**, account executive, the Buchen Co., Chicago . . . **John Rudden**, account supervisor, W. B. Doner, Chicago . . . **John Nelson**, media director, Compton, San Francisco . . . **Ted Brandt** and **Miles Turpin**, assistant account executives, BBDO . . . **Joseph Harris**, tv art director, D-F-S . . . **Richard Ruth**, account executive, Norman Malone Associates, Akron, Ohio . . . **Matthew Hogan**, account executive, William Schaller Co., West Hartford, Conn.

NETWORKS

It may come as a surprise but net tv audiences do NOT spend more time watching westerns than any other nighttime program category.

Nielsen figures covering the past

winter reveal that audiences spent 23% of their network viewing time with variety shows. This compares with 15% for westerns. Situation comedies also took up 15% of viewers' tv screen time.

Time spent with westerns has gone up considerably, however, compared with the previous season. The figure then was 7%.

(These and other figures on network programing trends will be found in SPONSOR's upcoming Fall Facts issue, out 19 July.)

NBC's o&o stations have revised their "Chain Lightning" merchandising campaign, with FTC approval.

This revised plan, available to any food retailer, offers them a choice of three "Chain Lightning" plans:

1) As an individual owner of one or more stores.

2) As a member of a group having a common trade name or a trade name conceived by them for promotional purposes.

3) As a member of the NBC food store organization known as "Stores of the Stars," organized by NBC as a retail promotional group. Each participating store receives a window insignia identifying it as part of the group and receives free air time based on the same mathematical formula as stores participating individually or under a common trade name.

NBC renewals: General Foods and **Borden**, for *Fury*, Saturday morning adventure series . . . **L&M** and **RCA**, for the *Fisher-Gobel Show* . . . **P&G** for nighttime's *Tic Tac Dough*.

These commendations were presented by the **School Bell Awards**. In tv: **ABC-TV**, for *Report Card, 1958*; **CBS-TV**, for *Class of '58*, in the *Twentieth Century* series, and *The Great Challenge* school series; **NBC-TV**, for *News*, with **Huntley** and **Brinkley's** coverage of the Educational Policies Commission, *Today*, and *Loretta Young's* show, "Second Rate Citizen."

The School Bell Awards in the radio category: **NBC's Monitor**, for "Back-to-School"; **CBS' Radio Beat**, and *Edward R. Murrow With The News*.

Network personnel: Aaron Beckwith, named program sales manager, **ABC-TV** . . . **Howard Monderer**,

Washington attorney for NBC . . . **Robert Queen**, to the radio press information department, **CBS**.

Other CBS promotions: Richard Lewine, named director of special tv programs . . . **John Flemming Ball**, coordinator of special tv programs . . . **G. E. Hurst** and **Jack Bryner**, account executives, **CBS Radio Network**.

REPS

You can expect hard repercussions from the music and news station contingent to NBC Spot Sales' report on timebuyer opinion of Top 40 Tunes scheduling.

The NBC opinion tabulation on timebuyer attitude, based on a questionnaire, showed:

1) 49% of the timebuyers expected the **varied programing stations** to do the best jobs in selling their products.

2) 40% figured the best selling results would come from **standard music and news stations**.

3) 5% of the favorable mentioned in this theme went to the **top 40 tunes stations**.

Two reps specializing in independent stations advised SPONSOR this week that they were preparing strong replies to the NBC Spot Sales project. Said one rep: "It looks to me that the radio networks and their o&o's are getting more and more on the defensive."

The newly organized Robert E. Eastman, Inc., is all set to roll with this station lineup as a starter:

WNEW, N.Y.; **WHK**, Cleveland; **WKLO**, Louisville; **WSAV**, Savannah, and the **Balaban** stations which consist of **WIL**, St. Louis, **WRIT**, Milwaukee, and **KBOX**, Dallas.

Eastman has offices in New York, Chicago and San Francisco.

The Meeker Co. is distributing, in behalf of **WWTW**, **Indianapolis-Bloomington**, a new rate card printed on a slide-rule.

These slide-rules, sent to timebuyers and agency research people, calculates automatically the budget, minimum total homes reached, and number of spots per week in each time classification.

Anniversary kudos: The George

THINGS ARE LOOKING UP!

THERE IS REAL REASON behind the enthusiasm which permeates our shop these days. We have recovered from our disastrous fire of last April, with a new and brighter look. Fine new facilities . . . more room . . . ultra modern television studios . . . greater comfort have replaced the fire-blackened ruins, turning misfortune into positive progress. 2000 people shared our pride by visiting the new studios on our anniversary (32 years Radio, 4 years Television).

We have also received some good news lately.

1. CBS-TV advises that inter-connection will be completed for us in September.
2. Latest Pulse Report shows KREX Radio **STILL LEADS IN ALL** audience totals from 6:00 AM to Midnight. (KREX Share as high as 54%!)

Yes, in BOTH Television and Radio WESTERN COLORADO's NUMBER ONE station is geared to put our enthusiasm to work for you!



Radio 5000 watts 920 kc.
MBS

Television 12,900 watts Channel 5
CBS ABC NBC

REX HOWELL, *President*

P. Hollingbery Co., celebrating its 23rd year in the broadcasting rep field.

Rep appointments: **Simmons Associates**, for KIMO, Independence . . . **Young Tv Corp.**, for WPTA-TV, Ft. Wayne, and KAYO, Seattle . . . **Walker-Rawalt Co.**, for WHBS, Huntsville, Alabama . . . **Bob Dore Associates** for: WMOZ, Mobile; WWIN, Baltimore; WEDR, Birmingham; WCAW, Charleston, W. Va.

FILM

Foreign film quotas and editorial restrictions will be tackled by a single industry group, organized this week.

Temporary chairman of the TV film export association is CBS tv o&o's president Merle S. Jones.

The association will be fashioned after the MPEA's similar organization.

Sales:

• Ziv's new *Dial 999* series, slated for fall starts, has been sold in 54 markets, including a single buy by Pills-

bury for 30 markets. (See **FILM-SCOPE**, p. 57.)

Other sales: **Sealy Mattress**, in San Francisco and Seattle; **Pepsi-Cola**, Portland (Me.); **Union Savings and Loan**, Cleveland; **Neils Department Store**, Tallahassee; **Hauser Tile & Floor**, Billings. Sixteen station sales have also been recorded.

• In addition to a five-market buy by **Kroger Stores** (see **FILM-SCOPE**), CBS TV Film's *Colonel Flack* has been sold to five stations, including New York's **WPIX** and **KTTV**, Los Angeles.

• Among stations sales for CNP's off-network series, *It's a Great Life*, are sales in New York, Philadelphia, Detroit, Pittsburgh, Seattle, Wichita and Sacramento.

Re new series: TPA starts production on *Cannonball*, via Robert Maxwell, 14 July in Toronto . . . two new series are being planned for January airing by Guild, *Smoke Bellew* and *The Newlyweds* . . . Trans-Lux TV plans a series of 260 *Felix the Cat* color cartoons, each four minutes long. The

company will spend almost \$1.75 million in production. First 52 will be ready for fall airing.

In the foreign markets: Ziv's reports its foreign sales for the first five months of 1958 are running 32% of the same period last year.

In the past month, Ziv has made sales in 13 countries, involving 15 of its different series.

Some new sponsors: Ford International, for three series; Esso, also three series; Pet Milk, one series; all in Puerto Rico; Bristol Myers, in Mexico.

Promotion: Flamingo Telefilm's *Citizen Soldier* was launched in San Antonio and Washington amid much fanfare, including concerts by the Army band, and preview screening parties which featured guest Army brass speakers . . . **Duncan Rinaldo**, Ziv's *Cisco Kid*, is guest of honor this week at Canada's Calgary Stampede.

To guest star: James Barton of Tobacco Road fame has been signed as guest star in a N. Y. Confidential episode.

Jerry Hyams, director of Screen Gems syndication branch since December, 1956, has been elected v.p. in charge of syndication.

He'll be the first so titled in the syndication branch.

More in personnel: Other appointments at Screen Gems: **Bert Hanft**, v.p. in charge of business affairs, named v.p. and treasurer; **Louis Barbano**, Columbia v.p., elected to Screen Gems board of directors; **Daniel Glass**, business affairs manager, upped to assistant treasurer.

Two new appointments at NTA: **Len Siowitz**, named art director, and **Fred Gordon**, advertising production manager . . . **Bill James**, promoted to promotion director at Guild Films.


RADIO STATIONS

A meeting of Westinghouse Broadcasting Co.'s radio management at French Lick, Indiana, developed these highlights:

• The move is now toward milder music, according to d.j. Joe Finan, KYW, Cleveland.

• The best seller music surveys

"JAXIE" SAYS, April Telepulse Survey
Rates WFGA-TV No. 1 in Jacksonville



The latest Telepulse report tells the WFGA-TV story.

- ★ WFGA-TV is preferred in 50.8% of Jacksonville homes.
- ★ WFGA-TV carries eight out of the top-rated fifteen once-a-week shows.
- ★ WFGA-TV carries six out of the top seven shows in the Jacksonville Metropolitan Area.

The big switch to WFGA-TV was accomplished in just eight months. WFGA-TV went on the air last September and now over 1/4 million television sets regularly tune to the leading family station in the Jacksonville area.

For availabilities on Jacksonville's No. 1 TV Station, call Ralph Nimmons at ELgin 6-3381 or contact your nearest P.G.W. "Colonel."

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV **Channel 12**

Jacksonville, Florida

FLORIDA'S COLORFUL STATION



Hottest "shelf" for Chicago shoppers WGN-RADIO

Millions of dollars worth of goods move off Chicago shelves with the help of WGN! That's why top-drawer advertisers buy WGN year after year. And that's why the nation's smartest time buyers select WGN with confidence. Join them—you'll be in the best of company! New, better-than-ever programming for '58 is in keeping with WGN's policy of top quality at the lowest possible cost. Our coverage figures prove that—

WGN REACHES MORE HOMES THAN ANY OTHER CHICAGO MEDIUM!

WGN-radio



show preferences, but other important ingredients in programing are taste, balance and judgment, said William Kaland, WBC national program manager.

- Mitch Miller urged deejays to use their knowledge, and not to underrate the listener's taste. "Don't be different for the sake of being different, but be different to be better."

It was also announced at the meeting, that Don McGannon, president, was awarded the Silver W, highest honor given by the Westinghouse Electric Co.

The citation was given "in recognition of the distinguished service of Donald H. McGannon, for his inspirational guidance in the continued expansion and leadership of WBC; for his imagination in his development and practice of true public service in the broadcasting field and for his firm, administrative approach in developing a sound organization to insure the consumation of the basic objective of Westinghouse in the broadcasting field."

On fm growth: At a press reception of the Concert Network, Lawrence Wynn, general manager, pointed to the 35 million Americans interested in concert music. A survey shows:

- 1) In 1946, classical records accounted for 15% of all record sales . . . In 1957, it's more than 40%—or \$75 million.

- 2) In 1957, of all money spent on the purchase of printed music, concert music accounted for 35%—or \$40 million.

Wynn's talk was based on the changing tastes of the American listener. The Concert Network includes: WNCN, N.Y.; WBCN, Boston; WHCN, Hartford; and WXCN, Providence.

More on fm stations: WWSW-FM, Pittsburgh, now boasts that it's the first fm station to operate a full 24 hours per day.

On public service: WSTC, Stamford, Conn., will air reports daily between 5:00 and 7:00 p.m. on train movements out of N.Y. City . . . KIRO, Seattle, has kicked off its "Keep Washington Green" campaign to reduce forest fires this season . . . KAKC, Tulsa, is starting a safety promotion service

dubbed "Operation Hazard Cut." Listeners are asked to send in traffic hazards in their area.

Station promotions and stunts:

- WTIK, New Orleans, held an unusual contest for Father's Day, dubbed "Why I would like to talk with my father." The object was to find the father farthest from home. Prize: A telephone conversation with WTIK footing the bill.

- WYDE, Birmingham, a Bartell station, will feature a department store promotion this fall—with a news sell-out saturation for 16 weeks.

Kudos to: WCKT, Miami, awarded for outstanding public service by the Florida Association of Broadcasting.

Station staffers: Ed Shadburne, named station manager, WLOU, Louisville . . . William Selley, general manager, WYLD, New Orleans . . . William Brown, merchandising director, KSDO, San Diego . . . George Scanlon, account executive, and Lyman Clardy, sales service and operations manager, WCBS, N.Y. . . . H. E. Mike Gurney, general manager of upcoming station KOFY, San Mateo, Calif. . . . Roy Schwartz, promotion manager for Storer's WIBG, Philadelphia, in addition to his post as promotion manager of WVUE-TV . . . Norman Singer, to the sales promotion and research staff, KRHM-FM, L.A. . . . Melvin Hallock, to the radio sales and newscasting staff, KDIX, Great Falls, Mont. . . . William Weller, marketing representative, KNX, L.A. . . . J. Kent Hackelman, manager, WJLS, Beckley, W. Va.

Personnel additions to the Bartell stations: Dick Deason, program director, Danny Martin, sales promotion and merchandising director, WYDE, Birmingham . . . Gene Blaine, program director, and Bob Brisendine, news chief, WAKE, Atlanta . . . John Scott, program director, and George Berkely, news director, WILD, Boston.

TV STATIONS

Nielsen-ARF county-by-county tv set count figures, just released to NCS No. 3 subscribers, show statewide penetration ranging from a low of 54% in Wyoming to 91% in Con-

necticut, Massachusetts, New Jersey, Ohio and Rhode Island. Data is of March 1958.

One state, Minnesota, hit smack on the national average—84%.

The county breakdown will be released publicly in September. The third set of county estimates turned out by ARF were produced by essentially the same statistical technique as in the June 1955 and March 1956 reports.

(For more details see page 35.)

New quarters: KOCO-TV, Oklahoma City, begins construction for its new studio to open 1 October . . . KOA-AM-TV, Denver, also will erect new studios for its radio and tv stations, starting July.

New ownership: W-TWO, Bangor, becomes WLBZ-TV under transfer of ownership to WLBZ-TV, Inc., with William Rhines, president. Rudolph Marcoux becomes general manager of the station.

Re educational tv: The first year's experiment of educational tv by the Norfolk school board and WVEC-TV was judged a success and led to an expanded time schedule for next season . . . The Spartan Grocery Stores are sponsoring an eight-week series via WOOD-TV, Grand Rapids, dubbed *Close-Up Young America*, for high school students to express their opinions and beliefs.

Re public service: WCAU-TV airs a new series, *Prospect*, which will explore facets of modern living in the Philadelphia area . . . WOOD-TV, Grand Rapids, will devote a half-hour on subjects of interest to the public, but about which they know little. The telecast will be live from a mobile unit—called *Unit 8*.

Tv promotions and stunts:

- KYW-TV, Cleveland, is kicking off its summer campaign via a booklet dubbed "Party Package"—a product-promotion design for advertisers.

- WFRV-TV, Green Bay, in connection with its promotion of their MGM film package, paraded a "Leo the Lion" down the city's street, handing out bags of popcorn . . . "to complete your enjoyment of tonight's MGM movie on Channel 5."

- WBKB-TV, Chicago, is offering young viewers a Mary Hartline doll



In Huntington And Charleston

... it's the same dominant story

9 YEARS of LEADERSHIP

WSAZ-TV the No. 1 Huntington and Charleston station, is still a basic affiliate of NBC, America's No. 1 Network.



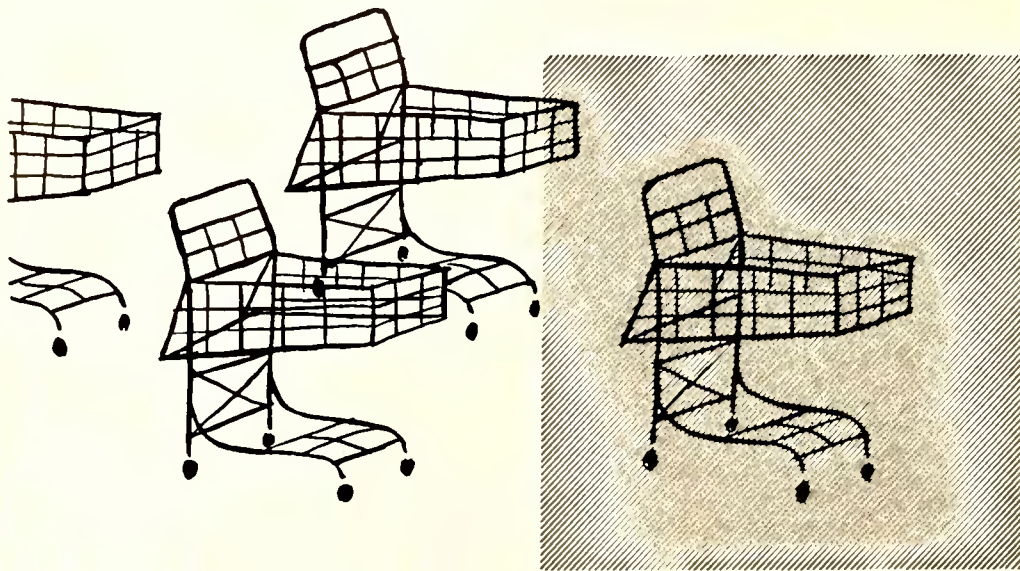
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N. B. C. NETWORK

Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C TOM GARTEN, Commercial Manager
Represented by The Katz Agency



KNUZ delivers the CARRIAGE TRADE



No. 1 ADULT AUDIENCE
(Nielsen and Pulse,
Jan.-Feb., 1958)

BEST SELLER for over 10 years



**STILL THE LOWEST COST
PER THOUSAND BUY!**

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:
Forjoe & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

with a 10-piece wardrobe to promote its show, *Princess Mary's Castle*.

Kudos to: WRCA-TV, N.Y., for its public service series, *Open Mind*, and WBZ-TV, Boston, for its *Let Freedom Ring* campaign, each presented with the Robert E. Sherwood Tv Awards for contributing to the understanding of freedom and justice . . . KSTP-TV, Mpls.-St. Paul, news and photo departments awarded by the National Press Photographers for creativity and public service . . . WJBK-AM-TV, Detroit, recipient of the two top Catholic Broadcasters Assoc. public service awards . . . **Ida Rowland**, assistant promotion manager, KTVI, St. Louis, named "Miss St. Louis Advertising" by the city's Jr. Advertising Club . . . WRCV-AM-TV, Philadelphia, awarded two Freedom Foundation medals for Invest In America and Bill of Rights series . . . KTVI, St. Louis, cited for contributions to religious and public service broadcasting by the Catholic Broadcasters Association.

Personnel moves: Harry Edelman, general manager, KERP-AM-TV, El Paso . . . Louis Wolfson, assistant to the executive v.p., WTVJ, Miami . . . Norman Nelson, and Lee Willis, account executives, KCOP, L.A. . . . Robert Kearns, local sales manager, WIBW-TV, Topeka . . . Howard Stal-naker, station manager, KPHO-TV, Phoenix.

FINANCIAL

Stock market quotations: Following stocks in air media and related fields are listed each issue with quotations for Tuesday this week and Tuesday two weeks ago. Quotations supplied by Merrill Lynch, Pierce, Fenner and Smith.

Stock	Tues. June 17	Tues. July 1	Change
<i>New York Stock Exchange</i>			
AB-PT	17 ³ / ₄	18 ³ / ₈	+ ⁵ / ₈
AT&T	179 ¹ / ₄	179 ¹ / ₄	
Avco	6 ³ / ₄	7 ¹ / ₄	+ ¹ / ₂
CBS "A"	31 ¹ / ₈	30 ³ / ₈	- ³ / ₄
Columbia Pic.	17 ¹ / ₈	15 ³ / ₄	-1 ³ / ₈
Loew's	17 ¹ / ₄	17 ¹ / ₄	
Paramount	39 ¹ / ₈	40 ³ / ₈	+1 ¹ / ₂
RCA	35 ¹ / ₂	35 ¹ / ₈	- ³ / ₈
Storer	23 ⁷ / ₈	24 ¹ / ₄	+ ³ / ₈
20th-Fox	29 ³ / ₄	29 ³ / ₄	
Warner Bros.	20 ³ / ₈	20	- ³ / ₈
Westinghouse	56 ³ / ₄	57 ¹ / ₈	+ ³ / ₈
<i>American Stock Exchange</i>			
Allied Artists	3 ⁷ / ₈	4 ¹ / ₈	+ ¹ / ₄
Assoc. Art. Prod.	9	8 ⁷ / ₈	- ¹ / ₈
Tv. Indus., Inc.		7 ¹ / ₂	
Dumont Labs	3 ⁷ / ₈	4 ¹ / ₂	+ ⁵ / ₈
Guild Films	3 ¹ / ₂	3 ⁷ / ₈	+ ³ / ₈
NTA	7 ⁷ / ₈	8 ¹ / ₈	+ ¹ / ₄

SPONSOR ASKS

(Cont'd from page 61)

Research at The Pulse, is not only keeping up with, but is also running ahead of new timebuying methods.

The cost-per-1,000 approach of modern timebuying is analogous with good shopping, that is, pricing the same merchandise in a number of stores and then buying where the price is most advantageous.

On this score, The Pulse has gone far beyond providing numbers, such as circulation and measurement data on which present-day cost-per 1,000 timebuying is predicated.

As most Pulse subscribers know, we have long provided audience composition and highly definitive data on out-of-home listening and viewing. And this is detailed to the point where we ascertain not only the number of people listening at home and in cars, but also those at work, at restaurants, on the beach, at picnics, etc.

Now Pulse is introducing a new dimension to modern timebuying: a measure of dynamic audience composition. This new and highly detailed research service will enable agency and advertiser to really use new timebuying methods.

As a timebuyer, how would you like to know the following about your audience . . .

- 1) The amount spent on purchases in the past week for
 - a) Food and groceries
 - b) Drugs, toiletries, cosmetics
 - c) Soaps, detergents, cleansers
- 2) Own automobiles and how often they were used.
- 3) Occupation of head of household and/or how they earn a living.
- 4) Consumption of beverages—soft drinks and beer.

For the first time, the timebuyer, media director, account executive, client advertiser manager and sales manager will know not only how many people have watched or listened to a program, but how many of these will fall into the above and other categories. Or, in even more significant terminology, the timebuyer will now be able to buy time on the basis of such definitive knowledge of the audience, its makeup, its characteristics, and its tendencies.

The end result of all our research is to enable the advertiser to match his product's customers with the program's audience.

JACKSON, MISSISSIPPI . . .

the South's fastest growing TV Market



**DIVERSIFIED
INDUSTRY
MEANS STEADY
BUYING POWER**

Over 2000 growing, diversified industries keep payrolls in the Jackson market consistently high the year 'round with the average family income \$5,735.00! Latest figures show Jackson as the 70th* television city in America—ahead of Mobile, Shreveport, Knoxville and many other major markets. Only two stations reach this prime industrial area—WJTV and WLBT.

*Television Age

SERVED BY TWO GREAT STATIONS

WJTV
CHANNEL 12
KATZ

WLBT
CHANNEL 3
HOLLINGBERY



G D

WRC Radio serves a news-conscious Capital with 235 minutes of news a day—35 different daily news programs. The frequency and scope of its news broadcasts make WRC the leading news station in Washington. Look at radio's most popular news period, for example. From 6 to 7 p.m., *each* of WRC's five daily news programs reaches an average of 78,660 different listeners—*41% more listeners* than the second-best station. And 9 out of 10 WRC listeners are *adults*. The Washington market has just had a *\$54 million increase* in consumer spendable income.* To achieve daily impact on the adults who control this huge new buying power, you need WRC Radio which, *week after week, reaches a greater concentration of adults than any of Washington's 17 other radio stations!* And there's no better way than with good news, WRC Radio news. Contact WRC . . . or NBC Spot Sales. *Source: A. C. Nielsen Co.*

NEWS

WRC • 980

The NBC buying power station in Washington, D.C. Sold by NBC Spot Sales

*For details, see page 59

WASHINGTON WEEK

5 JULY 1958

Copyright 1958
SPONSOR PUBLICATIONS INC.

The rating services came in for spankings before the Senate Commerce Committee, some of which should make fascinating listening for sponsors.

Albert E. Sindlinger, for instance, insisted that the industry preoccupation with the highest ratings could easily lead to pay-tv. He said his service was the only one which measures pay-tv audiences, and gave his considered opinion that only inferior free-tv could permit fee-tv to slip through.

Sen. Mike Monroney (D., Okla.) whose vociferous opposition to the rating services was largely responsible for the hearing, used some phrases worthy of Madison Avenue to attack that fraternity.

He spoke scathingly of "the brains of Madison Avenue, who take (ratings) as the Sermon on the Mount." imitate successful programs, and "they all seem to like to follow sheep-like."

Monroney was disturbed by the small numbers of people used in the ratings. But Sindlinger's quarrel was on more interesting grounds. He contended it means very little to an advertiser to know a program has a 20 as contrasted with a 10, unless he also knows the quality of the 20.

A sponsor, contends Sindlinger, should be more interested in knowing the quality of an audience and its capacity for buying his product, rather than mere size, he concluded.

Sydney Roslow, of Pulse, pointed out that people, not meters, watch tv programs, and so Pulse talks to people. James W. Seiler of American Research, which uses the diary system about which Nielsen was most scornful, defended that system and also said the different services measure different things and that all are useful.

Edward G. Hynes of Trendex made his contribution with a denial that the practice of putting on strong programs and heavy promotion in rating week has any importance. "The ad agency can just come to us and ask for a new rating," he explained.

(See page 4 on what A. C. Nielsen, Sr., has to say.)

Dean Roscoe Barrow and two of his aides will defend the FCC Network Study Staff's network practices report—the Barrow report—in 11 and 14 July sessions of the FCC.

Main body of the hearings has been closed for some time, with the knowledge that Barrow would be called. Now it appears that further witnesses will appear at dates not yet set. These will be witnesses who complained about the networks in secret meetings with Justice Department officials, about must-buys, option time and program tie-in sales.

FCC Chairman Doerfer told the Senate Commerce Committee that he **can't accept secret testimony, not subject to cross-examination.** He said he would invite the Justice witnesses to come out into the open.

The FCC took a beating from Sen. John Pastore (D., R.I.) over its inability to come to any conclusions about UHF.

The chairman of the Senate Commerce communications subcommittee asked why the FCC should not either be abolished entirely or reduced to three members from the present seven.

Another was a 4-3 vote of the FCC commissioners in favor of deinternixture, with Doerfer protesting that you can't take an operating VHF off the air. He said Senators and Congressmen would be swarming down on the FCC if anything like that was done in their areas.

The FCC has proposed a new rule aimed at stopping "pay-offs" to competing applicants to get them to drop their bids for tv stations, and also to stop the practice of merging of competing applicants to make further hearings unnecessary.

SPONSOR HEARS

5 JULY 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Timebuyers who have to calculate the complexity of rates now available on daytime network tv are beginning to moan.

Says a sympathetic media director, "Our timebuyers are going crazy trying to work out the rates. Even an IBM computer would bog down."

Reps may not know it, but agency management envies the ratio of their billings to the amount of personnel required to service these billings.

An agency official puts it this way: "From what I hear, one of the top reps bills about as much as we do. We've got 700 employees, while he's got less than half that."

P&G agencies this week took the news that McCann-Erickson had landed a piece of Colgate business (Ajax) with a sense of relief.

McCann not long ago put out a feeler to P&G. In fact, an expert in agency picking for P&G looked over McCann's New York operation.

The head of a small agency turned down a \$1-million account rather than upset the morale of his organization.

Attached to the offer was this proviso: That the new agency hire several of the people who had worked on the account in the old agency.

The Geoffrey Wade agency submits this reminder: That it has been on record for quite a while with Chicago reps on the triple-spotting issue.

It feels its new Four Point memorandum on some of the conditions it would like from tv stations re spot shouldn't surprise anyone.

The importance of the commercial was brought home solidly to a prominent agency recently when the client:

(1) Shelved what was supposed to be a series of humorous cartoons, and (2) took the disappointment as a cue to switch the account elsewhere.

Chalk up Norelco—a heavy air media user—as one semi-luxury item that's bucked the buying trend.

Up to the end of May the electric shaver field as a whole was off about 25% compared to 1957, but Norelco's sales were up around 30%.

That jumped Norelco to second place (a rung behind Remington Rand).

Has the tv soap opera, as compared to its counterpart in early radio, moved uptown and become the folklore of the upper middleclass?

Admen conversant with the trend of this type of programing think so.

Observed one agencyman: "It's hard to imagine tv giving the time of day to such radio classics as David Harum, Just Plain Bill, Our Gal Sunday, or Mrs. Wiggs of the Cabbage Patch."



*Nothing else like it
in Greater New York*

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.

IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) it has more listeners than any other radio station not only in New Jersey, but in New York as well.

IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market. We can prove it with Nielsen and Pulse. Get the facts and figures today.

RADIO STATION OF The Newark News

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ

Newark, N. J.— covering New York and New Jersey

NET TV OVERHAULS RATES

(Cont'd from page 32)

brand vertical rate but it's possible that any advertiser who qualifies for contiguous rates will benefit. It is also understood that the workings of this new plan depend, to some extent, on a full or near-full schedule of advertisers.

Among the reasons ABC will not copy the CBS formula are (1) the network already had a daytime rate based lower than CBS and NBC and (2) the difficulties in making changes in affiliations compensation arrangement. ABC's "D" daytime rates during the week are one-third of prime time charges as compared with the conventional 50% ratio on the other networks.

ABC also has had "C" rates in effect for weekend daytime periods for some time. This is more or less an academic figure since the network is no programming during the day on Saturday at present and only has one hour of time sold on Sunday before 6 p.m.

In joining ABC with a "C" rate on daytime weekend, CBS and NBC will take a loss on a number of sponsored kid shows on Saturday morning. Among those now sponsored are: on CBS—*Captain Kangaroo*, with General Foods a participating advertiser;

Mighty Mouse, bought on alternate weeks by General Foods and Colgate; *Jimmy Dean*, with Armstrong using a half hour every other week; *Lone Ranger*, sponsored on alternate weeks by General Mills and Nestlé; on NBC—*Howdy Doody*, bought by Continental Baking; *Ruff and Reddy*, a General Foods buy; *Fury*, another General Foods buy with Borden alternating; *Andy's Gang*, a Minnesota Mining & Manufacturing buy, and two shows partly sponsored by Sterling Drugs, *True Story* and *Detective Diary*. CBS and NBC will also take a loss on the live sports shows normally seen on Saturday afternoon.

Another recent change in daytime discounts is the incentive NBC is now offering for station line-ups of minimum prices. The discounts range up to 5% for 136 stations or more. This brings the maximum annual dollar discount on NBC to 30%. At CBS, where the current maximum goes to 25%, there is currently no indication the network will offer the same deal. The CBS rate card, however, has a built-in incentive for advertisers to enlarge their line-up, since rates are calculated on a station-hour basis. That is, the discount rate is calculated by multiplying the number of hours bought times the number of stations. For example, a half hour bought on 100 stations is equivalent to 50 station-hours.

The reported ABC offering of \$1,000 per daytime minute participation is considerably lower than the cost level now in effect. Advertisers can buy segments now on *Bandstand* for roughly \$8,000, which gives them three minutes of commercials or about \$2,600-\$2,700 per minute. Among the clients said to be looking at this offer are General Foods and P&G.

One thing certain about daytime is that there is bound to be more sales action this fall than ever. This is primarily because ABC will be making a big programming push during the week. During the past few years daytime billings, in terms of gross time, have not made any strides relative to nighttime. As a matter of fact, during the first four months the daytime increase in gross prime billings has been less than nighttime. Compared with last year nighttime billings are 15.7% ahead, daytime billings are 10.6% ahead. Come the fall, however, the possibility of daytime increasing its share of total network billings beyond the 30% level looks promising. ■

TV MONITORS THRIVE

(Cont'd from page 35)

service is Broadcast Advertisers Reports, Inc. (see SPONSOR, 17 October, 1955). This is the only regular monitor publication, covering 76 stations in the top 20 markets. Monitoring is done from sign-on till sign-off, seven days a week. Using portable recording equipment, crews cover the 20 markets; reports are published six times a year, broken down by commercials per brand. BAR reports are available only on a subscription basis.

In most major agencies, monitoring arrangements are handled by the media department, sometimes as part of the media research operation. Payment for monitoring is usually made by the agency, but in cases where advertisers have specifically requested the service, they are billed on the regular 15% commission basis.

Most of the major agencies using monitoring services extensively—like Benton & Bowles, BBDO, Foote, Cone & Belding, JWT, Ted Bates and Y&R—believe that wider monitoring coverage is badly needed, especially in smaller, scattered markets where it is harder to keep tabs on stations that it is in bigger cities.

Some of the monitoring services are planning expansion to meet growing agency needs. Ken Jaffe, head of National Television Monitor Company, is one who predicts tremendous growth for monitoring and is preparing for it. "We have expanded our own services in the past few months," Jaffe says, "to meet the increasing demands of tv advertisers and to pinpoint their divergent requests. While some advertisers are interested only in the copy description, others will want to know what the adjacencies were and whether they were triple spotted.

"Another important feature being checked on by advertisers," Jaffe continues, "is the problem of knowing whether a highly rated show is moved from an adjacent time slot. Sometimes stations do not advise advertisers of these changes, and by monitoring we know exactly when this happens."

As recently as six months ago clients of monitor services split about 50-50 between advertisers and agencies. The trend now is for the agency to absorb this service through its media department, keeping their own clients informed of changes and developments in the field. ■

The nation's
highest
audience-
rated
Negro group

WOKJ JACKSON

KOKY LITTLE ROCK

KOKA SHREVEPORT

BIRMINGHAM

The McLendon EBONY Stations
Represented by John E. Pearson

Built on the twin rocks of

PRIDE IN THE PAST

**... CONFIDENCE
IN THE FUTURE**

Our New
Home at

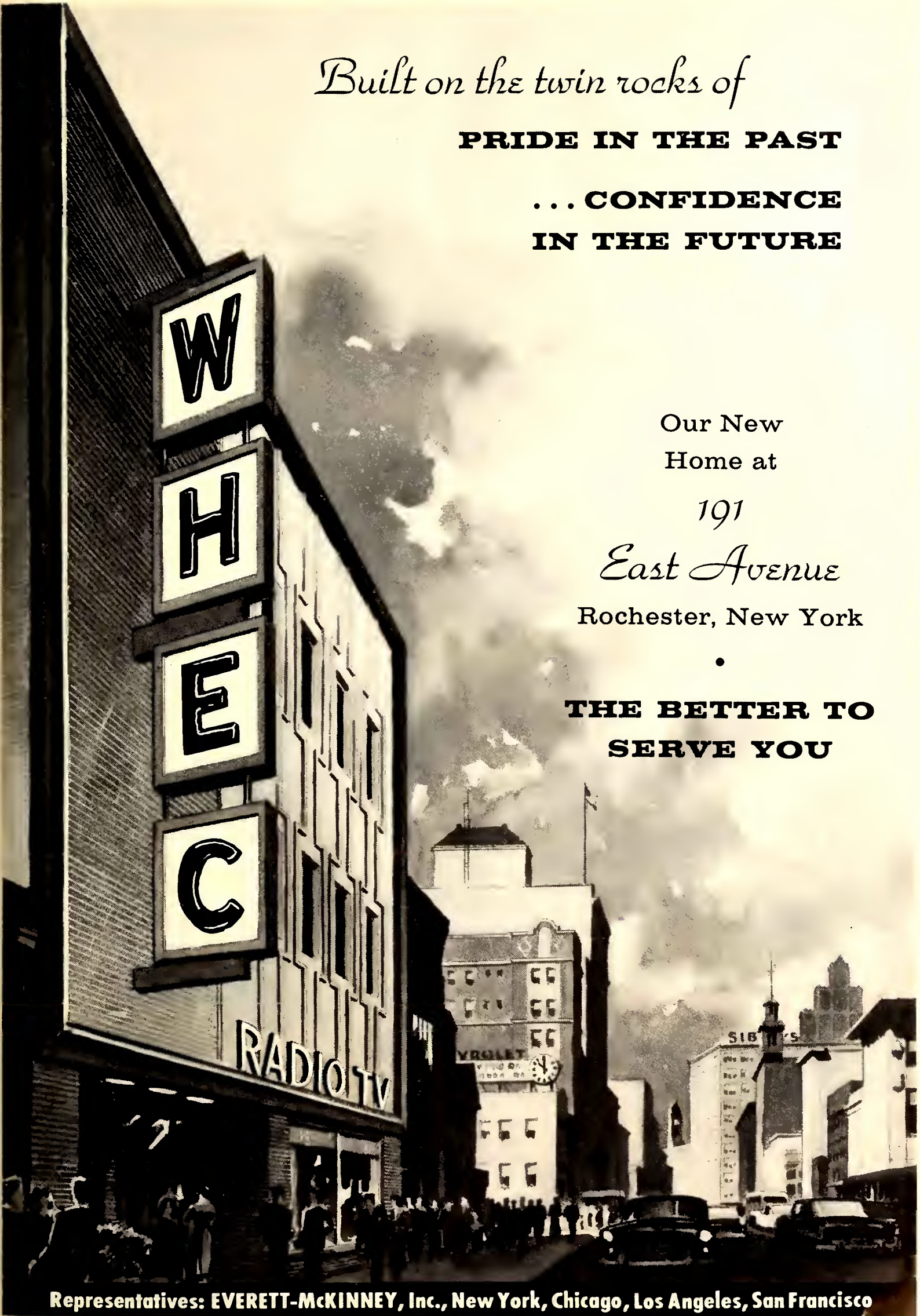
191

East Avenue

Rochester, New York

•

**THE BETTER TO
SERVE YOU**



Representatives: EVERETT-McKINNEY, Inc., New York, Chicago, Los Angeles, San Francisco

SOARING
to **NEW HEIGHTS**
over **SACRAMENTO**



KXOA

Aug. 1957—KXOA goes Independent!

Oct. 1957—KXOA reaches 1st Place with 26 ¼ Hr. firsts & ties—Pulse

Mar. 1958—KXOA increases 1st Place lead with 29 ¼ Hr. firsts & ties—Pulse

50TH U. S. Market: Sacramento County

KXOA

Rep—McGauren-Quinn or Howard Haman, V.P.

Another great Inland Market—Imperial Valley—Nation's 7th Farm County best covered by

KXO—57.2% Share—Feb. '58, El Centro

WESTINGHOUSE SWITCH

(Cont'd from page 39)

rumors of the new set-up going "up and down the street." They notified the reps involved in mid-afternoon, told the press later the same day.

Actually the subject has been under discussion for some time. Word is that station managers thought the idea had merit. But they wanted to keep, a WBC spokesman says, "the traditional prerogative of a station manager to 'needle and bitch' at his reps." When headquarters agreed to the "autonomous" feature of the new firm with a "relationship identical to that which has existed . . . with our current reps," that hurdle was overcome.

WBC held a meeting last week at French Lick, Ind. Presumably details such as a name, office locations and personnel—things that would have normally been included in the announcement—were considered there. The news "leak," and the need for immediate confirmation, brought about the premature announcement with lack of details.

One of the rep firms was not surprised. "As WBC acquired more stations and their national spot billings increased, this step became more frequently and seriously considered—with our knowledge," said a statement from H. Preston Peters, Peters, Griffin, Woodward, Inc. president. "Consequently, we are well prepared for it. It is gratifying to us that our national spot billings in both radio and tv for the Westinghouse stations are at an all time high now. . . . In 11 years of tv selling, only one station has left us for another independent representative. . . . No reduction or changes in our staff are contemplated."

Eugene Katz, head of The Katz Agency, followed somewhat the same pattern. He told SPONSOR "We have enjoyed and profited from our association with WPIX, WBC's station in San Francisco, and we wish them every success in their new undertaking."

Edward P. Shurick, executive v.p. of Blair-TV, added a different thought. Noting that his firm had "found WJZ-TV and WBC officials aggressive and cooperative in advancing their Baltimore property into a position of leadership," he added: "This decision comes particularly as a surprise, since the trend in recent years has been away from 'house representation'.

"Television with its multiplicity of

detail and increasing diversification of sponsorship including short flight schedules requires the quality of personnel that economically only a major representative can afford in order to gain maximum effectiveness for the station," he added.

WIND, the other WBC property, is represented by AM Radio Sales, a rep firm of which WBC is majority owner. The firm also represents eight other radio stations throughout the country.

WBC is as vague about the status of AM Radio Sales as it is about its new firm. There are several possibilities, all of which WBC admits are under consideration: WBC could continue AM in its present capacity, o-and-o'ing, in effect, two rep firms; it could move its six radio stations into AM, use the new firm for its five tv stations only; or it could take WIND out of AM, and spin off am. Of the three possibilities, the latter is least likely.

Is the WBC move the forerunner of a trend? Not foreseeably. WBC has unique characteristics—enough high-rated stations in key markets, together with a strong family image—to carry-off an undertaking as major as setting up national representation.

BILL PIERCE Show
SCRANTON'S TOP MORNING SHOW
BY NEARLY TWO TO ONE!

Station	Share
WEJL	28%
STATION "A"	16%
STATION "B"	16%
STATION "C"	16%
STATION "D"	11%
STATION "E"	10%
ALL OTHERS	3%

PULSE-NOV. 1957: CHART BASED ON AVERAGE SHARE OF AUDIENCE FOR 12 QUARTER HOURS, 6:00 TO 9:00 AM, MONDAY THRU FRIDAY!

• Ask Meeker

WEJL
The Scranton Times
SCRANTON, PENNSYLVANIA

TAMPA-ST. PETERSBURG

...market on the move!

Now in top 30 markets, sparked by amazing industrial development — basis for sound, stable, rapid growth! The Twin Cities of the South are now 30th in total retail sales, 33rd

in food sales, 27th in automotive sales, and 29th in drug sales.*

Clearly, Tampa - St. Petersburg is a must on every modern market list!

**Sales Management Survey of Buying Power, May 10, 1958*

INDUSTRY ON THE MOVE IN TAMPA-ST. PETERSBURG



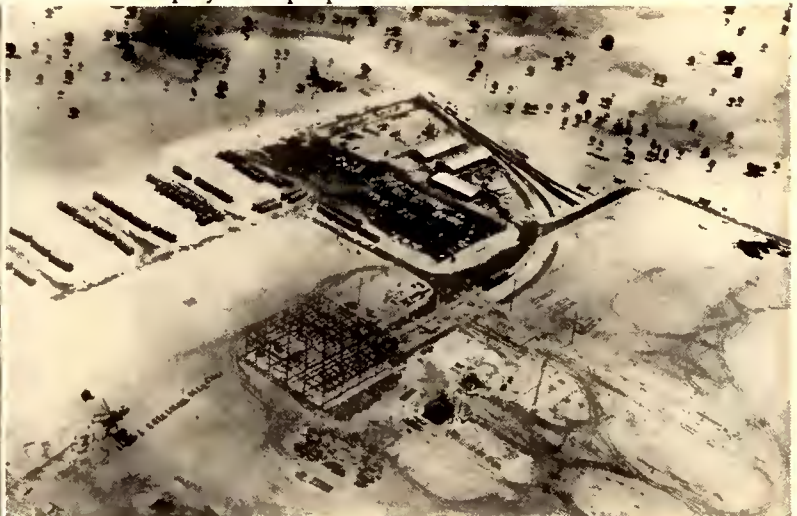
New Schlitz brewery — \$20,000,000 plant to produce 1,000,000 barrels a year!



General Electric plant has 161,000 square feet, employs 930 people!



Minneapolis Honeywell's modern plant has 98,000 square feet, employs 450 skilled workmen!



New \$26,000,000 Budweiser plant arising in the Tampa-St. Petersburg area!

WTVT...station on the move!

WTVT dominates Tampa - St. Petersburg not only with top-rated network programming, but with outstanding local shows as well. Ask your Katz man for facts and figures today!

Represented by the Katz Agency.

WTVT

CBS
CHANNEL 13

TAMPA - ST. PETERSBURG

The WKY Television System, Inc.

TERRE HAUTE,
Indiana's 2nd Largest
TV Market

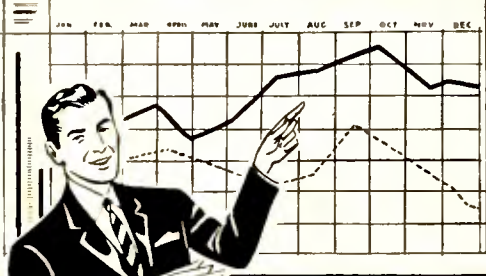


251,970
TV Homes



BOLLING CO.
NEW YORK
CHICAGO

SALES IN WESTERN MONTANA



**TIMEBUYERS:
YOUR JOB IS
TOO TOUGH!**

IF YOU'RE NOT USING

KMSO ch 13

TO SELL WESTERN MONTANA

- 42,000 TV HOMES
- ONE DOLLAR PER 1000
- 80% UNDUPLICATED

CALL OR WRITE
NAT. REP. GILL-PERNA

KMSO — MISSOULA, MONTANA

Tv and radio NEWSMAKERS



Grover J. Allen has been appointed assoc. director of radio/tv for Geoffrey Wade Advtg., Chicago. A pioneer in Chicago television, Allen got his first taste of the medium in 1946 as prop boy for WBKB. He left the station in 1948 to become floor manager for ABC's WENR-TV, and was made a director in 1950. After the ABC-Paramount Theatres merger in 1953, Wade found himself reunited with WBKB, where, shortly afterward, he became executive producer for the station. Shows he has produced and/or directed include *Don McNeill's Tv Club*, *Super Circus*, special broadcasts of the Davis Cup tennis matches and the Big Ten basketball games. He also served as director in ABC-TV's 1952-56 political convention coverage. He and his family reside in River Forrest.

Samuel F. Jackson has joined WMBD-TV, Peoria, as national sales manager, according to a recent announcement by Robert M. Riley, Jr., director of sales for the station. Jackson has been with the television sales department of Avery-Knodel since 1951, where he has covered major New York agencies. He entered the advertising field in 1945 via the research department and merchandising division of the *New York Daily News*. When WPIX, New York, was being readied for the air in 1948, he became one of the first salesmen to join the station. While there, he was responsible for introducing many advertisers to the then new medium of television—accounts which subsequently became top tv advertisers.



Frederic Ziv has been appointed film program industry finance chairman for the United States Committee for the United Nations. The Committee, now in its 10th year, is a privately supported citizens organization whose chairman is appointed annually by the President of the United States. Purpose of the Committee is to "disseminate facts about the United Nations . . ." Frederic Ziv, chairman of the board of Ziv Television Programs, Inc., has been a nationally known figure in the syndication field since 1937, when he began producing shows for radio. He expanded to the tv film field in 1948, where he achieved a leading position for his firm. In addition to being author of several books, he is active in the Cincinnati Area Boy Scout Council, Chamber of Commerce, Radio Pioneers Club, American Humanics Foundation.



It gets crowded around first...

Ratings do not a station make...

Nor does baseball, alone. Nor does music, alone. Nor does any one thing, alone. That's why we at KNX and CBS Radio offer a great variety of the highest quality fare to listeners and advertisers.

But as long as several radio stations around town insist on tagging up at first along with us, we would like to get the rating score straight.

Who's on first?

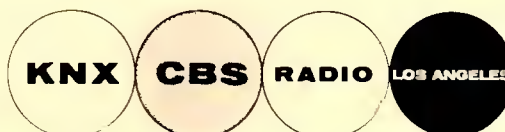
- 1) Well, according to the most recent (March-April) 8-county Pulse survey we have **more** listeners in Southern California than any other radio station.
- 2) According to the most recent Los Angeles Pulse survey (March-April) we have **more** listeners in the Los Angeles Metropolitan area than any other radio station.
- 3) And, according to the most recent Pulse Cumulative Audience survey (December, 1957), we reach **more different** people, **more often** than any other radio station in Los Angeles.

But, as we say...

How they listen to us is certainly as important as **how many** listen to us. The recent Motivation Analysis, Inc. attitude study proves they listen to us, they believe us — and what we offer.

That's why we keep saying the #1 radio station in Southern California is KNX. Our representatives will be happy to show you the complete score.

50,000 WATTS



Represented by CBS Radio Spot Sales

SPONSOR SPEAKS

A step to maturity

With the current emphasis on getting the most for their advertising dollar, sponsors are still sticking pretty much to ratings in choosing between stations. But, significantly, interest in a station's public service record is growing rapidly.

Happily, stations long ago began to recognize public service programming as essential to their business, and the more progressive stations are setting records in this area. Just recently, two stations—WRCA-TV, New York, and WBZ-TV, Boston—shared the first prize in the third annual Robert E. Sherwood Television Awards. Along with the other stations which received Sherwood Awards, the two top winners have demonstrated that public service shows can bring a degree of recognition worth many times the investment.

Despite this mounting interest in a station's public service, however, timebuyers report that they are often hard put to justify adding a station to a schedule on public service grounds unless the station is *also* near the top in ratings.

We hope that the day is not far off when the buyer will give the same weight to a station's public service record as he does to ratings. That day will mark a new level of maturity in what is still a growing young industry.

An hour of need

Immediate support—both financial and moral—is desperately needed by WKCB, Berlin, N. H., and its young owner, Richard McKee, who is fighting for his broadcast life. McKee is currently being sued for editorializing about juvenile delinquency, and under New Hampshire law, his assets can be attached. Unless McKee can come up with \$10,000 quickly, he may lose his station.

Many broadcasters have already rallied to McKee's side, and further support is essential. McKee has turned down financial aid from his listeners, explaining that his is a broadcasters' fight in which the integrity and rights of an industry are at stake. He deserves the support and—if we know the industry—will undoubtedly get it.



THIS WE FIGHT FOR: *Competition is great, and the tv/radio industry is all for it. But, as Bob Sarnoff pointed out in his Syracuse speech, let's keep it clean. Local papers please copy.*

10-SECOND SPOTS

Well meant: A current Buick tv commercial closes with the suggestion that you drop in and let your Buick dealer take you for a ride.

Premium: Admen are now referring to B. T. Babbitt Co.'s New York City campaign which calls for redemption of three soap coupons for a ride on subway or bus as "a token campaign."

Shaggy dog: Red Benson, WPEN, Philadelphia, tells of poodle owner who sent dog to canine school. After first day, owner asked poodle, "Learn any geography?" Poodle stared. "Any arithmetic?" asked owner. Poodle silent. "Maybe a foreign language?" owner persisted. Poodle brightened, replied, "Meowww. . . ."

New tenants: Dr. Theodore R. Van Dellen, medical authority for the N. Y. *Daily News*, reports that "cockroaches are leaving the kitchen to take up residence in television sets. Warmth provided by the tubes offers an ideal environment for nesting and rearing their offspring. For nutrition they depend upon glue and insulation on wires." *And for amusement they no doubt depend on insecticide commercials.*

Near miss: Fortunately it was caught before printing, but in a SPONSOR page proof NBC TV's *Wagon Train* appeared as *Fagon Train*.

Pigeon Dept.: In 31 May column we reported a pigeon nesting in an adman's air conditioner, wondered how long eggs would take to hatch. Now Andy Gent of H-R Representatives' Detroit office supplies the answer. "On June 2nd," Gent writes, a pigeon egg was laid in a nest of baling wire on our window sill in the Penobscot Building." It hatched on 20 June. Gent's answer: 18 days in Detroit."

Compound fracture: From *Variety*, Wednesday, 18 June—

"The Stroz razzmatazz type of operation is something else again, completely divorced from the Mutual concept. It's regarded as inevitable that WIP will shift 100% to the Stroz programming pattern. Incidentally, the typesetting gremlins had themselves a field day last week when VARIETY errotuned that 'reported purchaser is Todd chain of discount stores.'"

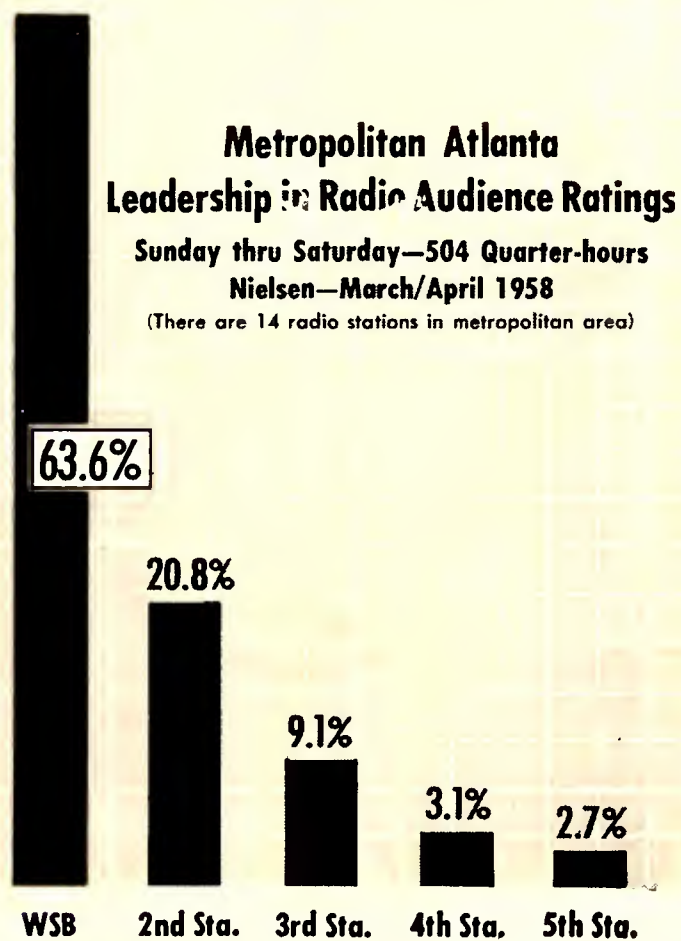
Watch it! Those gremlins are having another field day.

in Atlanta NOTHING builds audience like the WSB radio service

Gimmicks come and gimmicks go. But time and again an irrefutable truth in radio broadcasting is confirmed for advertisers.

Responsible, imaginative programming in the public interest continues to be the radio service wanted by the great majority of the listeners most of the time. Latest Nielsen ratings show that Metropolitan Atlanta's favorite radio station is dominantly WSB Radio.

Sunday through Saturday, WSB Radio is listened to by the most people 64% of the time. During the peak consumer buying period of Monday through Friday WSB Radio is first 75% of the time. This is three times the combined "first" positions of the next four Atlanta radio stations.



WSB radio

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.

morning...noon...and night...

all I buy is WINS

Radio WINS audience has grown phenomenally since 1954—a trend unmatched by any other New York City radio station. Also, WINS' rate of growth is steadily rising. The three charts below show the compelling comparisons of the New York 17-County Area Pulse share-of-audience ratings for June, 1954 through 1958. WINS has increased its afternoon and nighttime audiences so that it is now an undisputed No. 1 in both time periods. WINS ability to deliver results is further attested to by its growing number of key national advertisers. In the last four years Radio WINS has become, from any standpoint...



"NEW YORK'S LEADING STATION" • RADIO CIRCLE • NEW YORK • JUDSON 2-7000

Repr. by the
Katz Agency

