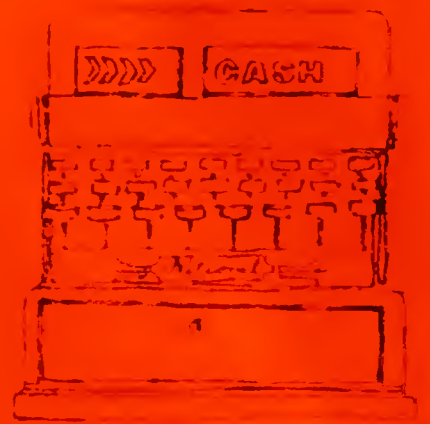


SECTION **1**
SPONSOR
FALL FACTS BASICS



MARKETING

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Do your commercials really sell? Page 26

Marketing BASICS Page 35

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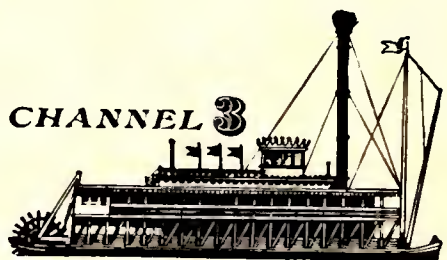


In Huntington And Charleston

... 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.



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



MARKETING HIGHLIGHTS

In five years the economy can sustain 600 tv stations and tv revenue will reach \$1.7 billion. So predicts CBS, Inc. economic expert David M. Blank (see page 18). By '62, national advertising will have risen 27%, local, 24%. Both tv and radio are gaining larger budget shares.

Retail food remains one of the most stable industries. First quarter food spending was at the rate of \$50 billion, a 9% gain from a year ago (see page 20). Jewel Tea's Franklin J. Lunding predicts the food industry this year will build 2,000 new supers, remodel 1,700 stores, create 50,000 new jobs.

Advertisers need to re-evaluate copy appeals. Why? Because the viewer and the sponsor apply different criteria to successful ones (see page 26). And tv can learn a few things from radio when it comes to a sense of humor and general spoofing—which consumers love!

Westinghouse appliance spot tv, analyzed by BAR in 19 major markets, used nary a program—but it had announcement schedules in 13 cities, a saturation of 49 during one week in Milwaukee (see page 36).

Drug store business, generally, is up about 10%—for indies and chains alike (see page 48). Average independent takes in \$72,360 a year from non-prescription items; average chain outlet, \$270,831. Drug stores sell 98% of all prescriptions, 35% of all hand products, 32% of all photographic supplies, 10% of all tobacco. They sell 67% of all drugs and health aids.

Kleenex is the most popular facial tissue among Negro consumers in all five metropolitan cities surveyed. This consistent pattern of acceptance, despite regional differences, shows in many branded items (see page 40). And Avon, a door-to-door product backed by advertising, is big in all its products.

People are getting thirstier—for carbonated beverages! Per capita consumption on soft drinks has grown from 132.3 in 1946 to 188.9 per year in 1956. But beer consumption, on the other hand, has dropped from 18.5 to 15.3 gallons per capita in the decade between 1948-'58 (see pages 46 and 42).

MARKETING BASICS

Articles

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What are the economic prospects

CBS sees recession's low point coming in the third quarter

with an upswing in the fourth; predicts tv revenue will reach

\$1.7 billion in '62 in economy which can support 600 stations

David M. Blank, author of this article, is director of economic analysis for CBS, Inc. He has taught economics to graduate students at Columbia (where he received his Ph.D.) and New York Universities and has written a number of books and articles in professional journals on various subjects of economic interest.

He is thus well qualified to discuss the relationship between economic trends and broadcast advertising as well as to chart the future in these two areas. In preparing the article, Dr. Blank received a number of comments and suggestions from Sidney S. Alexander, economic advisor to CBS.

For those interested in the finer points of Dr. Blank's economic analysis, he reports that "seasonally adjusted data are used where appropriate."

With the likelihood of an economic upswing in this year's last quarter, the outlook for broadcast advertising during the 1958-59 season is promising. This is true for all segments of broadcast advertising—television and radio, network and spot.

In the past the effect of economic conditions on advertising expenditures has varied. Total advertising expenditures in the prewar period were quite sensitive to swings in the economy. Both the 1929-1933 and the 1937-1938 contractions left their clear mark on expenditures for advertising. Radio advertising, however, was largely immune to prewar business cycles, growing in every year except one.

Since World War II, annual data on both local and national advertising show no evidence of any absolute decline during recessions. The only apparent effect of these recessions was to

slow down the rate of growth in advertising. More sensitive monthly data do show some slight impact but for only a very short time.

National advertising as a whole has thus far shown only a small decline in response to the quite drastic contraction we are currently experiencing, although some media have been affected more seriously than others.

Thus, newspapers are estimated to have suffered a decline of almost one-fifth in their gross national advertising billings in the first seven months of the present recession while business papers in the same period largely maintained advertising volume. Magazines are in an intermediate position with advertising volume having dropped perhaps one-eighth over the same period.

In broadcasting, also, there have been divergent reactions. Network television billings are still well ahead of a year ago, and only when they are measured on a seasonally adjusted monthly basis can it be seen that there has been a cessation in their growth. Spot television billings in the first quarter of 1958 can be estimated to have dropped by three to four per cent on a seasonally adjusted basis. Network radio has experienced a more decided decline (about eight per cent) in the early months of this year.

In general, this variation in sensitivity reflects the nature of the several broadcasting media. Both spot television and network radio have specialized in flexible short-term sponsorship and can be expected to bear the initial fluctuations in broadcast advertising. A recovery of the economy next fall or winter would probably carry with it a pickup in spot television and network radio billings and permit network television to resume its more rapid growth, after having reflected to only a small

degree the business contraction.

Over the entire postwar period, national advertising has grown faster than local advertising and both have grown faster than aggregate disposable income of the American people (see chart). The faster relative growth of national than local advertising seems to have characterized the prewar period as well.

A reasonable forecast, then, of advertising volume in the next half-decade would indicate a rise in the ratio of national advertising expenditures in all media to disposable income from the 2.1 per cent experienced in 1957 to perhaps 2.3 per cent in 1962. The rise in local advertising will probably be of smaller magnitude, from last year's 1.4 per cent to probably no more than 1.5 per cent in 1962. With disposable income rising possibly as much as 16 per cent over the next half-decade, we may expect national advertising to rise on the order of 27 per cent and local advertising, 24 per cent.

The share of national advertising expenditures accounted for by television has, of course, been rising steadily ever since the birth of television, but the rate of rise has been slowing perceptibly in recent years (see chart). In fact, 1957 marked the first year in which network television billings rose merely in proportion to aggregate national advertising expenditures, rather than more than in proportion.

If recent trends continue into the future, we may expect spot and local television to increase somewhat their respective shares of national and local advertising (see charts) and, if network television maintains its current share, television advertising as a whole should approach \$1.7 billion by 1962.

An alternative method of estimating future television revenues is based

or tv and radio ?



By David M. Blank, director of economic analysis for CBS, Inc. He's been an economics teacher and has also written several books, many articles.

upon the amount advertisers spend per television family.

For the 1948-1953 period, this amount remained fairly constant at between \$25 and \$26 per television family. As many more stations went on the air after the freeze, advertisers spent more per television family in the years 1954 and 1955. In the last several years advertising expenditures per television family have stabilized again, this time at about \$31.50 to \$33 per television family. If we allow for only a slight rise to 1962, and assume about 50 million television families in the middle of that year, we would again estimate total television advertising expenditures close to \$1.7 billion in '62.

Radio revenues are, of course, harder to estimate. Radio's immediate past has been more confused than that of television and its future is harder to appraise. The most likely prospect, however, is for network radio to maintain about its present share of national advertising revenues and for spot's share to continue its rise of the last two years. Local radio also may be expected somewhat to increase its share of local advertising.

The number of authorized radio stations continues to grow at rates exceeding 100 stations per year and there is no sign of a slowdown in this aspect of radio's growth in the near future.

Three years ago, Sidney S. Alexander, economic advisor to CBS, esti-

mated that, in the absence of spectrum limitations, a maximum of 600 program originating television stations could be supported in the black in the foreseeable future. This estimate did not include boosters or translators or other non-program originating stations, nor did it preclude the long run development of ways of supporting stations in smaller and smaller communities. It did, however, offer a rough upper limit to the number of stations that could be expected to flourish under economic conditions then current.

A reexamination of this analysis in the light of more recent financial data filed with the FCC corroborates Dr.

(Please turn to page 30)

National and local ad expenditures, with radio and tv share

	National-local ad expenditures* (% of disposable income)		Local tv-radio ad expenditures** (share of all local ad expenditures)		National tv-radio ad expenditures*** (share of all national ad expenditures)	
	National	Local	Tv	Radio	Tv	Radio
1946	1.2	0.9	---	15.2	---	11.2
1947	1.5	1.1	---	12.4	---	11.2
1948	1.5	1.1	0.3	12.0	0.2	11.0
1949	1.6	1.2	1.3	11.0	0.9	11.0
1950	1.6	1.2	3.6	10.2	2.2	11.1
1951	1.6	1.2	6.8	8.6	3.0	10.6
1952	1.7	1.3	8.5	7.4	3.4	10.5
1953	1.8	1.3	10.3	6.3	4.4	10.0
1954	1.9	1.3	13.1	5.2	5.4	9.2
1955	2.0	1.4	14.8	4.0	5.9	8.6
1956	2.1	1.4	16.1	3.7	6.4	8.7
1957	2.1	1.4	16.4	4.3	6.8	9.2

All charts prepared by the Department of Economic Services, CBS, Inc.

*SOURCE: McCann-Erickson, Dept. of Commerce.

**SOURCE: McCann-Erickson, CBS.

***SOURCE: McCann-Erickson, CBS.

Mid-year status reports from General Mills



GENERAL MILLS, INC.
Harry A. Bullis, chairman of the board

The businessin's problem today: selling more products to consumers so that production and employment may be increased. This is the assertion of the board chairman of the manufacturing giant, General Mills, which last year spent more than \$24 million on advertising.

Harry A. Bullis sees advertising and promotion as necessary and logical methods by which companies "can break through the psychological freeze of consumer funds." He says "We can all do more and better selling, advertising and servicing. We can speed up product improvements and new products in order to give consumers what they want."

In GM's fiscal year ending 31 May, the company's all-time high ad budget included introduction of 12 new packaged foods. And "in the year ahead we plan to spend more," says Bullis. "We are budgeting at a rate well above the current year and when we add money we hope to spend on consumer promotions we are looking at by far the largest figure" in company history.

His plan: to accelerate the merchandising program "so



SCOTT PAPER CO.
Thomas B. McCabe, president

"We are headed in the right direction to overcome our economy's current setback and we will emerge stronger and better equipped than ever to meet the growing requirements of our society."

So says Thomas B. McCabe, president of the Scott Paper Co.—a growing company and one which is an advertising pacesetter.

His confidence is founded to a large degree, he says, on the recently issued Rockefeller Report, "The Challenge to America: Its Economic and Social Aspects." He was chairman of the panel which compiled it.

After analyzing economic growth at the rate of three per cent per year in the period between 1870 and 1930, Mr. McCabe noted the past decade has shown a four per cent gain each year.

And "There is every reason to believe that, acting effectively and purposefully, we can reasonably expect our growth rate to continue at the three to four per cent level for the next 10 years and beyond." He, personally, sees a



JEWEL TEA CO.
Franklin J. Lunding, chairman of the board

The retail food industry, unlike many others at this mid-year point, is ahead of sales last year. Franklin J. Lunding, board chairman of the Giant Jewel Tea chain, says for the first quarter spending was at the rate of \$50 billion per year—up nine per cent from a year ago.

This \$50 billion is higher than total consumer spending on housing, automobiles and all other durable goods. This profit picture is reflected also in employment, he says. As of March, people working in the food industry totaled 1,550,000, a gain of some 40,000 from a year ago.

Tonnage has so skyrocketed that food retailers are in actuality food handlers. A typical Jewel retail unit in Chicago, for example, handles approximately 125,000 pounds of merchandise in a single week.

This tonnage is reflected in greater activity for those serving food wholesalers and retailers, says Mr. Lunding. The farmer, for example, has seen an over-all gain. In the first quarter of this year the annual rate of net farm income was \$13 billion, a gain of 11 per cent over a year ago.

Scott Paper, Jewel Tea

we will sell as we have never sold before."

To create new consumer markets and to upgrade existing ones he says consumer motivation will be built around the convenience of product-engineered "maid service" designed into GM products.

Advertising, too, "will be geared to the needs of the nation to build sales and jobs. An example is our nationwide campaign to improve the physical fitness of people. Wheaties sponsors the campaign, designed to sell by performing a public service."

The company has combined advertising and publicity to stimulate consumption of agricultural products as well as its package goods items. Its progress during the past year: capital expenditures of more than \$16 million, "fully as high as the previous year."

Bullis says "We have increased our capacity to produce cereals and package foods at four plants. We have built a new animal feed plant, added to our special commodities plant and our chemical plant, completed a new headquarters

(continued on page 24)

five per cent growth in prospect "if we in business and industry grasp fully the opportunities that are clearly before us."

He also has the experience of his own company, Scott Paper, to confirm his optimistic predictions.

Sales for the first quarter were the highest for any quarter in company history. Total sales were one per cent ahead of the first quarter of '57 as the result of "a fine increase, more than five per cent, in sales of trademarked paper products."

And earnings, despite an intensified marketing program and increased freight and labor costs, were higher in the '58 first quarter than last year.

What did this intensified marketing program call for? An early start at bucking the storm warnings. This meant—among other devices—a stepped up promotional and marketing program.

An internal promotion centered on the theme: "Build SELL into every product." And Scott started a new kind

(continued on page 24)

Everyone has to eat, says Mr. Lunding, but "we could eat for less if we chose to do so." A market basket of food costs considerably less than it did only a decade ago, a great deal less than before World War II.

He gives these cost figures: Before WW II, people spent 23 per cent of their income for food; in 1948, 20 per cent; today, only 17 per cent. One hour of work will buy two pounds of steak today compared with one and two-thirds pounds 10 years ago.

The Retail Food Price Index of the Bureau of Labor Statistics stands even now at 120.8 per cent of the 1947-'49 average. This, says Mr. Lunding, is below the level of the entire consumer price index on all items representing the cost of living. Food has therefore increased less in the past decade than many other commodities and is, "comparatively speaking, still a bargain."

Estimates show that 26 per cent of income was spent on food in the first quarter of this year, "at least 50 per cent more than necessary to maintain pre-war standards." People

(continued on page 24)

12 CHECK POINTS FOR MANAGEMENT

Here's what eight corporation executives and Vice President Nixon recommend to business leaders for gaining economic health, improving company profits.*

- 1 Sell smarter and harder. Back up salesmen with better promotion and advertising. Be more creative in developing new markets.**
- 2 Make sure every product and service is offering maximum value.**
- 3 Look closely at the cost of every product and service to eliminate waste.**
- 4 Reduce prices if you can build volume that way. If not, try to hold prices firm.**
- 5 Maintain or increase research and engineering. Particularly new product development.**
- 6 If possible, maintain capital expenditures to replace obsolete plant and equipment.**
- 7 Use every skill of good management. Don't sacrifice long-range goals for short-range expediency.**
- 8 Keep trying to improve the organization in structure as well as in manpower. Consider stock options, bonus plans and other incentives.**
- 9 Work to increase employee participation and understanding of the "economic facts of life."**
- 10 Make an effort to educate the public about the relationship between wages and productivity.**
- 11 Do not turn to government for aid that is not appropriate to its proper role in the economy.**
- 12 Get to work and do something to promote recovery.**

*Panel participants: Vice President Nixon, Ralph J. Cordiner, board chairman, General Electric Co.; William C. Decker, president, Corning Glass Works; Elisha Gray II, board chairman, Whirlpool Corp.; Frederick R. Kappel, president, American Telephone & Telegraph Co.; Elmer L. Lindseth, president, The Cleveland Electric Illuminating Co.; Franklin J. Lunding, board chairman, Jewel Tea Co.; Don G. Mitchell, board chairman and president, Sylvania Electric Products; Charles B. Percy, president, Bell & Howell Co., speaking at the American Management Association's Economics Mobilization Conference.



THIS IS THE HOUSE THAT BUYS MORE TIME, SPENDS MORE TV DOLLARS, USES MORE BIG-NAME HOLLYWOOD TALENT, AND PROVIDES AMERICA WITH MORE HOURS OF SOLID ENTERTAINMENT THAN ANY OTHER HOUSE IN THE WORLD!

INSIDE THE HOUSE: Frank Sinatra, Eddie Fisher, George Gobel, Van Johnson, Jack Benny, Bob Cummings, Dean Martin, Jimmy Durante, Tyrone Power, Bert Lahr, Jane Powell, Marge & Gower Champion, Kay Thompson, Donald O'Connor, Ed Wynn, Jo Stafford, Kay Starr, Terry Moore, Mickey Rooney, Bill Lundigan, Walt Disney, Ward Bond, Bob Horton, John Daly—some of the talented people selected for and presented by our clients.

House Ad

RUN FOR THE TELEVISION DEPARTMENT OF

McCANN-ERICKSON, INC., ADVERTISING

New York · Boston · Cleveland · Atlanta · Houston · Dallas · Chicago · Detroit · Louisville · San Francisco · Los Angeles · Portland (Ore.)



office building." But there's more.

Future plans for GM include enlarging further the package goods capacity, adding a feed mill, others for pet food and another for refrigerated ready-to-bake foods. It is also expanding bulk flour storage, making large additions to

shipping facilities, adding to research facilities and providing new manufacturing equipment to several plants.

These projects started 1 June, at the beginning of the fiscal year, and expenditures in this year will be "substantially larger" than last year—perhaps 15 per cent of the company's net worth.

Bullis says the most significant change in the U. S. economy is the rapid increase in family income, up to \$5,800 from \$4,000 in only 10 years. Another major factor in marketing: population growth. The food industry "is intent on upgrading tastes and desires while at the same

time selling more volume"—a quality-quantity concept.

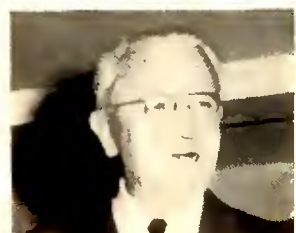
He describes "the test" which companies must face: providing efficient service to the consuming public. How to meet this test? Improve products, sell better, increase capital investment and expenditures for research.

Some of his economic conclusions: In addition to giving consumers what they want, manufacturers have a problem of setting attractive prices.

Says Bullis: "The consumer is price conscious. Prices must be within the realm of what consumers are willing and able to pay. Therefore costs, including wages, must be held in line with productivity. We cannot afford to go into another spiral of inflation."

Another factor: planning for capital investment to achieve greater productivity at present wage levels. "We should not defer necessary capital improvements nor engage in unnecessary plant expenditures.

"We should plan capital needs over a period of years, rather than rush forward with over-extended programs and



of executive seminar with participants getting a detailed briefing on all phases of the business both present and anticipated.

Their decision: the present economic situation calls for renewed emphasis on advertising, promotion, sales, new products, research,

planning and personnel development.

A new plans committee is working not only on plans for five years from now but also, in some areas of the business, for 10 years hence.

Budgets for new product research are expected to be upped by as much as 100 per cent over the next five years, says Mr. McCabe. Work in these areas of research and product development has brought about "radical" improvements in the regular line as well as in new products.

What's happening to Scott's advertising program? President McCabe says this: "We have been increasing advertis-

ing, marketing research and promotional activity across the board" on all products.

"We are moving forward with a completely new distribution program and we have developed a truly customer-oriented policy covering the basic elements of pricing, shipping, promotional activities and advertising."

Because production has caught up with demand, the salesman—no longer an order taker—is in a new era. Says McCabe: "We are in the process of developing not salesmen, as such, but marketing men—men who understand and employ all the factors of the marketing mix in their presentations."

He says businessmen should spend more of their time, effort and money when business is good in technical and market research so at the first sign of a decline they can move in with new products, more facts, new programs.

Businesses spend "only a fraction of what they should" in fundamental and applied research in the social sciences, human motivation and distribution.



are buying increased amounts of preferred foods such as milk, meat and eggs.

Costs of food items have been reduced for several reasons. One important factor is introduction and popularity of serve-yourself supermarkets.

Self-service meat counters at Jewel stores in Chicago have increased output per man-hour 54 per cent.

Marketing innovations in distribution and packaging are shown in this example.

Jewel Food Stores sell potatoes in 19 different ways—bulk, cans, instant, frozen, salad, chips and the like. And innovations in chicken production in the past decade have increased its consumption some 40 per cent.

These efforts add up to one thing: giving better values to the consumer. With this goal in mind, Jewel—the 11th largest food chain in the country—not only will go forward

with its present growth plan but accelerate it as well.

Here's what it plans to do in expansion:

Open a minimum of 35 new supermarkets this year (two and one-half times the number opened in '57); construct a 200,000-square-foot addition to its central distribution warehouse; spend \$18 million on land, buildings and equipment (more than double the amount spent last year); create 1,500 new jobs, an addition of 10 per cent to the Jewel work force.

The food industry as a whole, in his opinion, will build some 2,000 new supermarkets this year, remodel 1,700 present stores, create 50,000 new jobs.

Concludes Board Chairman Lunding:

"These figures speak for themselves as to the optimism with which we view prospects for the future. This is based on the belief that the present recession in general business will be followed by a resumption of growth and that customers will continue to respond favorably to the creation of greater values in food production, distribution and


then come to a full stop." This is a General Mills credo.

The recession, he says, "is a challenge to us. As businessmen we cannot escape the responsibility for economic growth and the necessity of working with government and labor to channel our economic resources to that end."

While this recession "is a bit deeper than the downturns of 1949 and 1954, it is still a moderate business contraction. The challenge is to speed up the recovery which we know will come.

"We can turn the tide with better selling."

Business and consumers, Bullis says, working together can get the economy started on the uptrend again. He believes that government, as a partner in free enterprise, "needs more of the philosophy of constructive change that permeates" this economy.


But business and industrial management aren't looking for a "magic spell from Washington" to solve its problems. "We have to get five million people back to work." How? "Exercise forward thinking, plan work intelligently." 

Men in the field, to be truly effective, must have more basic information about the inter-relationships of all company activities, he says.

How to expand volume, increase profits and provide for employment? "Introduce new products, sell aggressively and give better values."

Businessmen, Mr. McCabe concludes, must lead the way by exercising vision and courage, by refusing to cling to old or rigid price policies, by declining to wait for government action or "for the other fellow to blaze a trail for them."


One of the key points: salesmanship.

"In the period of shortages during and after World War II, selling became a lost art. Now production has temporarily caught up with demand. No longer can the salesman be simply an order taker. We are in a new era and he cannot continue to peddle products using the techniques of 10 or even five years ago." 

handling—values keyed to the low-cost movement of vast tonnages of food into consumption."

He explained that this movement of food, as a basic need in a basic industry, has far-reaching effects on the entire economy.

Among those benefitted, apart from people employed in food manufacturing, are electric and gas utilities, landlords, laundries, suppliers of paper and other packaging materials, makers of shelving, check-out counters, refrigeration equipment and other machinery and government at every level—national, state and local.

He explains how advances in productivity have aided in price reductions on foodstuffs. In farming, the output per man-hour on farms in the last decade has increased by almost 85 per cent compared with 30 per cent in non-farm activity. And ton miles per train hour on railroads are up 19 per cent in the past five years, 48 per cent in the past 10. 

IBM: 6 POINTS FOR BUILDING SALES

Thomas J. Watson, Jr., IBM president, points to his company's heightened sales effort since the slowdown last fall. He stresses prospect digging and more personal contact for increased sales productivity

1 Sales practices built in boom times can be detrimental to the long range growth of one's business. Sales plans effective in boom times must be considerably overhauled.

2 There is a critical need for re-examining every management technique at our disposal. We have learned not to look for over-all panaceas but to concentrate on more effective day-to-day direction and tighter controls.

3 Sound long-range programs should not be changed radically and in haste. Fear is never a good basis for intelligent action.

4 Now, more than ever, high employee morale and whole-hearted support in achieving lean and hard-hitting operations are essential.

5 Without research and development there can be no new products. New products are the basic ingredient of an individual company's sales growth and a healthy economy.

6 If one is to fulfill one's responsibility to the industrial well-being of the nation, each of our actions must be taken only after careful appraisal of its possible effect on the economy as a whole. Our economy, unlike some others, truly reflects our individual actions.

Do your radio and tv commercial



By Dr. Albert Shepard

Albert Shepard, executive vice president of the Institute for Motivational Research, coordinates research work at Croton-on-Hudson headquarters under the creative direction of Institute President, Dr. Ernest Dichter. Mr. Shepard is a specialist in working with advertisers and agencies on the creative application of his research findings to advertising, merchandising and sales. He helped develop motivation studies of tv viewing with a tv commercial testing method called M-R-P—Motivating Response Patterns of viewers. He's worked on various research projects with such national accounts as Miles Labs., Lever Bros., Scott Paper, General Electric, Hallmark Cards, Ralston-Purina, General Mills and the New Holland Machine Co.

We Americans like to think of ourselves as masters of communications in all its forms, but especially in the area of selling.

Yet when we stop for a long hard look at the world in which we live, we may be forced to the conclusion that we could do with a great deal of improvement. Today, when recession fears are uppermost in every advertiser's mind, we may be more inclined to self-criticism than we might have been a year ago. It is time we stopped

Advertisers should re-evaluate their product appeals in realizing the buyer's reaction to radio and tv copy is vastly different from the seller's.

Institute for Motivational Research comes up with copy suggestions for more impact, more sales

and asked ourselves a few key questions concerning the art of selling—specifically by tv and radio.

The questions we ask ourselves may be so simple as to appear naive:

1. **Whom are we trying to reach?**
2. **What are we trying to sell?**
3. **How can we make our commercials more effective?**

The answer to the first question is obvious enough: everybody who listens to radio or watches tv. Yet research has shown this is one of the basic objections people have toward programs and commercials today: they feel programs and commercials are "for somebody else, not for me." And especially in the case of tv commercials, they are often either amused or angered or made to feel uncomfortable by the way in which the product is advertised.

This is particularly true of some drug and cosmetics advertising. In other cases, listeners and viewers are "bored" by what they consider to be the obvious approach used. Especially in the case of radio commercials, this feeling causes a psychological tuning out so that the message never penetrates.

These feelings stem from the basic attitudes of adult viewers toward these two media. In the case of tv, many

adult viewers—even though they accept it as a part of normal living—still suffer from some guilt feelings when they watch or allow their children to watch tv.

In the first place, watching tv involves a psychological indulgence in escape fantasy. One sees and accepts aspects of human personality which one disowns in every-day life. Added to this is another source of personal guilt based on the belief that tv draws one away from more important activities and causes one to sacrifice "higher" values.

Finally, parents are seriously concerned about the effect tv has on their children's mental and emotional development. The conflicts they experience in this area are intensified by the fact that they often use tv as a reward or as a punishment, granting or denying the child access to programs in order to control him.

The problem with radio is quite a different one, for there is no need to concentrate on radio to the exclusion of all other activities. But the fact that radio is, today, considered an accessory to other activities creates its own problems.

People turn on the radio for the news or for background music or they turn it on while they drive. Here the newscaster and the disc jockey reign

really sell?

supreme and it is necessary to overcome the tendency to reject all else, especially the commercial.

We find significant signs of progress in recent months. "Some of these radio commercials are better than the music or the announcers" is the spontaneous comment heard. What listeners are responding to is not just the "entertainment" value of the commercial but the intention behind it: the effort of the brand to go out of its way to please them, to amuse them, to break the monotony of their day's listening.

These people, with their psychological biases toward media, are the people we are trying to reach with our programs and our advertising. Unless we accept them—bias and all—we are most unlikely to move them to buy our products. Accepting their underlying attitudes toward tv and radio, we begin to see what we must offer them to counteract these attitudes.

Psychologically, every viewer and

every listener seeks satisfaction from these two media.

He turns on his radio or his tv set to achieve some kind of satisfaction through the program, basically, and only secondarily through the commercial. Therefore he views or listens not in terms of cartoon vs. straight selling, or jingle vs. talk, or any other such technical distinction.

Rather, he absorbs and integrates what he sees and hears into his own life experience according to the way in which it affects him personally (1) within the context of the program he is watching, (2) within the context of advertising for this and like products to which he is exposed, and (3) within the broad context of tv and radio itself.

We find, therefore, that consumer and advertiser apply different criteria to commercials.

The consumer qualifies them in terms of his own needs: What does he get out of this commercial here and now? How does the commercial fit his feelings about the program, the product? How does it morally justify his viewing of tv? How does it enlarge his understanding of himself and his world? How does it help provide the values and general orientation toward life which he seeks in a changing cultural environment? How does it help him to release tensions, to relate to

others, to feel personal dignity and worth?

The advertiser, on the other hand, classifies commercials into objective categories and applies static criteria to what is a functional and dynamic experience. A new understanding between consumer and advertiser is needed—one which will make it possible for every type of commercial, whether humorous or serious, to be effective.

It is at this point that the intelligent advertiser can profit from facing up to our second question: what are we trying to sell? Toothpaste, automobiles, cereal, lipstick, a washer-dryer? If that's it, your consumer may well answer that he doesn't really need your product.

Many of our recent studies indicate that consumers are worried about "the good life." They feel it is somehow immoral and sinful to buy and use new products.

Many consumers are almost relieved that the recession promises rough times again. This unwillingness to accept the burden of the good life has an eroding influence on its continuation. It is up to advertisers to understand that most Americans need reassurance to help them overcome their feeling of discomfort about the good life.

They need to be educated in the be-

(Please turn to page 28)



Triggering sales message to the target is precept of Author Shepard's Institute studies. Here he discusses programs and commercials with panel, probing for responses which indicate consumer reactions



Determination of sales points comes from such sessions as this unobserved testing of consumer panel in a "Living Laboratory," with action recorded by hidden camera pushed through hole above tv set

COMMERCIALS THAT SELL

(Cont'd from page 27)

lief that a more comfortable life, a life of greater leisure is actually one of the major achievements and not one of the major failures of our country. The leisure time it offers all consumers can give them the opportunity to pursue worthwhile goals for growth and personal achievement rather than for lazy contentedness. It is this understanding of the American consumer's desire for basic goals which advertisers must pursue in selling a specific product.

Advertisers, both on tv and on radio, must reevaluate the appeals they are using for their products. This is all the more important at a time when there are definite changes in consumer trends. It may be quite unwise, in today's atmosphere, to sell glamor and luxury in some of the old, obvious ways.

You may need to consider shifting to a more Spartan approach, to allow the consumer a rational justification for the purchase and use of your product. Moreover, you will have to con-

vince him as never before, that you are on his side: that you offer him quality, fair pricing, consideration—all the aspects of psychological partnership. It is dangerous, in this critical situation, to seem to insult his intelligence, his taste or his importance as a potential customer.

You will also need to explore your present and your potential market as you have never explored it before. Are you stereotyping your customers by age, by sex, by economic status? Do you realize, for example, the importance of stretching your product to include young people or our senior citizens? Are you aware that men purchase many food products, while women purchase a great deal of beer and, in another area, often buy gasoline for the family car and have it serviced?

If we can agree that we are trying to reach a group of people who are more interested in their own needs than they are in your product, if we can therefore agree that we have to sell them something they need and want rather than something you have to sell—we can then begin to discuss how to make our tv and radio advertising more effective.

Both in its programs and in its advertising, television must pay more attention to the eye and radio more to the ear. Studies conducted by the Institute over the years substantiate the notion that radio is at its communicative best as it comes closer to creating visual images through sound.

With sound effects and taut economical uses of language, it was learning to do this superbly well just before the advent of television. As examples there are the highly successful documentaries of Norman Corwin, Orson Welles' Mercury theater and the idiom of the radio commentator by which Gabriel Heatter, H. V. Kaltenborn and Elmer Davis became well known and well realized personalities.

It is just as clear from either the presence or lack of enthusiasm shown by respondents in our various studies that television is at its communicative best in programs which reveal an understanding that the television picture in itself is really less than half of tv's communicative ability.

This means that tv and radio have much to learn from each other. As for tv it is not so much, as in a recent case, that it failed to adequately reproduce

Sales

SKYROCKETING IN TAMPA - ST. PETERSBURG

The Nation's NEW...

30th retail sales MARKET

WHEN YOU BUY CHANNEL 8
YOU GET THE BIG ADVANTAGE OF

AREA COVERAGE

AREA POPULATION	1,489,700
FAMILY UNITS	452,400
RETAIL SALES	\$2,107,581,000
EFFECTIVE BUYING INCOME	\$2,227,089,000

PUT YOUR ADVERTISING
WHERE THE MONEY IS . . .

RANKING	WAS-1957	
30th	34th	RETAIL SALES
33rd	39th	FOOD SALES
31st	33rd	GENERAL MERCHANDISE
32nd	37th	APPAREL SALES
30th	35th	SERVICE STATION SALES
25th	31st	EATING - DRINKING ESTAB.
36th	40th	FURNITURE - HOUSEHOLDS
24th	25th	BUILDING MATERIALS & HARDWARE

wfla-tv channel 8

REPRESENTED NATIONALLY BY BLAIR-TV

*SALES MANAGEMENT 1958 SURVEY OF BUYING POWER

Get Higher SALES Potential

in the Fast-growing

Albany, Ga. Metropolitan Market

In per-family sales*, Albany ranks

2nd in Georgia

Outranking Columbus,
Savannah and Macon

22nd in the South

Outranking Winston-
Salem, Augusta and
Mobile

91st in the Nation

Outranking Los Angeles,
Houston and Pittsburgh

*Sales Management, 1958

**South Georgia's Only
Metropolitan Market**



WALB-TV

Albany, Georgia

-Raymond F. Carow, General Manager

Represented by Vcnard, Rintoul & McConnell,
Inc., New York, Chicago, Los Angeles, San
Francisco, James S. Ayers, Atlanta.

the sounds of Van Cliburn's romantic and bravura piano playing on the *Steve Allen* show. Some critics and viewers complained of a failure here.

For tv did succeed admirably in this respect in a program called the "Sound of Jazz" on a recent *Seven Lively Arts* show. If tv has failed to come to grips with sound, it is more in the sense in which sound can be used to round out character, amplify reality and more fully reveal truth. For persons and events are more than interior or exterior shots and still or mobile faces.

Though few of us are as adroit at assigning birthplace from diction as is the Professor Higgins of *Pygmalion* and *My Fair Lady*, we all learn much about people from the qualities of their voices, their accents and all other means by which the voice best expresses human feelings and emotions.

In radio's salad days it was the box around which the American family gathered for many of its nights. Today it is largely the television set around which they gather.

But radio always had two potencies. It was always necessary to pay attention to radio, to be near the set when programing required the building of nearly visual images. But radio also gave its listeners a kind of mobility with programing which had solely aural intentions. Thus the housewife could move about the house cleaning and preparing without losing the continuity of her favorite daytime program.

As for the soap opera in that connection, the action and development of character were always slow and reiterated, perhaps even a bore for those who paid them rapt attention. So it is with radio today when only this aspect of its potency is pandered to. Set owners walk down the street with a radio to their ear, travel guelling distances with the car radio as companion or listen to disc jockeys who the day long play top tunes over and over again.

Radio lost one of its potencies when it stopped programing shows which required the close attentions of its audience.

Actually radio really lost out to the public desire to see with their eyes what they had previously given (with free reign) to their imaginations to create. And television gave their eyes a feast.

It is still doing this, but with less and less effect because the eyes have
(Please turn to page 30)

Here's all we have to know to open your account...

That's right. Dealing with a broker can be as easy as filling out this form.

If you think you might like to buy stocks or bonds—now or any time in the future—why don't you fill it out and mail it in?

It won't obligate you in any way, but it will enable us to set about the business of opening your account. Once that's done, we'll let you know, and then anytime you want to buy or sell securities, all you'll have to do is give us a call.

NAME (Please print) _____

Mailing address (Street) _____

(City) (Zone) (State) _____

Home Phone _____ Business Phone _____

Are you over 21? _____ Are you a U. S. Citizen? _____

Have you ever been a customer of this firm before? _____

What office? _____

Name of your bank _____

To comply with New York Stock Exchange regulations, please supply the following information about yourself—or if you're a housewife—about your husband.

Name of employer _____

Kind of business _____ Position _____

Signature _____

All filled out? Then just mail it to—

ALLAN D. GULLIVER, Department SX-82

Merrill Lynch, Pierce, Fenner & Smith

Members New York Stock Exchange
and all other Principal Exchanges

70 Pine Street, New York 5, N. Y.

Offices in 112 Cities

COMMERCIALS THAT SELL

(Cont'd from page 29)

had it. What is needed now is full-bodied television, and—to give it the kind of competition it needs in order to grow—full-bodied radio.

Television has something else to learn from radio and that is a sense of humor. What radio programs once knew, but have now forgotten, has at least been retained by radio commercials.

They spoof the sponsor, they spoof the product, they spoof the audience either by involving it in disc-jockey intimacy or by means of a more contrived kind of laugh. But where, with some recent exceptions, is television's commercial spoof?

If the advertiser is concerned about the cost of his tv commercial, must he transfer his anxiety to the audience in terms of the elaborate (and patently unrealistic) commercial setting, or the immediacy and importance of the commercial message? We find there is hardly a child above school age who does not respond with negative associations to the "terrible urgency" and the deadly seriousness of some tv commercials. Let the value be intrinsic and ingenious—but not overstated.

There is a pattern of response which we at the Institute for Motivational Research have come to recognize as necessary to the effectiveness of advertising in all media.

All our research indicates that there can be no hard and fast success story based on specific product appeals or on absolute age, sex or socio-economic differences. All these factors play a role in the individual's reaction to tv and radio advertising. But it is the total reaction to a total situation which we must attempt to evaluate if we are to predict success, failure or practical measures which can be taken to turn sales upward.

Therefore, we hope to measure certain psychological attitudes on the part of viewers or listeners as they respond to tv and radio advertising.

For example:

"This is really about me or people like me." . . . "I feel I'm almost a part of what's going on there." . . . "It's different—I couldn't possibly mix it up with any other." . . . "It just goes to show that a really good product is always good." . . . "Well, I learned something tonight . . . and I enjoyed it too." . . . "The thing I like about it is it

seems natural, it all fits together, the way they explain it." . . . "That reminds me, I'd better talk to John about trying that brand." . . . "Funny, that's exactly what I do when I use it."

These are random quotations from our interviews with respondents who have watched successful tv commercials and have listened to successful radio commercials. They may be responses to entirely different categories or brands of products. Nor is it likely that all responses, even to a successful commercial, will be so positive.

We do believe, however, that changes in consumer attitudes and trends indicate the need for continuing research to evaluate and measure the effectiveness which a tv or a radio advertising program can hope to expect in today's climate and among today's viewers and listeners. ■

ECONOMIC PROSPECTS

(Cont'd from page 19)

Alexander's earlier estimates.

The number of commercial stations now on the air, of course, is not far removed from this maximum (505 at the end of April); and 1958 should see a net growth in stations of perhaps 15 to 20. Indeed, at recent rates of growth, the number of stations on the air seems to be heading towards an ultimate maximum of about 540 or 550.

But we are still farther from the forecast limit of *supportable* stations than the current number of stations on the air would seem to indicate. For many television stations are still suffering losses. According to the most recent FCC data available, of the 470 stations on the air at the end of 1956, only 228 earned a profit in that year, while as many as 177 stations (including 113 vhf stations) were in the red (data on 5 stations were not available).

In other words, the television industry is still some distance from being able to support the number of stations now on the air. On the other hand, many markets are allocated fewer commercial television stations than they could support. In the absence of this spectrum limitation, the economy could probably support closer to 600 stations.

The current recession which has now been going on for over nine months can already be recognized as the most serious of the postwar downswings. Thus, the total output of goods and

services (gross national product) in the first quarter of 1958 was already four per cent, or \$18 billion at the annual rate, below that of the peak third quarter of 1957. This compares with the maximum decline in GNP of about three per cent in the two earlier recessions of 1948-1949 and 1953-1954.

If, as there is some hope, the current recession bottoms out in the third quarter of this year and if there is an upswing in the fourth quarter, the current recession can still be classed as more serious not only than the two postwar recessions but also than the recession of 1927 and possibly the recession of 1924. Among all business cycles since World War I, it would have been clearly exceeded in severity only by the recessions that began in 1921, 1929 and 1937.

A sign of the impending downswing, aside from the slowdown in the rate of increase of production, was probably the buildup of unwanted inventories in 1957, a buildup that would have been supportable only if sales had continued to grow. The actual downturn, however, was signalled by the decline of consumer purchases of automobiles and other durable goods in the second quarter of 1957, coupled with the drop in defense expenditures in the third quarter.

The recognition of a decline in sales in these areas triggered a downturn of business investment in inventories and production equipment. These two items account for \$15 billion of the \$18 billion reduction in the annual rate of output of goods and services between the third quarter of 1957 and the first quarter of this year. Inventories alone accounted for \$12 billion of this total.

The decline in consumer purchases of durable goods accounted for an additional \$3.5 billion of the overall drop in GNP. All the remainder of the economy, taken together, accordingly showed a small rise of about \$0.5 billion over that six-month period.

The outlook at the time of this writing is still unclear, but there is now at least a reasonable chance that the trough of the recession will be reached by the third quarter of 1958. This expectation is based on both general considerations of elements of strength and weakness in the economy, and on specific indications of the beginning of a slowdown in the rate of economic decline.

A principal source of strength in

the economy has been the relatively small amount of decline in personal income. While GNP fell \$18 billion between the third quarter of 1957 and the first quarter of 1958, personal income fell by little more than \$4 billion over the same period.

A large part of this comparatively good showing is accounted for by unemployment benefits; another part, by the dramatic rise in farm incomes in this year, the result, ironically enough, of bad growing conditions. Furthermore, corporations maintained dividend payments in the face of reduced profits.

With personal income holding up well, aggregate consumer expenditures have fallen off only slightly thus far. The decline in consumer expenditures has been largely concentrated in durables, for consumer expenditures on non-durables are already on their way up, and expenditures on services, with their steadily rising prices, never dropped at all.

A second source of strength is the rise in government spending. State and local governments' purchases of goods and services have been rising at a rate of about \$3 billion per year for the last four or five years. Thus far there is every indication that such expenditures will continue to rise at a similar rate.

With both consumer and government demand likely to remain fairly stable or actually to increase during the remainder of the year, the significant sources of economic weakness are the continued decline in business invest-

ment in plant and equipment and the currently continuing reduction in inventories.

The latter, which has accounted for \$12 billion of the \$18 billion decline in the last half year, proceeded at a very rapid rate in the first quarter of 1958. In that quarter, inventories declined at an annual rate of \$9 billion, about one and a half times the maximum rate experienced in either of the two preceding recessions. A quick turnaround is quite possible when such a rate of inventory decline is being experienced; any decline in the rate of consumption of inventories will act to spur production and income.

More fundamental is the question of business investment in plant and equipment. If this holds relatively firm, the turnaround in inventories can be reasonably expected within the next two quarters and inventory accumulation should be underway by the fourth quarter. On the other hand, there is a danger that there might be an accelerated decline in fixed investment if the recovery does not come rather quickly.


After all, current levels of investment are still higher in dollar terms than was achieved in any year prior to 1956. A rapid decline in fixed investment might well lead to a cumulative downward spiral that would so reduce final sales as to remove the incentive for an inventory turnaround. This development is not the most likely, however, and should it arrive, it would be possible to achieve an upturn through direct government action now

withheld. More likely because of present information, but by no means assured, is an upturn by the fourth quarter of 1958. The very latest figures show several key indicators already turning up, and a number of others apparently beginning to slow down in their rate of decline.

With respect to most of the more important aggregate measures, however, the most optimistic view one can take is that there seems to be some sign of a slowdown in the rate of decline. April figures on unemployment show a continued deterioration, but certainly no acceleration in the decline. Employment figures, on the other hand, tend to suggest a fall in the rate of decline of April and May, as do data on new orders in manufacturing.

The likelihood is that we are, in fact, approaching the end of the decline in business activity. However, this occurrence will not necessarily end the economy's problems, for there is a serious possibility that the recovery from the trough will be listless and halting and that it may take well into 1959 before the economy makes a substantial recovery.

After all, it was nine months after the trough in both previous postwar recessions before the Federal Reserve Board index of industrial production recovered to its previous peak level.

It would seem that there is no obvious source of vigorous economic expansion on the present horizon, unless it be government spending. 



WDBO on the air 1924—FIRST IN RADIO
WDBO-TV on the air 1954—FIRST IN TV
CBS Affiliation—FIRST ON RADIO and TV

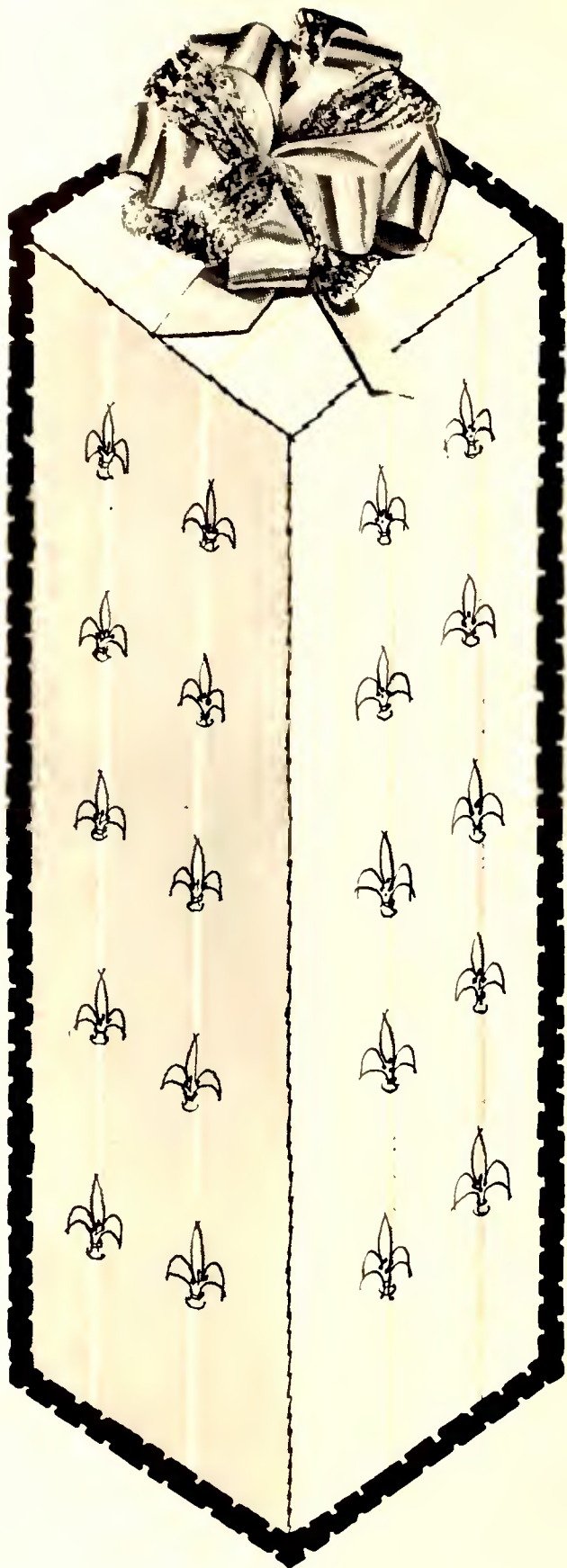
WDBO 580 Kc • 5000 WATTS • CBS
WDBO-FM 92.3 Mc • 25,000 WATTS • CBS
WDBO-TV Ch. 6 • 100,000 WATTS • CBS

QUALITY STATION—QUALITY MARKET

FLORIDA'S 4th MARKET
SERVING 193,200 Radio Homes
REACHING 199,000 TV Homes

... ORLANDO, FLORIDA ...
CHERRY BROADCASTING Co.

Natl. Rep.: John Blair & Co. and Blair Television Associates, Inc.
Southeastern: Harry Cummings



THE FINEST OF TELEVISION AT REASONABLE COST

Produced by CBC-TV, using the finest of talent, writers and the most modern production techniques, Canadian television programs are now available to sponsors in the United States.

These prestige properties offer exciting sales possibilities for sponsors—in fact, a unique opportunity to obtain a very fine commercial vehicle—at surprisingly low cost.

Whether you're in the market for a special program or a series, sixty minutes or half-hour, live or recorded, contact the CBC.

CBC TELEVISION

COMMERCIAL DIVISION

Halifax Montreal Ottawa Toronto Winnipeg Vancouver

BASICS

Charts, tables and tabulations covering—Why marketing men need to know what the competition is doing, with patterns of spot buying for selected brands; the 12 most common marketing mistakes; production and consumption of nine major product groups which are the top advertisers; brand preferences of Negroes in five cities

CHARLOTTE STANDS OUT

	Popula- tion	Effective Buying Income (\$000)	Per Capita EBI	Retail Sales (\$000)	Na. of Retail Outlets	Wholesale Sales (\$000)	No. of Whole- sale Estab.	No. of Mfg. Estab.
Charlotte, N. C.	164,200	\$322,283	\$1,963	\$309,397	1,631	1,257,399	690	300
Winston-Salem, N. C.	114,600	\$205,333	\$1,792	\$176,459	1,084	N.A.	177	125
Columbia, S. C.	112,500	\$177,544	\$1,578	\$179,805	1,188	237,902	263	96
Greensboro, N. C.	119,700	\$236,729	\$1,978*	\$226,254*	1,071	272,937	277	171
Durham, N. C.	87,400	\$154,241	\$1,765	\$119,625	853	69,707	108	87
Raleigh, N. C.	80,500	\$155,038	\$1,926	\$143,694	814	203,599	204	61
Charleston, S. C.	71,700	\$104,660	\$1,460	\$142,023	1,112	96,013	166	72
Greenville, S. C.	69,800	\$128,336	\$1,839	\$146,419	1,044	203,282	223	120
Asheville, N. C.	57,400	\$ 98,109	\$1,709	\$117,595	844	98,029	154	88

Sources: SM 1958 Survey of Buying Power
1954 U.S. Census of Business
1954 U.S. Census of Manufacturing

H-R Representatives, Inc., Nationally—
F-J Representatives, Atlanta

WWSOC-TV ch 9
CHARLOTTE N.C.

* 33 Millions of Dollars
comes from mail order
Business (Estimated 1955)

Why do marketers need to know what the competition is doing?

Patterns of buying for the competition

show market strategy, weak sales spots,

intensive drives, budget allocations

Tv, as the newest and most active of media, gets the biggest share of agency and client snooping—although all media are studied closely. Why? Because marketers have learned a prime lesson: a product, to stay on top, has to keep advertising. If it lets down, the competition will move in and capture a bigger market share. More than 40 agencies find the spot tv quarterly of Broadcast Advertisers Reports a gold mine of much-needed competitive product data. Excerpts from the most recent report (see box) appear on the following four pages. The full reports show sponsors' weights used in top markets, the balance between shows and announcements, times of day and show types. BAR, working closely with marketing people, lists the 12 most common marketing mistakes below. Most errors are of the omission rather than commission variety.

- ... establishing advertising budget by job to be done
- ... keeping constantly aware of competition's ads
- ... using right ad media for the type of product
- ... staying on top of new developments in ad media
- ... keeping the product up to date
- ... estimating accurately the market potential
- ... gauging the trends of the market
- ... appreciating regional differences in markets
- ... adhering to policies with long-range goals
- ... coordinating short-term tactics with long-range
- ... appraising competitors' brands objectively
- ... appreciating seasonal changes in buyers' demands

*Source: Broadcast Advertisers' Reports

HOW TO READ THE PRODUCT CHARTS

On four succeeding pages you'll find charts showing patterns of how selected major brands buy spot television announcements and programs. The data cover the 19 major metropolitan markets which account for 60 per cent of all consumer sales and represent buying in the first quarter of 1958.

Charts include several major product categories (appliances, automotive, etc.) and a representative selection of major brands within that category (General Electric, Ford Dealers, etc.) for each of the 19 cities during a measured week. A measured week, in BAR's terms, is the full week every eight weeks in which its monitoring staff tape records every commercial from sign-on to sign-off. Seven of the 19 cities were monitored twice and are designated 1 and 2 to indicate results of monitoring in each of those weeks.

In the charts, the total number of sponsored programs appears on the first line preceded by P; the number of spot announcements during the given week, on the second line preceded by A. City abbreviations at the top of each chart represent the following cities (parenthetical date marks the first day of the week in which the monitoring took place):

Atlanta (2/16), **Baltimore 1** (2/2), **Baltimore 2** (3/29), **Chicago 1** (1/5), **Chicago 2** (3/16), **Cleveland** (2/16), **Dallas-Fort Worth 1** (2/2), **Dallas-Fort Worth 2** (3/29), **Detroit** (2/23), **Hartford** (2/22), **Houston** (3/2), **Los Angeles 1** (1/25), **Los Angeles 2** (3/14), **Milwaukee** (3/8), **Minneapolis** (3/1), **New York** (2/28), **Philadelphia 1** (1/4), **Philadelphia 2** (3/8), **Pittsburgh** (2/15), **Portland** (1/12), **San Francisco 1** (1/17), **San Francisco 2** (3/22), **Seattle** (3/28), **St. Louis** (3/1), **Washington 1** (2/2) and **Washington 2** (3/29).

HOW SELECTED MAJOR BRANDS BUY SPOT TELEVISION

*Charts cover programs (P) and announcements (A) purchased during a monitored week (in cases noted, two weeks) during the first quarter of 1958 in 19 major markets. Source: Broadcast Advertisers Reports. For full explanation, see text preceding these tables.

P—PROGRAMS
A—ANNOUNCEMENTS

APPLIANCES	Atl.	Ba. 1	Ba. 2	Ch. 1	Ch. 2	Cl.	D-Ft.	D-Ft. 2	Det.	Hart.	Hous.	L.A. 1	L.A. 2	Mil.	N.Y.	Phi. 1	Phi. 2	Pitt.	Port.	S.F. 1	S.F. 2	Seat.	St. L.	W. 1	W. 2		
GENERAL ELECTRIC	P													2	1												
	A	2		17		5			8	5	1	5	10		1	1										3	
WESTINGHOUSE	P																										
	A	2		2	3	1	1	1	2	1	1	49	6		1	1								4	1	1	
AUTOMOTIVE—Cars																											
FORD DEALERS	P																										
	A	1				5	7				13	14		5	3			3								5	
OLDSMOBILE	P																										
	A				4	1	1	1	3	15	4	2	2		4									4	2	3	
PONTIAC	P																										
	A	5	30	5	5	10	5	7	2	6	4	26	13		6	5	8									9	
AUTOMOTIVE—Products																											
BARDAHL	P																										
	A	1				5	5	1	6	25	5	6	20													1	
RAYCO SEAT COVERS	P																										
	A	2	3	3	3	9	9	3	2	6	6	13	1	17	2											3	
SHELL OIL PROD.	P																										
	A	5	5	5	5	3	5	3	5	4	6															5	
STANDARD OIL PROD.	P																										
	A	5	5	7	6	5	7	5	1	1	6	6	15	6	5	1	1	1	1	1	6	5	1	1	1	6	
TEXACO OIL PROD.	P																										
	A	11	4			15	4	4	10	35											8		19	24		10	
BEVERAGES—Alcoholic																											
BALLANTINE BEER & ALE	P																										
	A	1		1					1					2	2	2										1	
BUDWEISER BEER	P																										
	A	1		1		14			1	2	1			5	9			1						3		21	
GALLO WINE	P																										
	A	16	16			5	9	8	1	1	3	4		1	5	1										3	
BEVERAGES—Non-Alcoholic																											
COCA-COLA	P																										
	A	22	22	22	20	17	10	34	2	19	9	53	1	3	1											5	

	Atl.	Ba. 1	Ba. 2	Ch. 1	Ch. 2	Cl.	D-Ft.	D-Ft. 2	Det.	Hart.	Hous.	L.A. 1	L.A. 2	Mil.	Minn.	N.Y.	Phi. 1	Phi. 2	Pitt.	Port.	S.F. 1	S.F. 2	Seat.	St. L.	W. 1	W. 2		
PEPSI COLA	P				1																							
	A	5	22	25		14			14		3	14	14				59							1		6	30	
CLOTHING—SHOES																												
EXQUISITE FORM	P																											
FOUND. GMNTS.	A	10	16	17	16	14	18	12	8	22	24	25	12	18	22	19	21	7	15	21	16			18	27	40		
POLL PARROT SHOES	P				1																							
	A	3	10			3			2		5					2					3		9			12		
ROBERT HALL CLOTHES	P																											
	A	31	16	26	16	39	10	8	13	13	57	38	26	67	3	42	3						8	17	32	53		
CANDY—GUM																												
BEEMAN'S PEPSIN GUM	P																											
	A	2	3	2	2	3	8	2	4	3	6	6	2	3	13				1					1	9	6		
CHUNKY CANDY	P																											
	A	2	1	1	1			1						1					1									
M & M CANDY	P																											
	A	6	7	15	7	5	5	9	7	8	4	4	32	39	8	6	10	6	7	2	6	6	11	3	5	14	9	
COSMETICS																												
AVON PRODUCTS	P																											
	A	13	11	2	14	12	12	12	9	10	14	15	11	11	10	1	10	11	13	14	11	14	1	14	1	11		
MAYBELLINE EYE PRODS.	P																											
	A	2	3	3	4	5	3	3	3	2	6	7	2	4	3	8	13	4	2	3	4	2	3	4	5	4	2	3
DRUG PRODUCTS																												
ALKA SELTZER	P																											
	A	14	5	5	34	32	15	9	7	8	12	15	18	7	15	29	14	14	8	10	5	7	6	4				
BAYER PRODUCTS	P																											
	A	4	6	5	13	15	7	1		1	18	9		20	16	10	2	2	4	1				7	6			
VITA-YUMS	P																											
VITAMIN CANDY	A	9	15	35	33	13		9	28	8	11	74	10	12	101	54	45	7			25	12	4	20	26			
FOOD PRODUCTS																												
ALSWEET MARGARINE	P																											
	A	13	13	13	29	30	22	22	13	12	11						16			22	23	22	18	12	13			
BOSCO CHOCOLATE	P																											
	A	1	1	1	1	1	2	1		1	2			1			1	1		1	1	1	1	1	1	1		
SYRUP	A	3	3	4	7	7	8	3	6	5	9	7	4	6	12	6	6	3	7	6	9	3	10	10				
CONTINENTAL	P																											
	A	30	32	15	23	14	28	31	2	37	38	19	14	25	1	13	17	18	19	13	18	24	18					

*See first page of this table and preceding text for explanation.

(Food products, cont'd)	Arl.	Ba. 1	Ba. 2	Ch. 1	Ch. 2	Cl.	D-Ft. 1	D-Ft. 2	Det.	Hart.	Hous.	L.A. 1	L.A. 2	Mil.	Minn.	N.Y.	Phi. 1	Phi. 2	Pitt.	Port.	S.F. 1	S.F. 2	Seat.	St.L.	W. 1	W. 2
HEINZ FOOD PRODS.	P	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
MAXWELL HOUSE COFFEE	A	14	14	4	15	24	8	48	47	14	1	4	44	3	2	36	3	2	19	1	4	23	11	1	16	14
NABISCO BAKERY PRODS.	P	1	1	2	2	2	1	1	2	1	1	2	2	1	1	2	1	1	2	1	2	1	2	1	1	1
POST CEREALS	A	6	4	4	8	6	5	4	2	3	3	11	10	2	5	3	8	4	4	2	3	10	5	5	8	8
	P	3	3																							
	A	10	15	25	8	9	9	18	11	18	18	4	8	2	3	7	14									

HOUSEHOLD FURNISHINGS

NORTHERN PAPER PRODS.	P																									
	A	1	10	11	17	3	11	9	8	14	13	5	9	6	9											
SCOTCH BRAND TAPES	P																									
	A	3	3	2	4	4	3	4	6	4	3	3	4	4	4	4	8	3	3	8	3	3	8	3	4	4

SOAPS AND CLEANERS

AD DETERGENT	P																									
	A	5	11	6	20	8	6	11	4	2	10	14	2	2	10	9	12	3	7	10	8	14	9	11	15	15
20 MULE TEAM BORAX, BORAXO	P																									
	A	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
CHEER DETERGENT	P																									
	A	16	9	13	10	9	13	8	13	11	13	5	5	5	11	5	8	5	8	5	11	6	7	5	22	17
COMET CLEANER	P																									
	A	3	3	5	4	2	3	4	4	4	14	5	4	3	11	3	3	6	6	3	3	3	3	3	4	4
DOVE BAR	P																									
	A	55	2	53			53		46	1	90	40	32	52	1	54					46	56	47		48	
IVORY PRODUCTS	P																									
	A	8	9	4	4	10		11	3	15	12	3	3	16	9	8	11	5	5	5	8	4	10	10	10	
SPIC & SPAN CLEANER	P																									
	A	4	4	7	9	4	3	4	3	4	8	5	13	4	6	5	6	5	6	7	5	4	3	3	3	

TOBACCO PRODUCTS—Cigarettes

CAMELS	P	1																								
	A																									2
DU MAURIER	P																									
	A																									14
KENT	P																									
	A	11	11	10	14	12	9	7	10	6	8	27	16	6	12	25	9	12	12	7	18	5	8	8	8	6

*See first page of this table and preceding text for explanation.

	Atl.	Ba. 1	Ba. 2	Ch. 1	Ch. 2	Cl.	D-Ft. 1	D-Ft. 2	Det.	Hart.	Hous.	L.A. 1	L.A. 2	Mil.	Minn.	N.Y.	Phi. 1	Phi. 2	Pitt.	Port.	S.F. 1	S.F. 2	Seat.	St.L.	W. 1	W. 2	
P																											
KOOL	A	1	5	1	10	2	1	2	1	8	12	3	28	11	18		8	9		8	5	9	2	1		1	2
	P											2	2							1							
L & M	A			11	9			5		5		38	36			33	4	6	5		5	5				5	4
	P	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								1	1	1	1
LUCKY STRIKE	A															33											
	P			4	1	1	1	1	1	1	1	5	5	5	2	7	1	2		1	2	5	5	3	1		
MARLBORO	A			1	2	2	1	4	7	1	3					11	1	2		1	1	1	1	1	7	7	7
	P																									3	2
NEWPORT	A	5	6	6	6	3	3	5		13	13				32		7			2	4	4		4	4	3	2
	P			1	1	1	1	1	1	1	1	23	4			2			1		11	5					5
OLD GOLD	A	13	14	3	18	14	13	9	21	9	10	34	28	13	4	34	1	11	10		2	16	7	7	7	24	18
	P																										
PARLIAMENT	A	5	5	3	3	3	3	4	7		24	25	5	3	30	3	3	3	3	3	7	7	3			8	14
	P																										
RALEIGH	A	8	3	8	10	9	11	13	4	4	7	16	32	5	11	20	9	4	4	2	10	3	11	15	18	20	20
	P																										
VICEROY	A	4	5		3	3	3	4	4	6	6	7	3		22	4	4	4	4	4	4	4	8	4	4	2	3
	P																										
WINSTON	A	2	2		1	1	1	1	1	1	1	5	5	1	1	1	1	1	1	1	1	1	1	1	1	4	3
	P																										

TOBACCO PRODUCTS—Cigars

EL PRODUCTO CIGARS	A	2	2		1	1	1	1	1	1	5	5	3	3	15											4	3
	P																										
ROBT. BURNS	A	2	2	5	5	5	3	3	2	3		1			3	1	1	1	1	1	1	1				1	1
	P																										
WHITE OWL	A	1	1	1	1	1	1	1	1	1	4	3	3	1	6	1	3	2	2	2	2	2				1	1
	P																										

TOILETRIES

ARRID DEODORANT	A	4	4	5	13	35	7	5	7	5	3	2	14	23	4	4	6	5	6	3	5	6	6	3	5	9	7
	P																										
JERGENS PRODUCTS	A	11	7	6	1	12	14	28	25	14	9	12	13	25	10	23	2	5	7		11	7	6	6	16	15	
	P																										
PEPSODENT PRODUCTS	A			60	109	1	48	1	1	1	205	197			51		1	1	1	98	95	56	51			51	
	P																										

*See first page of this table and preceding text for explanation.

What product brands are preferred by Negroes?

Brand leaders in 30 different product categories as reported for Negro families in five major metropolitan areas (see text at bottom of chart)

Product	New York	Chicago	St. Louis	Norfolk	Indianapolis
Aspirin	Bayer	Bayer	Anacin/Bufferin	Bayer	Bufferin
Beer	Ballantine	Budweiser	Stag	Budweiser	Wiedemann's
Breakfast food (cold)	Kellogg's Corn Flakes	Kellogg's Corn Flakes	Kellogg's Corn Flakes	Kellogg's Corn Flakes	Kellogg's Corn Flakes
Breakfast food (cooked)	Quaker hominy grits	Quaker Oats	Quaker Oats	Mother's Oats	Quaker Oats
Cigarettes—men	Camels	Pall Mall	Pall Mall	Camels	Camels/Pall Mall
Cigarettes—women	Viceroy/Winston	Viceroy	Pall Mall	Viceroy	Pall Mall
Instant coffee	Maxwell House	Maxwell House	Maxwell House	Maxwell House	Maxwell House
Coffee—regular	Maxwell House	Maxwell House	Old Judge	Maxwell House	Maxwell House
Deodorant—household	Air-Wick	Air-Wick	Air-Wick	Air-Wick	Air-Wick
Deodorant—underarm	Arrid	Arrid	Avon	Mum	Avon
Dog food—prepared	Ken-L-Ration	Rival	Strongheart	Ken-L-Ration	Rival
Hair preparations	Apex	Hair Rep	Hair Rep	Royal Crown	Vaseline
Hand lotion	Avon	Avon	Jergen's	Jergen's	Jergen's
Lipstick	Avon	Avon	Avon	Avon	Avon
Mixes—prepared cake	Pillsbury	Pillsbury	Betty Crocker	Pillsbury	Pillsbury
Orange juice—fresh frozen	Minute Maid	Snow Crop	Snow Crop	Minute Maid	Birds Eye
Peanut butter	Skippy	Skippy	Skippy	Skippy	Peter Pan
Remedies—cold relief	4-Way cold tablets	Bromo Quinine & 4-Way cold tab.	4-Way	4-Way	4-Way
Scouring cleanser	Ajax	Ajax	Ajax	Ajax	Ajax
Shampoos—liquid	Coconut Oil	Coconut Oil	Coconut Oil	Avon	Halo
Shortening	Crisco	Crisco	Crisco	Crisco	Crisco
Soap—laundry	Tide	Tide	Tide	Fab	Tide
Soap—toilet	Ivory	Ivory	Ivory	Ivory	Dove
Soft drinks**	Coca Cola	Pepsi Cola	Coca Cola	Coca Cola	Coca Cola
Tea	Lipton	Lipton	Lipton	Lipton	Lipton
Tissue—facial, cleansing	Kleenex	Kleenex	Kleenex	Kleenex	Kleenex
Tonics and proprietaries	Black Draught	Scotts' Emulsion	Black Draught	Black Draught	Father John's
Tooth paste	Colgate	Colgate	Colgate	Colgate	Colgate
Vegetables, fruits—fresh frozen	Birds Eye	Birds Eye	Birds Eye	Birds Eye	Birds Eye
Wax—liquid	Beacon	Johnson's	Johnson's	Aerowax	Johnson's
Wine	Manischewitz	Mogen David	Mogen David	Manischewitz	Mogen David

* denotes tie between two products

**Soft drinks listed according to the number of first mentions.

Rollins Broadcasting, Inc., Wilmington, Del., has prepared "A New Market," a booklet summarizing the buying habits of Negro consumers surveyed in the group's five major markets where it operates Negro-appeal radio stations. Rollins estimates Negroes in these areas total almost three and one-half million with an annual estimated buying power of more than \$5 billion. (For details on Negro radio, see Radio section.)

AUTOMOTIVE

General Motors took the lead last year in new-car sales, selling roughly one in every two and one-half new cars registered with owners. Biggest GM seller: Chevrolet, outdistancing its fellow GM makes by more than a million for each brand. Ford Motor was No. 2 with its Ford car outselling even the popular Chevrolet but the other makes falling under the sales pace set by GM.

Car sales over the past 32 years

Year	Total sales*
1957.....	5,982,342
1956.....	5,955,248
1955.....	7,169,908
1954.....	5,535,464
1953.....	5,738,989
1952.....	4,158,394
1951.....	5,060,903
1950.....	6,326,438
1949.....	4,838,342
1948.....	3,490,952
1947.....	3,167,231
1946.....	1,815,196
1941.....	3,731,166
1940.....	3,415,905
1939.....	2,653,377
1938.....	1,891,021
1937.....	3,483,752
1936.....	3,404,497
1935.....	2,743,908
1934.....	1,888,557
1933.....	1,493,794
1932.....	1,096,399
1931.....	1,908,016
1930.....	2,626,068
1929.....	3,848,937
1928.....	3,139,579
1927.....	2,623,538
1926.....	3,228,695
1925.....	2,967,755
1924.....	2,830,122
1923.....	2,487,876
1922.....	1,568,505

*Source: Automotive News, 1958 Almanac Issue.

Passenger car production by makes, 1953-1956*

American Motors:	1956	1955	1954	1953
Hudson	7,182	26,623	28,032	77,098
Nash	17,841	51,315	29,371	93,504
Rambler	79,162	83,852	37,779	41,825
Total	104,185	161,790	95,182	212,427

Chrysler Corp.:

Chrysler & Imperial	107,490	176,038	101,744	160,377
DeSoto	104,395	131,753	69,844	129,959
Dodge	205,820	316,584	151,761	301,827
Plymouth	452,918	746,361	396,702	654,414
Total	870,623	1,370,736	720,051	1,246,577

Ford Motor:

Ford	1,373,542	1,764,524	1,394,762	1,184,187
Lincoln & Cont'n'l.	48,995	41,226	35,733	41,962
Mercury	246,628	434,911	256,729	320,369
Total	1,669,165	2,240,661	1,687,224	1,546,518

GM Corp.:

Buick	535,364	781,296	531,463	485,353
Cadillac	140,873	153,334	123,746	103,538
Chevrolet	1,621,018	1,830,038	1,414,365	1,477,299
Oldsmobile	432,903	643,459	433,810	319,414
Pontiac	332,268	581,860	370,887	414,011
Total	3,062,426	3,989,987	2,874,271	2,799,615

Kaiser-Willys:

Kaiser	**	1,021	5,756	14,313
Willys	**	4,778	9,339	35,146
Total	**	5,799	15,095	56,918

S-P Corp.:

Packard	13,432	68,674	27,307	80,371
Studebaker	82,955	112,723	85,660	186,844
Total	96,387	181,397	112,967	267,215

Year Total	5,806,756	7,950,377	5,507,417	6,132,244
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*Source: Automobile Mfrs. Assn., "Automobile Facts & Figures," 1957.

**Discontinued passenger car production.

BEER-ALE

Beer consumption has dropped from 18.5 to 15.3 gallons per capita in the decade between 1948 and 1958. Research Co. of America gives two primary reasons for this: (1) "the booming infant population decreases the per capita ratio" and (2) beer "has suffered from an increasing tax burden."

RCA, which for 17 years has published a *Brewing Industry Survey*, now publishes an *Analysis of Brewers' Advertising Expenditures*. The industry in 1956 spent some \$200 million on advertising, double the amount spent in 1949. Television gets a bigger share of budgets than any other medium (28.7 per cent) and radio gets 9.2 per cent. Others: point-of-sale, 21.3 per cent; outdoor, 19.9 per cent; newspapers, 9.1 per cent; miscellaneous, 8.0 per cent; magazines, 3.8 per cent (all 1956 figures).

THE TOP 10 BREWERS

Their total volume: 38,131,000 barrels or 45.2 per cent of all sales

SALES RANK 1957	SALES RANK 1956	BREWER	NO. OF PLANTS	1957 SALES (thousand barrels)
1	2	Anheuser	3	6,116
2	1	Schlitz	3	6,024
3	4	Falstaff	9	4,292
4	3	Ballantine		3,982
5	5	Hamm	2	3,376
6	8	Carling	4	3,151
7	7	Liebmann	4	2,966
8	9	Schaefer	2	2,940
9	6	Pabst	4	2,700*
10	10	Stroh		2,584

*Considered reliable estimate of sales volume by RCA.

BREWERS' SALES GAINS AND LOSSES*

	1957	1956	1955	1954	1953	1952	1951
No. of brewers analyzed	212	222	234	254	248	260	254
Barrelage gains	87	87	101	82	124	117	112
Barrelage losses	112	118	121	166	106	124	127
No change**	13	17	12	6	18	19	15

*From "Brewing Industry Survey."

**No change applies to brewers whose annual volume, under the year shown, was within 1,000 barrels of the preceding year's sales.

CANDY

Per capita consumption of candy has risen to 17.7 pounds and total sales for 1957 are estimated to be \$1,124 million.* Last year was the peak production year for confections, hitting more than three billion pounds. Packaged goods are top sellers in the confection industry, followed by bar goods.

*Source: Candy Industry and Confectioners Journal, 21 January, 1958.

ESTIMATED CONFECTIONERY PRODUCTION, PER CAPITA CONSUMPTION AND VALUE OF SALES*

YEAR	PRODUCTION (millions of lbs.)	PER CAPITA CONSUMPTION (lbs.)	MFGRS. SALES VALUES (\$ millions)	AVERAGE VALUE (¢ per lb.)
1940	2,225	16.9	336	15.1
1941	2,536	19.0	403	15.9
1942	2,519	18.7	490	19.5
1943	2,561	19.0	575	22.4
1944	2,804	20.5	658	23.5
1945	2,562	18.7	620	24.2
1946	2,438	17.3	687	28.2
1947	2,603	18.1	956	36.7
1948	2,673	18.2	1,001	37.5
1949	2,594	17.3	875	33.7
1950	2,784	18.4	924	33.2
1951	2,669	17.3	965	36.2
1952	2,705	17.3	986	36.4
1953	2,718	17.1	996	36.4
1954	2,679	16.5	1,008	37.6
1955	2,724	16.6	1,031	37.9
1956	2,893	17.4	1,071	37.0
1957	3,008	17.7	1,124	37.0

*Source: Candy Industry and Confectioners Journal, 21 January, 1958.

CANDY SALES BY TYPE (as percentage of total poundage in 1956)**

Bars—1¢, 5¢, 10¢ and others	34.8
Package goods	34.0
To retail at:	
\$2 or more per lb.8
\$1.50 to \$1.99	1.2
\$1 to \$1.49	2.9
50¢ to 99¢	8.8
Less than 50¢	20.3
Bulk goods	16.3
5¢, 10¢ specialties	8.7
Penny goods	6.2
Total	100.0

**Source: Candy Industry and Confectioners Journal, based on Bureau of Census, Dept. of Commerce report for 1956.



"FILM CENTRAL" for network operations. From this control room all the ABC film shows are fed to affiliates.

How ABC-TV gets top picture quality for all its network film shows

—Converts 100% to RCA Vidicon Film Camera Chains!

"For the top quality we require in our network film shows we chose RCA Vidicon film equipment," says Frank Marx, Vice-President, Engineering. They were so satisfied with their quality network film purchase that they converted *all* their film equipment to RCA Vidicon! Now they're piping the highest picture quality down their entire network line. Popular film shows like "Maverick" get the very best treatment, which pays off in viewers.

ABC first made careful tests of competing equipment. RCA Vidicon film camera chains showed up in first

place. Frank Marx summed it up like this, "In all our tests RCA Vidicon equipment proved best. We feel we moved miles ahead in film programming quality when we installed these modern Vidicon chains at all our stations."

Their first two chains were delivered in October, 1954, for the Disneyland opening in New York. Other chains soon followed. Then, in December, 1957, they decided to go "all the way" at all their stations. Today, ABC-TV is 100% RCA Vidicon. The results speak for themselves.

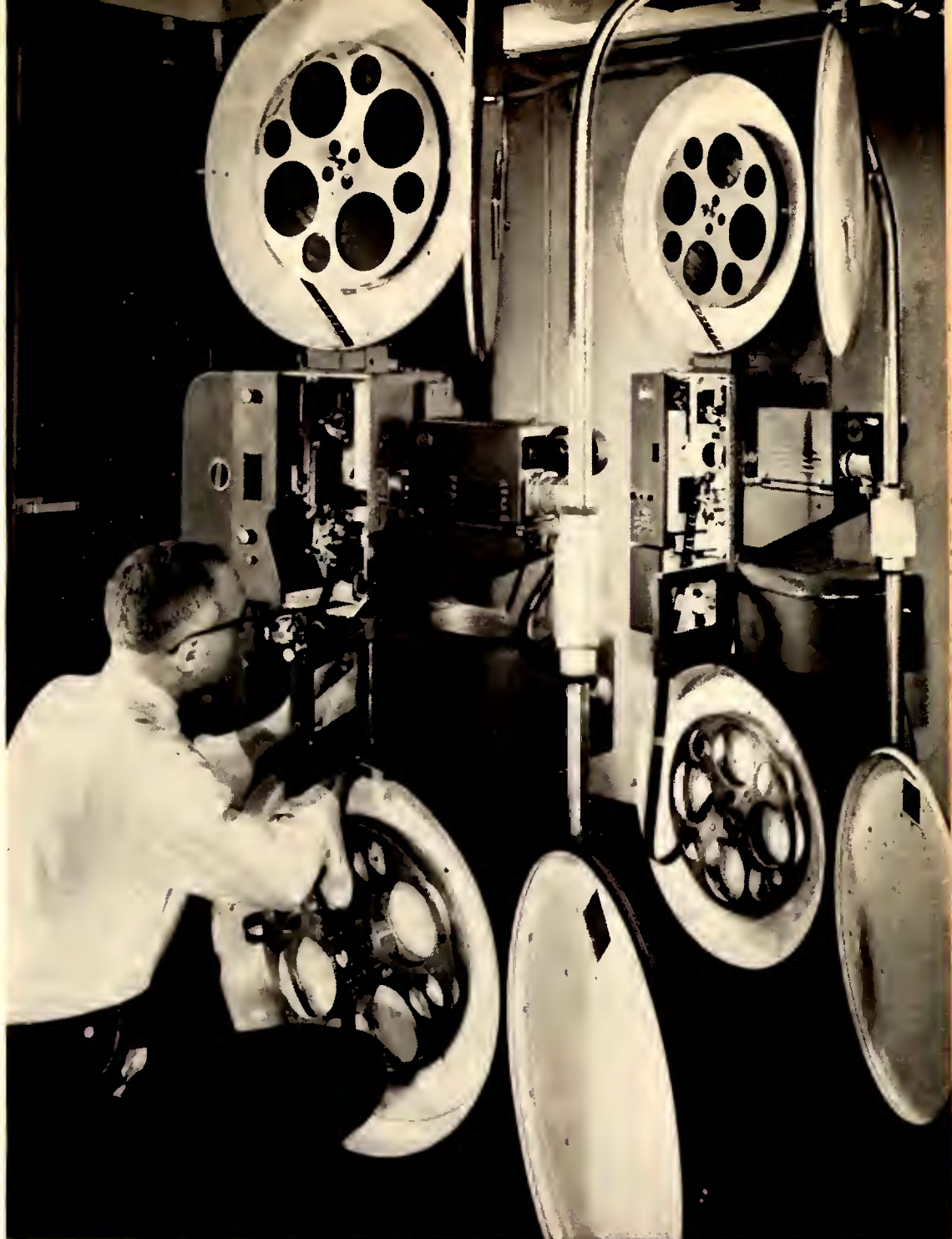


NERVE CENTER of ABC-TV operations—the master control room—is largely RCA equipped.



PROTECTION SYSTEM. RCA TP-6 16 mm professional projectors are used to double-up with 35 mm network projectors to insure on-air continuity in event of mishap. TP-6's are used throughout ABC local film rooms.

EXHAUSTIVE TESTS of equipment, preceding decision to buy RCA, pointed out important fact: "RCA has the quality!" And here, Al Malang, a video facilities engineer, demonstrates camera features to group of ABC executives headed by Frank Marx, Vice-President, Engineering; including Wm. H. Trevarthan, Director, Network Operations; John S. Preston, Director, Engineering Facilities; and Verne Pointer, Chief Video Facilities Engineer. Al Josephsen, RCA, looks on.



"KEY TO QUALITY" of their network film programs . . . these two RCA TP-35 projectors, monoplexed to Vidicon film camera chains.



Your RCA Broadcast Representative will be glad to explain how RCA Vidicon film equipment can make a success of your film room! In Canada: RCA VICTOR Company Limited, Montreal.



Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

CARBONATED BEVERAGES

ESTIMATED ANNUAL PRODUCTION-CONSUMPTION OF BOTTLED SOFT DRINKS*

Year	Total value	Total cases	Million bottles (24-bottle case)	Per capita (bottles)
1940	411,699,200	550,400,000	13,210	100.1
1941	553,879,040	740,480,000	17,772	133.6
1942	526,185,088	703,456,000	16,883	126.2
1943	580,351,200	773,801,600	18,571	138.6
1944	629,681,100	812,491,700	19,500	147.1
1945	584,994,000	731,242,500	17,550	132.9
1946	617,168,600	771,460,800	18,515	132.3
1947	745,676,000	901,664,000	21,640	150.9
1948	835,157,300	1,009,863,700	24,237	164.4
1949	860,959,300	1,012,893,300	24,309	162.0
1950	876,532,600	1,001,751,474	24,042	158.0
1951	939,442,500	1,043,825,000	25,052	162.7
1952	1,019,295,000	1,132,550,000	27,181	174.0
1953	1,089,513,000	1,177,852,000	28,268	177.5
1954	1,166,605,000	1,176,674,000	28,240	174.2
1955	1,252,276,000	1,264,925,000	30,358	184.2
1956	1,308,000,000	1,321,214,000	31,709	188.9

Source: American Bottlers of Carbonated Beverages, Washington, D. C., 10 June 1957.
*Preliminary estimate.

The soft drink industry has estimated total investments in bottling equipment and facilities of between \$900 million and \$1 billion. As of February 1957 there were 5,078 bottling plants producing 31.7 million bottles valued at \$1.3 billion. The industry has grown from a per capita consumption level of 1.6 bottles in 1849 to today's level of 188.9. Points in the growth pattern: 1899, 12.2 bottles; 1923, 41.1; 1934, 31.9.

CIGARETTES

Cigarette output by companies (billions of cigarettes)**

Companies	1957				1956				Per cent change
	Tax-paid†	Tax-free†	Total output	Per cent of total	Tax-paid†	Tax-free†	Total output	Per cent of total	
American Tobacco	119.0	7.0	126.0	28.4	122.3	6.6	128.9	30.5	- 2.2
R. J. Reynolds	117.5	5.8	123.3	27.8	108.5	5.4	113.9	27.0	+ 8.2
Liggett & Myers	57.5	8.0	65.5	14.8	58.0	7.6	65.6	15.6	- 0.1
Brown & Williamson	44.0	5.5	49.5	11.2	42.4	5.0	47.4	11.2	+ 4.4
Philip Morris, Inc.	37.7	3.8	41.5	9.4	35.9	3.8	39.7	9.4	+ 4.5
P. Lorillard Co.	31.8	0.4	32.2	7.3	21.4	0.3	21.7	5.2	+48.4
Larus & Bro. Co.	1.1	1.4	2.5	0.5	1.0	1.3	2.3	0.5	+ 8.7
Stephano Brothers	0.7	1.1	1.8	0.4	0.65	1.0	1.65	0.4	+ 9.1
U. S. Tobacco Co.	0.55	0.0	0.55	0.1	0.5	0.0	0.5	0.1	+10.0
Riggio Tobacco Co.	0.4	0.0	0.4	0.1	0.35	0.0	0.35	0.1	+14.3
Estimated sales	410.25	33.0	443.25	100.0	391.0	31.0	422.0	100.0	+ 5.0
Indicated stock	0.25	0.0	0.25		0.6	0.0	0.6		
Total removals (from factories)	*410.5	*33.0	*143.5		391.6	31.0	422.6		+ 4.8

*Estimated. † Tax-paid indicates cigarettes sold in the U. S., tax-free indicates those sold overseas

Billions of tax-paid cigarettes by brands (domestic volume)**

Brand	1957				1956				Per cent change
	Regular	Filter	Kings	Total	Regular	Filter	Kings	Total	
Camel	64.0	0.0	0.0	64.0	69.5	0.0	0.0	69.5	- 7.9
Pall Mall	0.0	0.0	55.2	55.2	0.0	0.0	56.0	56.0	- 1.4
Lucky Strike	51.5	0.0	0.0	51.5	55.5	0.0	0.0	55.5	- 7.2
Winston	0.0	40.8	0.0	40.8	0.0	34.0	0.0	34.0	+ 20.0
Chesterfield	21.8	0.0	10.0	31.8	24.5	0.0	13.0	37.5	- 15.2
L&M	0.0	24.8	0.0	24.8	0.0	20.3	0.0	20.3	+ 22.2
Viceroy	0.0	24.5	0.0	24.5	0.0	23.3	0.0	23.3	+ 5.1
Marlboro	0.0	19.5	0.0	19.5	0.0	14.3	0.0	14.3	+ 36.4
Old Gold	7.2	6.5	2.1	15.8	9.1	5.9	3.0	18.0	- 12.2
Kent	0.0	15.1	0.0	15.1	0.0	3.4	0.0	3.4	+344.1
Philip Morris	10.0	0.0	5.0	15.0	13.8	0.0	5.5	19.3	- 22.3
Kool	5.7	6.6	0.0	12.3	7.4	2.0	2.5	11.9	+ 3.4
Salem (M*)	0.0	12.0	0.0	12.0	0.0	4.0	0.0	4.0	+200.0
H. Tareyton	0.0	3.6	4.2	7.8	0.0	3.6	5.4	9.0	- 13.3
Raleigh	0.0	0.0	6.7	6.7	0.0	0.0	7.0	7.0	- 4.3
Hit Parade	0.0	4.5	0.0	4.5	0.0	1.8	0.0	1.8	+150.0
Parliament	0.0	2.0	0.0	2.0	0.0	1.8	0.0	1.8	+ 11.1
Oasis (M*)	0.0	0.9	0.0	0.9	0.0	0.0	0.0	0.0	
Newport (M*)	0.0	0.9	0.0	0.9	0.0	0.0	0.0	0.0	
Benson & Hedges	0.0	0.9	0.0	0.9	0.0	0.1	0.0	0.1	+800.0
Domino	0.0	0.0	0.75	0.75	0.0	0.0	0.7	0.7	+ 7.1
Cavalier	0.0	0.0	0.7	0.7	0.0	0.0	1.0	1.0	- 30.0
Marvel	0.0	0.0	0.6	0.6	0.0	0.0	0.6	0.6	
Sano	0.15	0.35	0.0	0.5	0.15	0.3	0.0	0.45	+ 11.0
Regent	0.0	0.3	0.1	0.4	0.0	0.2	0.15	0.35	+ 14.3
Wings	0.0	0.0	0.4	0.4	0.0	0.0	0.1	0.1	+300.0
Holiday	0.0	0.35	0.0	0.35	0.0	0.3	0.0	0.3	+ 16.7
Spud (M*)	0.0	0.3	0.0	0.3	0.0	0.4	0.0	0.4	- 25.0
DuMaurier	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	
Vogue	0.0	0.1	0.0	0.1	0.0	0.05	0.0	0.05	
Encore	0.0	0.05	0.0	0.05	0.0	0.05	0.0	0.05	
Fatima	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	
Estimated sales	160.35	164.15	85.75	410.25	179.95	115.9	95.15	391.0	+ 4.9
Per cent of market	39.1	40.0	20.9	100.0	46.0	29.6	24.4	100.0	

*(M)—Mentholated.

**Source: Harry M. Wooten's 17th annual estimate of cigarette sales for Printers' Ink published 27 December, 1957.

DRUGS

There are **53,500** drug outlets in the U. S. of which 48,715 are independents and 4,585 are chains (as of 1957). The average independent takes in \$31,510 from prescriptions, \$72,360 from non-prescription items; the average chain outlet sells \$34,513 worth of prescriptions, \$270,831 of non-Rx.

Retail drug trade of the U.S.A.—Rx and non-Rx, 1957 (add 000)

	Inde- pendents*	Chains**	All Drug Stores	% Change from Previous Year		
				Inde- pendents	Chains	All Drug Stores
Prescription volume	\$1,535,000	\$ 158,240	\$1,693,240	16.0%	14.5%	15.9%
Other sales	3,525,000	1,241,760	4,766,760	8.3	9.5	8.6
Total drug store sales	\$5,060,000	\$1,400,000	\$6,460,000	10.6%	10.1%	10.5%
% Rx volume to total sales	30.3%	11.3%	26.2%			
No. of new Rx	340,000	34,110	374,110	8.6%	5.6%	8.3%
No. of refilled Rx	244,000	23,220	267,220	10.9	12.6	11.1
Total Rx	584,000	57,330	641,330	9.6%	8.3%	9.5%

*Individually owned. Includes also drug stores of owners with 2 and 3 stores each.

**Drug stores in chains of 4 or more stores each.

Source: Drug Topics, 31 March 1958.

Summary of 1956 sales of drug store products (Add 000 to dollar figures)*

Departments	Civilian spending in all outlets	Spending in drug stores only	% of total store	% drug store to total spending	Percentage change from 1955 to 1956	
					In total	In drug stores
Drugs; other health aids:						
Prescriptions	\$1,491,000	\$1,461,200	24.98	98	18.5	18.5
Packaged medication	1,336,470	925,150	15.82	69	9.0	9.2
Prescription accessories	213,120	85,580	1.46	40	10.8	5.3
First aid	140,850	88,710	1.52	63	2.8	1.1
Foot products	46,000	27,090	0.46	59	1.3	5.0
Baby needs	428,700	105,580	1.80	25	6.6	9.4
Feminine needs	217,730	87,130	1.49	40	4.6	4.6
Veterinary	211,140	72,120	1.23	34	3.0	2.3
Sub-total	\$4,085,010	\$2,852,560	48.76
Duplication	386,000	375,000	6.41
Sub-total for drugs, other health aids	\$3,699,010	\$2,477,560	42.35	67	10.7	12.5
Toiletries:						
Oral hygiene	265,490	100,300	1.72	38	4.5	3.7
Hair products	577,670	219,920	3.76	38	12.3	9.8
Shaving products	391,740	129,370	2.21	33	8.8	3.1
Hand products	102,740	35,770	0.61	35	5.7	4.4
Cosmetics	406,930	119,920	2.05	29	5.5	4.0
Other toiletries	852,750	127,970	2.19	15	7.0	6.3
Subtotal for toiletries	\$2,597,320	\$ 733,250	12.54	28	7.8	5.9
Other products:						
Home sanitation	\$ 162,370	\$ 37,470	0.64	23	0.1	-4.9
Household supplies	280,260	24,990	.43	9	4.8	3.7
Stationery	1,028,730	172,870	2.96	17	7.0	7.4
Magazines, newspapers	1,737,120	193,640	3.31	11	2.5	1.4
Photographic	651,560	210,690	3.60	32	10.3	11.1
Sundries	1,875,120	159,320	2.72	8	10.5	10.6
Sub-total for other products	\$5,735,160	\$ 798,980	13.66	14	6.7	6.7
Fountain & luncheonette	\$1,743,300	\$ 609,400	10.41	35	3.8	4.6
Packaged ice cream	\$ 706,200	\$ 91,810	1.57	13	8.6	4.8
Candy, tobacco:						
Confectionery	\$2,128,880	\$ 172,350	2.95	8	3.8	1.2
Tobacco	5,560,790	578,880	9.89	10	2.0	2.3
Sub-total for confectionery, tobacco	\$7,689,670	\$ 751,230	12.84	10	2.5	2.1
Alcoholic beverages	\$10,580,750	\$ 89,940	1.54	1	4.5	2.9
Sub-total for drug store products and services individually listed above	\$32,751,410	\$5,552,170	94.91	17	5.4	8.1
Unclassified	nd	\$ 297,830	5.09	nd	nd	159.4
GRAND TOTAL		\$5,850,000	100.00	11.4

*Source: Drug Topics, "What the public spends for drug store products," 1957.

FOOD

Retail food store volume in 1957 hit a record high of \$50 billion—up 8.9 per cent from the previous high year of '56. Here's the breakdown of '57 sales gains: for all food stores, including meat, fish, bakery, produce, etc., 8.9 per cent; chain stores, 12.2 per cent; independents, 7.3 per cent; small stores, superettes and supermarkets, 9.4 per cent. In terms of tonnage, over-all gains were up 5.9 per cent; food, up 4.8 per cent; non-food, up 13.1 per cent.

Retail food trade, 1953-1957*

(Add 000,000)

	Grocery stores	Specialty food retailers	Total retail food trade	Pct. grocery store sales to total
1953	\$33,630	\$7,035	\$40,665	82.7
1954	34,905	6,501	41,406	84.3
1955	36,825	6,601	43,426	84.8
1956	39,341	6,710	46,051	85.4
1957	43,040	7,120	50,160	85.8

*Source: Food Topics, 20 January 1958.

Change in dollar sales and tonnage totals in grocery stores for food and for other grocery products and non-foods, 1953-1957*

	Dollars		Tonnage	
	Foods	Other grocery products and non-foods	Foods	Other grocery products and non-foods
1953	142.3	175.5	121.3	149.6
1954	147.7	182.9	126.5	156.7
1955	153.9	208.5	134.6	182.2
1956	164.0	226.6	142.7	197.2
1957	177.4	264.7	149.5	223.0

*Source: Food Topics, 20 January 1958.

DEPARTMENTS	Value of total domestic consumption	Amt. spent in grocery stores	% of total store	% grocery to total consumption	Percentage change from 1955 to 1956	
					Total	Groc.
Fresh & cured meat, fish & poultry ...	\$16,954,190	\$ 9,363,550	23.80	55	4.5	5.5
Frozen foods	1,981,490	1,546,850	3.93	78	13.1	13.2
Dairy products	12,196,460	3,765,020	9.57	31	1.7	4.3
Produce	7,609,810	4,535,840	11.53	60	7.6	8.5
Baked goods	5,974,290	3,130,500	7.96	52	5.8	5.7
Cereals, flour, macaroni	1,494,340	1,214,730	3.09	81	2.3	2.5
Baking supplies	49,780	43,770	.11	88	-5.0	-5.3
Fats & shortening	1,037,340	717,480	1.82	69	1.2	0.9
Canned foods	4,277,620	3,332,520	8.47	78	5.0	4.9
Dried foods	1,007,760	517,830	1.32	51	7.2	8.8
Prepared beverages	2,958,760	1,940,320	4.93	66	12.4	11.4
Soft drinks	1,794,260	452,920	1.15	25	5.0	5.3
Alcoholic beverages	10,580,750	809,230	2.06	8	4.5	7.4
Condiments, dressings, spreads	1,117,070	780,870	1.98	70	6.2	6.4
Sweeteners, flavors	761,770	604,900	1.54	79	2.8	1.8
Jams, jellies, preserves	225,580	190,850	.49	85	6.3	8.3
Desserts	122,240	103,700	.26	85	9.8	10.1
Confectionery	2,128,880	453,580	1.15	21	3.8	3.3
Other foods	783,810	361,290	.92	46	35.0	38.3
Total foods consumed	\$73,056,200	\$33,865,750	86.08	46	5.2	6.5
Household supplies	\$ 2,789,240	\$ 1,936,690	4.92	69	5.7	6.3
Pet foods	415,360	305,070	.77	73	8.2	8.3
Sub-total for other grocery products	\$ 3,204,600	\$ 2,241,760	5.70	70	6.0	6.6
Total foods & grocery products ..	\$76,260,800	\$36,107,510	91.78	47	5.2	6.5
Tobacco products	5,469,520	1,592,940	4.05	29	1.8	5.4
Health & beauty aids	4,182,060	707,610	1.80	17	8.1	13.7
Greeting cards	316,170	8,700	.02	3	10.9	13.0
Magazines & newspapers	1,746,630	53,640	.14	3	2.6	9.6
Toys	1,293,670	18,670	.05	1	10.6	13.1
Sub-total for non-foods individually listed above	\$13,008,050	\$ 2,381,560	6.05	18	4.9	7.9
Housewares	ND**	\$ 211,460	.54	ND**	14.3
Other non-foods	ND	\$ 640,470	1.63	ND	22.6
Total non-foods and other grocery products	ND	\$ 5,475,250	13.92	ND	9.1
Grand total	\$39,341,000	100.00	6.8

*Source: Food Topics, "What the public spends on grocery store products," 1957.

**No data available.

GAS AND OIL

Today's retail gas and oil market: some \$15 billion annually. This is expected to increase to \$20 billion within the next decade. There are 181,747 retail outlets for gasoline and oil products and by 1969 they will serve an expected 72.1 million passenger cars and 13.8 million trucks.*

Domestic demand (million bbl.)

Year	All products ³	Gasoline	Kerosene
1954	2,832	1,230	118
1955	3,088	1,329	117
1956	3,205	1,372	117
1957 ¹	3,211	1,432	107
1958 ²	3,294	1,446	105
1959	3,450	1,484	107
1960	3,610	1,552	108
1961	3,810	1,638	110

*SOURCE: Statistics and chart material from National Petroleum News Fact Book, 1958-'59.

SOURCES: American Petroleum Institute, Bureau of Mines and NPN research.
¹Estimated. ²NPN forecast. ³Includes distillate, residuals, LP-gas, lubes and other.

Current motor vehicle registrations

STATE	AUTOMOBILES			TRUCKS and BUSES			TOTAL MOTOR VEHICLES		
	Estimated 1957	Registered 1956	Per cent change	Estimated 1957	Registered 1956	Per cent change	Estimated 1957	Registered 1956	Per cent change
Alabama	919,000	873,423	+5.2%	216,000	211,101	+2.3%	1,135,000	1,084,524	+4.7%
Arizona	383,000	351,885	+8.8	106,000	99,143	+6.9	489,000	451,028	+8.4
Arkansas	442,000	420,151	+5.2	193,000	188,771	+2.2	635,000	608,922	+4.3
California	5,832,000	5,585,783	+4.4	997,000	949,199	+5.0	6,829,000	6,534,982	+4.5
Colorado	631,000	601,256	+4.9	183,000	174,162	+5.1	814,000	775,418	+5.0
Connecticut	888,000	847,094	+4.8	126,000	124,009	+1.6	1,014,000	971,103	+4.4
Delaware	130,000	127,183	+2.2	38,000	37,005	+2.7	168,000	164,188	+2.3
Florida	1,685,000	1,518,473	+11.0	283,000	263,252	+7.5	1,968,000	1,781,725	+10.5
Georgia	1,058,000	1,017,383	+4.0	257,000	255,880	+0.4	1,315,000	1,273,263	+3.3
Idaho	239,000	240,065	-0.4	99,000	97,264	+1.8	338,000	337,329	+0.2
Illinois	3,067,000	2,983,889	+2.8	437,000	425,075	+2.8	3,504,000	3,408,964	+2.8
Indiana	1,583,000	1,529,479	+3.5	337,000	333,278	+1.1	1,920,000	1,862,757	+3.1
Iowa	986,000	974,814	+1.1	230,000	226,666	+1.5	1,216,000	1,201,480	+1.2
Kansas	827,000	813,703	+1.6	272,000	264,138	+3.0	1,099,000	1,077,841	+2.0
Kentucky	882,000	850,350	+3.7	224,000	219,138	+2.2	1,106,000	1,069,488	+3.4
Louisiana	850,000	801,705	+6.0	216,000	207,913	+3.9	1,066,000	1,009,618	+5.6
Maine	277,000	271,006	+2.2	73,000	73,684	-0.9	350,000	344,690	+1.5
Maryland	893,000	853,012	+4.7	141,000	140,100	+0.6	1,034,000	993,112	+4.1
Massachusetts	1,486,000	1,428,803	+4.0	193,000	190,337	+1.4	1,679,000	1,619,140	+3.7
Michigan	2,830,000	2,747,390	+3.0	395,000	391,077	+1.0	3,225,000	3,138,467	+2.8
Minnesota	1,196,000	1,165,671	+2.6	266,000	260,201	+2.2	1,462,000	1,425,872	+2.5
Mississippi	486,000	470,725	+3.2	188,000	186,987	+0.5	674,000	657,712	+2.5
Missouri	1,270,000	1,238,652	+2.5	322,000	318,237	+1.2	1,592,000	1,556,889	+2.3
Montana	244,000	238,267	+2.4	111,000	108,763	+2.1	355,000	347,030	+2.3
Nebraska	507,000	502,045	+1.0	153,000	156,003	-1.9	660,000	658,048	+0.3
Nevada	114,000	107,175	+6.4	35,000	33,362	+4.9	149,000	140,537	+6.0
New Hampshire	188,000	181,437	+3.6	44,000	43,904	+0.2	232,000	225,341	+3.0
New Jersey	1,918,000	1,880,557	+2.0	271,000	268,131	+1.1	2,189,000	2,148,688	+1.9
New Mexico	269,000	259,361	+3.7	98,000	91,918	+6.6	367,000	351,279	+4.5
New York	4,302,000	4,280,637	+0.5	519,000	524,021	-1.0	4,821,000	4,804,658	+0.3
North Carolina	1,255,000	1,212,356	+3.5	312,000	304,213	+2.6	1,567,000	1,516,569	+3.3
North Dakota	214,000	209,943	+1.9	104,000	100,899	+3.1	318,000	310,842	+2.3
Ohio	3,361,000	3,243,975	+3.6	441,000	434,664	+1.5	3,802,000	3,678,639	+3.4
Oklahoma	806,000	790,908	+1.9	265,000	261,781	+1.2	1,071,000	1,052,689	+1.7
Oregon	737,000	729,928	+1.0	78,000	77,740	+0.3	815,000	807,668	+0.9
Pennsylvania	3,429,000	3,348,290	+2.4	543,000	532,483	+2.0	3,972,000	3,880,773	+2.4
Rhode Island	285,000	278,395	+2.4	38,000	38,801	-2.1	323,000	317,196	+1.8
South Carolina	679,000	660,761	+2.8	154,000	150,441	+2.4	833,000	811,202	+2.7
South Dakota	242,000	237,521	+1.9	89,000	88,097	+1.0	331,000	325,618	+1.7
Tennessee	942,000	914,470	+3.0	218,000	215,894	+1.0	1,160,000	1,130,364	+2.6
Texas	3,234,000	3,124,272	+3.5	826,000	814,200	+1.4	4,060,000	3,938,472	+3.1
Utah	297,000	283,719	+4.7	73,000	69,065	+5.7	370,000	352,784	+4.9
Vermont	128,000	124,976	+2.4	16,000	16,103	-0.6	144,000	141,079	+2.1
Virginia	1,134,000	1,090,610	+4.0	228,000	224,198	+1.7	1,362,000	1,314,808	+3.6
Washington	992,000	972,665	+2.0	235,000	232,293	+1.2	1,227,000	1,204,958	+1.8
West Virginia	464,000	455,944	+1.8	127,000	125,725	+1.0	591,000	581,669	+1.6
Wisconsin	1,220,000	1,193,459	+2.2	254,000	252,284	+0.7	1,474,000	1,445,743	+2.0
Wyoming	124,000	120,448	+2.9	57,000	55,885	+2.0	181,000	176,333	+2.6
Dist. of Columbia	176,000	178,281	-1.3	22,000	22,730	-3.2	198,000	201,011	-1.5
TOTAL	56,101,000	54,332,295	+3.3%	11,103,000	10,880,215	+2.0%	67,204,000	65,212,510	+3.1%

These estimates were made by the Bureau of Public Roads on the basis of state reports of motor vehicle registrations in the early months of 1957, and information available on current trends, motor vehicle production, and other factors. They include both privately-owned and publicly-owned motor vehicles, except those owned by the military services. Registrations shown for 1956 are from table MV-1, 1956.

SOAPS AND DETERGENTS

Sales of soap and synthetic detergents in 1957 reached more than four billion pounds, an increase of 3.3 per cent above '56—a record year. Dollar sales show an even more impressive gain: a total of \$998 million, up 9.3 per cent from '56 to a per capita level of 28.5 pounds per person. Synthetics alone, in '57—including both solids and liquids—comprised 71 per cent of the total market and reached a new high in tonnage of almost three billion pounds. 8.4 per cent ahead of the previous year—and \$683 million in sales, up 14.4 per cent. Soap sales, both solids and liquids, dropped 7.5 per cent from 1956 in tonnage, .5 per cent in dollar volume.

Estimated soap and synthetic detergent sales*

Year	Population estimate ^a (millions)	Non-liquid soap sales ^b		Synthetic detergent sales ^c		Total soap & synthetic detergent sales	
		Total (mil. lbs.)	Per capita (lbs.)	Total (mil. lbs.)	Per capita (lbs.)	Total (mil. lbs.)	Per capita (lbs.)
1948	146.6	3,088	21.1	636	4.3	3,724	25.4
1949	149.1	2,905	19.5	864	5.8	3,769	25.3
1950	151.7	2,882	19.0	1,443	9.5	4,325	28.5
1951	154.4	2,441	15.8	1,565	10.1	4,006	25.9
1952	157.0	2,210	14.1	1,856	11.8	4,066	25.9
1953	159.6	1,923	12.0	2,118	13.3	4,041	25.3
1954	162.4	1,691	10.4	2,468	15.2	4,159	25.6
1955	165.3	1,572	9.5	2,704	16.4	4,276	25.9
1956	168.1	1,506	9.0	3,068	18.2	4,574	27.2
1957	171.2	1,367	8.0	3,507	20.5	4,874	28.5

*Source: Prepared by Assn. of American Soap & Glycerine Producers, New York, May 1958. ^aIncludes armed forces overseas. ^bEstimated figures excluding reported exports and scouring cleansers where possible. ^cEstimated figures including only those solid and liquid synthetics with end uses and characteristics like soap.

Soaps & syndets sales census (summary and comparison of tabulation)

GROUP	QUARTERS			YEAR	
	4th, 1957	3rd, 1957	4th, 1956	1957	1956
Tonnage Sales—(Thousand of Pounds)					
Total Soaps & Syndets	959,481	1,153,499	921,643	4,104,675	3,975,439
Syndets—Solid & Liquid	691,162	821,047	625,820	2,915,766	2,690,327
Soap—Solid & Liquid	268,319	332,452	295,823	1,188,909	1,285,112
Solid Soap	260,471	324,295	288,191	1,157,757	1,251,224
Liquid Soap	7,848	8,157	7,632	31,152	33,888
Solid Syndets	582,946	727,375	561,036	2,552,286	2,430,671
Liquid Syndets	108,216	93,672	64,784	363,480	259,656
Dollar Sales—(Thousands)					
Total Soaps & Syndets	237,234	283,932	211,329	998,115	913,532
Soaps—Solid & Liquid	72,621	88,603	74,528	314,525	316,091
Syndets—Solid & Liquid	164,613	195,329	136,801	683,590	597,441

**THE TRADEMARKS
OF LEADERSHIP**


WPRO

Cherry & Webb
Broadcasting
Company



Basic CBS Radio
5000 Watts
630 Kilocycles

Represented by
JOHN BLAIR CO.



WPRO-TV
PROVIDENCE, R.I.
Channel 12

MAXIMUM
POWER

CHERRY & WEBB
Broadcasting Company



BASIC

Represented by **BLAIR-TV**

**IN SOUTHEASTERN
NEW ENGLAND'S**

**3-CITY
MARKET**

PROVIDENCE
Fall River
New Bedford



RADIO

<i>Network radio</i>	<i>Page 56</i>
<i>Spot radio</i>	<i>Page 78</i>
<i>FM Radio</i>	<i>Page 86</i>
<i>Special-appeal radio</i>	<i>Page 82</i>
<i>Radio station representatives</i>	<i>Page 77</i>
<hr/>	
<i>Radio BASICS</i>	<i>Page 109</i>

Only a few
Proceedings
of the IRE
special issues

are still available Each issue of *PROCEEDINGS OF THE IRE* is the result of the most advanced thinking in the field of radio-electronics. Based on exacting research, and written by men who are foremost in their specialty, these issues are invaluable works of reference. This is also material not available from any other source. As the official publication of *The Institute of Radio Engineers*, *PROCEEDINGS* presents the years-ahead ideas on which new advances are based. These history-making issues, originally over-printed for reserves are rapidly being exhausted and will not be reprinted.

YOU CAN STILL GET:

VERY LOW FREQUENCY, June, 1957 — New research in the very low frequency band, below 30 kc., opens up greater portions of the radio spectrum for communication purposes. VLF has many new and important uses. A reference work you'll need for years.

SINGLE SIDEBAND, December, 1956 — A round-up of recent technical discoveries as presented by the Joint Technical Advisory Committee through its sub committee on Single Sideband techniques. This special study for the FCC points up the many advantages of single sideband.

FERRITES, October, 1956 — This new group of solid state materials outmodes the intermittent "pulse" system of World War II radar. The ferrites allow simultaneous sending and receiving on a single microwave antenna; as well as full-power transmission in microwave ranges with reduced power loss and interference.

SOLID STATE ELECTRONICS, December, 1955 — This issue heralds the arrival of a new epoch in radio electronics — the solid state electronics era. Defined and named with the birth of the transistor, this concerns the control and utilization of the electric magnetic and photic properties of solids. There are now whole new classes of electronic devices due to discoveries in this field.

SCATTER PROPAGATION, October, 1955 — Here's radio history in the making. This issue presents practical application of a new principle in the fields of broadcasting and electronics. Thirty-five papers lay the foundation of a new means of communicating over long distances.



The Institute of Radio Engineers
 ® 1 East 79th Street, New York 21, N. Y.

Please send me the following issues of *PROCEEDINGS OF THE IRE*:

Enclosed is my check for \$ _____
 Enclosed is Company Purchase Order

Name _____

Company _____

Address _____

City _____ State _____

* One copy at \$1.25 to IRE members, domestic and foreign. \$3.00 to non-members; \$2.40 to public libraries, colleges and subscription agencies; postage prepaid to U. S. and Canada; 25c additional per copy to other countries.

RADIO HIGHLIGHTS

Advertisers may expect to spend a little more for net radio next year. Network spokesmen are generally agreed if rates take any new direction, it will be up (see page 56).

Heaviest users of net radio in 1958-'59 promise to be **automotives, foods, tobaccos and drugs**. But because of its economy and new flexibility, lot of smaller, off-beat product categories formerly using print media are discovering radio as a tool for national sales (see page 70).

"Sound" will pretty much dominate radio thinking this year and next. Not that "numbers" will be discounted, but agencies will be working harder and more scientifically to **create better sounding commercials**. They show more interest in what sounds will be "neighbors" (see page 79).

Network programing does not appear due for any earth-shaking changes this fall. All nets are **playing from strength rather than weakness**, concentrating on those formats that are current money-makers for them (see page 74).

Spot radio rates are up, generally speaking, but this by no means reflects a sweeping revision of rate cards. Increases have been due to specific situations such as packages running bigger. But over-all increase during past year is estimated to be, at most, 6% (see page 78).

Reps report **spot buying brisk** as fall season looms. Responsible for pick-up: (1) re-evaluation of media in view of **economy**; (2) good evaluation for radio on basis of **saturation**, attractive cost (see page 78).

Whether some shrewd national account will choose 1958 or '59 as the time to take a stab at **dominating nighttime radio** remains a question. So far, there is no indication of such a move since almost all night business is overflow from daytime (see page 79).

Length of schedules bought in spot radio are about the same but **frequencies are greater**. If fall buying continues heavy, some **shortages in avails** may occur. In some stations and markets, a tightening is felt already, especially in traffic times (see page 79).

RADIO BASICS

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NETWORK RADIO: Will its comeback

Program patterns keep changing but net radio has strong holding power with its clients. One prediction: gross sales of \$95 million this year

Now that network radio has been "rediscovered" by advertisers, its future appears to be pretty well assured. At least, even the economic doldrums into which the national economy drifted early this year hasn't slowed down appreciably net radio's progress.

Predictions that 1958 will see the medium reap an even fatter harvest than it did in 1957 remain unchanged.

The impact-plus-economy advantages claimed by net radio are actually believed to have worked in its favor during this year's uneasy first half. In spite of some over-all budget parings, advertisers have held on rather consistently to their positions in net radio. Besides which, some new clients have been attracted into it.

If the forecasts of many economists who look for a business upturn in the last quarter of this year prove correct, then it is possible that the rebuilding of ad budgets may find more dollars allocated to net radio. If the medium is proving its efficiency in lean days, then fat days should find it still more efficient.

Says NBC's vice president in charge of radio, Matthew "Joe" Culligan, who has breathed into the medium much of the life that has rejuvenated it, "We believe the NBC Radio network comeback, in the face of staggering difficulties, should be a symbol of hope for all businessmen in the difficult months ahead. Despite savage road-testing brought about by the development of television, NBC Radio did the difficult things necessary to "live with tv."

"We believe 1958 will be the year in which network radio is recognized as an essential and integral part of any well-balanced national advertising-communications campaign."

Culligan believes network radio will gross \$95 million this year. In 1957, the radio webs grossed an estimated

\$86 million—a 10 per cent differential.

This is still a far cry from the big \$200-plus million years of net radio's pre-tv heyday. It also is a long way from erasing the red ink operating deficits piled up over the years since tv. But 1957 business did mark a new direction in net radio's long-descending graph curve—up. It suggests the medium has at last found the combination for solving its problems.

What is the new combination that seems to be turning the trick for the networks and what does it mean to radio advertisers?

One key to the combination and one which has been responsible for luring advertisers, both large and small, into the fold is the extension of the original buy through smart merchandising and promotion services. These extras, clients have found, are often as valuable to their sales campaigns as the airing of their commercials.

The national advertiser has many opportunities to take advantage of such "extras." He may, for example, buy *Breakfast Club* on ABC, or a name newscaster like Gabriel Heatter on MBS, or motion picture star Madeleine Carroll on NBC, or Godfrey on CBS.

He is now in a position to identify his product with top celebrities in entertainment or world affairs. For the cost of a few minutes a week in air time, he can now inform his salesmen and distributors of the fact a name star is on their team. On car cards, point-of-sale posters, in dealer window displays he can hit this same "prestige story" for the benefit of the consuming public. The tie-in possibilities are almost endless.

One of the toughest jobs an advertiser faces is whetting enthusiasm of his salesmen for the media buy he has made. Here is where his net radio buy of a name star or show helps.

Why? Because the star will assist him, often making a personal appearance at a national sales convention for the express purpose of impressing the sales staff. At the same time, network executives and merchandising men will be on hand to give the salesmen suggestions on how they can make use of the show to promote product sales.

NBC Radio, with its new "Salesvertising" program, carries this even a step further.

A client on this net can, for example, use the facilities of the web for a national sales meeting without going to the trouble and expense of bringing his representatives back to headquarters. A closed-circuit meeting can be arranged whereby salesmen, dealers, distributors can hold their own sessions within the studios of their nearest NBC affiliate across the country and there get the broadcast word straight from their executives in the home office.

During the past year, scores of such meetings have been set up for accounts ranging from comparative youngsters like Midas Mufflers (a growing national chain of automotive exhaust specialists) to a veteran mammoth like



Staying power personified is ABC Radio's Don McNeill's *Breakfast Club*. It's the net's nucleus for news, immediacy shows

Continue?

General Mills, a perennial net client.

Under this same plan, for example, merchandising experts from the network, assisted by locals from the affiliates, will call on dealers or distributors to help them tie in with a national campaign. They will make recommendations on how they can use co-op money more wisely. The new concept of selling net radio leaves nothing to chance.

Programming at the nets also has been under some study and, in some cases, a lot of repairs.

Of the four nets, CBS programming has remained the nearest to the pattern of pre-tv days. Even with independent radio making big comeback strides through music and news, this network never lost faith in its lineup of stars and daytime soap operas. The formula has been successful; CBS has convinced itself of this on both the basis of advertising sales and by audience research. So there is no programming change in the wind at this net.

NBC has road-tested the new programming policy it introduced several years ago and finds it good. Spearheaded by *Monitor*, its programming will follow its present course with the

only changes this year being an extension of its news commentary and the addition of still more star names to its entertainment and dramatic shows.

The programming direction of the other two radio networks in the next year is more difficult to forecast. Both have undergone a series of management shake-ups each of which left in its wake some new ideas introduced, some old ones discarded.

At ABC, the "live" programming concept upon which ex-president Bob Eastman hung the hopes of the network last year came a cropper this year. Despite interest by major advertisers in these stanzas, the net ran into clearance problems.

The veteran *Breakfast Club* survived as ABC's bulwark of strength along with its string of news programs. This year will probably see another rebuilding around this nucleus with increasing emphasis on news coverage and commentary. "Immediacy" may likely be the new keystone of ABC.

At Mutual, immediacy is already king. A lot of its faith still lies in such a format as the *Kate Smith Show*, but news is all over the MBS clock.

Mutual has been solving its clearance problem through its "swap" system whereby affiliates retain revenues from newscasts on the hour while the net gets the revenue from the half-hour newscasts. It currently programs 38 such five-minute news programs daily along with sport shows and special events. If it is possible to step up the

tempo of such an ambitious news coverage, MBS will probably try it in the year ahead.

At any event, the struggle for the advertiser's dollar that may ensue between the minors (ABC and MBS) and the majors (NBC and CBS) should prove interesting and of benefit to the entire medium. They all have a lot to offer and they're all out to prove it.

Research and promotion, of course, are playing a big role in this comeback trail for net radio. But most of all, the greatest sales tool is not a new one but one that hadn't been used for a few years during the tv scare—hard work.

But more important still, buyers are buying. The selling has stimulated client thinking about the medium. And the client, once he has begun thinking, leads himself into the buy. He sees its new flexibility as a means to get in and out for long or short campaigns in the same way that he can buy print. He buys it almost as he does spot radio. He likes its cost-per-1,000. He likes its extra services through merchandising and promotion.

Big clients who deserted the medium when tv came along are back; new clients who wouldn't have dreamed of net radio in the old days are buying it now for everything from a pre-holiday saturation drive to a year-round campaign.

Because of this, the medium that was given up for dead when tv cast its long, cold shadow came alive last year.

(Please turn to page 60)



Foreground listening, a CBS Radio concept, calls for such action sound effects as heard on the veteran Western, *Gunsmoke*



Monitor continues as the anchor show of NBC Radio. Communicators Dave Garroway, I., Ben Grauer, chat with the weather girl



News around clock is Mutual's program concept with veterans such as Gabriel Heatter, I., and newcomer John Wingate





MARTIN AGRONSKY



DON AMECHE



MORGAN BEATTY



FRANK BLAIR



BOB & RAY



DAVID BRINKLEY



LEO DUROCHER



LEIF EID



FAYE EMERSON



PAULINE FREDERICK



FRANK GALLOP



ED GARDNER



RICHARD HARKNESS



JOSEPH C. HARSCH



SKITCH HENDERSON



RAY HENLE



BOB HOPE



CHET HUNTLEY



FIBBER MCGEE AND MOLLY



MERRILL MUELLER



WALTER O'KEEFE



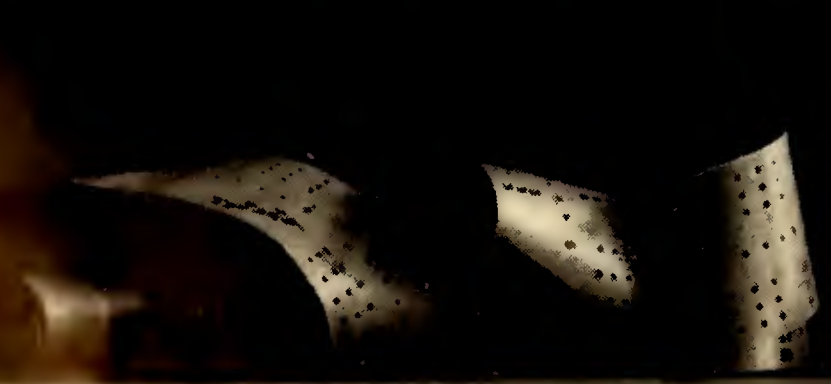
DOROTHY OLSEN



BERT PARKS



LEON PEARSON





ADELEINE CARROLL



BOB CONSIDINE



MARLENE DIETRICH



ALEX DREIER



E. GARROWAY



GEORGE GOBEL



BEN GRAUER



PETER HACKES



IRVING R. LEVINE



ART LINKLETTER



GROUCHO MARX



ROBERT McCORMICK



DON RUSSELL



RAY SCHERER



TEDI THURMAN



PAUL WINCHELL AND JERRY MAHONEY

POSITIVE APPROACH TO THE "TOP 40"

For advertising to *adults with discretionary money to spend*, you're in more rewarding company with radio personalities like these forty, than with "the top 40 (or 30 or 20) tunes."

Radio programming based on juke-box fads may attract a fervent audience—but the chances are good that the fervor is strictly for the beat.

The personalities and programs shown here represent varied, balanced radio programming of interest to a more mature and thoughtful market (and, it's safe to say, a lot more solvent).

If you sell white buckskin shoes and bubble-gum, by all means use a juke-box station. But for soap and cars and other products, you want the *cream* market—the customers with money to buy. This is the audience attracted to stations affiliated with

THE NBC RADIO NETWORK



NETWORK RADIO

(Cont'd from page 57)

Q. What is the outlook for dollar revenue in network radio and how will it compare with 1957?

A. Since network radio no longer releases its dollar figures, it is as difficult to estimate what it has done as it is to predict what it will do.

However, informed sources estimate that in 1957 it did a business amounting to about \$86 million, and estimates for what it will have done by the end

of this year range to \$96 million. In short, 1958 should see a gain of nearly \$9 million in billings.

Q. Which way are net radio rates going—up or down?

A. According to many spokesmen for the industry, rates for net radio are, in general, headed up. That any rises will be kept within the limits of realism goes without saying. Attractive rates were one of the selling points that contributed to the comeback of the webs. Nevertheless, now that the

demand for the medium has increased it is not unreasonable to expect that advertisers will pay more for time next year than they are now.

Q. Is there much chance that the coming year will see the networks once again report their business volume to PIB or to some other bureau?

A. Not much, unfortunately.

The networks discontinued reporting to PIB several years ago partly over differences of opinion on whether net or gross billings should be counted and partly, no doubt, from embarrassment that they might suffer in making known the slightness of their dollar volume. Now, however, with business on the increase, some admen feel the nets may get over their embarrassment and that the much-needed figures may be not too far away. Several of the nets express a willingness to release figures if they all get together on what to release.

Q. How do the four radio networks stand regarding affiliates? Is the trend toward more or less outlets?

A. Here is the status report on affiliates now:

ABC: "There have been no major affiliate losses since the first of the year. ABC Radio affiliates currently number nearly 300 (fluctuates), against about 320 a year ago. Most of these changes have come about because of change of ownership and economic reasons. Most of the changes or losses were in the period to 1 January." So reports the network.

CBS: On affiliates, this network couldn't be holding steadier. Last June it had 214; this June it claims an identical number.

MBS: Mutual services 463 stations. This total represents a decrease from figure of comparable period last year. "However, we have a 12-station increase since 1 January," says a spokesman.

NBC: In the past year, this web has gone from 188 affiliates to 202. It anticipates the addition of 10 more in the next 12 months.

(Please turn to page 62)

WHERE IS MAIN STREET, COLUMBIA?

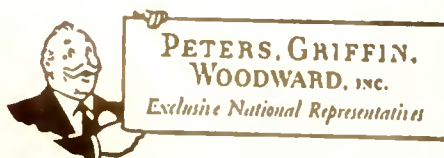


Main Street, Columbia, S. C. stretches through 12 counties.* Its people turn to Columbia when they are in the mood to buy. To sell them, use WIS, the station they hear! And we do mean "hear" . . . for instance from 6 am to noon, WIS has 41% more listeners than its nearest competitor (Pulse, 12 c'nty study, Mar. '58).

The quick-paced programming that gives WIS its outstanding lead is backed up by expert merchandising to give you a lead in sales!

For complete facts (afternoon and evening figures are impressive, too) call your PCW Colonel. Ask to see the March, '58 Pulse.

The 12 counties designated as Columbia's Trading Area by the Chamber of Commerce.

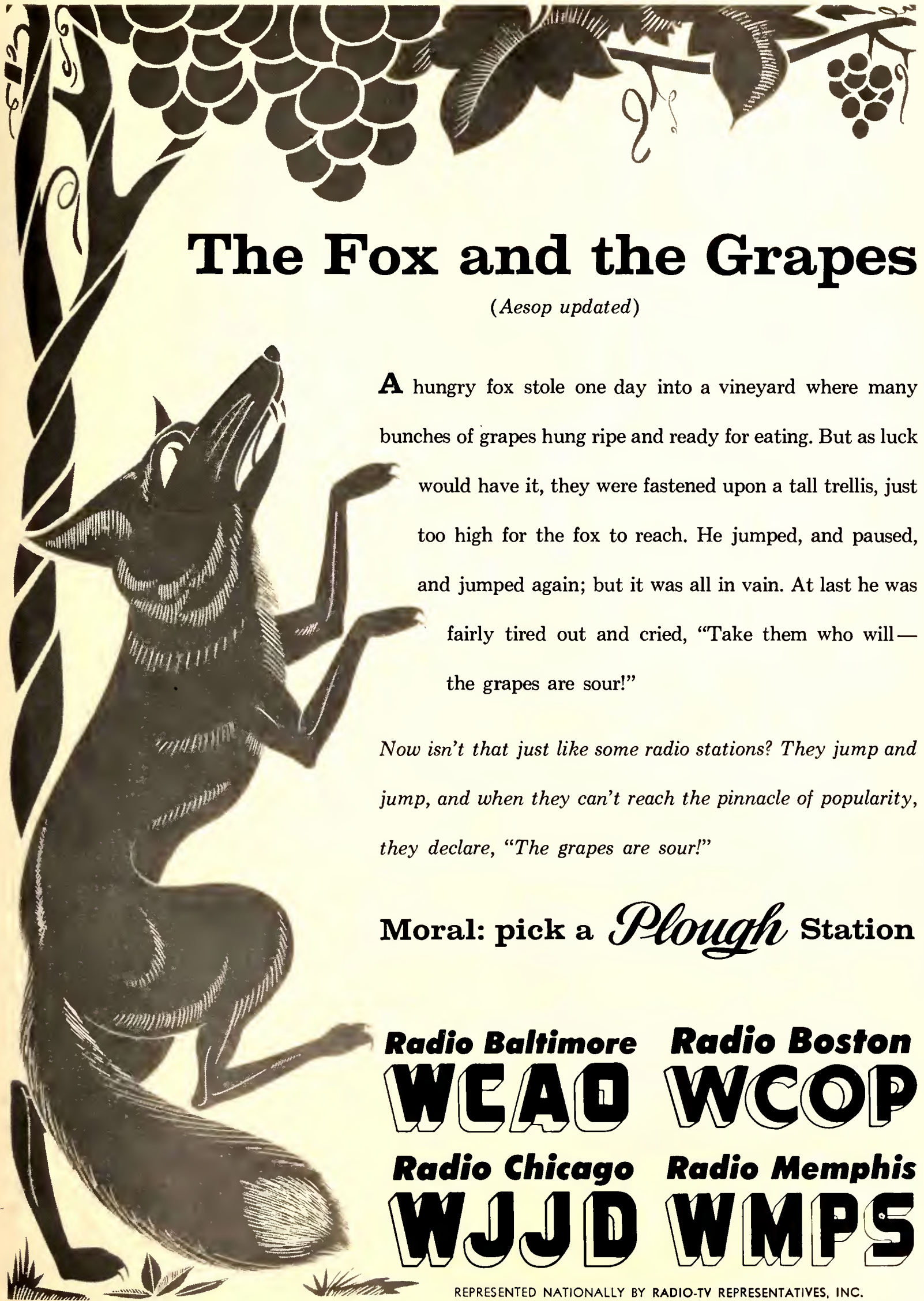


G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director

WIS

COLUMBIA, S. C.

RADIO
5000 W
560 KC
NBC



The Fox and the Grapes

(Aesop updated)

A hungry fox stole one day into a vineyard where many bunches of grapes hung ripe and ready for eating. But as luck would have it, they were fastened upon a tall trellis, just too high for the fox to reach. He jumped, and paused, and jumped again; but it was all in vain. At last he was fairly tired out and cried, "Take them who will—the grapes are sour!"

Now isn't that just like some radio stations? They jump and jump, and when they can't reach the pinnacle of popularity, they declare, "The grapes are sour!"

Moral: pick a *Plough* Station

Radio Baltimore

WEAO

Radio Boston

WCOP

Radio Chicago

WJJD

Radio Memphis

WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NETWORK RADIO

(Cont'd from page 60)

Q. What is the status of option times?

A. At present, here are the option times claimed by each web:

ABC: Three hours in each day period.

CBS: Option time is three hours in each day part—morning, afternoon and night.

MBS: Four hours per week, bulk of which is on Sunday—morning religious programing and 25 minutes on Sunday evenings.

NBC: The network is currently running slightly under the permitted three hours of option time in each day part.

According to the networks, no changes are in the works.

Q. How do the radio networks appraise themselves?

A. Here, in the words of their own spokesmen, are the summings-up of each net.

ABC: There is no basis for comparison of business in 1957 with 1958 because of the many changes in the ABC schedule in the past year. The outlook, based on current trends, is good. Automotives, cigarettes and foods seem to be buying more network radio advertising now. No group appears to be diminishing its expenditures in the medium.

New net business is coming from specialty products with modest budgets who can get national exposure at efficient costs.

Examples of these are Clairol, Harrison Home Products, Niagara Manufacturers and Glamorene. Larger accounts who have joined ABC in the past year include Lever, Toni, American Cyanamid, Plough. Philco returned after an absence of several years. Other returnees are General Foods, General Mills, General Motors.

Big buys for next season include: Pontiac, Reynolds Tobacco, Bristol-Myers, AFL-CIO.

In selling, ABC continues to make heavy use of slides, card and tape presentations, sales bulletins, booklets. It is our intent to provide advertisers

with a continual flow of information on ABC advertising.

CBS: The web is looking forward to a good 1958 and 1959 on the basis of sales now being made. New business in volume is coming from automotives and drugs. The Metropolitan Operacasts, long on another network, have been picked up by Texaco and slated for CBS in a buy that should go for more than \$1 million.

Oldsmobile has bought the new *Patti Page Show*, another indication of motordom's continuing faith in net radio. CBS has also had some interesting one-shot "spectaculars" lately by such "off-trail" clients as Harvard College, Masland Carpets and the National Education Association. Some of these clients were so impressed by their first venture into net radio that they hope to come back on a regular basis.

MBS: We estimate that Mutual shall have had more than \$7 million gross net business by the end of '58. (Term "gross net" means over-all net income less agency commissions). Between last June when Mutual's new structure went into effect and January 1958, the network operated in the black.

Most-wanted buys on Mutual continue to be the five-minute newscasts. The *Kate Smith Show* and other quality features in its programing attract such advertisers as General Electric, Ex-Lax, Dumas-Milner, Liggett & Myers. Saturation campaigns should continue to be popular since our advertisers cut the pattern of their own cloth whether it be for a short-term drive or a year-long campaign.

Under its new "swap" system, affiliated stations retain revenues from newscasts on the hour, while business on the half-hour accrues to the network. Since stations retain on-the-hour news revenue, they automatically clear net clients for those features.

Mutual provides 38 five-minute newscasts daily along with sports, special events, commentaries. Newsmen include such top names as Gabriel Heatter and John Wingate. Among advertisers using Mutual for the first time are GE, National L. P. Gas Council, Colgate-Palmolive.

NBC: This network, satisfied that the American public listens to radio as individuals rather than as family groups, will continue to program as

follows: (1) increase in news commentary; (2) use more top stars such as Don Ameche and Madeleine Carroll in both entertainment and drama shows; (3) extend *Monitor* to national holidays; (4) further extend its "Star Dust" plan to bring in more stars.

The network this year has 40 per cent more business under firm contract than in 1957.

Most of this revenue is now coming from drugs, automotives, foods and cigarettes. NBC anticipates that at least 60 per cent of its volume will come from major advertisers in these classifications, with the remainder coming from oil companies, auto accessories, soft goods and insurance plus seasonal advertising for gifts and services.

New business comes from an increase in expenditure on the part of last year's advertisers plus a liberal addition of clients in new classifications who are splitting magazine and newspaper budgets to accommodate radio for the first time. There is a clearly marked trend toward longer-term use of widely scattered participations to achieve maximum audience.

Q. Can network radio hope to recapture those giant accounts it had in its pre-tv heyday?

A. It has done pretty well in that direction already, although not along with the dollar volume it once enjoyed from them. In short, net radio has recaptured more in names than dollars. Still the fact that it has managed to accomplish this along with tv's growth is indicative of an advertiser interest in network radio again that should continue and perhaps increase in the year ahead.

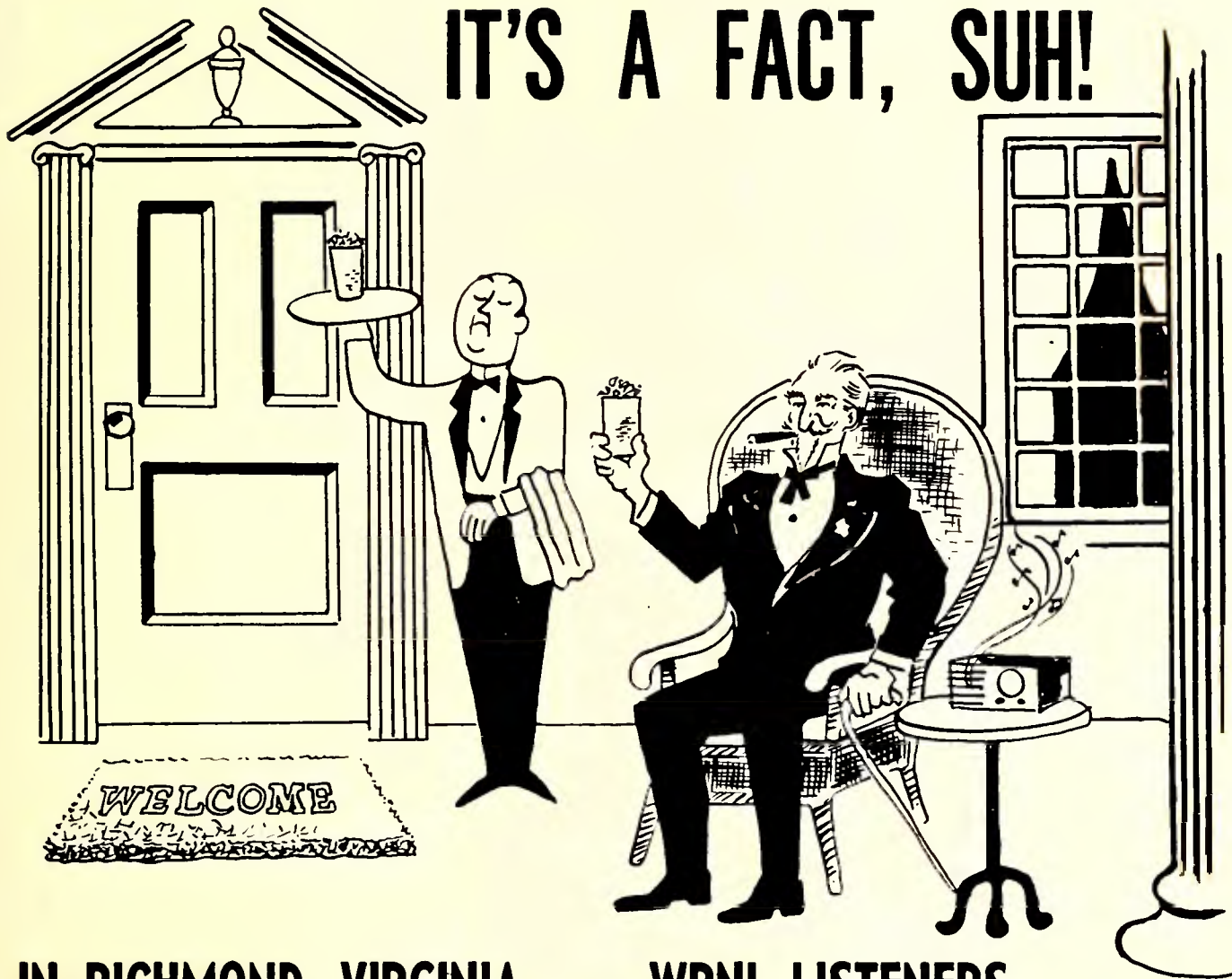
Q. Who are some of the old net radio goliaths that are back in the same medium now?

A. In 1948, the top 10 net radio accounts (in order of dollars invested) were: P&G, Sterling Drug, General Mills, General Foods, Gillette, Miles Laboratories, Campbell Soup, Lever Brothers, Liggett & Myers, American Home Products.

This year has seen every one of them back on the radio webs. Four of them have invested in all four networks. They are Sterling Drug, General Foods, Lever Brothers and Liggett & Myers.

(Please turn to page 66)

IT'S A FACT, SUH!



IN RICHMOND, VIRGINIA . . . WRNL LISTENERS HAVE MORE MONEY TO SPEND

FACT 1. Surveys of listeners in the home conclusively proved that WRNL listeners have the highest incomes of all Richmond radio audiences.

FACT 2. WRNL programs directly to and for this high income audience.

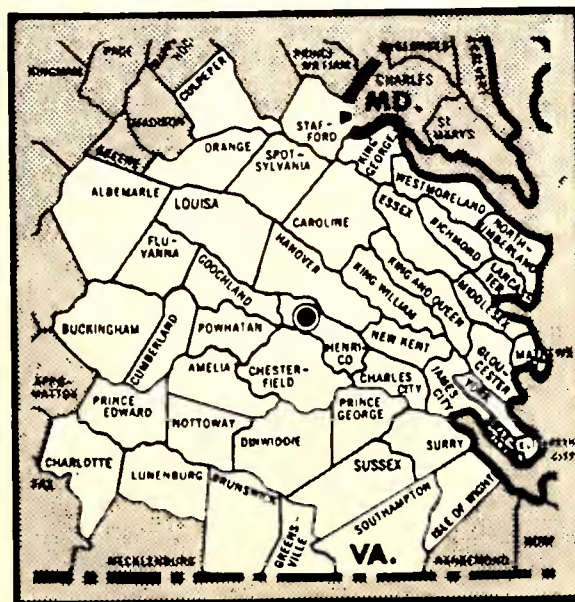
FACT 3. WRNL covers the Richmond Trading Area as defined by the Richmond Chamber of Commerce.

The reason is programming

WRNL has consistently emphasized quality in its programming as part of its service to the community. It is and has been a prestige but not a high hat station.

Its news coverage is unexcelled, its musical programs are carefully selected to include the best of music and it is the originating station for the major sports events in the state.

WRNL RADIO COVERAGE



In short . . . the audience with money to spend is tuned to

AM **WRNL** FM
910 KC 102.1 MC
RICHMOND, VIRGINIA

Represented By
EDWARD PETRY & CO., Inc.
NEW YORK CHICAGO ATLANTA BOSTON
DETROIT LOS ANGELES SAN FRANCISCO ST. LOUIS



Community Service Award

Presented to -

Art Barrie, People's Opinion Program, &
to WSPD Radio, by the American Legion of
Lucas County; for outstanding service to the
community in providing an easily accessible and
readily available outlet for a hearing of opin-
ion on topical items of interest & on
for providing access to information & know-
ledge on many
and for promoting
many & varied
Philips of May 1958



Here, Art Barrie receives the American Legion Community Service Award from Lucas County Commander Charles Phillips.

“...for outstanding services to the community...”



Only four times in 39 years has a community service been of such significance as to merit the Lucas County, Ohio, American Legion Community Service Award, recognized as the highest local award. This rare honor has just been awarded to Art Barrie, People's Opinion Program, and WSPD Radio in Toledo.

“The People's Opinion program was singled out,” according to Commander Phillips, “because it provides any citizen easy and ready access to express an idea or opinion. Such expression receives wide coverage.” “Definitely,” Phillips continued, “our citizens in this area can be and are more informed on local and national issues than others in communities which do not utilize such a medium for a free exchange of ideas. Barrie and WSPD have given re-birth to “town meetings.” Our community can only profit from this imaginative radio service.”

“Famous on the local scene”



NBC RADIO in TOLEDO

National Representative: The Katz Agency
 National Sales Director: M. E. McMurray
 625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago



WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

WIBG
Philadelphia

WWVA
Wheeling

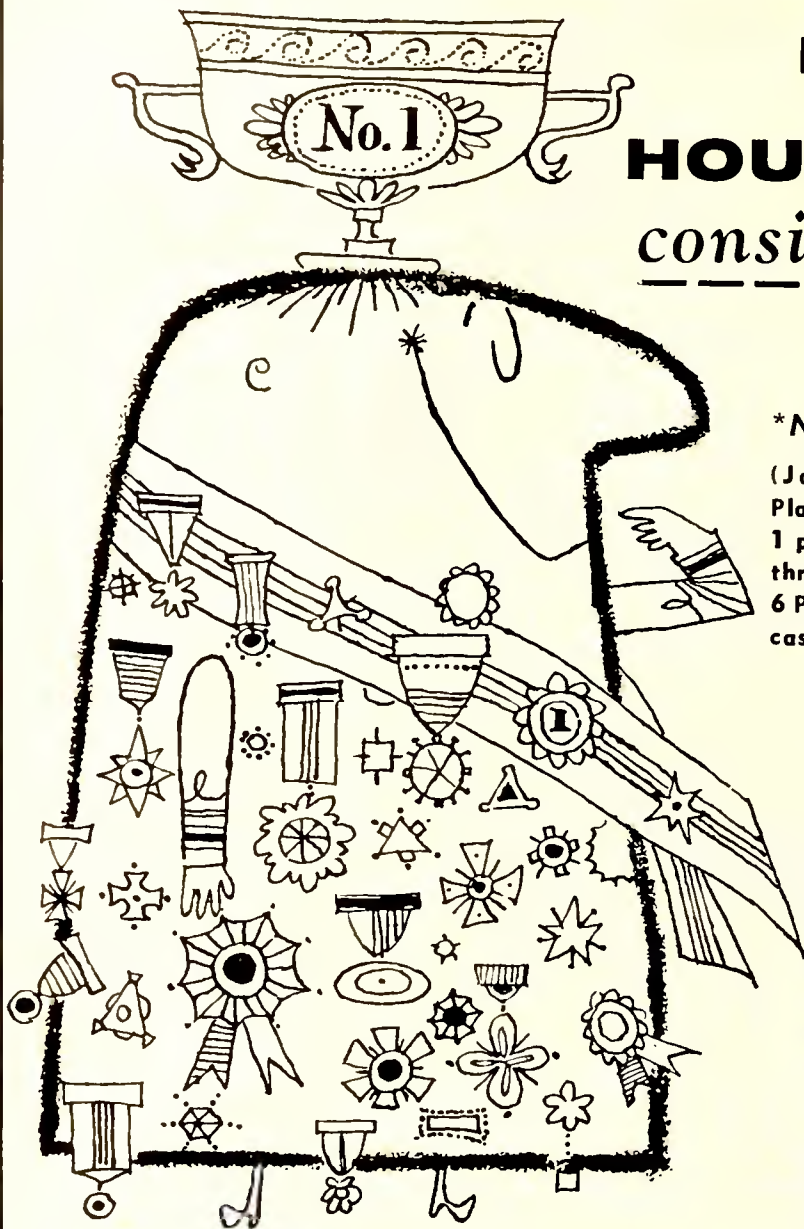
WAGA
Atlanta

WGBS
Miami

HIGHEST RATINGS*

IN

HOUSTON consistently



*NIELSEN

(Jan.-Feb., 1958)
Places K-NUZ in No. 1 position Monday thru Friday 6 A.M. to 6 P.M. for total broadcast day average.

*PULSE

(Jan.-Feb., 1958)
Places K-NUZ in No. 1 position Monday thru Friday for total broadcast day average 6 A.M. to 12 mid-night.



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

NETWORK RADIO

(Cont'd from page 62)

For Campbell Soup, 1958 marks the first return to net radio in quite awhile.

Q. Is it likely that top national accounts will continue to use net radio through the coming year?

A. What specific accounts are likely to do is hard to predict since in these times they tend to hop from medium to medium. But, in general, it is safe to predict that the major product categories will continue to be heard from a good deal during the rest of 1958 and in 1959. Here are prospects for several major product types:

- **Automotives:** Their good fortune with net radio since rediscovering it in 1956 presages continued use of the medium.

This year's softness in auto sales cannot be laid at the doorstep of advertising but at the business slump. As advertising budgets are pared in this industry due to the recession, net radio may come out well as an economical impact buy. The new Oldsmobile buy of the CBS *Patti Page Show*, Pontiac's sign-up to sponsor this autumn's Notre Dame football games reflects the unshaken faith in the medium.

- **Foods:** Hard times or good times, people must eat. So foods, which are figured to step up ad budgets this year despite economics, will undoubtedly stick with web radio taking every advantage of its merchandising arms. General Mills, General Foods, American Home Foods and other schedules on various nets bear this out.

- **Drugs:** Almost the same can be said for drugs as can be said for foods in uncertain times. Drug ad budgets, however, are a little more mixed in direction.

Bristol-Myers, Sterling, Hudson Vitamins, Plough, Miles Labs, Carter and others now using web radio are not likely to give up positions in their competition for sales of their highly profitable lines.

- **Tobaccos:** Buffeted by health and medical reports, this giant's head is bloody but somehow still unbowed. The vicissitudes of the cigarette manufacturers, now locked in a filter-tip, flip-top-box war among themselves, are

(Please turn to page 68)

BIG LEAGUE RADIO

Mid-America tunes to KMOX Radio for "Big League" listening. "The Voice of St. Louis" scores consistently with diversified programming, never relegated to a background accompaniment role.

The ninth-inning homer in a Cardinal ball game... the authoritative voice of a respected newscaster... a favorite CBS Radio Network drama... a lively local personality show... a thoughtful public interest feature: these are the components that build 24 hours of foreground listening. The recent listener-attitudes study by Motivation Analysis, Inc., points up this qualitative audience superiority. KMOX listeners really listen.

More of them listen, too. The Cumulative Pulse of December, 1957 shows KMOX Radio delivers more different homes daily and weekly than any other St. Louis station. Commercial messages reach more people in a climate of authority and believability.

If you want to increase your sales score in St. Louis, choose the first team, KMOX Radio.

Represented by
CBS RADIO
SPOT SALES

KMOX

50,000 Watts

RADIO

"THE VOICE OF ST. LOUIS"

NETWORK RADIO

(Cont'd from page 66)

reflected in daily ups and downs on the stock exchange.

None of them appears ready to throw in the towel. Chances are they may even step-up ad budgets this year in their fight for survival. Net radio stands to gain from their struggle.

• **Soaps:** These are probably the coolest, most calculating media buyers of all—hence, the most difficult to predict.

At the moment, the big three are all in net radio with one product or another. The length and diversification of their product lines almost assures that they will go on using the medium although not necessarily for those products getting the current play. So long as net radio delivers at a low cost-per-1,000, these circulation-conscious accounts are not likely to desert it again in a hurry.

• **Petroleum:** The auto radio has formed an alliance between this industry and radio advertising that is well nigh unshakable.

Radio gets to the consumer while he's on the highway approaching a point-of-sale. So the gas and oil com-

panies will go on using radio. The only question—net or spot? It seems probable that both will get their share.

Q. What are the principal factors that account for the gains of network radio?

A. Very simply, two things: (1) It's a good media value; (2) it offers extension through merchandising.

Q. What kind of "extensions" can the national advertiser look for in a net radio buy now?

A. The opportunities for extras in net radio campaigns are many.

Here are a few:

(1) Dealers and distributors at the local level have a chance to tie in with national effort.

(2) Show stars, news commentators or whichever personalities are used will frequently throw extra-curricular weight to the air campaign by making a personal appearance at a client's national sales meeting to stimulate the sales staff and enthuse them over the importance of the radio show.

(3) Brochures or printed displays at points-of-sale can be tied to the radio show or personality.

(4) Closed-circuit national sales

meetings are being held in cities across the country by NBC advertisers using the facilities of the net to link executives in the home offices with salesmen and dealers gathered in the studios of local affiliates. Services such as these are likely to be increased in the 12 months ahead as the nets vie for more advertising business.

Q. What current trend in network accounts especially marks a new departure in future business as distinguished from the old pre-tv days?

A. Perhaps nothing emphasizes the difference between pre- and post-tv network radio as the recent influx of "off-trail" advertising accounts. These are clients who would never have been heard from in the old days when net radio sold mostly on firm 52-week contracts. Their budgets can't be compared to those of P&G or General Mills.

But under the more flexible selling of present-day network radio, these smaller clients move in and out with campaigns of varying lengths and account for perhaps 10 to 20 per cent of net radio billings.

(Please turn to page 70)

Because it talks in an adult way to an adult audience

WQXR PRODUCES MAN-SIZE RESULTS



Adults are your prime sales targets. They make the buying decisions. They spend the money.

The age group between 30 and 49, for instance, spends 53% of all money invested in automobiles, clothing, accessories, food, beverages, tobacco, home furnishings, recreation, medical care.

WQXR, concentrating on fine music, reaches an audience that

is 96.6% adult, according to Pulse. WQXR brings your message to a higher percentage of adults than any other New York radio station.

For one million adult families, nothing takes the place of good music . . . nothing takes the place of

WQXR | radio station of The New York Times
AM 50,000 watts, and FM

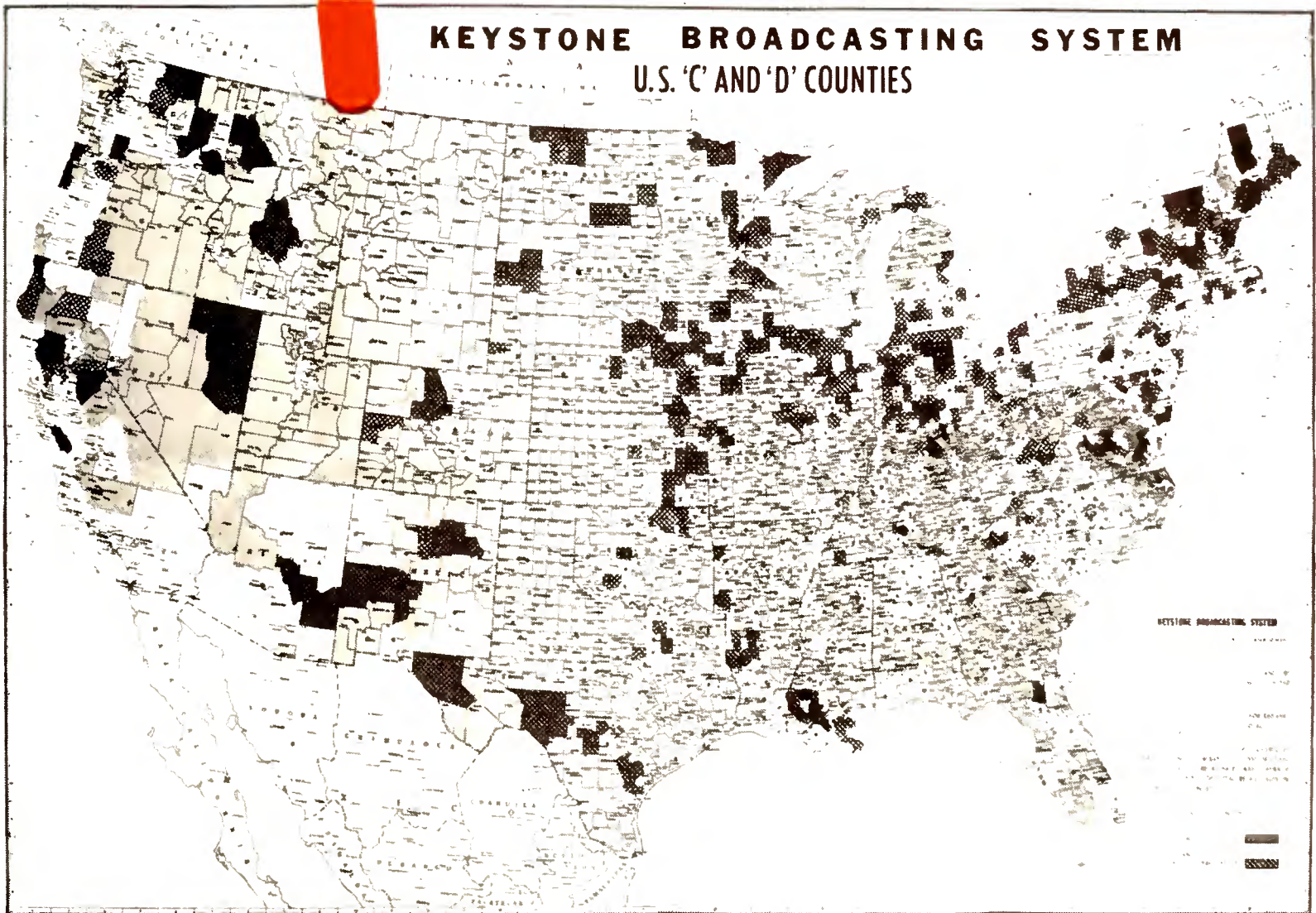
**You
need
this
new
24"x36"
map**

loaded with C & D market facts!

If you're bewitched, bothered and bewildered by the merchandising and marketing merry-go-round in the A & B (discount) markets why not take a look at the Keystone C & D markets . . . where men are men and a list price and a profit are still stylish.

Here are a few quick facts gleaned from our brand new C & D marketing map—yours for the asking:

- Total retail sales in 275 "A" and "B" Counties—132 Billions of dollars or 68.6% of the total.
- Total retail sales in Keystone's C & D markets \$60½ Billions of dollars or 31.4% of the U. S. total. (usually forgotten or overlooked)
- K.B.S. gives you 86% coverage of these C & D markets! Nuff said?



Write for your Free 24"x36" map and station list — you'll find them very useful!



KEYSTONE BROADCASTING SYSTEM
111 West Washington St., Chicago 2, Illinois

Name _____

Address _____

City _____ State _____ Zone _____

NETWORK RADIO

(Cont'd from page 68)

Q. Who are some "off-trail" clients, and how do they use net radio?

A. Typical accounts are: Midas, Inc., a national chain of auto exhaust system specialists; Magla Products, manufacturers of silicone ironing board covers; Niagara Therapy Co., producers of a health appliance; Flexo-glass storm windows; Waverly Bonded Fabrics; Permaglass home hot water heaters; Masland Carpets and Gulistan Carpets; Florida Realty Bureau; Sterling Silversmiths Guild; Rustcraft greeting cards; Knapp Monarch picnic supplies.

Although they seem strange time-slot neighbors to American Tobacco, Ford or Kraft, these "off-trails" represent a new and healthy trend for the webs. Most of them have come out of print media and are finding they can use network radio both for national prestige and economy. They can identify with star names such as Jack Benny, George Gobel or Arthur Godfrey, and use their names in merchandising tie-ins.

They can get campaigns off the ground quickly to tie to special or seasonal events.

For example, Rustcraft comes in for holidays to spur its greeting card sales; Sterling Silversmiths hit hard for June bridal gifts; Knapp Monarch tied in with NBC summer programing promotion outdoor fun to sell its line of picnic supplies.

Q. What are the radio network programing trends for the fall?

A. There are no earth-shaking trends in fall programs at the nets. However there will be some new programs introduced and a slight shift in show schedules.

The basic innovation will be the expansion of news programing on all networks, except for CBS. Columbia shows the least change in basic approach and NBC is reaching a stability in program planning. ABC and Mutual, however, are still in search of a formula that will appeal to both the audience and their affiliates.

Here's a rundown of the individual networks' programing plans for the fall:

ABC: At presstime, the network's fall programing seems uncertain. Amer-

ican has been in trouble for some time, and this past season saw two additional setbacks at the network. The first was the cutting off of ex-President Robert Eastman's plan—feeding live music and news shows to its affiliates with such personalities as Jim Backus, Merv Griffin and Herb Oscar Anderson. This innovation failed since affiliates would not clear time for these shows and preferred using local talent.

The second big shakeup was the departure of Eastman. Replacing him is Edward J. DeGray, the new vice president in charge of ABC Radio.

Right now, ABC plans to expand its news schedule and has launched an early morning newscast, *News Around The World*. In addition, the network recently instituted an alert system allowing the big news breaks to be sent to affiliates in a matter of minutes. Aside from this extension of news programing, the strongest network feature remains Don McNeill's *Breakfast Club*.

CBS: "There are no new trends in today's programing on network radio," according to Howard Barnes, vice president in charge of network programs. "Our formula for programing has worked out over the years, so this fall we'll continue as before."

Columbia's daytime serials remain strong, and the nighttime "impact" shows like Robert Q. Lewis are continuing to attract advertisers. New programs produced this season, namely *Sez Who* and *Stan Freeman*, will continue this next season. CBS will also introduce new personalities on the *Ford Road Show*. Right now Tennessee Ernie Ford is lined up for the fall.

MBS: Mutual will continue its pattern of expanded news programing—news every half-hour on the hour and half-hour. The rest of the format will be music, sports and special events.

The one big innovation is the dropping of the evening hourly mystery block.

Mutual's reasons are that the shows are outdated. For the past year, the network has been polling its affiliates on programing and one outcome was that most of the stations were opposed to the adventure shows, since they were too competitive with tv. Replacing it in the fall will be *The World Today* with Westbrook Van Voorhis, a round-up of the news—from 8:05-8:30 p.m.; *Capital Assignment*, a follow-up on the

news, and a look at the next day's events—from 8:30-9 p.m.

In programing plans, inasmuch as Mutual owns no stations, network interest is based primarily on servicing affiliates and giving stations what they want and are not able to produce themselves.

NBC: Basic fall plans at NBC remain unchanged, and the network will continue with its schedule as it appeared this season. The one big innovation will be an extension of its 'Star Dust policy.'

National is looking for big names to supplement those already starring in short sketches on *Monitor* and *Nightline* (Bob Hope, Bob & Ray, Fibber & Molly, George Gobel, Paul Winchell and Ed Gardner).

Like the other networks, NBC will expand its news coverage. Although the *Don Ameche* half-hour daytime show is not yet sold, it will continue in the fall, with the network interested in finding other big names to host and star in a daytime drama.

Q. Who buys the most radio, and what are the top 10 agencies?

A. The No. 1 agency in terms of radio expenditure on behalf of its clients continues to be Young & Rubicam, which spent \$15 million on radio last year.

The other ranking agencies follow:

2. **BBDO**, \$14 million.
3. **McCann-Erickson**, \$12 million, tied with **J. Walter Thompson**.
4. **Dancer-Fitzgerald-Sample**, \$9.5 million.
5. **Foote, Cone & Belding** tied with **N. W. Ayer** at \$8 million.
6. **Cunningham & Walsh**, \$7.7 million.
7. **Ted Bates & Co.**, \$6 million.
8. **Sullivan, Stauffer, Colwell & Bayles**, \$5.3 million.
9. **Erwin Wasey-Ruthrauff & Ryan**, \$5 million (combined figures after they merged in mid-'57).
10. A four-way split among **Grant Adv.**, **D'Arcy Adv.**, **Campbell-Ewald** and **William Esty** at the \$3.5 million mark.

Q. What influence does non-home listening have on network programing?

A. A considerable amount, as it does with local radio.

(Please turn to page 74)

As Basic as the Alphabet

**Every important advertising campaign should include Detroit
... every Detroit campaign should include the WWJ stations.**

Detroit Standard Metropolitan Area contains the greatest concentration of people and wealth in Michigan: 50% of the state's population, 53% of its retail sales.

Ever growing, this three-county area has a population of 3,843,000 and 1,101,100 families. (Total population in the WWJ stations' coverage area is nearly 7,000,000.)

The effective buying income per family is \$7,355—up \$1,434 over the national average.

Retail sales in 1957 totaled nearly \$5,000,000,000. Food, automotive, drug and cosmetic purchases were high on the list of consumer expenditures.

Outstanding in volume of bank debits ("money at work"), Detroit ranks third in the nation, surpassed only by New York and Chicago.

In Detroit, 81% of families own one or more automobiles.

To the people of Detroit and southeastern Michigan, the WWJ stations are time-tested friends; believable, trustworthy, always welcome.

*Sources: Sales Management Survey of Buying Power, 1958
Fifth Quinquennial Survey of the Detroit Market.*

the **BELIEVABILITY** stations

WWJ AM and FM
RADIO
The World's First Radio Station

original
NBC
affiliates

WWJ-TV
Michigan's First Television Station

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

AGAIN! ANOTHER FIRST FROM

Big Sales for your Station with
**RADIO'S SENSATIONAL NEW
MUSICAL QUIZ GAME...**

"MATCH

ONLY WORLD OFFERS
SUCH A UNIQUE PROFIT-
BOOSTING IDEA!

COMBINING TWO OF THE
GREATEST INGREDIENTS OF
MODERN MERCHANDISING

MUSIC • QUIZ

Merchandise your Station
for greatest Audience-
Advertiser **IMPACT!**

FUN-FILLED FOR YOUR LISTENERS!

PROFIT-PACKED FOR YOUR SPONSORS!



WORLD!

LOCAL—REGIONAL—NATIONAL
advertisers will want to cash in on
your station's NEW SELLING OPPOR-
TUNITY!

A

TUNE

**RADIO'S POWER-PACKED
MONEY-MAKING IDEA!**

YOUR NEW SALES PRODUCER ALL YEAR 'ROUND!

- Develops habit-tuning to your station!
- Excites your sales organization!
- Builds store traffic and sales for sponsors!
- Gives your station a new and distinctive personality that will . . .

SELL AND SELL AND SELL!

CONTACT NOW TO MAKE THIS
OUTSTANDING PROMOTION
EXCLUSIVELY YOURS IN
YOUR CITY!



**WORLD
SALES AND
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD

CANADIAN REPRESENTATIVES: ALL CANADA RADIO
FACILITIES LIMITED, VICTORY BUILDING, TORONTO



LOS ANGELES — PASADENA

THE MOST
POWERFUL
SPANISH
LANGUAGE
STATION
IN THE
WEST!



**5,000
WATTS**



FEATURING
THE MOST
LISTENED TO
ARTISTS
IN THE
SPANISH
SPEAKING
WORLD!

**24 HOURS
DAILY**

570,000 Spanish speaking people in greater L. A.

Average family income \$4,233 per year.

REACH THEM ALL
WITH POWER!

— and our complete
Merchandising Plan

MEMBER SOMBRERO NETWORK



TELE BROADCASTERS STATION

RYan 1-7148

Los Angeles

Pasadena

NETWORK RADIO

(Cont'd from page 70)

Networks plan punchy news and good background music for listeners with other activities. The commercials continue to be more forceful and commanding than the programs themselves.

Why? Because network program people are aware of the amount of listening done out of the home, in cars and in public places. And in the summer especially, the portable radio and the car radio take over as focal points for the tune-in habit.

Here are some statistics from Pulse, Inc., which help influence network programming—and all radio programming.

In the winter of 1958, covering January and February in 22 regularly surveyed markets, The Pulse reports 58 per cent of all out-of-home listening was in automobiles; 15 per cent at work; 12 per cent, in retail establishments; one per cent, out of doors; 14 per cent, while visiting people and in other locales.

Q. What are some of the main reasons why marketers buy network radio?

A. Network offers as many solutions as there are marketing problems. But some of the more simplified and general reasons why advertisers and their agencies select radio advertising follow:

- to reach special markets, by using certain specific sections of the available network lineups;
- to establish a trade name;
- to open up new distribution areas;
- to test a new product;
- to introduce a new line or a new item;
- to capitalize on a special promotional event, such as June Dairy Month, or a holiday, such as gift-giving times such as Mother's Day, Christmas, Valentine's Day;
- to supplement other advertising and broaden the circulation base;
- to gain program identification and tie in with the reputation of an established program vehicle and/or personality;
- to introduce new copy themes;

- to back field salesmen, who often need a door opener which advertising can provide;

- to reach leisure-time listeners—people who travel in their cars, particularly on weekends, and who carry portables with them as they relax or vacation;

- to sell special people, because there are shows designed for every audience segment—men, women, Children, teens.

Q. What is network radio's biggest sales argument?

A. That everyone—with about a two per cent exception—is radio's audience and radio's market. Therefore marketing and buying samples which apply to various segments of the economy apply similarly to radio's audience segments. The habit patterns of Mr. and Mrs. America are those of Mr. and Mrs. Radio Listener.

Life Magazine has some norm figures which focus on the type of information which is showing up in hard-selling network presentations.

The nets are giving more attention and more thought to the presentation of their sales stories. They're bucking national magazines and television, particularly, for a big share of the national ad budget. And they're sharpened their sales tools with data of this type.

Of the 49 million U.S. households, some 8.6 million have an annual income under \$2,000; 7 million, from \$2- to \$2,999; 7.5 million, \$3-\$3,999; 9.2 million, \$4-\$4,999; 9.6 million, \$5-\$5,999; 4.6 million, \$7-\$9,999; 2.3 million, \$10,000 or more. In general terms, this is what radio's audience earns.

The household with an income between \$5,000 and \$6,999—generally considered to be "average", spends \$1,417 per year on food, beverages and tobacco; \$797 on automotive; \$458 on furnishings and equipment; \$262 on medical and personal care.

(Figures from *Life Study of Consumer Expenditures*, Copyright 1957, Time, Inc.)

National magazines set the pace for market research in media selling and network radio now documents its case equally as well.

What a vote of confidence!

IT'S

KFABULOUS



Paralleling the big audience trend to KFAB...is the big buying trend to KFAB by local and regional accounts. Omaha's finest firms...are now regular KFAB advertisers, and are using KFAB as a basic selling medium.

KFABulous as it is...it's no accident that the big buying trend is to KFAB in the Big Omaha Market. Local advertisers know the market and they know the stations as they are listeners as well as buyers. They have selected *quality* KFAB to sell their *quality* merchandise, and KFAB is doing just that...at the lowest cost per thousand in Omaha radio history.

Get the facts today...on the KFABulous buy in Omaha radio. Get in touch with Petry...or E. R. Morrison, KFAB's General Sales Manager.



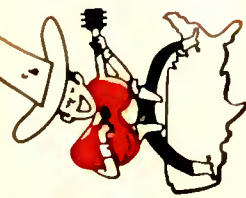
OMAHA

BASIC NBC 50,000 WATTS

Affiliated with COLOR TELEVISION CENTER

Represented by EDWARD PETRY & CO., INC.



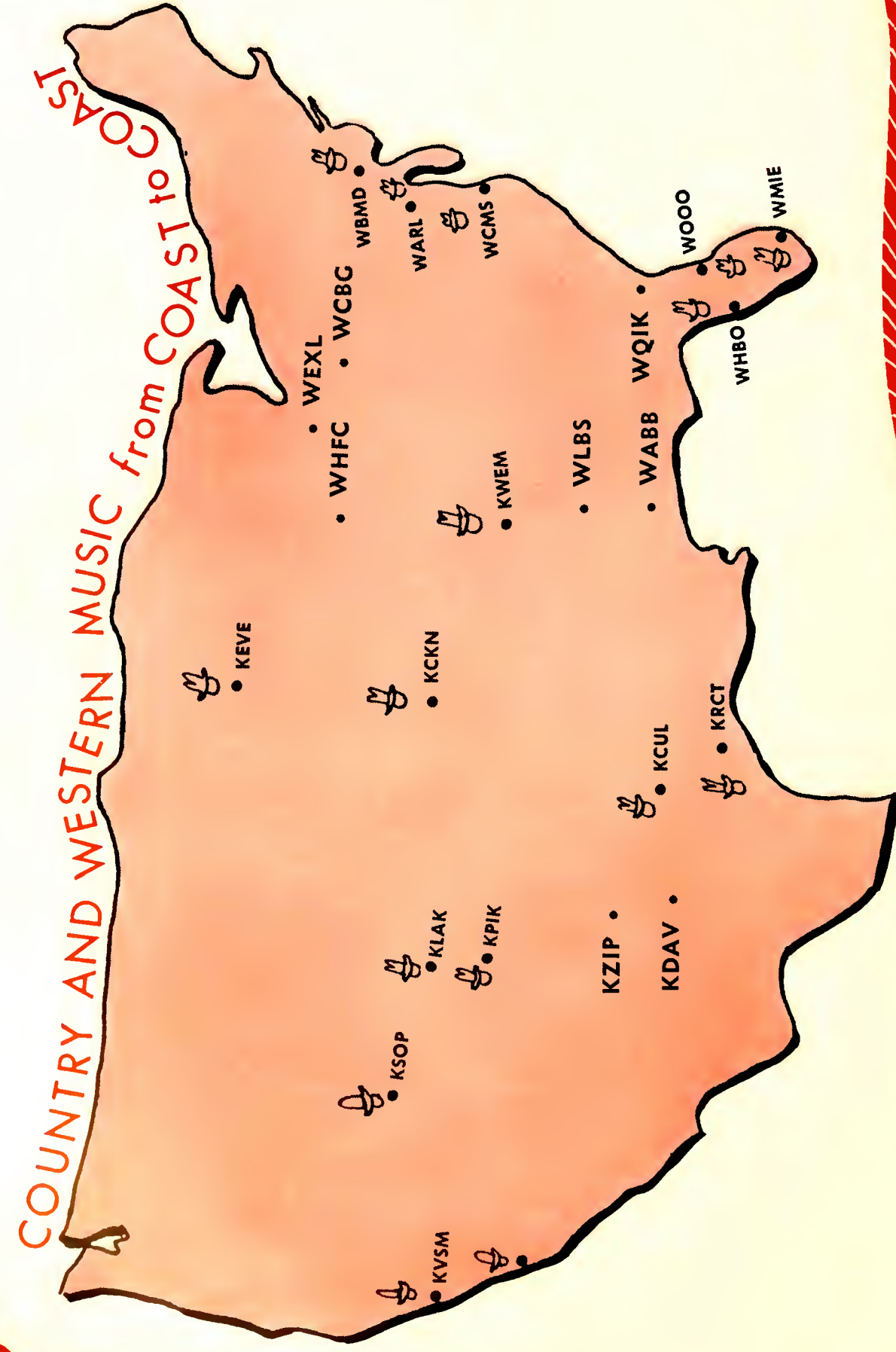


That old "Chuck" wagon keeps rolling along



Madison Avenue Hillbilly

America's Only Exclusive "Country & Western"
Station Representatives



- REPRESENTING:**
- WARL ... Washington
 - WBMD ... Baltimore
 - WCMS ... Norfolk
 - WQIK ... Jacksonville
 - WOOO ... DeLand-Daytona Beach
 - WHBO ... Tampa
 - WMIE ... Miami
 - WCBC ... Chambersburg
 - WEXL ... Detroit
 - WHFC ... Chicago
 - KWEM ... Memphis
 - WLBS ... Birmingham
 - WABB ... Mobile
 - KEVE ... Minneapolis-St. Paul
 - KCKN ... Kansas City
 - KCUL ... Fort Worth-Dallas
 - KRCT ... Houston
 - KZIP ... Amarillo
 - KDAV ... Lubbock
 - KLAK ... Denver
 - KPIK ... Colorado Springs
 - KSOP ... Salt Lake City
 - KVSM ... San Francisco

and still growing . . .



CHARLES BERNARD COMPANY

Radio & TV Station Reps
730 Fifth Ave., N. Y. 19, N. Y. Circle 6-7242

Baltimore • Dallas • Kansas City • Los Angeles
• Chicago

CAWMA

"COUNTRY AND WESTERN MUSIC
BROADCASTERS ASSOCIATION"

730 Fifth Avenue, N. Y. 19 Columbia 5-3530

KESLER

Radio station representatives

A list of major radio station representatives, their headquarters addresses and telephone numbers and the U. S. stations they represent

(Companies not shown declined a listing.)

A

AM RADIO SALES CO
415 Madison Ave., New York 17, N. Y.
PLaza 3-9630

KOOL Phoenix, Ariz.
KOLD Tucson, Ariz.
KMPC Los Angeles, Calif.
KSFO San Francisco, Calif.
WIND Chicago, Ill.
WCAR Detroit, Mich.
WLOL Minneapolis, Minn.
WMCA New York, N. Y.
WCKY Cincinnati, Ohio

AVERY-KNODEL, INC.
720 Fifth Ave., New York 19, N. Y.
Judson 6-5536

WKRC Mobile, Ala.
KEPW Fort Smith, Ark.
KTAR Phoenix, Ariz.
KVCV Redding, Calif.
KIMN Denver, Colo.
WBRY Waterbury, Conn.
WALT Tampa-St. Petersburg, Fla.
WGAC Augusta, Ga.
WMAZ Macon, Ga.
WTOC Savannah, Ga.
WIBW Topeka, Kans.
KFBI Wichita, Kans.
WINN Louisville, Ky.
KWWL Waterloo, Ia.
WHBF Rock Island-Davenport, Ill.
WGAN Portland, Maine
WJEF Grand Rapids, Mich.
WKZO Kalamazoo, Mich.
KDAL Duluth-Superior, Minn.
KOIL Omaha, Neb.
KORK Las Vegas, Nev.
WROW Albany, N. Y.
WKBW Buffalo, N. Y.
WRUN Utica-Rome, N. Y.
WKIX Raleigh, N. C.
WCUE Akron, Ohio
WSTV Steubenville, Ohio
KTUL Tulsa, Okla.
WILK Wilkes-Barre, Pa.
WICE Providence, R. I.
WFBC Greenville, S. C.
KSOO Sioux Falls, S. D.
WATE Knoxville, Tenn.
KBWD Brownwood, Texas
KHSL Chico, Texas
KEYS Corpus Christi, Texas
WRR Dallas, Texas
KXOL Fort Worth, Texas
KXYZ Houston, Texas
KCRS Midland-Odessa, Texas
KITE San Antonio, Texas
KALL Salt Lake City, Utah
WVEC Hampton, Va.
WLSL Roanoke, Va.
KXLY Spokane, Wash.
KMO Tacoma, Wash.
WIBA Madison, Wisc.

B

CHARLES BERNARD
730 Fifth Ave., New York 19, N. Y.
Circle 6-7242
"Country Music Network"

WABB Mobile, Ala.
KVSM San Francisco, Calif.
KPIK Colorado Springs, Colo.
KLAK Denver, Colo.
WARL Washington, D. C.
WOOO DeLand, Daytona Beach, Fla.
WQIK Jacksonville, Fla.
WMIE Miami, Fla.
WHBO Tampa, Fla.
WHFC Chicago, Ill.
WBMD Baltimore, Md.
WEXL Detroit, Mich.
KEVE Minneapolis, Minn.
KCKN Kansas City, Mo.
WCBC Chambersburg, Pa.
KWEM Memphis, Tenn.
KZIP Amarillo, Texas
KCUL Fort Worth-Dallas, Tex.
KRCT Houston, Tex.
KDAV Lubbock, Texas
KSOP Salt Lake City, Utah
WCMS Norfolk, Va.

HIL F. BEST CO.
Park Ave. Bldg., Detroit 26, Mich.
Woodward 2-7298

WDIG Dothan, Ala.
WTCB Flomaton, Ala.
WHEP Foley, Ala.
WFPA Fort Payne, Ala.
WGYV Greenville, Ala.
WERH Hamilton, Ala.
WWWB Jasper, Ala.
WMFC Monroeville, Ala.
WWWR Russellville, Ala.
WMLS Sylvauga, Ala.
KCLF Clifton, Ariz.
KCKY Coolidge, Ariz.
KAWT Douglas, Ariz.
KDJI Holbrook, Ariz.
KNOG Nogales, Ariz.
KVRC Arkadelphia, Ark.
KBTA Batesville, Ark.
KPLN Camden, Ark.
KCON Conway, Ark.
KDQN DeQueen, Ark.
KFFA Helena, Ark.
KVSA McGehee, Ark.
KTLO Mountain Home, Ark.
KCLA Pine Bluff, Ark.
KWCB Searcy, Ark.
KBRS Springdale, Ark.
KWRF Warren, Ark.
KWYN Wynne, Ark.
KIBS Bishop, Calif.
KGLA Los Angeles, Calif.
KOCS Ontario, Calif.
KTIM San Rafael, Calif.
KVFC Cortez, Colo.

KLIR Denver, Colo.
WTRL Bradenton, Fla.
WKKO Cocoa, Fla.
WGGG Gainesville, Fla.
WZRO Jacksonville Beach, Fla.
WIPC Lake Wales, Fla.
WLBF Leesburg, Fla.
WNOG Naples, Fla.
WHYS Ocala, Fla.
WSUZ Palatka, Fla.
WPLA Plant City, Fla.
WDCL Tarpon Springs, Fla.
WLFA Lafayette, Ga.
WFDR Manchester, Ga.
WIMO Winder, Ga.
KRPL Moseow, Ida.
WKEI Kewanee, Ill.
WSMI Litchfield, Ill.
WINI Murphysboro, Ill.
WTAY Robinson, Ill.
WCMR Elkhart, Ind.
WILO Frankfort, Ind.
WORX Madison, Ind.
WLRP New Albany, Ind.
WSLM Salem, Ind.
WAMW Washington, Ind.
KCHE Cherokee, Iowa
KSMN Mason City, Iowa
KJFJ Webster City, Iowa
KCRB Chanute, Kans.
KMDO Fort Scott, Kans.
KCLO Leavenworth, Kans.
KSCB Liberal, Kans.
KNDY Marysville, Kans.
KJRG Newton, Kans.
KRSL Russell, Kans.
WBVL Barboursville, Ky.
WTCO Campbellsville, Ky.
WMTC Central City, Ky.
WAIN Columbia, Ky.
WCPM Cumberland, Ky.
WIEL Elizabethtown, Ky.
WFKN Franklin, Ky.
WFUL Fulton, Ky.
WLBN Lebanon, Ky.
WFTG London, Ky.
WFMW Madisonville, Ky.
WSIP Paintsville, Ky.
WPRT Prestonsburg, Ky.
WRUS Russellville, Ky.
WLCK Seottsville, Ky.
KLFT Golden Meadow, La.
KDBC Mansfield, La.
KAPB Marksville, La.
KRUS Ruston, La.
KBSF Springhill, La.
KTLD Tallulah, La.
KEVL White Castle, La.
KUZN W. Monroe, La.
KAPK Minden, La.
KVHL Homer, La.
WDON Wheaton, Md.
WBRN Big Rapids, Mich.
WCBY Cheboygan, Mich.
WTVB Coldwater, Mich.

(Please turn to page 90)

SPOT RADIO Q & A: Advertisers love

- Spot radio's continued story of set saturation, economy gets lots of needed documentation for a harder sell
- Fall buying is moving in fast as savvy advertisers try to establish prime time franchises for the winter season
- With saturation more intense than ever because of hypoed frequencies, good avails are tightening already

Q. What factors are making spot radio valuable to advertisers now?

A. Flexibility. There is probably no marketing objective that the national advertiser cannot accomplish with spot radio.

He can move in and out of the medium with the speed his campaign requires. He can choose his markets to coincide with his product distribution. He can buy for a week-end or a year, saturate a single time period or around the clock. All the flexibility attributed to newspaper advertising is also available to the spot radio client.

Circulation. The nearly 100 per cent penetration of the U. S. by radio with a total of more than 158 million receivers puts radio in the front ranks of mass communication.

Radio set ownership has increased at a spectacular pace, swelled to a large extent by auto radios and the new transistor portables. Thus the medium dominates the out-of-home audience. Although it still runs second to tv as a nighttime family entertainer, it holds sway by day as the housewife's companion and shopping advisor.

Economy. The low cost-per-1,000 of radio has certainly played a major part in the medium's comeback. For example, according to a John Blair & Co. brochure, spot radio can usually deliver a selling message 20 to 24 times a week for the cost of a single quarter-page newspaper ad.

Merchandising. Over the years, advertisers have learned to use spot radio in many ways to exploit their products far and beyond the airing of their commercials. They have learned, for instance, to rely on reps or station men to assist them with suggestions on dis-

tribution, meeting competition, store shelf space, getting a new product off the ground.

They utilize the local popularity of a show or personality to identify with their products through dealer tie-ins, supermarket and store displays, counter cards, point-of-sale posters, car cards, taxi tire covers and other promotional pieces.

These are dreamed up to link their air buy with their product. National clients also use the local personalities they buy to stir up enthusiasm and excitement for the campaign through personal appearances sometimes in stores, more frequently at regional meetings of dealers and distributors.

Documentation. Documentation has probably been responsible for leading more advertisers into spot radio than any other factor. Nothing apparently beats proof of performance. Through research and promotion, RAB wages a relentless and convincing campaign for the efficiency of spot radio.

The dollar spending by product categories in the medium as estimated by SRA has played a major role in making spot radio a valuable tool for clients. The research-promotion departments of the various station rep firms have produced overwhelming evidence in favor of spot radio through facts and figures proving circulation and slam-bang success stories proving sales results.

Q. What factors are needed to attract more advertisers to spot radio?

A. The circulation of spot radio will continue to increase through the sale of more and more sets. The economy of the medium as well as its flexibility

can scarcely be improved upon. So the factors that will most influence the continued boom of the medium are: *More documentation.* Probably nothing is needed more for the continued growth of spot radio than better documentation. Local success stories are comparatively easy to come by.

But the thing that will really blast off the next stage rocket for the medium are more and better national case histories. A lot of these successes of national clients have been brought to light, but many more remain untold. The results of these are often guarded by agency or account with a jealousy that verges on the psychopathic. When and if they are eventually publicized more advertisers, many feel, will make more and better use of radio.

More merchandising. Station reps report that one of the more frequent questions asked them by agency time-buyers is, "What kind of merchandising can we get?" Many radio campaign case histories reveal how intelligent and intensive merchandising added the extra fillip that turned a good timebuy into a great sales success.

Some clients consider merchandising extensions to the radio buy almost as valuable as the buy itself. So with all media competing heavily for the advertising dollar, radio advertisers can look forward to increased merchandising services in 1958 and 1959.

Improved programing. After all the talk about "numbers" buying in radio, a lot of evidence has emerged showing that clients and agencies are becoming increasingly interested in the sounds of stations. This concern with "sound" should have a favorable effect on radio programing in the year ahead. Not that broadcasting itself hasn't been working toward stronger, more "important" programing.

Simplified spot buying. Although considerable progress has been made in the direction of making spot easier to buy through the efforts of SRA, the 4A's, various rep firms and stations, there still are many areas which can be made less complex.

With competition from net radio and other media on the increase, watch

rise costs-per-thousand

for spot radio to make greater efforts to reduce paperwork in spot buys next year.

Spot dollar figures. The regular reporting of spot radio's dollar volume by brands does not now appear on the 1958 horizon despite the fact it is the information that advertising clients keep asking for.

Q. What is the outlook for spot radio this fall?

A. Spot business is reported picking up at a fast clip as fall buys are beginning to come in. Some clients have been buying this summer with schedules to continue on through fall and winter, thus protecting franchises against accounts that will move in later this year.

SRA predicted a 10 per cent rise in spot dollar volume for 1958 over 1957, and with many economists looking forward to a general business upturn by the last quarter, spot radio should share in the prosperity. Meanwhile, a factor that has kept spot strong has been the fact that many agencies were reviewing all media and found radio's economy and flexibility well-suited to the times.

Automobiles, one of the sufferers from the recession, are all aiming at the fall and will probably be coming into spot in strength to promote new models.

Q. What trends are shaping up in regard to frequencies and lengths of schedules?

A. For the most part, frequencies are being increased; saturation campaigns becoming gradually more intensive. Although it has been reported recently that campaigns are running a trifle shorter in duration, this is simply a reflection of spot's flexibility.

Some short-term buying might have been the practice among seasonal summer accounts or clients who had special marketing objectives during the recession, but come fall there will probably be a wave of long commitments.

Q. Are there signs of availability shortages?

A. With fall buying under way, there is some tightening of avails—depending on stations and markets—throughout the day, and especially in traffic hours. Later this year, however, it could tighten considerably. This was to have been the year for launching of a lot of new products.

But when the softness set in, a lot of these launchings were delayed. If the predicted business upswing begins this fall, manufacturers may decide the time has come and touch off their introductory campaigns. This could fill up the radio clock at a fast clip. Consequently, advertisers will do well to firm up their spot radio campaign plans now and buy early.

Q. Are traffic times still the most sought-after periods?

A. Demand still continues strongest for the so-called "prime times," and will continue to do so for a long time to come. However, it is encouraging that this demand is not nearly so fanatic as it once was.

Advertisers are learning a lot about the listening habits of radio families. Much of this knowledge is coming to them from station reps, radio research and promotional organizations, rating services in the form of strong documentation that substantial audiences are tuned in at all hours of the day.

Q. What are the principal market places from which spot buys emanate?

A. According to an SRA analysis the ranking order is: New York, 60%; Chicago, 14%; St. Louis, 6%; Los Angeles, 4%; San Francisco, 4%; Detroit, 3.5%; Dallas, 2%; Boston, 1.5%; Atlanta, 1%. Other cities make up the remaining 2%. It must be remembered, however, that this refers to reps more than to agencies, since a Chicago rep may serve agencies as far away as Minneapolis and St. Paul; San Francisco may handle business from agencies in Portland and Seattle.

Q. Are any significant changes taking place in e.t. commercial copy?

A. The pattern for radio commer-

cials was pretty well fixed a year ago when advertisers seemed to discover *en masse* that they could achieve greater sales success by entertaining listeners than by irritating them.

Jingles have become catchier, more listenable. "Talk" commercials use humor as the sugar-coating for the sell. In many cases the commercials are delivered by name stars. The discovery of the pull of these commercials has touched off a creative race among copywriters and jinglesmiths which practically guarantees that the trend to better commercials will continue in the year ahead.

About the only thing that could alter the pattern might be a prolongation of the recession when panic might stampede clients into shouting, "hard sell" copy. Since most economists predict a business upturn by year's end, the prospect of a return to such radio commercials is unlikely.

Q. Since the entertaining commercials trend promises to continue, in what way will they be further improved?

A. Sound is the answer. More and more agency copywriters are becoming expert at exploiting radio's single dimension.

They are discovering how to associate some sound with the product which paints a product picture on the listener's imagination. Sound effects or special music is now being used not only to establish the mood of the commercial but to personify the product. Thus in the Pepperidge Farms commercial, the lowing of a cow or the sound of chopping wood immediately establishes the star, Parker Fennelly, as a rustic type and at the same time conjures up visions of Pepperidge bread as a wholesome, farm-kitchen product. The tinkle of bells identifies the Good Humor man. The bouncy Hit Parade tune sets up an aura of fun around its product.

Sound in radio commercials is by no means new (Remember the "Land, air and sea" commercials for Pall Mall?), but it was generally used as a sideshow pitchman uses a bass drum—to attract attention.

The new concept of interlocking product with sound to form a memorable image is an interesting one which many in the industry look to as a new horizon in radio copy. Station reps are promoting it hard in presentations.

(Please turn to page 80)



2,455,000

**Negro & Puerto Rican
 people in Metropolitan
 New York today**

41%

**increase in New York
 Negro population
 since 1950**

300%

**increase in New York
 Spanish-Puerto Rican
 population since 1950**

*To sell your product
 in New York use the
 No. 1 Negro*

No. 1 Spanish

Radio station in New York

WWRL

on the air 24 hours daily

DEfender 5-1600

SPOT RADIO

(Cont'd from page 79)

Q. What is the status of and outlook for week-end radio?

A. Summer advertising business has been kind to week-end radio. Car radios and portable transistor sets are the constant companion of radio families on the highways and at the beaches.

As for the prospects for week-ends this fall and winter, opinions of reps are diverse. Some report heavy interest in Saturdays and Sundays, others would like to see these days filling a little faster. Actually, there is no reason why the coming season should not find plenty of week-end activity both on the parts of radio clients and the motorists who buy their products.

More than 75 per cent of these cars are radio-equipped and as they stream over about 3.5 million miles of highway, they offer a year-round audience to the smart radio advertiser.

Q. Is progress being made in the direction of making spot radio easier to buy?

A. It is. Not only are certain station representatives spending considerable money to set up systems to streamline spot buys, but the SRA and the 4A's have been tackling the problem with significant results.

One of these achievements was the adoption by 4A's and SRA of a standard order-contract form which eliminates the extra handling and delays of sending out orders, then waiting for contract forms to sign and send out again. Both stations and reps are working towards more simplified billing methods and faster avails lists. PGW, for example, has installed expensive electronic equipment to speed up avails and confirmations.

Q. Is there any danger in the entertaining commercials trend?

A. There are several. One is that an advertiser could become discouraged with sales results by using a commercial that is more shadow than substance.

The copywriter must steer clear of being carried away by his wit to the extent that he forgets the sell. Another danger lies in attempting to be too funny and hatching a turkey. Humor indelicately handled can drive away more listeners than a straight commercial. The third danger lies in imitation where it will appear to the radio

audience that all of Madison Ave. has engaged in a "funnybone contest."

If all the copy gets to sound alike, the public will quickly become bored and "selective inattention" will set in wherever any commercial is aired.

Q. How do the men who play your commercials—the d.j.'s and local personalities—feel about them? What trends do they foresee?

A. According to a recent SPONSOR survey of disk jockeys and local stars, here is what they expect to be playing more of in 1958: About 50 per cent of the d.j. respondents expect to be playing more jingles or combinations of jingles and talk. About 40 per cent foresee a spate of comedy type commercials while less than 10 per cent look forward to more hard sell straight announcements.

Q. From their own experience with their local audiences, what do these same d.j.'s believe would improve the sales efficiency of radio announcements?

A. From personal experience in their own markets, the majority of d.j.'s feel that commercials they themselves deliver "live" from fact sheets are most effective. Only about 10 per cent feel that all-electrically transcribed announcements do a maximum job.


About 35 per cent would like to see more shortened e.t.'s with open end to allow the d.j. to add his personal endorsement to the product.

Q. What do the d.j.'s who deliver your commercials advise on the slotting of them?

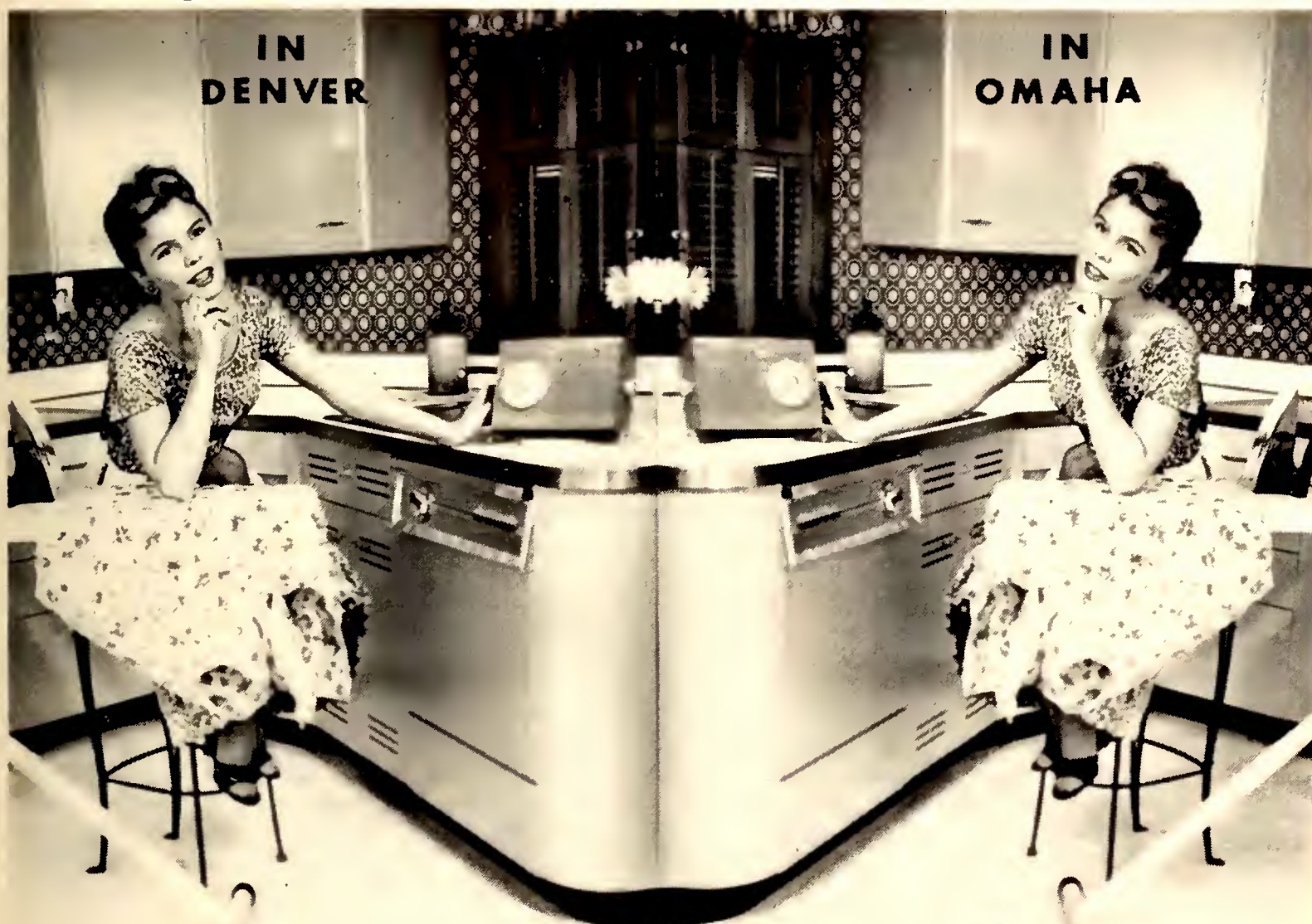
A. In the same SPONSOR survey, d.j.'s representing stations from all across the U. S. in large and small markets, were asked: "In a three hour music and news show, which scheduling is better—three one-minute commercials or one one-minute with six 20-second reminders?"

Thirty-five per cent of the d.j.'s expressed the feeling that three one-minutes were more effective; 50 per cent thought the better scheduling was one-minute with six 20-seconds.

Q. What product categories are the heaviest investors in spot radio?

A. Cigarettes, drugs, automotives and foods are leading the pack, and will undoubtedly continue to do so in 1959. 

TWIN IMPACT



Choose the *TWIN* for Your Market!

DENVER . . . KMYR dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof—Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 Kes. See Adam Young or chat with General Manager Chic Crabtree.

OMAHA . . . KOIL is undisputed No. 1 in the Omaha area—Proof—Hooper (May-June, '58) 41.8 share morning and 42.8 share afternoon; latest Trendex 42.2 share morning and 39.5 share afternoon; Pulse (May, '58) dominant first morning and afternoon. Your Star Station, serving over 875,000 people, is a must buy station. See Avery-Knodel or Station Manager James H. Schoonover.

IF RESULTS ARE A MUST, SO ARE . . .

the **Star** stations

DON W. BURDEN — President

- ★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL
- ★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.
- ★ **KWIK — Pocatello**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

SPECIAL APPEAL RADIO: THREE

Biggest group in radio's mass audience is 18 million Negroes who are earning more, buying more

NEGRO

market

There are more than 18 million U. S. Negroes, about evenly divided between male and female. Their income: median wage for non-white men, \$2,418, compared with \$4,331 for white. Incomes are growing as the Negro population shifts from rural areas into industrial centers and into better

paying jobs. Negroes have more buying power, more sophisticated consumption patterns, more economic and social stability, more know-how. They identify with Negro radio as their own medium; they see Negro air personalities as people representing their views, fulfilling their needs.

audience

Negroes respond to special audience appeals even though they are part of the mass audience. They, as any listener, choose programs on the basis of entertainment delivered. But they have special interest in Negro folk music and spirituals, religious

programs, Negro disk jockeys and pop music concentrating on rhythm and blues rather than rock 'n' roll. They're responsive to non-negro sales appeals but many times still prefer members of their own race as air personalities and salesmen.

stations

There are a known 568 radio stations carrying Negro-appeal programing, and 50 major stations carry programing for no other consumer group. There are 34 radio station groups and multi-ownership chains which specialize in Negro programs. The biggest group operation is the Keystone

Broadcasting System, a wired network with 347 Negro-radio affiliates. The typical Negro-appeal station is a non-power independent which has been on the air between 8 and 15 years and carries less than 30 hours a week of Negro shows. More stations are hiring Negro personnel, merchandisers.

commercials

The trend is for most air copy delivered for Negro listeners to be done live—usually from a copy platform rather than completely adlib. ETs are used more by national advertisers than the regionals and locals and these often are open-ended so

the local personality can add his own plug. Negro-appeal radio is saturated with top-selling air personalities, most of them Negro, who are strong on merchandising and civic affairs and who have a unique following in the Negro community.

programs

By far the bulk of Negro-appeal programing is devoted to disk jockeys who handle a variety of music types—rhythm and blues, jazz, folk music and spirituals. Gospel music and shows are special favorites throughout the week. There are

smatterings of general show types—variety, home-making, community news, special events. Many remotes from Negro community stores and civic centers have a community betterment theme. Negroes are geographically isolated from whites.

advertisers

There are a minimum of 150 national advertisers buying Negro-appeal radio, many hundreds more in the regional and local classifications. They're aiming for the \$15 billion a year Negroes are reported to spend on consumer items. More general products, rather than those directly identified with Negro consumption, are moving into this area.

The top 10 national advertisers in terms of billings, as reported by Negro-appeal stations, follow:

Royal Crown hair dressing	Tube Rose snuff
Carnation milk	Budweiser beer
SSS tonic	Camel cigarettes
Pet milk	Winston cigarettes
Wrigley gums	Lucky Strike cigarettes



Negro workers are moving into better paying jobs as they emigrate from rural and farm areas to industrial centers. Negro is adapting to white consumption patterns, gets a better education, buys more consumer goods. Advertisers reach him with special appeals.

Photo: Urban League of Greater N. Y.

MAJORS—Negro, Spanish, Farm

Spanish-language radio is aimed at more than 3 million people with \$3.5 billion buying power

SPANISH

market

There are between three and five million permanent U. S. residents whose native language is Spanish. The centers of this Latin American culture group are New York City, with its large number of Puerto Rico emigrants, and California, Arizona, New Mexico and Texas, with their resi-

dents from Central and South America and Mexico. Less obvious locales have large Spanish-speaking groups, such as Chicago with some 200,000. These people have disposable incomes annually of some \$3.5 billion—and advertisers are spending an estimated \$5 million yearly to reach them.

audience

Set saturation among Spanish-speaking people is about 95 per cent. This group listens to Spanish radio because it is broadcast in their native or "first" language. Radio is an integral part of their lives and they demonstrate intense loyalty for sta-

tions, personalities and programs. Strong local personalities who have gained community respect and personal identification provide the most popular air fare. This cultural group tends to live centrally, retaining its Latin traditions.

stations

Stations specializing in Spanish-language programs are concentrated in New York City and in the Southern and Southwestern border areas. But stations all over the country, if there is a significant Spanish-speaking audience group available, schedule sporadic programing especially

for this audience. Most stations specializing in this category have a history of broadcasting to other foreign-language and ethnic groups. There's more programing of an informal, personal nature and more community participation. Stations are usually small indies with concentrated signals.

commercials

Because Spanish is the language with which this audience is most familiar, the most successful commercials—whether live or transcribed—use Spanish rather than English. Spanish is understood best and fastest. A more intangible factor

is the individual's appreciation of advertisers—and a top brand national advertiser, particularly—using his native language. He regards it as a courtesy and one which should be repaid. The jingle has been unusually successful.

programs

Top program favorite is, logically, music—particularly Latin music such as the cha cha cha, tango, rhumba and samba. Many U. S. tunes are taken South, recorded in Spanish and returned here to

d.j.'s. Other show favorites: soap operas, in Spanish, called a novela; farcical comedies with no holds barred on zaniness; blood-and-thunder dramas, the heavier the better; news, of course.

advertisers

There are at least 50 major national advertisers buying Spanish-appeal radio. They sell impulse items primarily—cigarettes, beer, drugs and grocery items. Staples sell frequently because the average family has more than five members. Here are some of these major clients:

Crest

Cameo starch

Conoco gas

Sweetheart soap

Maxwell House Instant coffee

Sal Hepatica

Calumet baking powder

Eastern Air Lines

Jell-O

Lydia Pinkham

United Fruit

Vitalis

Fluffo

Schlitz beer

Brylcreem

Kool Aid

Spanish-speaking people like lively air personalities, take part in their remotes at special events. This audience is concentrated in New York City and in the border states, scattered elsewhere in U. S. Sponsors spend \$5 million a year to reach this group.

Photo: National Time Sales



TWO MEN WITH MORE THAN 600,000 FRIENDS IN PHILADELPHIA

Alex Klein, National Sales Manager, WDAS • Bill Vogt, Commercial Manager, WDAS

BV:

Philadelphia's Negro market is a city within a city—larger than 90% of all other American cities. Its population exceeds 600,000 people, that's 23% of Philadelphia's total population, with a spendable annual income of one half billion dollars.

AK:

Negroes do not want cheap, second-rate imitations. When they buy food, they prefer the best brands. When they buy automobiles, appliances, and other home furnishings, they buy the best. Branded merchandise has always enjoyed the strongest acceptance. Keep in mind the Negro Market can make or break the sales program of even the biggest advertiser.

BV:

Ever since Negro listening has been measured in Philadelphia, WDAS has always been the top-rated Negro Pulse station. Our Negro ratings have increased in the past two years by percentages ranging from 21.2% to 106.7%.

AK:

WDAS has more Negro Pulse quarter hour firsts than all other Philadelphia stations combined. No one, but no one, can deliver your message, motivate listeners and gain their acceptance for you, as can these top Negro performers communicating directly with and programming specifically for their community. Our Negro on-the-air staff is not a hit or miss, on and off group of changeover personalities, but a team of professionals whose longevity in the business is unequalled by any similar group.

BV:

Here at WDAS we are proud to work for BEECHNUT BABY FOODS, BOSCU COFFEE, CARNATION MILK, COCA-COLA, DULANY FROZEN FOODS, GILLETTE, KREY, QUAKER OATS, TETLEY TEA, UNITED FRUIT AND WRIGLEYS among others.

AK:

Advertisers who know, realize that the recognition they afford the Negro as an individual and a consumer, through a station utilizing Negro personalities, pays off in sales.

BV:

At WDAS your on-the-air campaign will be backed up by the first and only full time, fully staffed Merchandising Department in Philadelphia, devoted exclusively to furthering the cause of your product at the consumer level of the Negro Market.

AK:

Be sure you get your share of PHILADELPHIA'S VITAL CENTER, the size and importance of which is growing while you read this.



WDAS

Belmont Avenue and Edgely Road, Philadelphia 31, Pennsylvania • National Representatives: John E. Pearson & Co.

SPECIAL APPEAL RADIO: continued

Service information keys radio's role in selling the rich farm market which spends \$38 billion a year

FARM

market

There are 22.2 million people living on farms earning a net income of \$15.3 million from farm sources and another \$6.7 million from non-farm sources. Profile of the farmer: Age—12.9 per cent, less than 35; 67.4 per cent, 35 to 64; 19.7 per cent, 65 or over. Family size—5.1 per cent, less

than 2; 65.7 per cent, 2 to 4; 12.0 per cent, 5; 17.1 per cent, 6 or more. Education: less than eighth grade, 32.3 per cent; 8-12th, 43.8 per cent; 12th and more, 22.7 per cent; not reporting, 1.3 per cent. Farm-operator families spend \$16 billion a year on living; \$22 billion on equipment, supplies.

audience

Most farmers listen to the radio while doing something else. They have radios in the barn, in the car, in the home. They listen throughout the day but they tend to prefer early-morning livestock, news and weather reports and noontime shows

when they go home for "dinner." Audience drops fairly early in the evening because the farmer retires early and then rises early to start his chores. The farm woman prefers daytime serials, local commentaries on community news and events.

stations

Farm stations—facilities programing the bulk of their programing to farm families—are paced by a few power stations but the bulk of them are smaller-town, low-power operations. The biggest affiliated group of farm stations is bound together

by the Keystone Broadcasting System which sends more than two hours of transcribed farm programing weekly to almost 700 outlets. Most farm radio stations are in non-tv areas. The key to farm programing: the RFD, radio farm director.

commercials

The most successful commercial is delivered live from copy or a copy platform by the RFD (radio farm director) who, in most cases, is a practicing farmer who knows his community and its problems very well. His voice is taken as one of experience by his farm family listeners and "city slickers"

carry little weight in their commercial pitches. Farmers like straight copy and factual sell, angles which show them how to use the product, commercial information which helps instruct them. Farm directors sell best after visiting manufacturing plants, talking with company representatives.

programs

Programs of community interest to the farmer and his family get the best tune-in. These are usually live shows done in the studio or as remotes by the station farm expert who discourses on weather, crops, livestock reports, county fairs and specific matters which mean money to the listener. These

program types vary from section to section, as does farming and livestock breeding. Dairy news gets top billing in Wisconsin, cotton in the South, fruit ranching in the Pacific Northwest, garden crops in New Jersey. Farm families also like music shows with standard selections, religion.

advertisers

Both farm and general products are advertised via farm radio, with the buying trend moving in the direction of more general consumer items. Some major national advertisers have pitched their commercials directly to the farmer for 25 years. Some of the top advertisers in this field:

Allis-Chalmers

Cadillac

DeKalb

Eveready batteries

Ford tractor

B. F. Goodrich

Olin Mathieson

Merck and Co.

Nutrena Mills

Colgate

Charles Pfizer

Ralston Purina

Sears, Roebuck

U. S. Steel

Procter & Gamble

Sterling Drug



Farmer and his family spend \$38 billion a year on consumer and farm goods. They're realists and a stable listening group, like straight and factual information in commercials. That's why Radio Farm Directors are successful for national, regional clients.

Photo: John Blair & Co.

FM: a new boom of interest

Advertisers and agencies in all parts of the country show renewed interest in fm radio. Stations are adding to music schedules and many new outlets are going on the air. Biggest gains are in the cities

For the first time since the advent of tv, fm stations are on the upswing. In fact, fm broadcasters are predicting their dominance of the airwaves within the next 10 years.

What are the reasons? Simply that the American public is finding itself in the middle of a cultural explosion, and fm radio, feeling the brunt of it, is traveling a comeback trail.

Major set-makers are anticipating a sales surge, and have increased their output of 1958 fm models. RCA scrapped fm transmitters five years ago—they're now building new ones. Admiral has its first home fm receiver since 1954; Motorola the first since 1952. Zenith's 1957-'58 production is "well above" 1956-1957. Philco and Westinghouse will come out with fm sets either in the summer or fall. Largest West Coast seller is Granco, whose production jumped from 100,000 fm

sets in 1956 to 300,000 in 1957.

This revival of interest in fm radio broadcasting can be attributed, in part, to the hi-fi hysteria that's sweeping the nation. Here are the facts:

- Last year, Americans spent \$600 million for hi-fi components—and an estimated equal amount for package high fidelity sets with fm.

- More money was spent on classical recordings, fm sets and hi-fi equipment (\$160 million) than was spent on admissions for all spectator sports combined.

- Record sales have more than doubled in the last 10 years, with 66 per cent of the total dollar sales volume in album music. The *Wall Street Journal* reports that classical records represented 15 per cent of all record sales in 1946. Today they represent over 40 per cent—more than \$75 million a year.

- Over 85 per cent of the money spent on printed music is for concert music. Some 28 million Americans now play musical instruments—twice as many as 20 years ago.

- Last year some 35 million people spent a half-billion dollars to attend concerts—averaging over \$6 million more than the total attendance for all professional baseball and football games.

Q. What's the status of fm today?

A. As of the end of May, the FCC reports 541 fm stations were on the air; 87 with construction permits were not on the air; there were 40 new station requests and 14 new-station bids in hearing. Last year at this time, there were 23 c.p.'s not on the air and 10 new station requests. Today, for the first time in years, the FCC has more applications than available fm channels in some big cities.

The total fm audience, nationally, is an estimated 37 million, with an estimated 13 million fm sets in use.

Q. What's the fm audience make-up like?

A. Fm boasts a discriminating audience of adult listeners from a higher income bracket.

One station survey shows the fm listener to be an average of 38.7 years of age, one of 3.7 persons per family with an average income of \$8,660 per year. Sixty-six per cent of the fm listeners, most of whom are between 21 and 50 years of age, work in professional, technical or executive capacities. The audience is a well-educated group; 60 per cent are college graduates.

Q. Who are the fm advertisers?

A. Some of the newcomers include: Benson & Hedges cigarettes, Lowenbrau Beer, Shell Oil, foreign cars (SAAB, Citroen, Volvo) and the standard advertisers for audio components and hi-fi equipment and sets—radios, phonographs, records, etc.

(Please turn to page 88)



New board of FM Development Assn., elected at recent NAB convention, includes, l. to r., Larry Gordon, WBNY-FM, Buffalo, vice president; Harry Gale, WWDC-FM, Washington, sec.; Jack Kiefer, KMLA-FM, L.A., pres.; Harold I. Tanner, WLDM-FM, Detroit, treas.

Over 1,800,000 people in Los Angeles County have
FM radio in their homes, 36% of these FM families
earn over \$10,000 a year.

75% earn over \$7,000 annually.

Chopin, Jelly Roll Morton, and Patachou
have all found a responsive welcome on
KRHM-FM. They are enjoyed by discriminating
listeners who buy FM radio because they
want diversified adult programming and
high fidelity sound like the programming
and sound offered by **KRHM-FM**.

60% of all Los Angeles families earning
over \$10,000 per year are FM families;
nearly 40% of all families earning
over \$7,000 have FM. You can reach
this separate circulation of high buying
power through **KRHM-FM**. Get
acquainted with FM radio through
the friendly John E. Pearson Company.
They can also tell you about
the recent independent survey which
clearly defines the **KRHM-FM** audience.*

Monsieur Chopin and I enjoy our new friends

KRHM-FM LOS ANGELES

THE HARRY MAIZLISH STATION FOR SOUTHERN CALIFORNIA 58,000 WATTS TRANSMITTING FROM MT. WILSON

*Building a separate new audience of responsible adult listeners
with real purchasing power*

FACTS CONSOLIDATED, LOS ANGELES FM STUDY - APRIL 1958



The Commodore Says



**HOIST
YOUR
SALES**

with

KSTN

in the

Big

Stockton

Market

**AUDIENCE LEADERSHIP
FOR FOUR YEARS**

COVERAGE WITHOUT WASTE

LOW COST-PER-THOUSAND



MEMBER STATION
A-BUY in California

Represented by
GEORGE P. HOLLINGBERY CO.

FM BOOM

(Cont'd from page 86)

Q. Are fm commercials different from am?

A. Quite definitely. One adman feels that a commercial created for fm is similar to an ad created for the *New Yorker*, as opposed to one for a mass circulation or a slick magazine.

Commercials are tailored to the fm audience. They are generally based on the light sell approach. They are live, spoken commercials, usually void of gimmicks, jingles and give-aways.

Q. What type of programing do fm stations specialize in?

A. Most popular programing is music — classical, semi-classical, show tunes, "mood" music. There is also a noticeable shift by many fm stations to live programing.

Q. What's the fm picture in the New York metropolitan area?

A. Metropolitan New York has 16 fm stations. Four of these are non-commercial; seven are owned or are adjuncts to am stations or networks; five are independently owned. No more channels are available in New York City, and there are five applicants for two channels left in New Jersey.

Q. What's the fm picture in the Los Angeles metropolitan area?

A. The biggest single boom in fm is taking place in Los Angeles, which boasts 22 fm stations on the air, with one more ready to start operations and five applicants vying for the two remaining channels.

The latest fm study by Facts Consolidated for KRHM, Los Angeles, points out that fm set ownership is concentrated among the younger high income families.

Q. What's the fm picture in Chicago?

A. There is no open channel left in Chicago. There are 16 fm stations on the air with two more due on the air at press time. The last remaining channel is now in the hearing stage.

Fm broadcasters estimate 700,000-800,000 fm homes in the Chicago area.

Q. Are fm sets available for autos?

A. German automobiles exported have fm radios. Lincoln and Continental have fm auto radios available on their 1958 spring line (at an additional cost of \$120).



**OF ITS
BROADCAST TIME**

WLIB — has more Negro listeners than any other New York radio station—network or independent (PULSE)

WLIB — only New York radio station with studios in Harlem

WLIB — first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour

WLIB — only New York station devoting 87% of its broadcast time to Negro programming.

Harlem Radio Center • Hotel Theresa
2090 Seventh Ave., N. Y. 27, N. Y. MO 6-1800

Indianapolis
Trading Zone
\$1,412,008,000*
in retail sales



Satellite
Markets
\$1,775,289,000*
in retail sales

Aren't all of these dollars equally important to you?

Where else will you find *satellite* markets that outspend their entire central metropolitan trading zone by 5-to-4 in sales dollars? Or a *universe* that has such a big, rich central market! What an opportunity for you to increase your share of the *total* potential in this greater Indianapolis television area!

where else . . .

- does a central market exert such an economic pull on *so many* specific areas that are retail trading centers in their own right?
- do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!
- can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here— in Indianapolis on WFBM-TV— can you buy more honest market penetration, more consumer influence, for *fewer* dollars expended than anywhere else. *Now* it will pay you to take another, longer, *better look!* We are proud of our current ARB.

The Nation's 13th Television Market

. . . with the only basic NBC coverage of 750,000 TV set owning families.

*Sales Management, Survey of Buying Power, 1958

Indianapolis itself— Major retail area for 18 richer-than-average counties. 1,000,000 population— 350,600 families with 90% television ownership!

12 Satellites— Each a recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Richmond • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru Logansport • Kokomo.

Represented Nationally by the **KATZ Agency**



BASIC NBC-
TV AFFILIATE

WE'RE POPPIN' OUR BUTTONS!



SACRAMENTO

NOW 50th

U. S. MARKET
POPULATION 426,100*

NOW 46th

Retail Sales
\$598,167,000*

NOW 35th

Sales per Household
\$4699

KXOA

NOW 1st

Pulse, March 1958
Most ¼ Hr. 1sts & Ties

NOW INDEPENDENT . . .
We've increased our ¼
hr. 1sts 625%! (Mar. '58
over Mar. '57) KXOA
reaches over a million
people who spend over a
billion dollars.

National Representative
McGavrin-Quinn

**A GREAT MARKET
A GREAT STATION
GROWING
TOGETHER!**

*SRDS

Another great Inland Market—Imperial
Valley—Nation's 7th Farm County best
covered by

KXO—57.2% Share—Feb. '58,
El Centro

National Representative Paul H. Raymer Co.

RADIO REPS

(Cont'd from page 77)

HIL F. BEST CO. (Cont'd)

WBFC Fremont, Mich.
WGHN Grand Haven, Mich.
WHTC Holland, Mich.
WHGR Houghton Lake, Mich.
WHMI Howell, Mich.
WION Ionia, Mich.
WIKB Iron River, Mich.
WJMS Ironwood, Mich.
WKLA Ludington, Mich.
WMTE Manistee, Mich.
WMDM Midland, Mich.
WCEN Mt. Pleasant, Mich.
WMAB Munising, Mich.
WSTR Sturgis, Mich.
WMPA Aberdeen, Miss.
WCHJ Brookhaven, Miss.
WBLF Batesville, Miss.
WBIP Booneville, Miss.
WACR Columbus, Miss.
WCRR Corinth, Miss.
WNLA Indianola, Miss.
WMBC Macon, Miss.
WSUH Oxford, Miss.
WPMP Pascagoula, Miss.
WHOC Philadelphia, Miss.
WTUP Tnpele, Miss.
WABO Waynesboro, Miss.
WAZF Yazoo City, Miss.
KDUZ Hutchinson, Minn.
KAGF Winona, Minn.
KBHY Branson, Mo.
KCHI Chillicothe, Mo.
KBIA Columbia, Mo.
KREI Farmington, Mo.
KRMO Monett, Mo.
KLRS Mountain Grove, Mo.
KBTN Neosho, Mo.
KNEM Nevada, Mo.
KICK Springfield, Mo.
KALM Thayer, Mo.
KOKO Warrensburg, Mo.
KWPM W. Plains, Mo.
KJSK Columbus, Neb.
KTNC Falls City, Neb.
KAWL York, Neb.
WNNJ Newton, N. J.
KHFM Albuquerque, N. M.
WOSC Oswego, N. Y.
WRCS Aboskie, N. C.
WWIT Canton, N. C.
WCDJ Edenton, N. C.
WBLA Elizabethtown, N. C.
WBBO Forest City, N. C.
WHVH Henderson, N. C.
WHKP Hendersonville, N. C.
WFTC Kinston, N. C.
WSYD Mt. Airy, N. C.
WRNB New Bern, N. C.
WUCA Siler City, N. C.
KNDC Hettinger, N. D.
WOHP Bellefontaine, Ohio
WFRO Fremont, Ohio
WIRO Ironton, Ohio
WPTW Piqua, Ohio
WCHO Washington, C. H., Ohio
WKOV Wellston, Ohio
KALV Alva, Okla.
KWCO Chickasha, Okla.
KWOE Clinton, Okla.
KUSH Cushing, Okla.
KTAT Frederick, Okla.
KGYN Gnymon, Okla.
KCCO Lawton, Okla.
KHBC Okmulgee, Okla.
KYFM Oklahoma City, Okla.
KOLS Pryor, Okla.
KRCO Prineville, Ore.
KRMW The Dalles, Ore.
WABV Abbeville, S. C.
WBAW Barnwell, S. C.
WCRE Cheraw, S. C.
WFIS Fountain Inn, S. C.
WHSC Hartsville, S. C.

WSNW Seneca, S. C.
WSSC Sumter, S. C.
WHLP Centerville, Tenn.
WMPC Columbia, Tenn.
WZYX Cowan, Tenn.
WCPH Etowah, Tenn.
WJJI Lewisburg, Tenn.
WMSR Manchester, Tenn.
WGAP Maryville, Tenn.
WHDM McKenzie, Tenn.
WHEY Millington, Tenn.
WMTS Murfreesboro, Tenn.
WRGS Rogersville, Tenn.
WOKE Oak Ridge, Tenn.
WTRB Ripley, Tenn.
WDEH Sweetwater, Tenn.
WSMT Sparta, Tenn.
WJIG Tallahoma, Tenn.
KVLV Alpine, Texas
KALT Atlanta, Texas
KRUN Ballinger, Texas
KIOX Bay City, Texas
KREL Baytown, Texas
KTXC Big Spring, Texas
KNEL Brady, Texas
KSTB Breckinridge, Texas
KTFY Brownfield, Texas
KBOR Brownsville, Texas
KEAN Brownwood, Texas
KORA Bryan, Texas
KCTX Childress, Texas
KCAR Clarksville, Texas
KMCO Conroe, Texas
KCLE Cleburne, Texas
KVMC Colorado City, Texas
KCFH Cnoro, Texas
KXIT Dalhart, Texas
KDDD Dumas, Texas
KERC Eastland, Texas
KFST Fort Stockton, Texas
KNAF Fredericksburg, Texas
KBRZ Freeport, Texas
KSIJ Gladewater, Texas
KGRI Henderson, Texas
KPAN Hereford, Texas
KHBR Hillsboro, Texas
KMBL Junction, Texas
KERB Kermit, Texas
KERV Kerrville, Texas
KLEN Killeen, Texas
KINE Kingsville, Texas
KCYL Lampasas, Texas
KETX Livingston, Texas
KCMR McCamey, Texas
KJBC Midland, Texas
KRIG Odessa, Texas
KOGT Orange, Texas
KPDN Pampa, Texas
KFTV Paris, Texas
KIUN Pecos, Texas
KBOP Pleasanton, Texas
KOLJ Quanah, Texas
KTLU Rusk, Texas
KCNV San Marcos, Texas
KWED Seguin, Texas
KSEY Seymour, Texas
KEVA Shamrock, Texas
KANN Sinton, Texas
KSTV Stephenville, Texas
KXOX Sweetwater, Texas
KTUE Tulia, Texas
KNAL Victoria, Texas
KRIO McAllen, Texas
WFCR Fairfax, Va.
WDDY Gloucester, Va.
WYTI Rocky Mount, Va.
WBOF Virginia Beach, Va.
WEER Warrenton, Va.
KPVA Camas, Wash.
KCLX Colfax, Wash.
KFDR Grand Coulee, Wash.
KNBX Kirkland, Wash.
KARY Prosser, Wash.
KPOR Quincy, Wash.
KENE Toppenish, Wash.
WCHF Chippewa Falls, Wis.
WTCH Shawano, Wis.

(Please turn to page 92)

working

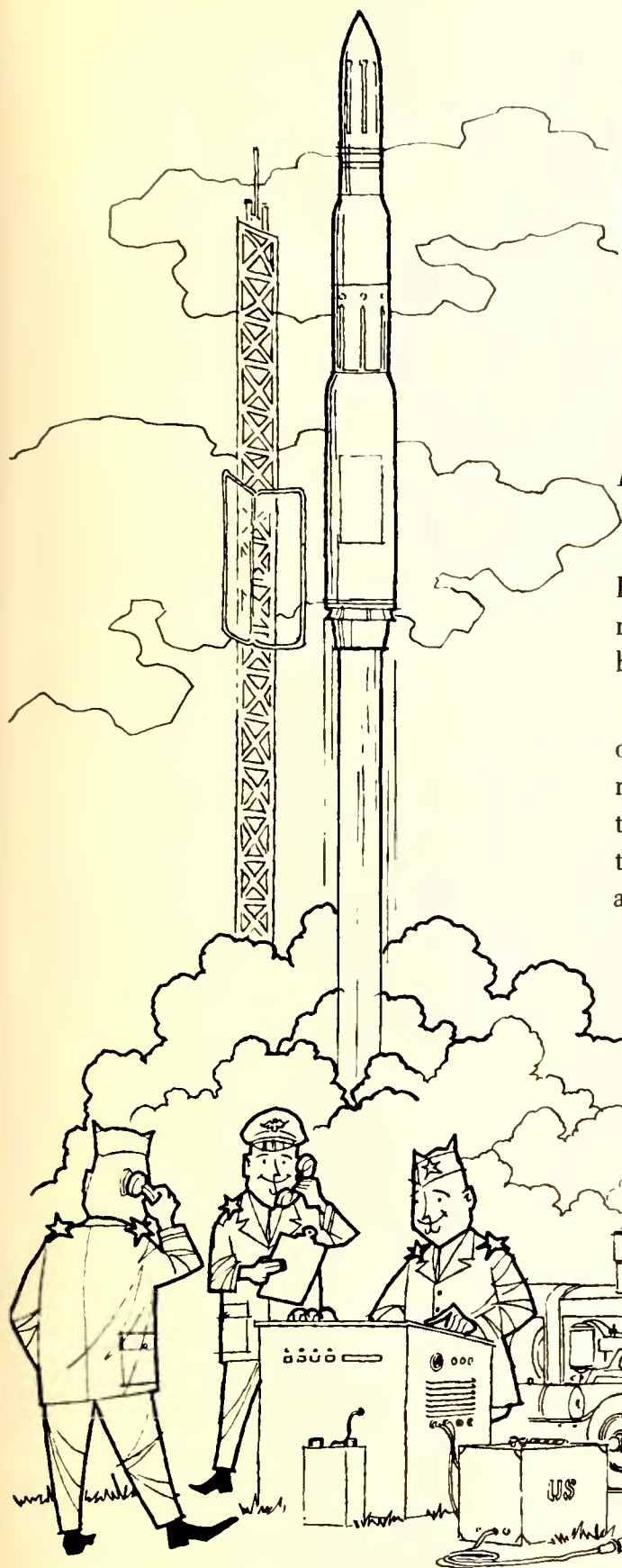


partners

It's a matter of principals...

From the day H-R was started by a group of Working Partners, we have operated on the basis that we would represent each station *as if it were our own*; serve each buyer of time as if *we ourselves were buying time*.

As our organization has grown, it has been a matter of principle with us to continually maintain this type of representative service. That we have been able to do so through the years, is a matter of *principals* as well, for the H-R partners are still *Working Partners*, still actively and personally selling and serving every station on our list.



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

"We always send a man to do a man's job."



380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
Financial 6-6440

6253 Hollywood Boulevard
Hollywood 28, Calif.
HOLlywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

416 Rio Grande Bldg.
Dallas 2, Texas
Riverside 2-5148

1065 Penobscot Bldg.
Detroit 26, Michigan
WOodward 1-4148

1182 W. Peachtree, N. W.
Atlanta 9, Georgia
TRinity 5-9539

DeGeorge Bldg.
3520 Montrose Blvd.
Houston, Texas, JACKson B-1601

910 Royal Street
New Orleans, La.
JACKson 2-3917

RADIO REPS

(Cont'd from page 90)

B

JOHN BLAIR & CO.
415 Madison Ave., New York 17, N. Y.
PLaza 3-4250

- | | |
|------|--|
| KOY | Phoenix, Ariz. |
| KFRE | Fresno, Calif. |
| KFWB | Los Angeles, Calif. |
| KGO | San Francisco, Calif. |
| KTLN | Denver, Colo. |
| WWDC | Washington, D. C. |
| WJAX | Jacksonville, Fla. |
| WQAM | Miami-Fort Lauderdale, Fla. |
| WDBO | Orlando, Fla. |
| WFLA | Tampa-St. Petersburg, Fla. |
| WSAV | Savannah, Ga. |
| KIDO | Boise, Ida. |
| WLS | Chicago, Ill. |
| WIBC | Indianapolis, Ind. |
| KFH | Wichita, Kans. |
| WKLO | Louisville, Ky. |
| WDSU | New Orleans, La. |
| KEEL | Shreveport, La. |
| WFBR | Baltimore, Md. |
| WHDH | Boston, Mass. |
| WXYZ | Detroit, Mich. |
| WDGY | Minneapolis-St. Paul, Minn. |
| WHB | Kansas City, Mo. |
| KXOK | St. Louis, Mo. |
| WOW | Omaha, Neb. |
| WTRY | Albany-Troy-Schenectady, N. Y. |
| WNBF | Binghamton, N. Y. |
| WABC | New York, N. Y. |
| KFYR | Bismarck, N. D. |
| WCPO | Cincinnati, O. |
| WBNS | Columbus, O. |
| KRMG | Tulsa, Okla. |
| KGW | Portland, Ore. |
| WFIL | Philadelphia, Pa. |
| WWSW | Pittsburgh, Pa. |
| WPRO | Providence, R. I. |
| WNOX | Knoxville, Tenn. |
| WMC | Memphis, Tenn. |
| WSM | Nashville, Tenn. |
| KLIF | Dallas, Tex. |
| KFJZ | Fort Worth, Tex. |
| KILT | Houston, Tex. |
| KTSA | San Antonio, Tex. |
| WGH | Norfolk-Portsmouth-
Newport News, Va. |
| KING | Seattle, Wash. |
| WWVA | Wheeling, W. Va. |

BOGNER & MARTIN
295 Madison Ave., New York 17, N. Y.
Murray Hill 9-2586

- | | |
|------|-----------------------|
| KLPL | Providence, La. |
| WGCM | Gulfport, Miss. |
| WQBC | Vicksburg, Miss. |
| KIRX | Kirksville, Mo. |
| KTTN | Trenton, Mo. |
| WCNC | Elizabeth City, N. C. |
| WELS | Kinston, N. C. |
| WFRC | Reidsville, N. C. |
| KTAN | Sherman, Tex. |

THE BOLLING COMPANY, INC.
247 Park Ave., New York 17, N. Y.
Yukon 6-4545

- | | |
|------|------------------------|
| KMOP | Tucson, Ariz. |
| KIRK | Bakersfield, Calif. |
| KEAC | Los Angeles, Calif. |
| KRNO | San Bernardino, Calif. |
| KWG | Stockton, Calif. |
| KRAI | Craig, Colo. |
| KVOD | Denver, Colo. |
| KSLV | Monte Vista, Colo. |

- | | |
|------|------------------------|
| KUBC | Montrose, Colo. |
| WKNB | Hartford, Conn. |
| WILM | Wilmington, Del. |
| WPEO | Peoria, Ill. |
| WJPS | Evansville, Ind. |
| WISH | Indianapolis, Ind. |
| WTHI | Terre Haute, Ind. |
| KXEL | Waterloo, Iowa |
| WBLG | Lexington, Ky. |
| WCBM | Baltimore, Md. |
| WLLH | Lowell-Lawrence, Mass. |
| WBSM | New Bedford, Mass. |
| WMAS | Springfield, Mass. |
| WNEB | Worcester, Mass. |
| KFBB | Great Falls, Mont. |
| WKOP | Binghamton, N. Y. |
| WVET | Rochester, N. Y. |
| WHKK | Akron, Ohio |
| WHP | Harrisburg, Pa. |
| WARM | Scranton, Pa. |
| KHEY | El Paso, Tex. |
| KOSA | Odessa, Tex. |
| KTRN | Wichita Falls, Tex. |
| WMBC | Richmond, Va. |
| KOL | Seattle, Wash. |

THE BRANHAM CO.
99 Park Avenue, New York 16, N. Y.
Murray Hill 2-4606

- | | |
|------|---------------------|
| WRDW | Augusta, Ga. |
| WNEX | Macon, Ga. |
| WTBO | Cumberland, Md. |
| WHYN | Springfield, Mass. |
| WJQS | Jackson, Miss. |
| KGGM | Albuquerque, N. M. |
| KVSF | Santa Fe, N. M. |
| KXL | Portland, Ore. |
| WDEF | Chattanooga, Tenn. |
| WTJS | Jackson, Tenn. |
| KRIC | Beaumont, Tex. |
| KRLD | Dallas, Tex. |
| KROD | El Paso, Texas |
| KDUB | Lubbock, Texas |
| KJR | Seattle, Wash. |
| KNEW | Spokane, Wash. |
| KIT | Yakima, Wash. |
| WCHS | Charleston, W. Va. |
| WBOY | Clarksburg, W. Va. |
| WPAR | Parkersburg, W. Va. |

BROADCAST TIME SALES
280 Madison Ave., New York 16, N. Y.
Murray Hill 4-6740

- | | |
|------|-----------------------|
| KPOP | Los Angeles, Calif. |
| KXLA | Pasadena, Calif. |
| KSAY | San Francisco, Calif. |
| WEAM | Washington, D. C. |
| WKLM | Wilmington, Del. |
| WAYE | Baltimore, Md. |
| WKMI | Kalamazoo, Mich. |
| WVNJ | Newark, N. J. |
| WISE | Asheville, N. C. |
| WAYS | Charlotte, N. C. |
| WWRI | Providence, R. I. |
| WCOG | Greensboro, S. C. |
| WMAK | Nashville, Tenn. |

BURN-SMITH CO.
19 W. 44 St., New York 36, N. Y.
Murray Hill 2-3124

- | | |
|------|--------------------|
| KRIZ | Phoenix, Ariz. |
| KXJK | Forrest City, Ark. |
| KBTM | Jonesboro, Ark. |
| WRUF | Gainesville, Fla. |
| WTHR | Panama City, Fla. |
| WALB | Albany, Ga. |
| WITY | Danville, Ill. |
| WFKY | Frankfort, Ky. |
| WHLN | Harlan, Ky. |

- | | |
|-------|-----------------------------------|
| WVLK | Lexington, Ky. |
| WOMI | Owensboro, Ky. |
| WJEJ | Hagerstown, Md. |
| WBOC | Salisbury, Md. |
| WELM | Elmira, N. Y. |
| WJOC | Jamestown, N. Y. |
| WFLB | Fayetteville, N. C. |
| WCBC | Greensboro, N. C. |
| WMFR | High Point, N. C. |
| WEED | Rocky Mount, N. C. |
| WAIR | Winston-Salem, N. C. |
| WMFD | Wilmington, N. C. |
| KBIX | Muskogee, Okla. |
| WESB | Bradford, Pa. |
| WCOY | Columbia, Pa. |
| WLBK | Lebanon, Pa. |
| WMRF | Lewistown, Pa. |
| WJUN | Mexico, Pa. |
| WBAX | Wilkes-Barre, Pa. |
| WWPA | Williamsport, Pa. |
| WMRB | Greenville, S. C. |
| WOPI | Bristol, Tenn. |
| WJAK | Jackson, Tenn. |
| WKPT | Kingsport, Tenn. |
| WROV | Roanoke, Va. |
| WJLS | Beckley, W. Va. |
| WHAR | Clarksburg, W. Va. |
| WKYR | Keyser, W. Va. |
| WTRX | Wheeling, W. Va.
(Bellair, O.) |
| WIIBY | Appleton, Wis. |
| WJPG | Green Bay, Wis. |
| WOSH | Oskosh, Wis. |
| WHBL | Sheboygan, Wis. |

CBS RADIO SPOT SALES
485 Madison Ave., New York 22, N. Y.
PLaza 1-2345

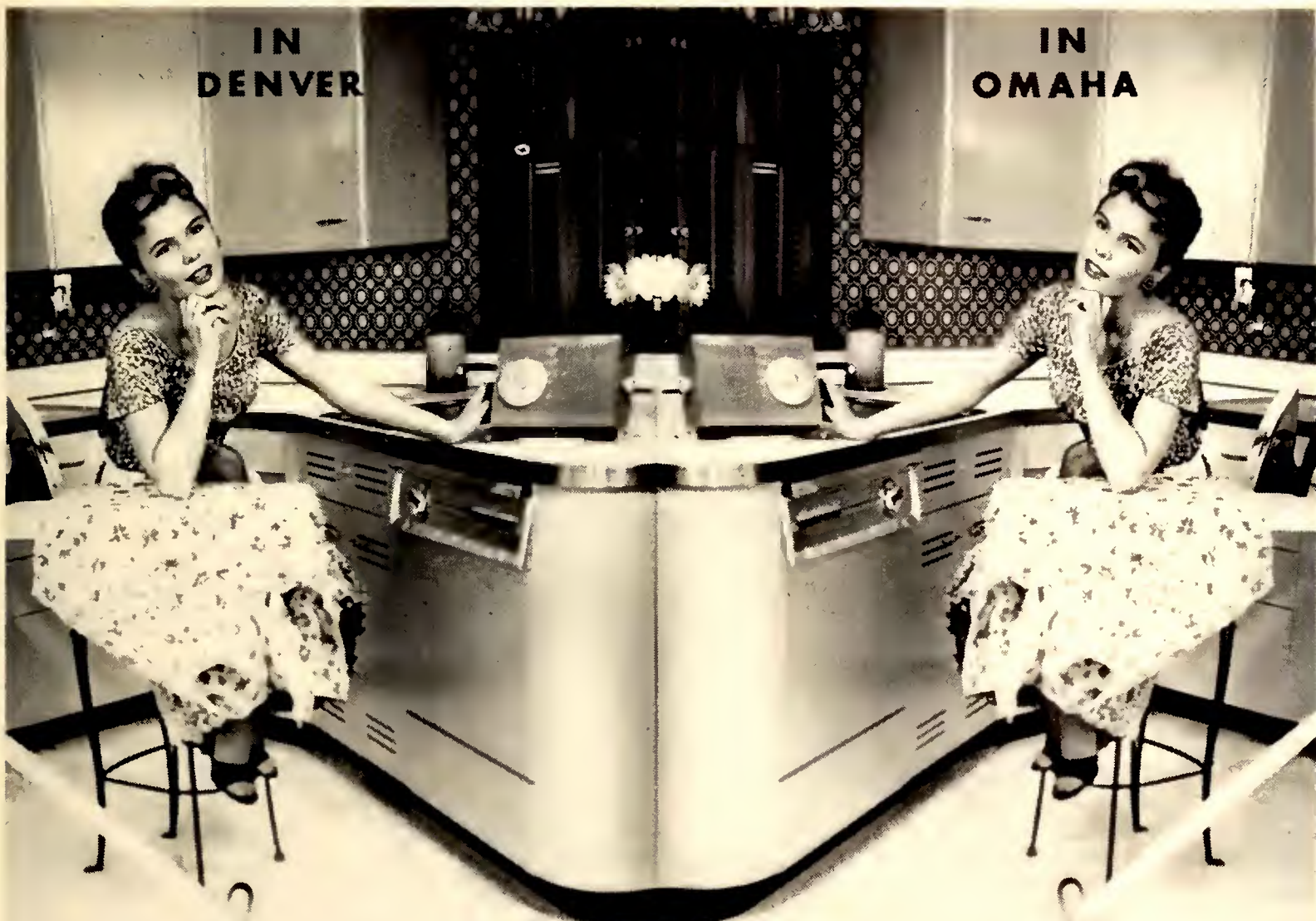
- | | |
|-----------|---------------------------------------|
| KNX | Hollywood, Calif. |
| KCBS | San Francisco, Calif. |
| WTOP | Washington, D. C. |
| WMBR | Jacksonville, Fla. |
| WBBM | Chicago, Ill. |
| WEEI | Boston, Mass. |
| WCCO | Minneapolis, Minn. |
| KMOX | St. Louis, Mo. |
| WCBS | New York, N. Y. |
| WBT | Charlotte, N. C. |
| KOIN | Portland, Ore. |
| WCAU | Philadelphia, Pa. |
| KSL | Salt Lake City, Utah |
| WRVA | Richmond, Va. |
| CBS Radio | Pacific Network, Hollywood, Calif. |
| CBS Radio | New England Network, Boston,
Mass. |

HENRY I. CHRISTAL CO., INC.
579 Fifth Ave., New York 17, N. Y.
Murray Hill 8-4414

- | | |
|------|---------------------|
| WAPI | Birmingham, Ala. |
| KTHS | Little Rock, Ark. |
| KFI | Los Angeles, Calif. |
| KOA | Denver, Colo. |
| WTIC | Hartford, Conn. |
| WCKR | Miami, Fla. |
| WHAS | Louisville, Ky. |
| KWKH | Shreveport, La. |
| WBAL | Baltimore, Md. |
| WTAG | Worcester, Mass. |
| WJR | Detroit, Mich. |
| WDAF | Kansas City, Mo. |
| WBEN | Ruffalo, N. Y. |
| WHAM | Rochester, N. Y. |
| WGY | Schenectady, N. Y. |
| WSYR | Syracuse, N. Y. |
| WGAR | Cleveland, Ohio |
| WTMJ | Milwaukee, Wis. |

(Please turn to page 94)

TWIN IMPACT



Choose the *TWIN* for Your Market!

DENVER . . . KMYR dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof—Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 Kcs. See Adam Young or chat with General Manager Chic Crabtree.

OMAHA . . . KOIL is undisputed No. 1 in the Omaha area—Proof—Hooper (May-June, '58) 41.8 share morning and 42.8 share afternoon; latest Trendex 42.2 share morning and 39.5 share afternoon; Pulse (May, '58) dominant first morning and afternoon. Your Star Station, serving over 875,000 people, is a must buy station. See Avery-Knodel or Station Manager James H. Schoonover.

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — President

- ★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL
- ★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.
- ★ **KWIK — Pocatello**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

RADIO REPS

(Cont'd from page 92)

THOMAS F. CLARK

608 Fifth Ave., New York 20, N. Y.
JUdson 2-1622

COLLEGE RADIO CORP.

135 E. 42 St., New York 17, N. Y.
OXford 7-0890

Represents approximately 100 college-owned stations in 39 states.

CONTINENTAL RADIO SALES

21st and Panama Sts., Philadelphia 3, Pa.
RIttenhouse 6-8139

- WATM Atmore, Ala.
- WRAG Carrollton, Ala.
- WKLF Clanton, Ala.
- WFPA Ft. Payne, Ala.
- WGEA Geneva, Ala.
- WGYV Greenville, Ala.
- WMFC Monroeville, Ala.
- WHTB Talladega, Ala.
- WTUS Tuskegee, Ala.
- KDQN De Queen, Ark.
- KTML Marked Tree, Ark.
- KHBM Monticello, Ark.
- KOSE Osecofa, Ark.
- XEWV Calexico, Calif.
- KRDU Dinuba, Calif.
- KWSD Mt. Shasta, Calif.
- KSFE Needles, Calif.
- KMOR Oroville, Calif.
- KCAL Redlands, Calif.
- KGYW Vallejo, Calif.
- KUDU Ventura, Calif.

- KUBA Yuba City, Calif.
- KLIR Denver, Colo.
- KYOU Greeley, Calif.
- KLMR Lamar, Calif.
- KIMO Longmont, Calif.
- KFEL Pueblo, Colo.
- WLCO Eustis, Fla.
- WARN Ft. Pierce, Fla.
- WRWB Kissimmee, Fla.
- WMMA Miami, Fla.
- WSBB New Smyrna Beach, Fla.
- WPRY Perry, Fla.
- WAAG Adel, Ga.
- WHAB Baxley, Ga.
- WSGC Elberton, Ga.
- WFPM Ft. Valley, Ga.
- WBGR Jesup, Ga.
- WMGE Madison, Ga.
- WMRE Monroe, Ga.
- WSNT Sandersville, Ga.
- WVOP Vidalia, Ga.
- WRPB Warner Robins, Ga.
- KPST Preston, Idaho
- KPST Sandspoint, Idaho
- WTIM Taylorville, Ill.
- WBBA Pittsfield, Ill.
- WBNI Boonville, Ind.
- WBTO Linton, Ind.
- WJCD Seymour, Ind.
- KJAN Atlantia, Ia.
- KWBG Boone, Ia.
- KNCO Garden City, Kans.
- KJRG Newton, Kans.
- WCBL Benton, Ky.
- WNES Central City, Ky.
- WSAC Ft. Knox, Ky.
- WHBN Harrodsburg, Ky.
- WTTL Madisonville, Ky.
- WFLW Monticello, Ky.
- WKLX Paris, Ky.
- WPKE Pikeville, Ky.
- WMLF Pineville, Ky.
- WPKY Princeton, Ky.
- WMTC Van Cleve, Ky.
- WFPR Hammond, La.
- KMAR Winnsboro, La.
- WMPL Hanceok, Mich.
- WNIL Niles, Mich.
- KASM Albany, Minn.
- KBMW Breckenridge, Minn.
- KROX Crookston, Minn.
- KDLM Detroit Lakes, Minn.
- WCMP Pine City, Minn.
- KLOH Pipestone, Minn.
- WJMB Brookhaven, Miss.
- WGLC Centreville, Miss.
- KDMO Carthage, Mo.
- KCHR Charleston, Mo.
- KLWT Lebanon, Mo.
- KRMO Monett, Mo.
- KWRE Warrenton, Mo.
- KDBM Dillon, Mont.
- KCNI Broken Bow, Neb.
- KCSR Cbadron, Neb.
- KJSK Columbus, Neb.
- KVLV Fallon, Nev.
- KHAM Albuquerque, N. M.
- KCHS Truth or Consequences, N. M.
- WGGO Salamea, N. Y.
- WABZ Albemarle, N. C.
- WCGC Belmont, N. C.
- WCNC Elizabeth City, N. C.
- WFVG Fuquay Springs, N. C.
- WGNC Gastonia, N. C.
- WNOS High Point, N. C.
- WLAS Jacksonville, N. C.
- WKMT Kings Mountain, N. C.
- WBUY Lexington, N. C.
- WLON Lineolnton, N. C.
- WTSB Lumberton, N. C.
- WMAP Monroe, N. C.
- WCBT Roanoke Rapids, N. C.
- WCEC Rocky Mount, N. C.
- WEYE Sanford, N. C.
- WTAB Tabor City, N. C.
- WTNC Thomasville, N. C.

FERRY

FRANKLIN OKANOGAN

12 County Inland Washington*
includes 136,000 homes and
439,000 people...nearly 20,000
farms and hundreds of
diversified industries...
year 'round payroll stability
and a healthy growth...
\$748,540,000 annual income and
\$466,404,000 in retail sales

KPQ RADIO COVERAGE

Guarantees Results 2 to 1.

We'll guarantee 2 to 1 results over any other North Central Washington advertising medium, and we challenge any to disprove us. When you buy Inland Washington, there's no need to experiment. Buy one that GUARANTEES RESULTS, buy KPQ Wenatchee... selected network programs interspersed with local shows for which the people express preference.

KPQ WENATCHEE 5000 W 560 KC EST. 1929

NATIONAL REPS. Farjoe & Co.	PACIFIC NORTHWEST Art Moore & Assoc.	NATIONAL SALES Pot O'Halleron NOrmandy 3-5121, Wenatchee
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Data Source: Sales Management, May 10, 1958, "Survey of Buying Power"
Form Count: U. S. Agricultural Census

***A DISTINCT AND SEPARATE MARKET FROM SEATTLE'S COASTAL REGION, AND SPOKANE'S INLAND EMPIRE.**

GRANT

DOUGLAS

LINCOLN

CHELAN

KITITAS

BENTON

KLICKITAT

ADAMS

YAKIMA

(Please turn to page 96)

POWER

to penetrate!



ADAM YOUNG, INC.,
National Rep.

CKLW
50,000 WATTS

* This powerful **RADIO** voice sends your message to a greater number of listeners . . . you get more for your promotion dollar.

CKLW-TV
325,000 WATTS

* This powerful **TV** signal is sent to a greater number of viewers . . . costs you less by exposing your product to a bigger audience.

GENERAL OFFICES
GUARDIAN BLDG. • DETROIT 26, MICH.

J. E. Campeau
President

RADIO REPS

(Cont'd from page 94)

C

CONT. RADIO (Cont'd)

WHED	Washington, N. C.
KRMW	Wahpeton, N. D.
WATH	Athen, Ohio
WSRW	Hillsboro, Ohio
WPKO	Waverly, Ohio
KGLC	Miami, Okla.
KLPR	Oklahoma City, Okla.
KVIN	Vinita, Okla.
KMCM	Forest Grove, Ore.
KNPT	McMinnville, Ore.
KFIR	Newport, Ore.
KRWC	North Bend, Ore.
KRCH	Oceanlake, Ore.
KTIL	Tillamook, Ore.
WKPA	New Kensington, Pa.
WPTS	Pittston, Pa.
WACA	Camden, S. C.
WGCD	Chester, S. C.
WDSC	Dillon, S. C.
WMUU	Greenville, S. C.
WATP	Marion, S. C.
WSNW	Seneca, S. C.
WYCL	York, S. C.
KWYR	Winner, S. D.
WHUB	Cookeville, Tenn.
WHBT	Harriman, Tenn.
WDXL	Lexington, Tenn.
WNAH	Nashville, Tenn.
WTUC	Union City, Tenn.
KXIT	Dalhart, Tex.
KFLD	Floydada, Tex.
KSWA	Graham, Tex.
KWRD	Henderson, Tex.
KTXJ	Jasper, Tex.
KRBA	Lufkin, Tex.
KMHT	Marshall, Tex.
KORC	Mineral Wells, Tex.
KPAT	Pampa, Tex.
KROP	Pleasanton, Tex.
KPEP	San Angelo, Tex.
KSNY	Snyder, Tex.
KDXU	St. George, Utah
WBOB	Galax, Va.
KCVL	Colville, Wash.
KOFE	Pullman, Wash.
KAPA	Raymond, Wash.
WIJC	Matewan, W. Va.
WLDY	Ladysmith, Wis.
WFEM	Madison, Wis.
WFPF	Park Falls, Wis.
KATI	Casper, Wyo.
KOVE	Lander, Wyo.

DONALD COOKE, INC.

666 Fifth Ave., New York 19, N. Y.
Judson 2-2727

WJBS	Deland, Fla.
WGMA	Hollywood, Fla.
WONN	Lakeland, Fla.
WBIL	Leeshurg-Eustis, Fla.
KROX	Crookston, Minn.
KMRS	Morris, Minn.
KDIO	Ortonville, Minn.
KXRA	Alexandria, Minn.
KBOV	Butte, Mont.
KGEZ	Kalispell, Mont.
WCLI	Corning, N. Y.
WGVA	Geneva, N. Y.
WKAL	Rome-Utica, N. Y.
KASH	Eugene, Ore.
WCDE	Scranton-Carbondale, Pa.
WLYC	Williamsport, Pa.
WBLR	Batesburg-Leeville, S. C.
WGTV	Georgetown, S. C.
WMYR	Myrtle Beach, S. C.
WALD	Walterboro, S. C.
KISD	Sioux Falls, S. D.

KCTI	Gonzales, Texas
KFRO	Longview, Texas
WAYB	Waynesboro, Va.

CROSLEY BROADCASTING

3 E. 54 St., New York 22, N. Y.
PLaza 1-5353

WLW	Cincinnati, Ohio
-----	------------------

D

DEVNEY, INC.

366 Madison Ave., New York 17, N. Y.
YUkon 6-4390

BOB DORE ASSOCIATES

420 Madison Ave., New York 17, N. Y.
PLaza 3-8372

WCRT	Birmingham, Ala.
WAPX	Montgomery, Ala.
WJRD	Tuscaloosa, Ala.
WFEC	Miami, Fla.
WKIS	Orlando, Fla.
WRFC	Athens, Ga.
WGBA	Columbus, Ga.
WCCM	Lawrence, Mass.
WACE	Springfield, Mass.
KLOS	Albuquerque, N. M.
WSRS	Cleveland, Ohio
KLIQ	Portland, Ore.
WOLS	Florence, S. C.
KABR	Aberdeen, S. D.
KYNT	Yankton, S. D.
WHER	Memphis, Tenn.
WATO	Oak Ridge, Tenn.
KLYN	Amarillo, Texas

E

ROBERT E. EASTMAN & CO., INC.

527 Madison Ave., New York 22, N. Y.
PLaza 9-7760

WSAV	Savannah, Ga.
WKLO	Louisville, Ky.
WIL	St. Louis, Mo.
WNEW	New York, N. Y.
WHK	Cleveland, O.
KBOX	Dallas, Texas
KXOL	Fort Worth, Texas
WRIT	Milwaukee, Wis.

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
PLaza 3-9332

WRMA	Montgomery, Ala.
Imperial Broadcasting System, Calif.	
WICH	Norwich, Conn.
WSTC	Stamford, Conn.
WBBQ	Augusta, Ga.
WDAN	Danville, Ill.
WBAT	Marion, Ind.
WKBV	Richmond, Ind.
KCRG	Cedar Rapids, Ia.
KWMT	Fort Dodge, Ia.
KTRI	Sioux City, Ia.
KWHK	Hutchinson, Kans.
KSYL	Alexandria, La.
WFGM	Fitchburg, Mass.
WBEC	Pittsfield, Mass.
WPAG	Ann Arbor, Mich.
Mid-South Network, Miss.	
WDDT	Greenville, Miss.
WENY	Elmira, N. Y.
WHDL	Olean, N. Y.
WHEC	Poughkeepsie, N. Y.
Rochester, N. Y.	
WYOK	
WINR	Binghamton, N. Y.

WSKY	Asheville, N. C.
KILO	Grand Forks, N. D.
WNXT	Portsmouth, O.
KFLY	Corvallis, Ore.
KORE	Eugene, Ore.
KFLW	Klamath Falls, Ore.
KSLM	Salem, Ore.
WRTA	Altoona, Pa.
WKST	New Castle, Pa.
WADK	Newport, R. I.
WJOY	Burlington, Vt.
WDEV	Waterbury, Vt.
KWLK	Longview, Wash.
WGEZ	Beloit, Wis.
WCLO	Jonesville, Wis.
WLIP	Kenosha, Wis.
WKTY	La Crosse, Wis.
WNAW	Appleton-Neenah, Wis.

F

FORJOE & CO., INC.

580 Fifth Ave., New York 36, N. Y.
Judson 6-3100

G

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
Templeton 8-4740

GOOD MUSIC BROADCASTERS, INC.

52 Vanderbilt Ave., New York 17, N. Y.
MUrray Hill 3-2295

KCBH	Los Angeles, Calif.
KDFC	San Francisco, Calif.
KIBE	San Francisco, Calif.
WASH	Washington, D. C.
WVCG	Miami, Fla.
WGKA	Atlanta, Ga.
WEAW	Chicago, Ill.
WITH-FM	Baltimore, Md.
WCRB	Boston, Mass.
WLDM	Detroit, Mich.
WFLN	Philadelphia, Pa.
WLOA	Pittsburgh, Pa.

W. S. GRANT CO., Inc.

7 E. 48 St., New York 17, N. Y.
PLaza 3-1433

KNLR	Little Rock, Ark.
KENL	Eureka, Calif.
KEAP	Fresno, Calif.
KUTY	Palmdale-Lancaster, Calif.
KDES	Palm Springs, Calif.
KEEN	San Jose, Calif.
KUDY	Denver, Colo.
KSTR	Grand Junction, Colo.
KUIN	Grants Pass, Ore.
KLAD	Klamath Falls, Ore.
KLBM	La Grande, Ore.
KBOY	Medford, Ore.
KKEY	Portland, Ore.
KYES	Roseburg, Ore.
WENO	Nashville (Madison), Tenn.
KRAY	Amarillo, Texas
KITI	Chehalis-Centralia, Wash.
KITN	Olympia, Wash.
KORD	Paseo-Kennewick-Rieland, Wash.
KZUN	Spokane, Wash.

H

H-R REPS.

380 Madison Ave., New York 17, N. Y.
OXford 7-3120

WALA	Mobile, Ala.
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(Please turn to page 98)

WGH
radio

*
is number.....

IN ALL OF TIDEWATER

it's.... *Color Channel 131*

*

APRIL-MAY PULSE REPORTS **WGH**

NUMBER ONE IN TWO THIRDS
OF ALL TIME PERIODS

BEST
IN **NORFOLK-NEWPORT NEWS**

RADIO REPS

(Cont'd from page 96)

H

H-R REPS (Cont'd)

KHJ	Los Angeles, Calif.
KGB	San Diego, Calif.
KFRC	San Francisco, Calif.
WPOP	Hartford, Conn.
WELI	New Haven, Conn.
WMAL	Washington, D. C.
WSKP	Miami, Fla.
WIRL	Peoria, Ill.
WROK	Rockford, Ill.
WTRC	Elkhart, Ind.
WKJG	Fort Wayne, Ind.
KFNF	Shenandoah, Iowa
KXXX	Colby, Kans.
KNOE	Monroe, La.
WNOE	New Orleans, La.
WCOL	Columbus, Ohio
WING	Dayton, Ohio
WIMA	Lima, Ohio
WIZE	Springfield, Ohio
WNAC	Boston, Mass.
KMMJ	Grand Island, Neb.
KQFE	Albuquerque, N. Mex.
WOR	New York, N. Y.
WWNC	(West Coast representation only)
WSOC	Asheville, N. C.
WRAL	Charlotte, N. C.
WSAN	Raleigh, N. C.
WGBI	Allentown, Pa.
WMSA	Scranton, Pa.
WMSB	Columbia, S. C.
KELO	Sioux Falls, S. D.
WAPO	Chattanooga, Tenn.
WHBQ	Memphis, Tenn.
WSIX	Nashville, Tenn.
KIXL	Dallas, Texas
KGBT	Harlingen, Texas
KONO	San Antonio, Texas
KWFT	Wichita Falls, Texas
WAYV	Norfolk, Va.
KVI	Seattle, Wash.
KGA	Spokane, Wash.
WKBH	LaCrosse, Wis.
WOSA	Wausan, Wis.

Don Lee Broadcasting System
The Yankee Network

ARTHUR H. HAGG

366 Madison Ave., New York 17, N. Y.
MUrray Hill 2-8865

KPIN	Casa Grande, Ariz.
KSWI	Council Bluffs, Ia.

HEADLEY-REED CO.

750 Third Ave., New York 17, N. Y.
YUkon 6-5800

WHY	Montgomery, Ala.
KPMC	Bakersfield, Calif.
KYNO	Fresno, Calif.
KYOS	Merced, Calif.
KRAK	Stockton, Calif.
WOL	District of Columbia
WWIL	Fort Landerdale, Fla.
WDAK	Columbus, Ga.
WAIT	Chicago, Ill.
WFRL	Freeport, Ill.
WEEK	Peoria, Ill.
WGL	Fort Wayne, Ind.
WORL	Boston, Mass.
WSAR	Fall River, Mass.
WELL	Battle Creek, Mich.
WKMI	Detroit, Mich.
WKMF	Flint, Mich.
WKHM	Jackson, Mich.
WSAM	Saginaw, Mich.
KFVS	Cape Girardeau, Mo.
KOOK	Billings, Mont.

WHLD	Niagara Falls, N. Y.
WFAS	White Plains, N. Y.
WSJS	Winston-Salem, N. C.
WRRF	Washington, N. C.
WONE	Dayton, Ohio
WFMJ	Youngstown, Ohio
WEEX	Easton, Pa.
WLAN	Lancaster, Pa.
WEEU	Reading, Pa.
WSCR	Scranton, Pa.
WBRE	Wilkes-Barre, Pa.
WSBA	York, Pa.
WHIM	Providence, R. I.
WAIM	Anderson, S. C.
WCOS	Columbus, S. C.
KOTA	Rapid City, S. D.
KPUG	Bellingham, Wash.
KAYO	Seattle, Wash.
WCAW	Charleston, W. Va.
WLOW	Portsmouth-Norfolk, Va.
WKOW	Madison, Wis.
WEMP	Milwaukee, Wis.

GEORGE P. HOLLINGBERY CO.
307 N. Michigan Ave., Chicago, Ill.
DEarborn 2-6060

KGEE	Bakersfield, Calif.
KPAY	Chico, Calif.
KARM	Fresno, Calif.
KFIV	Modesto, Calif.
KIDD	Monterey, Calif.
KVIP	Redding, Calif.
KROY	Sacramento, Calif.
KITO	San Bernardino, Calif.
XEAK	San Diego, Calif.
KIST	Santa Barbara, Calif.
KSTN	Stockton, Calif.
WAVZ	New Haven, Conn.
WDLA	Panama City, Fla.
WCOA	Pensacola, Fla.
WGPC	Albany, Ga.
WRBL	Columbus, Ga.
W SGA	Savannah, Ga.
WQUB	Galesburg, Ill.
WQUA	Moline, Ill.
KSCJ	Sioux City, Iowa
KGFF	Coffeyville, Kans.
KVGB	Great Bend, Kans.
KOAM	Pittsburg, Kans.
WREN	Topeka, Kans.
KWBB	Wichita, Kans.
WCMI	Ashland, Ky.
WJBO	Baton Rouge, La.
WSMB	New Orleans, La.
WABI	Bangor, Maine
WPOR	Portland, Maine
WAGM	Presque Isle, Maine
WEZE	Boston, Mass.
WSPR	Springfield, Mass.
WAAB	Worcester, Mass.
WBCK	Battle Creek, Mich.
WBCM	Bay City, Mich.
WTAC	Flint, Mich.
WEBC	Flint, Mich.
WJDX	Duluth, Minn.
WINR	Jackson, Miss.
WMGM	Binghamton, N. Y.
WFBL	New York, N. Y.
WBG	Syracuse, N. Y.
WADC	Greensboro, N. C.
WHIO	Akron, Ohio
WTMA	Dayton, Ohio
WSPA	Charleston, S. C.
KTSM	Spartanburg, S. C.
KLUB	El Paso, Texas
WLVA	Salt Lake City, Utah
WMMN	Lynchburg, Va.
WEAU	Fairmont, W. Va.
WMAM	Eau Claire, Wis.
WMB	Marinette, Wis.

RADIO GROUPS

A-Buy—California group

KGEE	Bakersfield, Calif.
KPAY	Chico, Calif.
KARM	Fresno, Calif.

KFIV	Modesto, Calif.
KIDD	Monterey, Calif.
KVIP	Redding, Calif.
KROY	Sacramento, Calif.
KITO	San Bernardino, Calif.
XEAK	San Diego, Calif.
KIST	Santa Barbara, Calif.
KSTN	Stockton, Calif.

Arrowhead Network

WEBC	Duluth, Minn.
WMFG	Hibbing, Minn.
WHLB	Virginia, Minn.
WEAU	Eau Claire, Wis.
WJMC	Rice Lake, Wis.

Five Star group

KGFF	Coffeyville, Kans.
KVGB	Great Bend, Kans.
KOAM	Pittsburg, Kans.
WREN	Topeka, Kans.
KWBB	Wichita, Kans.

Hildreth stations

WABI	Bangor, Maine
WABM	Houlton, Maine
WPOR	Portland, Maine
WAGM	Presque Isle, Maine

Tri-Buy group

KPAY	Chico, Calif.
KROY	Sacramento, Calif.
KSTN	Stockton, Calif.

HAL HOLMAN CO.

64 E. Lake St., Chicago 1, Ill.
FRanklin 2-0016

WGWC	Selma, Ala.
KCHV	Coachella, Calif.
KBOL	Boulder, Colo.
KIUP	Durango, Colo.
KGLN	Glenwood Springs, Colo.
KREX	Grand Junction, Colo.
KFKA	Greeley, Colo.
KOLR	Sterling, Colo.
WAYX	Wayeross, Ga.
KFXD	Boise-Nampa, Ida.
KWAL	Wallace, Ida.
WHOW	Clinton, Ill.
WJPF	Herrin, Ill.
WLDS	Jacksonville, Ill.
WLBH	Mattoon, Ill.
WMOK	Metropolis, Ill.
WVLN	Olney, Ill.
WCVS	Springfield, Ill.
WFRX	West Frankfort, Ill.
WLBC	Muncie, Ind.
KCLN	Clinton, Ia.
KIUL	Garden City, Kans.
KAYS	Hays, Kans.
WHIR	Danville, Ky.
WATZ	Alpena, Mich.
WHFB	Benton Harbor, Mich.
WATT	Cadillac, Mich.
WATC	Gaylord, Mich.
WJBL	Holland, Mich.
WMBN	Petoskey, Mich.
WTCM	Traverse City, Mich.
KWEB	Rochester, Minn.
WLOX	Biloxi, Miss.
KLTZ	Glasgow, Mont.
KGFW	Kearney, Neb.
KNEB	Scottsbluff, Neb.
KRBO	Las Vegas, Nev.
WEEB	Southern Pines, N. C.
KDLR	Devils Lake, N. D.
KDIX	Dickinson, N. D.
KEYZ	Williston, N. D.
WLEC	Sandusky, Ohio
KVAS	Astoria, Ore.
KGAL	Lebanon-Albany, Ore.
KGAY	Salem, Ore.
WCRK	Morrilstown, Tenn.
WCNS	Murfreesboro, Tenn.
KBAN	Longview, Wash.

(Please turn to page 100)

WHAT RECESSION?

Nebraska's Top Wheat Yield Near 101.2 Million Bushels

Farm Machines Setting Pace for Durable Goods

Grain Prices Drive Higher
Wheat, Corn Supplies Tighten at Chicago

BRIGHTEST SPOT — FARMING
By SYLVIA PORTER
"FARMING IS THE BRIGHTEST SPOT on the economic scene," reports... 4 to 6 per cent above... Grain substantially higher despite... been... arish... ap... the... his

Tractor Plant Has Highest Employment
EMPLOYMENT IS the highest in the 12-year history of the John Deere Dubuque Tractor Works. A company official reported 2,361 employed, tapping the previous high of 2,200... since February.

CREDIT IOWA WITH BUCKING SLUMP TREND
Reserve Bank Credits Farm Income
CHICAGO, ILL. (AP) — Iowa stands out as a center...

Farmer Shown Big Customer Of U.S. Industry
Employment Up 1 1/2 Per Cent.
LATEST FIGURES (week ending May 10) show Iowa unemployment at 2.9 per cent, compared with the March report of 4.4 per cent, an employment gain of 1 1/2 per cent. With the third lowest unemployment of all states, Iowa's

Media Continue to Report Farm Boom
Major publications have given recognition to the surging...

The midwest agricultural areas are showing gains in sales...increases in employment. Record-breaking crops are forecast!

In the very heart of this recessionless area lies the 67-county, 4-state market covered dependably for 34 years by KMA. Here, 69% of the population are non-urban, living on soil-rich farms or in towns of less than 2500.

The 1,280,200* people of this area, which includes 4 of the nation's richest farm states,

Iowa, Nebraska, Missouri and Kansas, depend on — and prefer KMA's personalized programming and the efficient KMA team of 35 skilled radio people who exemplify the motto, "The Heartbeat of the Corn Country."

Include abundant, rich KMAland in your plans to effectively reach the entire market area—particularly the big majority who live in non-urban areas. They are the ones who ask, "What Recession?"

*Bigger than the 13th market

THE HEART BEAT OF THE CORN COUNTRY



SHENANDOAH, IOWA

5000 WATTS, 960 KC ABN

AFFILIATED WITH

Represented by EDWARD PETRY & CO., INC.



CHANNEL



RADIO REPS

Cont'd from page 98)

HOLMAN (Cont'd)

- WBEV Beaver Dam, Wis.
- KFIZ Fond du Lac, Wis.
- WOMT Manitowoc, Wis.
- WPRE Prairie du Chien, Wis.
- WSPT Stevens Point, Wis.
- WAUX Waukesha, Wis.

GEORGE T. HOPEWELL, INC.
 101 Park Ave., New York 17, N. Y.
 LExington 2-3783

- KDTA Delta, Colo.
- KVRH Salida, Colo.
- WOCH North Vernon, Ind.

- WFYC Alma, Mich.
- KRFO Owatonna, Minn.
- KCRV Caruthersville, Mo.
- KLCB Libby, Mont.
- KCLV Clovis, N. M.
- WLFH Little Falls, N. Y.
- WMNS Olean, N. Y.
- WFLR Penn Yan, N. Y.
- WDLC Port Jervis, N. Y.
- WBUY Lexington, N. C.
- WCVI Connellsville, Pa.
- WMPT South Williamsport, Pa.
- WNRI Woonsocket, R. I.
- KLGN Logan, Utah
- WKLV Blackstone, Va.
- KCFV Clifton Forge, Va.
- WNRV Narrows, Va.
- WLOH Princeton, W. Va.
- WMNE Menomonie, Wis.
- WTTN Watertown, Wis.

K

THE KATZ AGENCY, INC.
 666 Fifth Ave., New York 19, N. Y.
 JUDson 2-9200

- WBRC Birmingham, Ala.
- KPHO Phoenix, Ariz.
- KABC Los Angeles, Calif.
- KFSD San Diego, Calif.
- KLZ Denver, Colo.
- WGBS Miami, Fla.
- WDAE Tampa, Fla.
- WAGA Atlanta, Ga.
- WWL New Orleans, La.
- WFBM Indianapolis, Ind.
- WMT Cedar Rapids, Iowa
- KRNT Des Moines, Iowa
- WJBK Detroit, Mich.
- WFDF Flint, Mich.
- WOOD Grand Rapids, Mich.
- WTCN Minneapolis-St. Paul, Minn.
- KCMO Kansas City, Mo.
- KWK St. Louis, Mo.
- KGHL Billings, Mont.
- WEBR Buffalo, N. Y.
- WINS New York, N. Y.
- WHEN Syracuse, N. Y.
- WKRC Cincinnati, Ohio
- WJW Cleveland, Ohio
- WTVN Columbus, Ohio
- WSPD Toledo, Ohio
- WKY Oklahoma City, Okla.
- WIBG Philadelphia, Pa.
- WCAE Pittsburgh, Pa.
- WNAX Yankton, S. D.
- WREC Memphis, Tenn.
- WLAC Nashville, Tenn.
- KGNC Amarillo, Tex.
- KFYO Lubbock, Tex.
- KDYL Salt Lake City, Utah
- WHIS Bluefield, W. Va.
- WKAZ Charleston, W. Va.
- WSAZ Huntington, W. Va.
- KHQ Spokane, Wash.
- WOKY Milwaukee, Wis.

ROBERT S. KELLER
 72 Barrow St., New York 14, N. Y.
 WAtkins 4-6599

A. LEWIS KING
 551 Fifth Ave., New York 17, N. Y.
 MURray Hill 2-8276

WBNX Bronx, N. Y.

M

JACK MASLA CO., INC.
 551 Fifth Ave., New York 17, N. Y.
 YUkon 6-7370

- KRKD Los Angeles, Calif.
- WMFJ Daytona Beach, Fla.
- WIVY Jacksonville, Fla.
- WNVY Pensacola, Fla.
- WLCS Baton Rouge, La.
- WJXN Jackson, Miss.
- WBNY Buffalo, N. Y.
- WHCU Ithaca, N. Y.
- WEAV Plattsburg, N. Y.
- KFMJ Tulsa, Okla.
- WLLY Richmond, Va.
- WMIL Milwaukee, Wis.

McGAVREN-QUINN CORP.
 60 E. 56 St., New York 22, N. Y.
 PLaza 1-4650

- KAIR Tucson, Ariz.
- KAVR Apple Valley, Calif.
- KAFY Bakersfield, Calif.
- KHSL Chico, Calif.
- KDAN Eureka, Calif.
- KBIF Fresno, Calif.

(Please turn to page 102)

**Heavy Traffic
 in Sales** *when you*

advertise on KFAC-AM & FM

There are more than 5½ million people in the Los Angeles market. Over 48% of these people listen weekly to KFAC, bringing you the finest in music 24 hours a day on both AM and FM. And 32 of the clients enjoying KFAC's important sales traffic have been KFAC sponsors continuously for two years or longer.

The Music Stations for Southern California



1330 on your radio • 92.5 on your FM

24 hours daily from

PRUDENTIAL SQUARE • LOS ANGELES



Exciting
Cleveland Barons
HOCKEY

Radio for
Grown-Ups
...of
ALL AGES

WGAR



LORAIN



CLEVELAND



PAINESVILLE



AKRON



WOOSTER



CANTON



NEW PHILADELPHIA



STEUBENVILLE

We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups ... of all ages.

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most

colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.

WGAR maintains this policy in all its programming ... good music ... variety shows ... sports ... accurate news coverage ... drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups
... of all ages

WGAR
CLEVELAND OHIO*

The Peoples Broadcasting Corporation
WRFD-Worthington, O. • WTTM-Trenton, N. J.
WMMN-Fairmont, W. Va. • WNAX-Yankton, S. D.
KVTX-Sioux City, Ia.

*Represented by the Henry I. Christal Company

KFAL—Radio-FACT FILE

Fact—Diversified programs appealing to the "Buying Age" audience specifically

Fact—Introductory News on new products being advertised.

Fact—Daily Business News for businessmen and industry.

Fact—Merchandising aids gauged to Order. Extra effort at reasonable prices.

Fact—Eighteen Hours weekly Farm Programming. Only Central Missouri Station with Experimental Farm. Regular series programs co-operating with large Farm Organizations, and State Ag College, County Agents, and State Conservation Commission.

Fact—Advertisers get a fair deal. Well-spaced, limited spot-participations in programs. No double and triple-spotting.

Fact—65,000 families, urban, interurban, and rural within local 2.0 MV coverage. NCS #2 shows 23 counties for KFAL.

1000 WATTS (DAYTIME) 900 KILOCYCLES
KFAL-RADIO, FULTON, MISSOURI TEL: 1400

RADIO REPS

(Cont'd from page 100)

McGAVREN-QUINN (Cont'd)

KDAY	Los Angeles, Calif.
KWIP	Mered, Calif.
KTRB	Modesto, Calif.
KVCY	Redding, Calif.
WVOA	Sacramento, Calif.
KSBW	Salinas, Calif.
KFXM	San Bernardino, Calif.
KSDO	San Diego, Calif.
KJBS	San Francisco, Calif.
KXRP	San Jose, Calif.
KVEC	San Luis Obispo, Calif.
KDB	Santa Barbara, Calif.
KCOY	Santa Maria, Calif.
KSRO	Santa Rosa, Calif.
KJOY	Stockton, Calif.
KVEN	Ventura, Calif.
WNAB	Bridgeport, Conn.
WNHC	New Haven, Conn.
WATR	Waterbury, Conn.
WCFL	Chicago, Ill.
KWDM	Des Moines, Iowa
WITH	Baltimore, Md.
WLAV	Grand Rapids, Mich.
WPBC	Minneapolis, Minn.
KHMO	Hannibal, Miss.
KTOO	Las Vegas, Nev.
KONE	Reno, Nev.
WALL	Middletown, N. Y.
WIRY	Plattsburgh, N. Y.
WAKR	Akron, Ohio
WMNI	Columbus, Ohio
KBND	Bend, Ore.
KXL	Portland, Ore.
WFBG	Altoona, Pa.
WHGB	Harrisburg, Pa.
KSET	El Paso, Texas
WLEE	Richmond, Va.
WXEX	Richmond, Va.
KJR	Seattle, Wash.
WDUZ	Green Bay, Wis.
WDUX	Waupaca, Wis.

KOL Now number one
In Seattle!*

Al Cummings

SEATTLE'S TOP RADIO PERSONALITY

NOW
ON
KOL

5,000 WATTS
1300 kc



National Representative
BOLLING COMPANY, INC.

*Hooper, Apr.-June 1958

THE MEEKER CO.

521 Fifth Ave., New York 17, N. Y.
MUrray Hill 2-2170

KPOP	Los Angeles, Calif.
KATY	San Luis Obispo, Calif.
KFML	Denver, Colo.
WDEL	Wilmington, Del.
WBRD	Bradenton-Sarasota, Fla.
WKAT	Miami, Fla.
WTAL	Tallahassee, Fla.
WJNO	West Palm Beach, Fla.
KYME	Boise, Ida.
WDWS	Champaign, Ill.
WTTS	Bloomington, Ind.
WDBQ	Dubuque, Ia.
KVOL	Lafayette, La.
WKBZ	Muskegon, Mich.
KATE	Alhert Lea, Minn.
KYSM	Mankato, Minn.
KROC	Rochester, Minn.
KFSB	Joplin, Mo.
WKXL	Concord, N. H.
WKNE	Keene, N. H.
KSWS	Roswell, N. M.
WKNY	Kingston, N. Y.
WIBX	Utica, N. Y.
WCLT	Newark, N. J.
KTOW	Oklahoma City, Okla.
KUGN	Eugene, Ore.
KIHR	Hood River, Ore.
KFJI	Klamath Falls, Ore.
KMED	Medford, Ore.
KUMA	Pendleton, Ore.
KRNR	Roseburg, Ore.
KBZY	Salem, Ore.
WEST	Easton, Pa.
WKBO	Harrisburg, Pa.
WGAL	Lancaster, Pa.
WRAW	Reading, Pa.
WEJL	Scranton, Pa.

WMBS Uniontown, Pa.
 WORK York, Pa.
 WRAC Williamsport, Pa.
 KXA Seattle, Wash.
 WHTN Huntington, W. Va.
 WSAU Wausau, Wis.

N

NBC SPOT SALES
 30 Rockefeller Plaza, New York 20, N. Y.
 Circle 7-8300

KNBC San Francisco, Calif.
 WRC Washington, D. C.
 WMAQ Chicago, Ill.
 WAVE Louisville, Ky.
 KSD St. Louis, Mo.
 WRCA New York, N. Y.
 WHK Cleveland, Ohio.
 WRCV Philadelphia, Pa.
 WAMP Pittsburgh, Pa.
 KOMO Seattle, Wash.

NATIONAL TIMES SALES
 370 Lexington Ave., New York 17, N. Y.
 MUrray Hill 5-1300

National Spanish Language Network

WIFN Phoenix, Ariz.
 KEVT Tucson, Ariz.
 KGST Fresno, Calif.
 KWKW Los Angeles, Calif.
 XEXX Tijuana-San Diego, Calif.
 XEXO Grand Junction, Colo.
 WSBC Chicago, Ill.
 WVMI Biloxi, Miss.
 KTXN Austin, Texas
 XEO Brownsville, Texas
 XEJ El Paso, Texas
 KLVL Houston, Texas
 XEOR McAllen, Texas
 KIWW San Antonio, Texas

O

RICHARD O'CONNELL, INC.
 527 Madison Ave., New York 22, N. Y.
 PLaza 5-7161

Lobster Network of Maine

WFAU Augusta, Me.
 KGUY Bangor, Me.
 WFST Caribou, Me.
 WCOU Lewiston, Me.
 WLOB Portland, Me.
 WRUM Rumford, Me.
 WSME Sanford, Me.
 WGHM Waterville, Me.

Sombrero Network (Spanish)

KVLC Little Rock, Ark.
 KALI Los Angeles, Calif.
 XEGM San Diego, Calif.
 KLOK San Jose, Calif.
 WNLC New London, Conn.
 KPFL Lafayette, La.
 KIKS Lake Charles, La.
 WALE Fall River, Mass.
 WORC Worcester, Mass.
 KRAM Las Vegas, Nev.
 WGIR Manchester, N. H.
 KGAK Gallup, N. M.
 WJAC Johnstown, Pa.
 WPIC Sharon, Pa.
 KTRM Beaumont, Tex.
 KUNO Corpus Christi, Tex.
 KIXL Dallas, Tex.
 XELO El Paso, Tex.
 KJIM Fort Worth, Tex.
 KGRT Harlingen, Tex. (Network only)

XEK Laredo, Tex.
 KCOR San Antonio, Tex.

P

JOHN E. PEARSON CO.
 405 Park Ave., New York 22, N. Y.
 PLaza 1-3366

PETERS, GRIFFIN, WOODWARD, INC.
 250 Park Ave., New York 17, N. Y.
 YUkon 6-7900

KBOI Boise, Ida.
 WDZ Decatur, Ill.
 WMBD Peoria, Ill.
 WOC Davenport, Iowa
 WHO Des Moines, Iowa
 WOWO Fort Wayne, Ind.
 WIRE Indianapolis, Ind.
 WAOV Vincennes, Ind.
 WBZ-WBZA Boston-Springfield, Mass.
 WWJ Detroit, Mich.
 WJIM Lansing, Mich.
 WDSM Duluth-Superior, Minn.
 KMBC-KFRM Kansas City, Mo.
 WGR Buffalo, N. Y.
 WIST Charlotte, N. C.
 WPTF Raleigh-Durham, N. C.
 WDAY Fargo, N. D.
 KYW Cleveland, Ohio
 KEX Portland, Ore.
 KDKA Pittsburgh, Pa.
 WCSC Charleston, S. C.
 WIS Columbia, S. C.
 KFDM Beaumont, Texas
 KRYS Corpus Christi, Texas
 WBAP Ft. Worth-Dallas, Texas
 KTRH Houston, Texas
 KENS San Antonio, Texas
 WSVL Harrisonburg, Va.
 WDBJ Roanoke, Va.
 KIRO Seattle, Wash.
 WISC Madison, Wis.

EDWARD PETRY & CO., INC.
 3 E. 54 St., New York 22, N. Y.
 MUrray Hill 8-0200

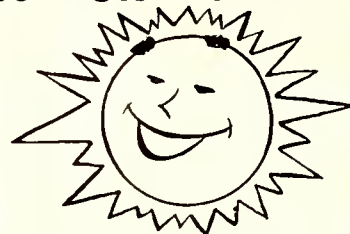
KARK Little Rock, Ark.
 KCRA Sacramento, Calif.
 KFMB San Diego, Calif.
 KOBY San Francisco, Calif.
 KOSI Denver, Colo.
 WINZ Miami, Fla.
 WGTO Tampa-Orlando, Fla.
 WSB Atlanta, Ga.
 WGN Chicago, Ill.
 WANE Ft. Wayne, Ind.
 WNDU South Bend, Ind.
 KMA Sbenadoah, Ia.
 KSTP Minneapolis-St. Paul, Minn.
 KFAB Omaha, Neb.
 KOB Albuquerque, N. M.
 KVOO Tulsa, Okla.
 KPOJ Portland, Ore.
 WICU Erie, Pa.
 WIP Philadelphia, Pa.
 WJAR Providence, R. I.
 WFAA Dallas-Ft. Worth, Texas
 KPRC Houston, Texas
 WOAI San Antonio, Texas
 WTAR Norfolk, Va.
 WRNL Richmond, Va.
 WISN Milwaukee, Wis.

R

RADIO-TV REPRESENTATIVES
 7 E. 47 St., New York 17, N. Y.
 MUrray Hill 8-4340

(Please turn to page 104)

The Sun Never Sets



on **WSUN**
 St. Petersburg, Florida

29 COUNTIES
 in West & Central
 Florida

POPULATION: 1,135,500
 27.3% of State
 EFFECTIVE BUYING INCOME:
 \$1,662,542,000
 25.7% of State
 FARM PRODUCTS: \$254,313,000
 38.8% of State

Sales Management Survey of Buying Power.

INCLUDING...
 Tampa-St. Petersburg
 Florida's
 2nd Largest Market
30th

in the Nation
 in Total Retail Sales

WSUN

The Only Station
 Covering

**ALL
 WEST
 & CENTRAL
 FLORIDA**
 24 hours a day

Represented By Venard, Rintoul & McConnell
 Southeastern, James S. Ayers

RADIO REPS

(Cont'd from page 103)

R

RAMBEAU, VANCE, HOPPLE INC.
405 Lexington Ave., New York 17, N. Y.
OXford 7-0890

WEZR	Birmingham, Ala.
WOWL	Florence, Ala.
WCAS	Gadsden, Ala.
WNPT	Tuscaloosa, Ala.
KDMS	El Dorado, Ark.
KWHN	Ft. Smith, Ark.
KBLO	Hot Springs, Ark.
WTOR	Torrington, Conn.
WABR	Orlando, Fla.
WYZE	Atlanta, Ga.
WAUG	Augusta, Ga.
WCGA	Gainesville, Ga.
WGIL	Galesburg, Ill.
WKAM	Goshen, Ind.
WJOB	Hammond, Ind.
WASK	Lafayette, Ind.
WIMS	Michigan City, Ind.
WJVA	South Bend, Ind.
KBUR	Burlington, Iowa
KCFI	Cedar Falls, Iowa
KCMD	Fairfield, Iowa
WTCR	Ashland, Ky.
WVJS	Owensboro, Ky.
KPEL	Lafayette, La.
WBOS	Boston, Mass.
KSUM	Fairmont, Minn.
KCUE	Red Wing, Minn.
WJON	St. Cloud, Minn.
WISK	St. Paul, Minn.
WFOR	Hattiesburg, Miss.
WRBC	Jackson, Miss.
KODE	Joplin, Mo.
WKDN	Camden, N. J.
WOKO	Albany, N. Y.
WWHG	Hornell, N. Y.
WLNA	Peekskill, N. Y.
WNBZ	Saranac Lake, N. Y.
WDLA	Walton, N. Y.
WSRC	Durham, N. C.
WAGR	Lumberton, N. C.
WGTM	Wilson, N. C.
KNOX	Grand Forks, N. D.
WMOH	Hamilton, Ohio
WHHH	Warren, Ohio
WACB	Kittaning, Pa.
WANS	Anderson, S. C.
WESC	Greenville, S. C.
WKGN	Knoxville, Tenn.
KSEL	Lubbock, Texas
WPIK	Alexandria, Va.
WRIC	Richlands, Va.
WCOW	Sparta, Wis.

PAUL H. RAYMER CO., INC.
444 Madison Ave., New York 17, N. Y.
PLaza 9-5570

KERN	Bakersfield, Calif.
KXO	El Centro, Calif.
KMJ	Fresno, Calif.
KBEE	Modesto, Calif.
KROW	Oakland, Calif.
KFBB	Sacramento, Calif.
KTMS	Santa Barbara, Calif.
WDRC	Hartford, Conn.
WSBT	South Bend, Ind.
KRVN	Lexington, Neb.
KFOR	Lincoln, Neb.
KOH	Reno, Nev.
WQXR	New York, N. Y.
WDNC	Durham, N. C.
WKBN	Youngstown, O.
KTOK	Oklahoma City, Okla.
WNOK	Columbia, S. C.
WDOD	Chattanooga, Tenn.

KRBC	Abilene, Texas
KFDA	Amarillo, Texas
KTBC	Austin, Texas
KCBD	Lubbock, Texas
KRGV	Weslaco, Texas

S

SELECT STATION REPRESENTATIVES
400 Madison Ave., New York 17, N. Y.
PLaza 8-1850

WITH	Baltimore, Md.
WLEE	Richmond, Va.

SIMMONS ASSOCIATES
509 Madison Ave., New York 22, N. Y.
Murray Hill 8-2821

STARS NATIONAL
400 Madison Ave., New York 17, N. Y.
PLaza 8-0555

WBCO	Bessemer, Ala.
WMGY	Montgomery, Ala.
KXLR	Little Rock, Ark.
KSAN	San Francisco, Calif.
WSWN	Belle Glade, Fla.
WZOK	Jacksonville, Fla.
WLOS	Orlando, Fla.
WQXT	Palm Beach, Fla.
WEAS	Atlanta, Ga.
WJRV	Savannah, Ga.
WGOV	Valdosta, Ga.
WRAJ	Anna, Ill.
WOPA	Chicago, Ill.
WPAD	Paducah, Ky.
WXOK	Baton Rouge, La.
KAOK	Lake Charles, La.
WBOK	New Orleans, La.
WEBB	Baltimore, Md.
WGAY	Silver Spring, Md.
KXLW	St. Louis, Mo.
WMID	Atlantic City, N. J.
WINE	Buffalo, N. Y.
WWOK	Charlotte, N. C.
WAAA	Winston-Salem, N. C.
WICA	Ashtabula, Ohio
WBKO	Columbus, Ohio
WHAT	Philadelphia, Pa.
WEEP	Pittsburgh, Pa.
WQOK	Greenville, S. C.
WLOK	Memphis, Tenn.
WKDA	Nashville, Tenn.
KOPY	Alice, Texas
KNOK	Fort Worth-Dallas, Texas
KYOK	Houston, Texas
WHMS	Charleston, W. Va.

U

UNITED BROADCASTING
420 Madison Ave., New York 17, N. Y.
PLaza 5-1945

WOOK	Washington, D. C.
WSID	Baltimore, Md.
WARK	Hagerstown, Md.
WINX	Rockville, Md.
WICO	Salisbury, Md.
WBUD	Trenton, N. J.
WJMO	Cleveland, Ohio
WYOU	Newport News, Va.
WANT	Richmond, Va.

V

VENARD, RINTOUL & McCONNELL, INC.
579 Fifth Ave., New York 17, N. Y.
Murray Hill 8-1088

WSGN	Birmingham, Ala.
WCOV	Montgomery, Ala.
KFSA	Fort Smith, Ark.
KWFC	Hot Springs, Ark.
KVOR	Colorado Springs, Colo.
WPDQ	Jacksonville, Fla.
WBSR	Pensacola, Fla.
WHOO	Orlando, Fla.
WSUN	Tampa-St. Petersburg, Fla.
WEAT	West Palm Beach, Fla.
WGST	Atlanta, Ga.
KGNO	Dodge City, Kansas
KAKE	Wichita, Kansas
WILS	Lansing, Mich.
WPON	Pontiac, Mich.
KGBX	Springfield, Mo.
KFEQ	St. Joseph, Mo.
WJTN	Jamestown, N. Y.
WBBF	Rochester, N. Y.
WTLB	Utica, N. Y.
WHBC	Canton, Ohio
WERE	Cleveland, Ohio
WVKO	Columbus, Ohio
WZIP	Cincinnati, Ohio
WMAN	Mansfield, Ohio
WTLG	Toledo, Ohio
WLOS	Asheville, N. C.
WTOB	Winston-Salem, N. C.
WEAN	Providence, R. I.
KWKC	Abilene, Texas
KAMQ	Amarillo, Texas
KTRE	Lufkin, Texas
KCMC	Texarkana, Texas
KSYD	Wichita Falls, Texas
KTBB	Tyler, Texas
KADA	Ada, Okla.
KGWA	Enid, Okla.

Dixie Network

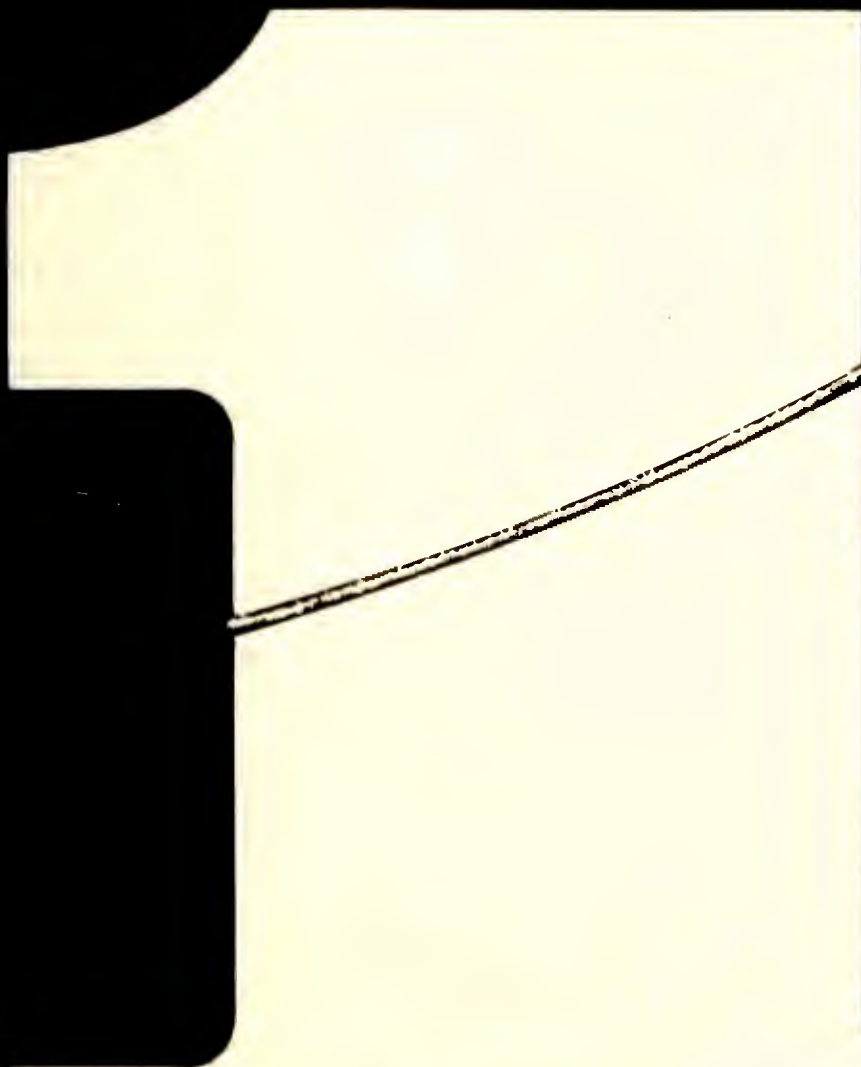
WCMA	Corinth, Miss.
WDXB	Chattanooga, Tenn.
WDXN	Clarksville, Tenn.
WDXI	Jackson, Tenn.
WDXE	Lawrenceburg, Tenn.
WDXL	Lexington, Tenn.
WTPR	Paris, Tenn.
WENK	Union City, Tenn.

W

WALKER-RAWALT CO., INC.
347 Madison Ave., New York 17, N. Y.
Murray Hill 3-5830

GRANT WEBB & CO.
509 Madison Ave., New York 22, N. Y.
Murray Hill 8-7550

WMGR	Bainbridge, Ga.
WFAW	Evanston, Ill.
WLPO	LaSalle, Ill.
WJBD	Salem, Ill.
WCMR	Elkhart, Ind.
WGRY	Gary, Ind.
WHIL	Boston, Mass.
WKOX	Framingham, Mass.
WCAP	Lowell, Mass.
WHMP	Northampton, Mass.
KFRU	Columbia, Mo.
KCAP	Helena, Mont.
WALK	Patchogue, N. Y.
WFAH	Alliance, Ohio
WOHI	East Liverpool, Ohio
WVCH	Chester, Pa.
KVOG	Ogden, Utah
WXGI	Richmond, Va.
KLYK	Spokane, Wash.
WDLB	Marshfield, Wis.

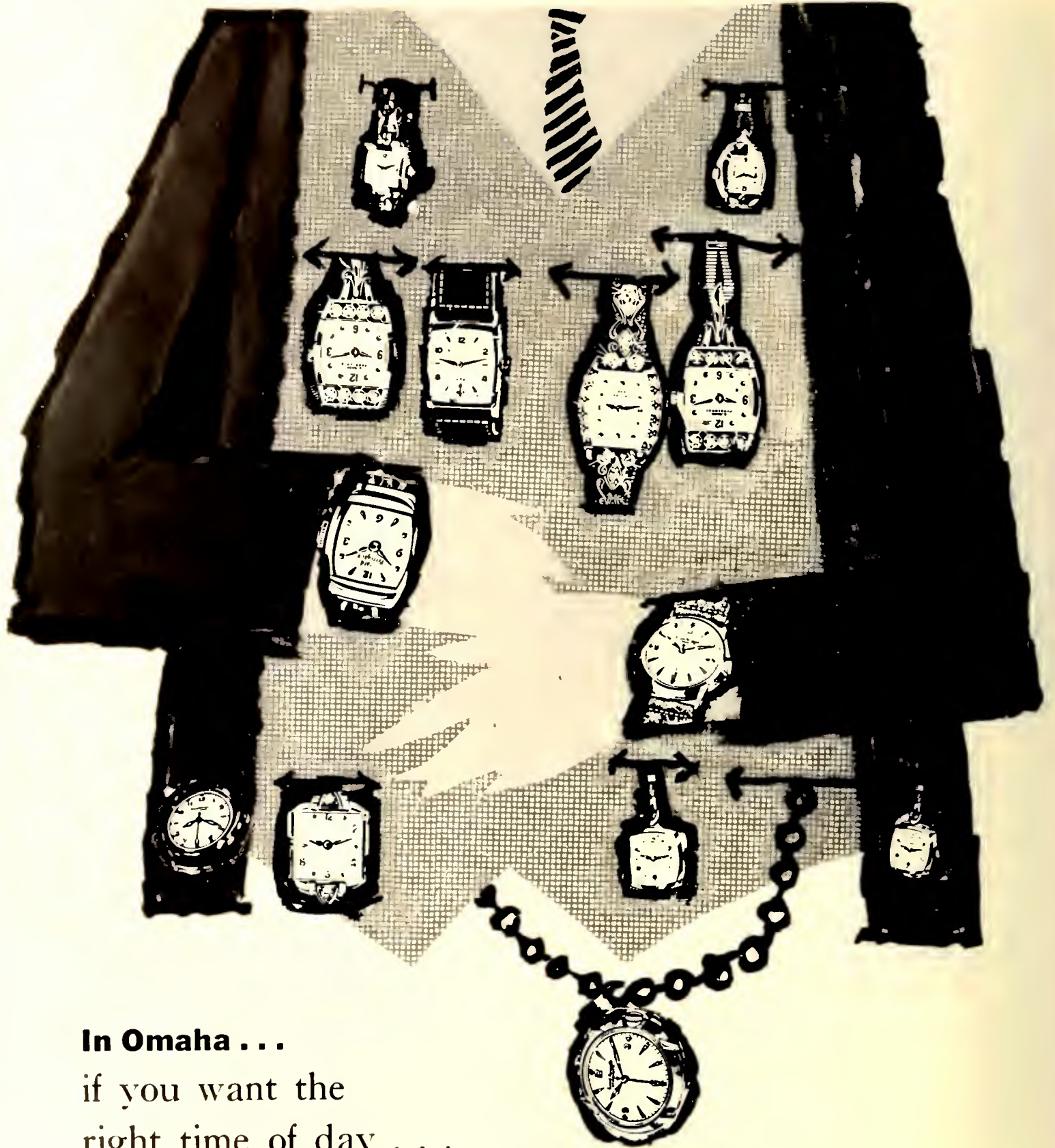


**Since "color" came to radio
in January 1958 . . .**

. . . KFWB's exciting COLOR RADIO is setting the pace in Los Angeles . . . showing substantial gains in share-of-audience in every rating service: Hooper UP 67.5%* . . . Nielsen UP 87.2%* . . . Pulse UP 34.7%*. Create some sales excitement for your clients' products in the nation's second market . . . with a schedule on KFWB Color Radio.

*as of June 1958

ROBERT M. PURCELL, president and general manager MILTON H. KLEIN, sales manager Represented nationally by JOHN BLAIR & CO.



In Omaha . . .

if you want the
right time of day . . .

get it from the station with the most quarter-hour firsts*

That would be radio station KOWH, now completing 8 years of dominance.

1. KOWH is first in 32 quarter hours (including 7 first-place ties)
2. There are only 8 quarter hours in which KOWH is not first.
3. Currently KOWH is first in the morning, afternoon and all-day with a 7.9 average Pulse.

4. Good coverage on 660 kc.

Advertisers and listeners have shared the discovery that any time's a good time on KOWH.

Get Adam Young to give you the right time of day . . . or talk to KOWH General Manager Virgil Sharpe.

**Pulse*

KOWH Omaha *Represented by Adam Young Inc.*

SPONSOR
FALL FACTS BASICS



RADIO **BASICS**

Charts, tables and tabulations covering—radio's dimensions, audience listening patterns, programing trends, receivers produced and their location, audience composition, out-of-home tune-in, network program favorites, listening levels and variations, show-ratings differences, cumulative audiences, spot radio spending, spot radio vs. tv



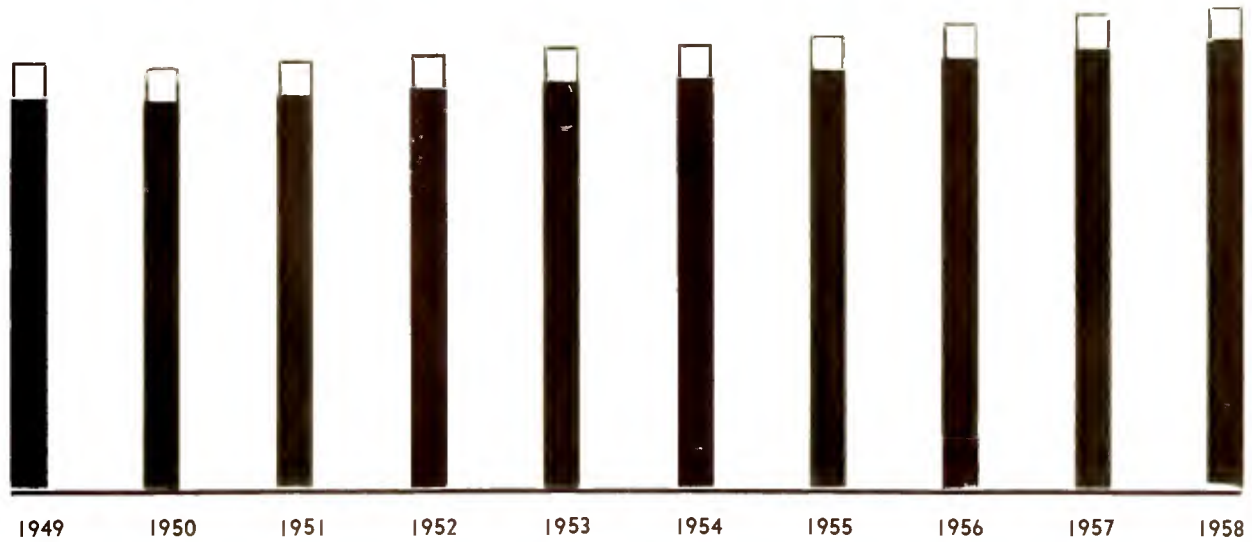
This microphone creates the nation's 24th largest radio market — 312,830 families who listen weekly during daytime. WBT's total audience exceeds by 711% that of Charlotte's second station. WBT wins every Pulse time segment but one in the 25 counties surrounding Charlotte.

DIMENSIONS OF RADIO

How many U.S. homes have radios?

Millions of U.S. homes with radios, March, 1949-1958

U.S. homes	42.6	43.4	44.4	45.3	46.1	46.7	47.6	48.7	49.5	50.5
Radio homes	40.2	41.4	42.9	44.3	44.9	45.1	45.9	47.0	47.7	48.7



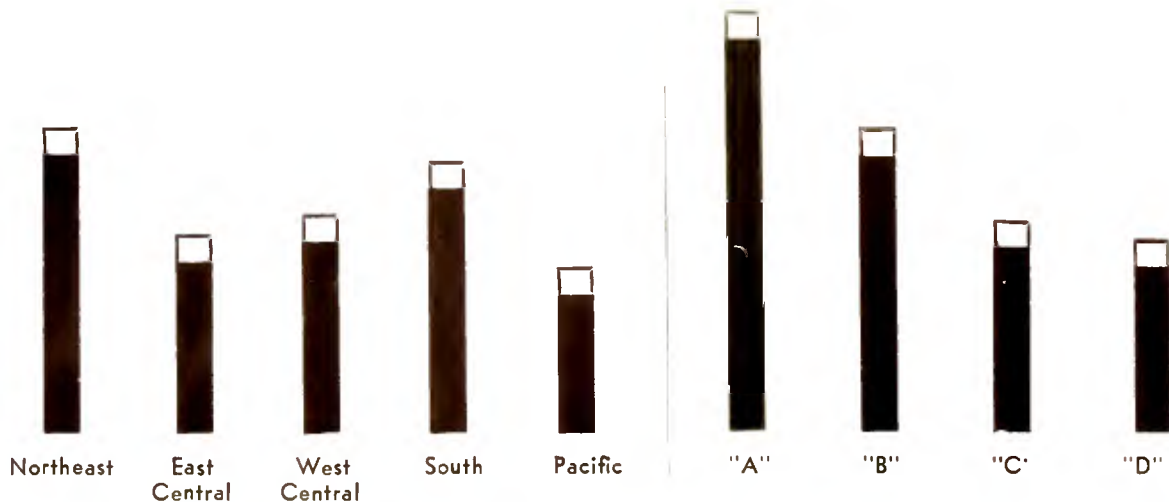
Radio homes have pretty well kept pace with the growth in all homes, these Nielsen figures show. While there are

actually more non-radio homes than in 1952, the difference is not significant. The 1958 saturation figure is 96.4%

Is radio home ownership spread evenly?

Millions of radio homes, March 1958

	By Regions					By county size			
Total homes	13.1	8.7	9.7	12.0	7.0	18.6	13.8	9.9	8.2
Radio homes	12.7	8.4	9.4	11.4	6.8	18.0	13.3	9.6	7.8



Unlike tv, radio home saturation is evenly spread over all sections of the country and in rural and urban areas, as

indicated by county size figures. In the south, where tv has 76% saturation, radio has 95%. Data are from Nielsen

DIMENSIONS OF RADIO

How are radio sets distributed?

Set location	Radio set index	
	1958	1957
Home	93,000,000	90,000,000
Auto	36,000,000	35,000,000
Public places	10,000,000*	10,000,000
Total	139,500,000	135,000,000

Source: RAB, 1 January 1958, 1 July 1957, sets in working order. *No new information.

End of May 1958

	Stations on air	CPs not on air	New station requests	New station* bids in hearing
Am	3248	92	406	107
Fm	541	87	40	14

End of May 1957

Am	3024	133	303	145
Fm	540	23	10	0

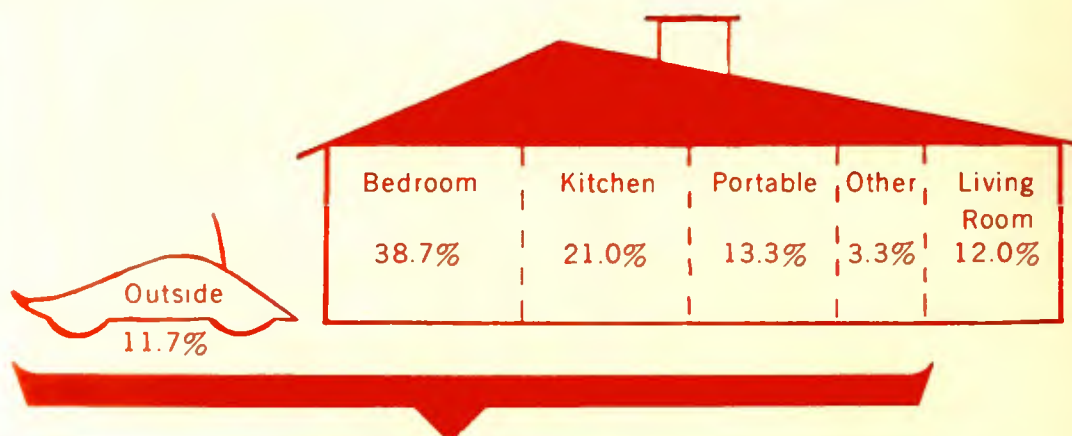
Source: FCC monthly reports, commercial stations. *December each year.

What's been radio station growth during the past year?

How are radios distributed in homes?

Radio Advertising Bureau's recent "Telurbia" study covered location of radio sets in densely saturated tv area (Long Island, N. Y.). Figures indicate that as tv saturation grows, same-room competition between radio and television sets lessens

Where new radios went in Telurbia



88% non-living room radio

Copyright 5/58—RAB

~~FIRST~~
~~FIRSTER~~
FIRSTEST*

in **BIRMINGHAM**

* Source: Hooper of Birmingham April-May, 1958

Then
A year ago, Hooper had WSGN first, 7-9 AM, 33% ahead of the second station, average share.

A year ago, Hooper had WSGN first, 3-6 PM, average share 68% greater than the second station.

Oct.-Nov. Hooper shows WSGN with 10 AM-6 PM, Saturday share of 8.9.

And

Now

April-May, 1958, Hooper shows WSGN first, 7-12 AM, 72% ahead of the second station, Monday-Friday.

Now it shows WSGN first 12-6 PM, 73% ahead of the second station, Monday-Friday.

April-May Hooper shows WSGN with 10 AM-6 PM, share of 32.8, 134% ahead of second station.

Nielsen said it first, and Hooper and advertisers concur.

WSGN Birmingham Ala.

5000 Watts At 61 On The Dial

National Representatives: Venard, Rintoul & McConnel, Inc.

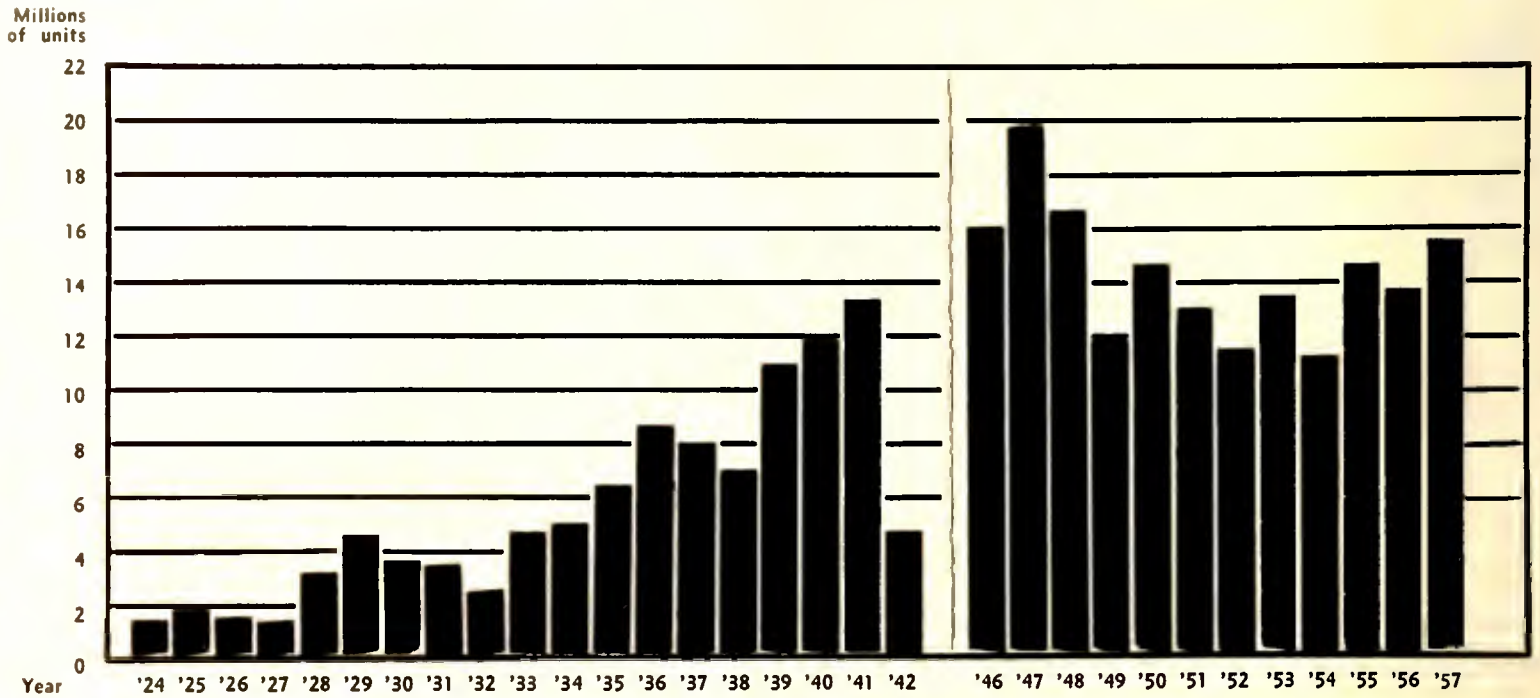
Southern Representatives: James G. Ayers Co.

Personality Programming of Music and News 24 Hours a Day

**Another Firstest: WTOB Winston-Salem, N. C.
Twice the second station, all day long, says latest Hooper.**

How many radio sets have been produced in the U. S.?

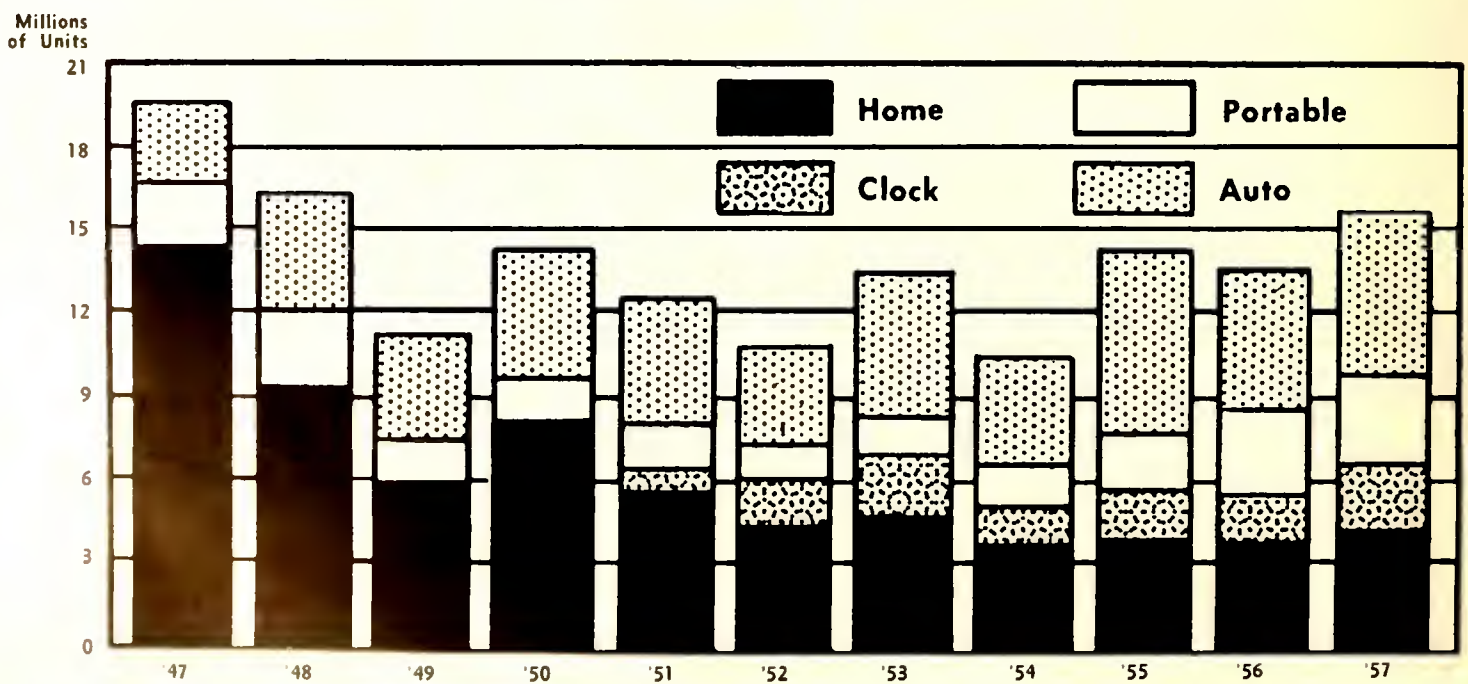
Total U.S. radio set production, 1924-57



SOURCE: Electronic Industries Assn., 1958 Fact Book.

What types of radio sets are the most popular?

Radio set production, 1947-57



SOURCE: Electronic Industries Assn., 1958 Fact Book.

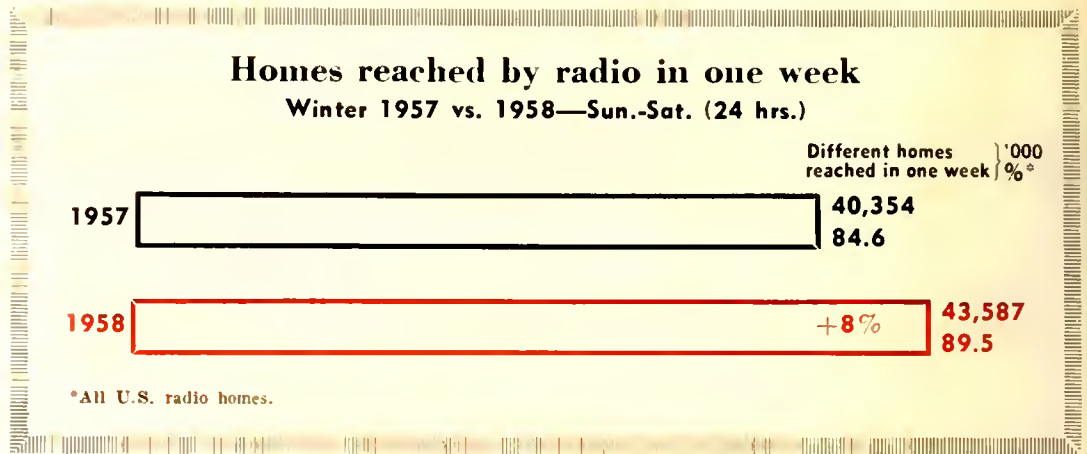
If you want
dominance in the
Cincinnati market, and
personalities who sell
your product, buy the
leader in Cincinnati

WKRC radio

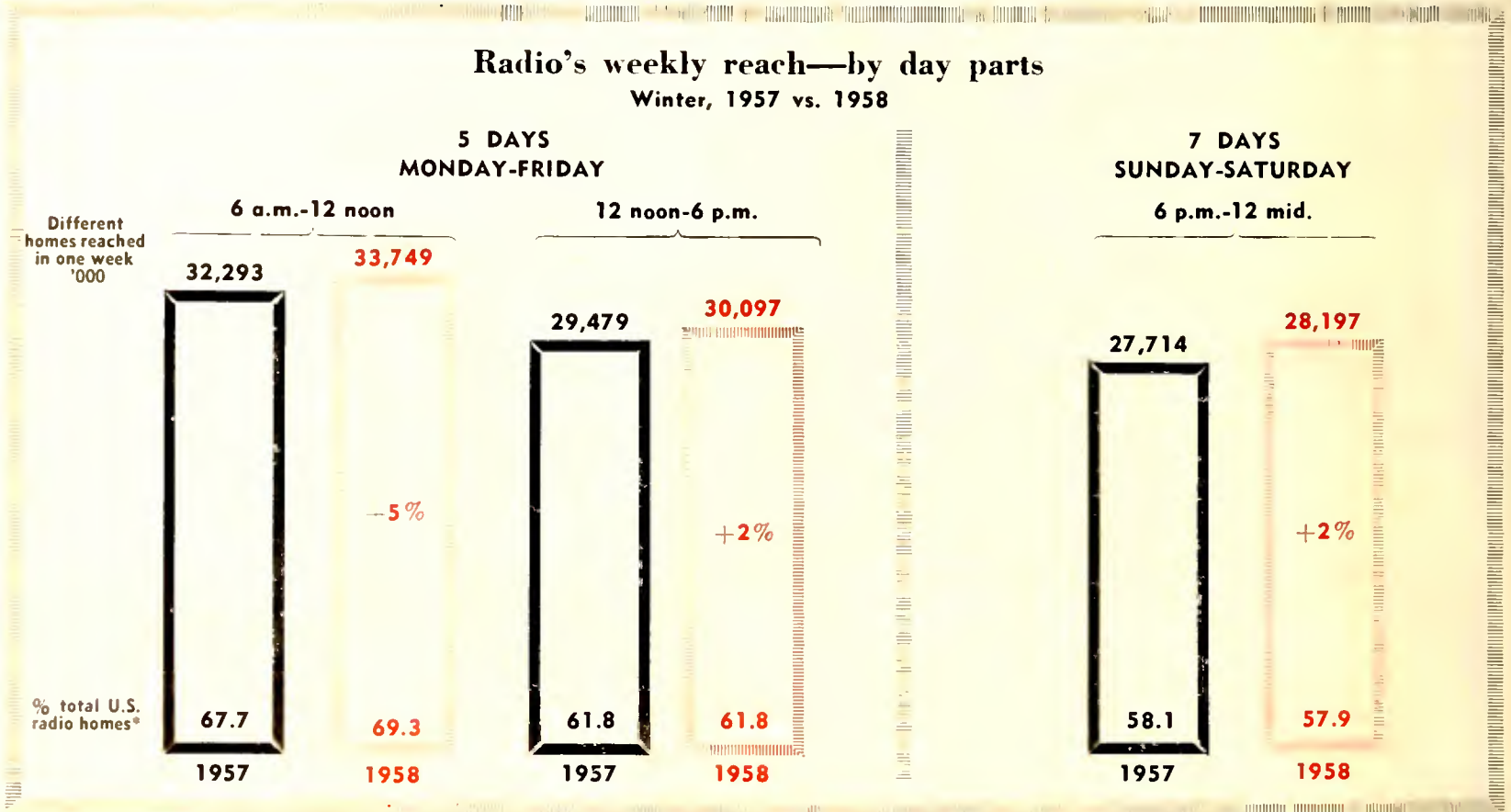
General Manager, Hubbard Hood • Represented by The Katz Agency



How many homes are reached by radio in one week?



How many homes are reached by radio in one week, by day parts?



*Sunday-Saturday evening shows a 2% gain in homes despite a 0.2% drop in % U. S. radio homes reached because of increasing number of U. S. radio homes.

What is radio's audience composition, by day parts?*

	Morning—Mon.-Fri. (million)	Afternoon—Mon.-Fri. (million)	Night—7 days (million)
MEN	2.0	1.8	1.9
WOMEN	5.9	5.4	3.0
TEENS	0.8	0.9	1.2
CHILDREN	1.3	1.1	0.8
TOTAL	10.0	9.2	6.9

*Source: Nielsen average audience, November-December, 1957

BELIEVABILITY SELLS



IN PROSPEROUS
SOUTHERN NEW ENGLAND
MORE PEOPLE listen
MORE OFTEN with
MORE BELIEVABILITY
to **WTIC** than to
any other station

WTIC

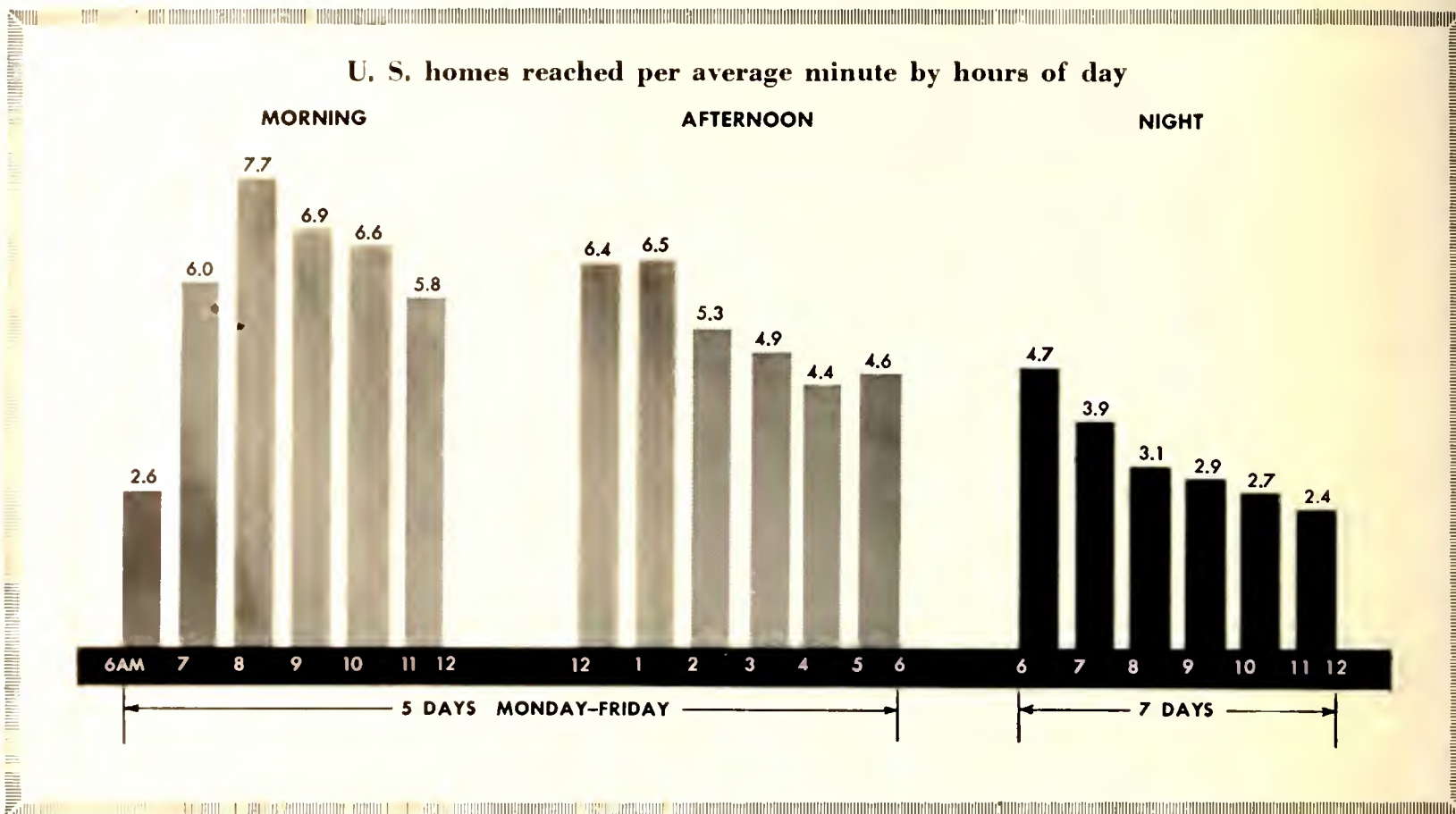
50,000 WATTS

Hartford, Connecticut .



*Represented nationally by
HENRY I. CRISTAL CO., INC.
New York, Chicago, Detroit
Boston, San Francisco, Atlanta*

How does in-home listening vary by hours of day?



Radio's audience as of January 1958 is shown above (A. C. Nielsen). Figures atop bars represent millions of

homes. Average minute audiences are only a fraction of radio's total audience. Peak hours are still in daytime.

What's average daily radio usage morning, afternoon and night?

Average hours daily in-home listening per radio home by day parts

Time	Mon.-Fri. average	Saturday	Sunday	All days average
6 p.m.-6 a.m.	34 min.	33 min.	27 min.	33 min.
Noon-6 p.m.	41 min.	47 min.	39 min.	41 min.
6 a.m.-Noon	45 min.	37 min.	29 min.	42 min.
Total	2 hrs., 0 min.	1 hr., 57 min.	1 hr., 35 min.	1 hr., 56 min.

Source: Nielsen Radio Index, Jan.-Feb. 1958, N. Y. time.

ANOTHER BASIC FACT:

all selling is *personal*

**the *personal* medium
is *radio!***

In Philadelphia

Nothing—

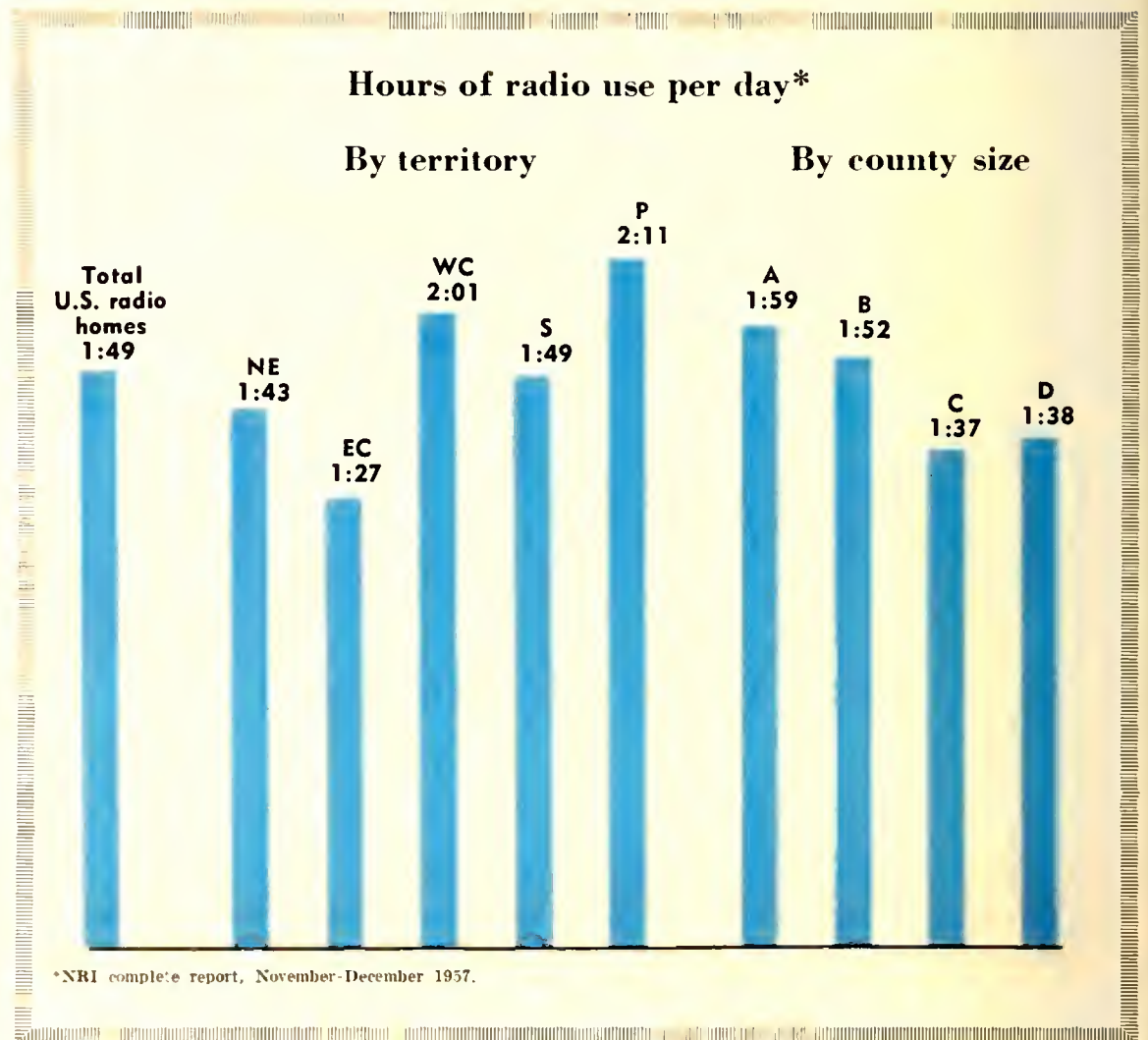
but nothing

**sells more *personally*
than**

WIP / 610

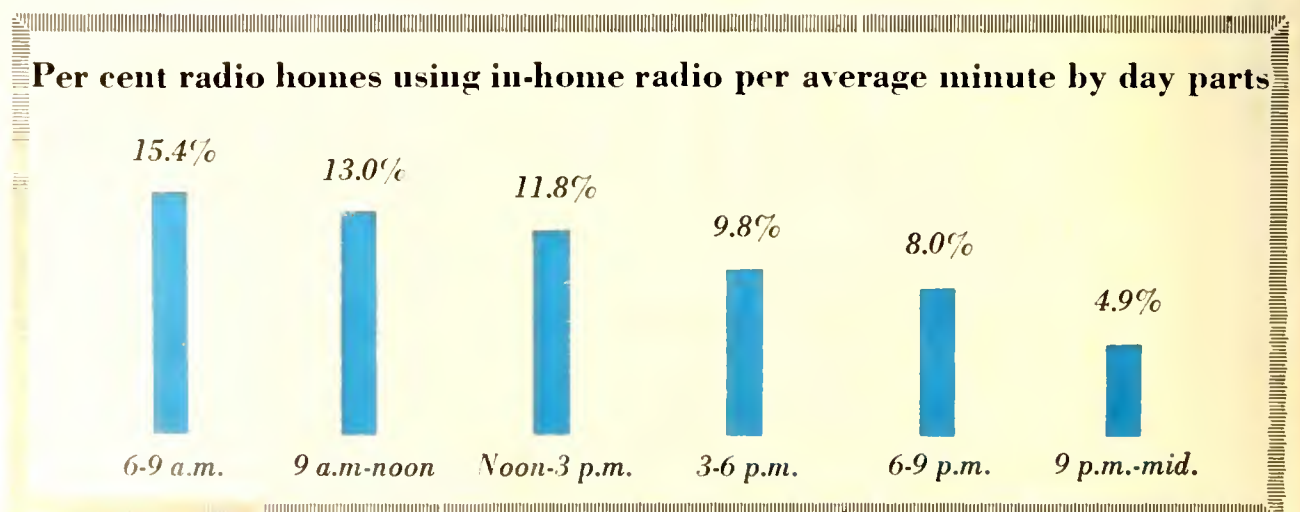
FOR *personal* INFORMATION—ASK PETRY!

How does radio listening vary by county size and region?



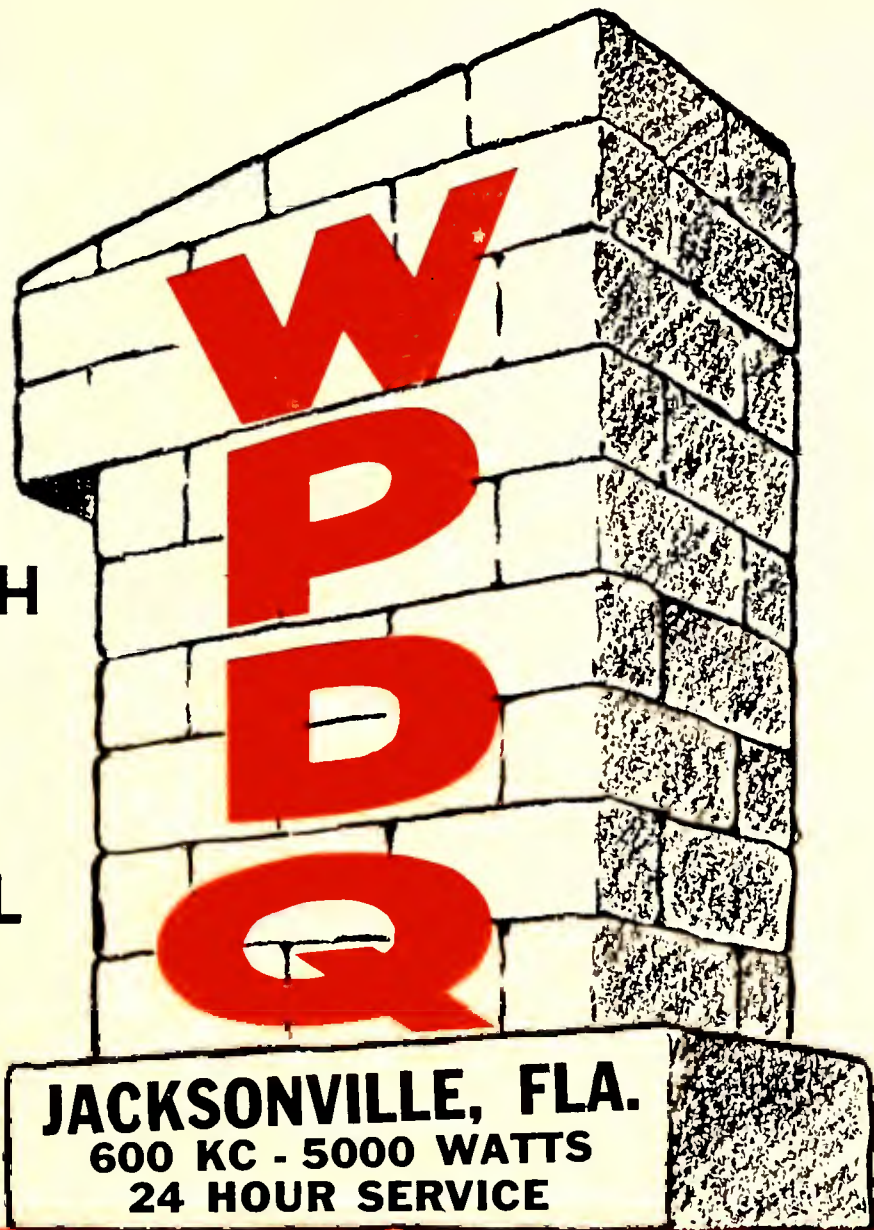
There are extreme variations in listening by region and by county size, as shown in these bars. Highest listening: Pacific (P) coast; lowest, East Central (EC). Other designations: NE, Northeast and S, South. County listening more nearly matches county size: the most in the biggest and in descending order as shown.

What are the national listening figures by local time?

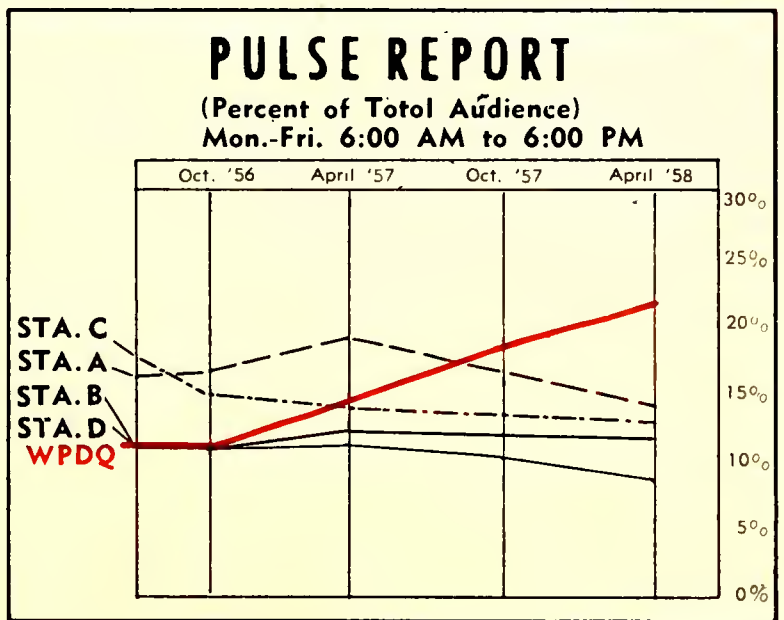
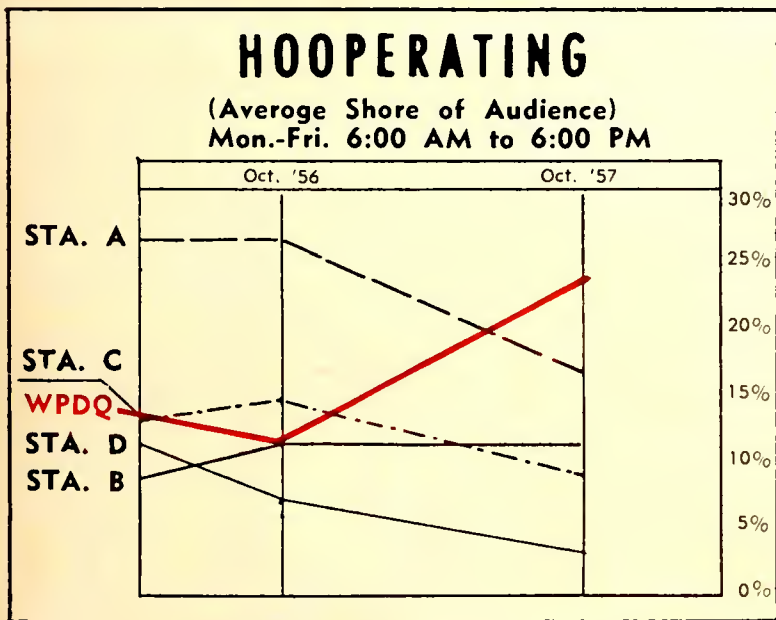


SOURCE: Nielsen Radio Index, Feb. 1958, Nielsen average figures combine listening in Eastern, Central, Pacific Time Zones on local time basis. 6 to 9 a.m. is peak period.

**STEADY GROWTH
PUTS WPDQ
JACKSONVILLE
IN A POWERFUL
No. 1 POSITION**



TAKE A LOOK AT THE RECORD



Robert Feagin, President — Ernest R. Currie, Sales V.-P.
 Represented by
VENARD, RINTOUL & McCONNELL, INC.
 JAMES S. AYERS, SOUTHEAST

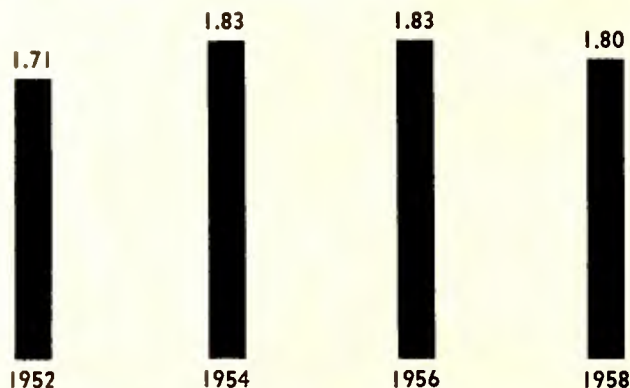
How does radio listening change through the year?

Average hours of in-home listening per home per day, 1957

	Jan.-Feb.	Mar.-Apr.	May-June	July-Aug.	Sept.-Oct.	Nov.-Dec.
Radio-tv homes	1.92	1.87	1.89	1.70	1.78	1.62
Radio-only homes	3.36	3.29	2.89	2.51	2.74	3.01

Source: Nielsen Radio Index

What's the trend in radio in-home listening in tv homes?



As Nielsen figures to left show, listening hours in tv homes first rose slightly and then declined in recent years. They represent listening hours per home per day. Source: Nielsen Radio Index. These figures indicate stability rather than change.

How does radio's audience accumulate?

IN-HOME LISTENING

	Audience during average minute		
	9 to noon Mon.-Fri.	6 a.m.-6 p.m. Mon.-Fri.	6 a.m.-6 a.m. Sun.-Sat.
% U. S. radio homes	15.0	13.0	8.7
Average hours listening per home reached			
	Homes reached on one or more days		
% U. S. radio homes	52.3	76.6	84.6
Average hours listening per home reached	4.26	10.19	17.32

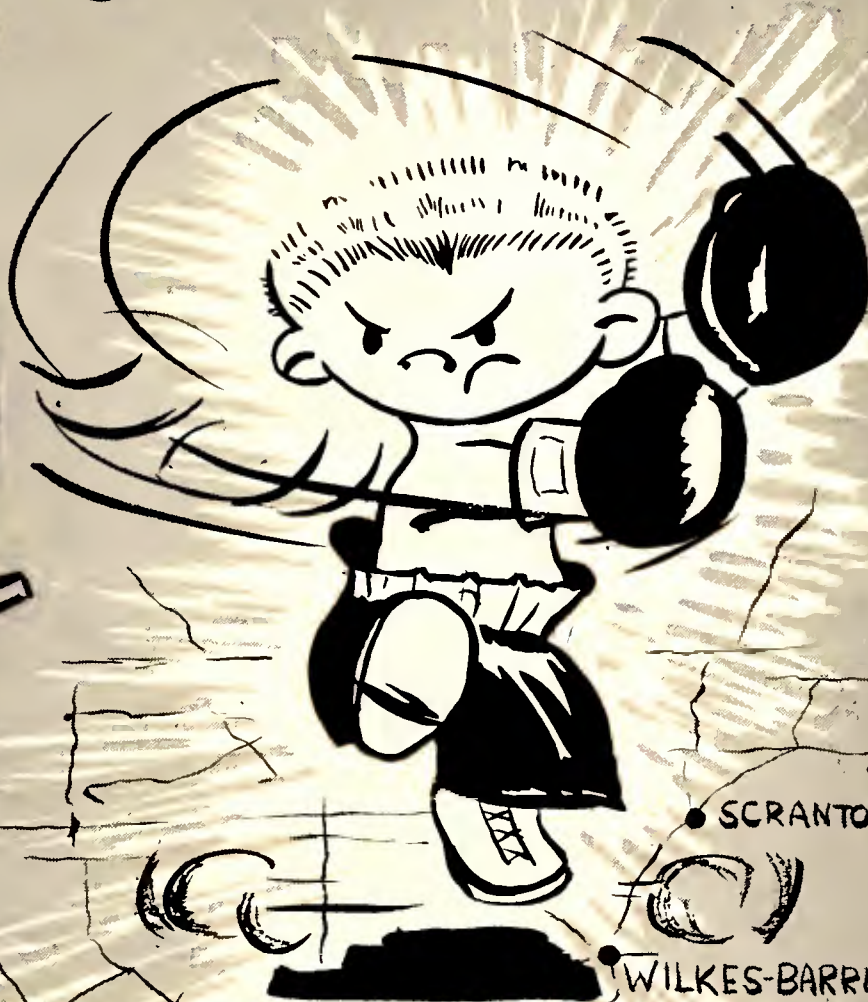
Taken from a special analysis of the weekly radio audience conducted by the A. C. Nielsen Co. during the week of 3-9 March, 1957, these figures—though more than a year old are still valid

and illustrate there is more than one way to look at radio audience data. Figures illustrate the accumulation of radio listening in a three-hour span. Week-long total hours: 17.32 per home reached

for that

1-2

PUNCH



TO WIN THE
BIG N.E. PENNSYLVANIA MARKET

1
2

1st in Average Share of Audience — All Day*

1st in Average Quarter-Hour Rating — All Day*

PLUS

- Highest power, greatest penetration.
- Lowest cost per thousand of any station in market.
- Most extensive merchandising support.
- Best record of growth in area—Both ratings and circulation.



*Pulse Wilkes-Barre — Hazleton Metropolitan Area — November 1957.

Wilkes-Barre, Pennsylvania. Call Avery-Knodel for details
The only A.B.N. Affiliate in Northeastern Pennsylvania.

How much does out-of-home listening add to in-home?

(Winter, 1958)

January-February reports

Per cent out-of-home listening adds to in-home listening in 27 markets

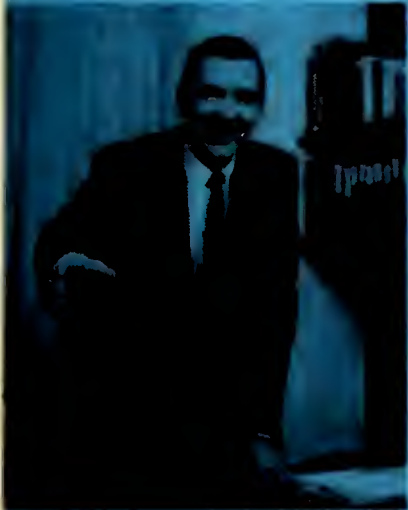
	Total audience ▼	In-home ▼	+	Out-of-home ▼	=	This % plus ▼
Atlanta	21.1	17.1		4.0		23.4
Baltimore	18.8	15.1		3.7		24.6
Birmingham	21.4	17.3		4.1		23.7
Boston	22.0	17.6		4.4		25.0
Buffalo	20.3	16.4		3.9		23.9
Chicago	22.5	18.0		4.5		25.0
Cincinnati	18.9	15.0		3.9		26.0
Columbus (Dec.-Jan.)	20.5	16.2		4.3		26.6
Dallas (Dec.-Jan.)	22.4	17.7		4.7		26.6
Detroit	20.0	16.2		3.8		23.5
Fort Worth (Dec.-Jan.)	22.2	17.7		4.5		25.4
Houston	21.0	17.0		4.0		23.6
Kansas City	20.7	16.7		4.0		24.0
Los Angeles	22.7	18.0		4.7		26.2
Miami (Feb.-Mar.)	23.6	18.8		4.8		25.6
Milwaukee	21.0	17.0		4.0		23.6
Minneapolis-St. Paul	20.4	16.3		4.1		25.2
New Orleans	21.6	17.9		3.7		20.7
New York (Jan.)	23.2	18.1		5.1		28.2
Philadelphia	21.5	17.5		4.0		22.9
Pittsburgh	20.7	16.8		3.9		23.2
Richmond	19.9	16.0		3.9		24.4
St. Louis	20.5	16.7		3.8		22.8
San Diego	22.4	18.0		4.4		24.4
San Francisco	22.4	18.0		4.4		24.4
Seattle	23.0	18.5		4.5		24.4
Washington, D. C. (Jan.)	19.7	15.8		3.9		24.7
27 market weighted average	21.8	17.5		4.4		25.2

Figures above are from Pulse's semi-annual study of out-of-home listening. In-home and out-of-home columns show per cent of homes listening by average quarter hours seven days a week. Percentage plus is not measure of

homes using radio but ratio between in-home and out-of-home. Period covered by data is various winter months this year. Averages for the group of markets shown: in-home, 17.5%; out-of-home, 4.4%; average plus, 25.2%.

Interview: Douglas Burch

Leo Burnett Media Supervisor, Douglas Burch, tells why he selects WLW Radio and TV Stations for PURE OIL



"WLW Radio-TV Stations are famous for extending broadcasting's most 'Royal Welcome Service'."



"They give advertisers a tankful of powerful promotion coming and going."



"Another good reason why for PURE, we're SURE with WLW Radio and Television Stations!"



"Yes, behind the scene and on the air—the Crosley Group drive home the business."



Call your WLW Stations Representative . . . you'll be glad you did!



Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Los Angeles, San Francisco, Detroit; Bomer Lowrance & Associates, Inc.: Atlanta, Dallas Crosley Broadcasting Corporation, a division of **Arco**

What's the trend in out-of-home listening?

Per cent homes listening out-of-home, winter and summer, 1953-1958

	1953		1954		1955		1956		1957		1958
	W	S	W	S	W	S	W	S	W	S	
Atlanta	3.3	3.6	3.2	3.6	3.2		3.4	4.0	4.1	4.1	4.0
Baltimore	3.2	3.5	3.2	3.6	3.2		3.4	4.1	3.8	4.1	3.7
Birmingham	3.2	3.5	3.6	3.8	3.3	3.6	4.1	4.4	4.3	4.4	4.1
Boston	3.8	4.2	4.4	4.6	4.2	4.6	4.8	5.1	4.7	4.8	4.4
Buffalo		3.5	3.6	3.7	3.2	3.4	3.2	3.8	3.6	3.7	3.9
Chicago	3.1	3.7	3.9	4.3	4.1	4.2	4.0	4.6	4.3	4.6	4.5
Cincinnati	3.1	3.6	3.6	3.9	3.6	3.9	3.8	4.2	4.0	4.2	3.9
Columbus		3.1		3.2	3.1	3.3	3.4	4.0	3.5	3.8	4.3
Dallas		3.9			3.6	4.0	4.5	4.7	4.6	5.5	4.7
Detroit	3.0	3.8	3.9	4.2	3.9	4.2	3.8	4.3	4.2	4.4	3.8
Fort Worth							4.0		4.0	5.3	4.5
Houston		3.8	3.6	4.1	4.0	4.3	4.3	4.6	4.4	4.5	4.0
Kansas City		3.2		3.7	3.4		3.8	4.1	3.9	4.3	4.0
Los Angeles	4.2	4.4	4.5	4.8	4.5	4.7	4.4	4.7	4.7	5.0	4.7
Miami	2.9		3.1		3.3	3.7	4.4	4.6	4.7	4.7	4.8
Milwaukee			3.3	3.8	3.3	3.8	3.5	4.3	4.3	4.4	4.0
Mpls.-St. Paul	3.1	3.4	3.4	3.8	3.7	3.9	3.7	4.2	4.2	4.4	4.1
New Orleans		3.2		3.7	3.3	3.4	4.4	4.6	4.4	4.6	3.7
New York	4.0	4.4	4.4	4.8	4.4	4.4	4.6	5.0	5.1	4.8	5.1
Philadelphia	3.5	3.8	3.6	3.9	3.9	4.0	3.8	4.4	3.7	4.6	4.0
Pittsburgh			3.4		3.5	3.9	3.6	3.9	3.9	4.1	3.9
Portland, Ore.					3.6		3.4		4.4		
Richmond		2.9	3.1	3.2	2.9	3.0	3.1	4.3	3.7	4.1	3.9
St. Louis		3.4	3.5	3.8	3.8	4.2	3.9	4.3	4.2	4.4	3.8
San Diego		3.2		3.5	3.5	3.8	3.6	4.1	4.0	4.2	4.4
San Francisco	3.9	4.4	4.1	4.2	4.2		4.5	4.7	4.6	4.6	4.4
Seattle	2.8	3.2	3.2	3.5	4.4	4.2	4.1	4.1	4.2	4.4	4.5
Washington	3.2	3.6	3.7	4.0	3.7	3.9	3.7	4.1	4.1	4.3	3.9
Median	3.2	3.6	3.6	3.8	3.6	3.9	3.8	4.3	4.2	4.4	4.1

Six-year span covering out-of-home listening during winter and summer shows winter increase of 35% in the median figure for 28 markets. Figures are from Pulse, which includes all types of out-of-home listening, including visiting to other homes. Auto listening represents the greatest part of the out-of-home total. Next in importance is listening at work. Portable tune-in is rising.

K O B Y.....



..... gets action in San Francisco!

**Think it over
with your
PETRY man**



Audiences respond to KOBY's musical formula beamed to San Francisco families. From New York to San Francisco, advertisers know that KOBY motivates the market!

If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reasons to buy KOBY in San Francisco!

KOBY 10,000 watts • San Francisco is KOBY-land

Mid-America Broadcasting Co.

RADIO LISTENING HABITS

How do listening levels compare in radio-tv and radio-only homes?

Homes using radio in-home by day parts

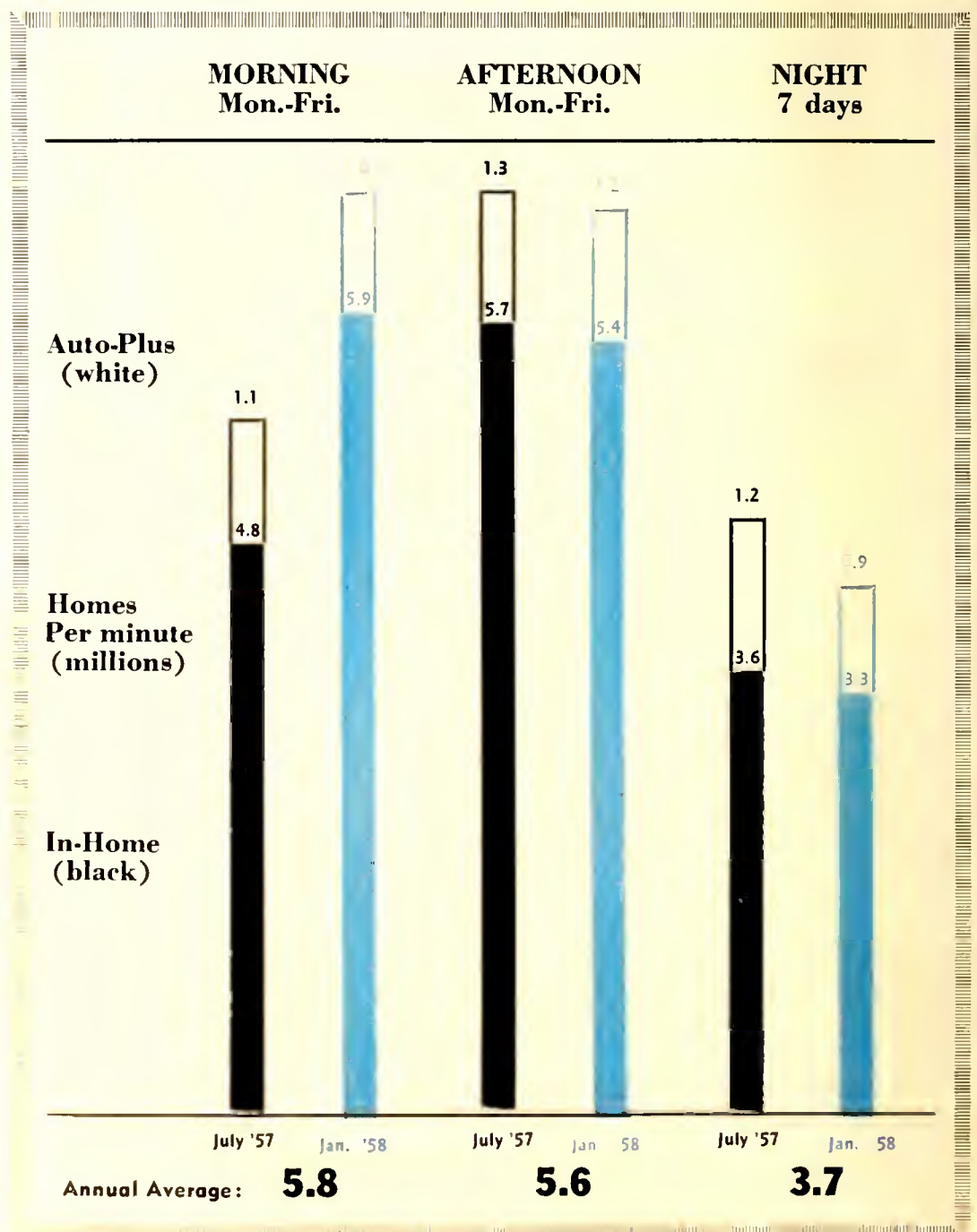
	Radio homes using radio		Tv homes using radio		Radio only homes using radio	
	AVG. AUD.	HOMES '000	AVG. AUD.	HOMES '000	AVG. AUD.	HOMES '000
8 a.m.-12 noon (Mon.-Fri.)	14.2%	6,915	13.5%	5,768	18.4%	1,147
12 noon-6 p.m. (Mon.-Fri.)	11.4	5,552	10.1	4,357	19.0	1,195
6-11 p.m. (Sun.-Sat.)	7.4	3,604	5.4	2,352	19.7	1,252

SOURCE: Nielsen Radio Index, Jan.-Feb. 1958.

Radio-only homes listen to radio at a fairly steady rate through the day, while radio-tv homes show a gradual decline. The data here are based on New York time, so spot advertisers should use the material with care

How does radio listening compare winter and summer?

Biggest difference in summer and winter listening is in the morning, as these Nielsen figures show. And even auto tune-in remains stable despite heavier summer travel. Total listening (auto plus in-home): **morning**—July '57, 5.9 million homes, Jan. '58, 6.9; **afternoon**—July '57, 7.0, Jan. '58, 6.6; **night**—July '57, 4.8, Jan. '58, 4.2.



KIOA 1 KAKC

DES MOINES TULSA

**MORNING!
AFTERNOON! EVENING!**

ALL DAY LONG!

KIOA

**DES MOINES' NO. 1 STATION
15 MONTHS SOLID!**

Balanced programming plus timely news and public service features — that's the number one station in Des Moines.

For over 15 months, the New KIOA has been overwhelmingly the first choice of Des Moines radio listeners.

The New KIOA has more listeners than four other Des Moines stations combined — listeners that are your buyers!

Buy the station that reaches all of Iowa with blanket coverage.

KAKC

**TULSA'S NO. 1 STATION
21 MONTHS SOLID!**

From last place to the top in a few short weeks — and then holding top position for over 21 months straight.

That's the New KAKC story. A story of loyal listeners who depend on KAKC for music and up to the second news.

Buy the station that delivers the most — KAKC in Tulsa — recipient of the coveted Associated Press Award for best coverage of all A.P. radio and T.V. stations in the United States!

DES MOINES

HOOPER RADIO AUDIENCE INDEX — M.-F.

MAY-JUNE, 1958

	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.
The New KIOA	41.5	46.9
Station A	34.6	24.2
Station B	14.5	10.4

PULSE RADIO AUDIENCE INDEX — M.-F.

MAY, 1958

The New KIOA	34	33
Station A	31	26
Station B	13	14

Pulse reports the New KIOA leads with 58 quarter-hour "firsts" out of a possible 72!

TULSA

HOOPER RADIO AUDIENCE INDEX — M.-F.

MAY-JUNE, 1958

	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.
The New KAKC	41.3	44.1
Station A	19.3	15.2
Station B	15.4	17.1

PULSE RADIO AUDIENCE INDEX M.-F.

FEBRUARY, 1958

The New KAKC	28	28
Station A	20	10
Station B	20	18

Pulse reports the NEW KAKC is first in every 30 min. segment 24 hours a day!

NO. 1 STATIONS WITH PROVEN SALES AND RESPONSE-ABILITY

**THE NEW
KIOA
940 KC
10,000 WATTS
DES MOINES, IOWA**
JIM DOWELL, Vice President
and General Manager



PUBLIC RADIO CORPORATION

The New KIOA — First in Des Moines

The New KAKC — First in Tulsa

LESTER KAMIN, President

GET THE LOW, LOW COST PER THOUSAND FACTS
WEED RADIO CORP.

**THE NEW
KAKC
970 KC
1,000 WATTS
TULSA, OKLAHOMA**
BOB HOTH, Vice President
and General Manager

NETWORK RADIO PATTERNS

What are the most popular radio programs in the top 10 markets?

Total audience—in-home and out-of-home**

Market	Top three network programs	Highest rated ¼ hr.
NEW YORK* 4,313,300	Arthur Godfrey (CBS) World News Roundup (CBS) Gunsmoke (Sun.) (CBS)	4.5 4.5 4.3
LOS ANGELES 2,018,100	Edward R. Murrow (CBS) Gunsmoke (Sat.) (CBS) Howard Miller (CBS) Jack Benny (CBS) Robert Q. Lewis (CBS)	6.2 4.3 4.3 4.3 4.3
CHICAGO 1,873,500	Arthur Godfrey (CBS) ... Gunsmoke (Sat.) (CBS) Edward R. Murrow (CBS)	6.9 6.1 5.8
PHILADELPHIA 1,182,700	Arthur Godfrey (CBS) Backstage Wife (CBS) Breakfast Club (ABC) 2nd Mrs. Burton (CBS) Young Dr. Malone (CBS)	5.1 5.0 4.9 4.9 4.9
DETROIT 1,021,700	Arthur Godfrey (CBS) Breakfast Club (ABC) Lowell Thomas (CBS)	5.3 4.4 3.9
BOSTON 916,400	World News Roundup—8 a.m. (CBS) Arthur Godfrey (CBS) World News Roundup—Sat.—8 a.m. (CBS)	6.1 5.6 5.3
SAN FRANCISCO 869,800	Gunsmoke (Sat.) (CBS) Nora Drake (CBS) Monitor (Sat.) (NBC)	6.8 5.0 4.8
ST. LOUIS 583,700	Arthur Godfrey (CBS) World News Roundup—Sat.—8 a.m. (CBS) Gunsmoke (Sat.) (CBS)	6.0 5.0 4.8
WASHINGTON, D. C. 529,900	World News Roundup—8 a.m. (CBS) World News Roundup—8 a.m. (NBC) Arthur Godfrey (CBS)	5.9 5.8 5.5
CLEVELAND 194,900	Arthur Godfrey (CBS) Lowell Thomas (CBS) Jack Benny (CBS)	4.9 4.4 4.3

*April report, The Pulse, Inc.
**The Pulse, Inc. March-April 1958.



8-alarm newsroom!

Eight newsmen are popping up all over Cleveland. They're the men who make up WERE's Eight-Alarm Newsroom. They're first at the scene of the news - they dig for the news - they analyze the news... giving Cleveland three-dimension coverage. When WERE delivers your commercial message, the forces of an alert sponsor are joined with those of an alert radio station.

WERE

CLEVELAND

Richard M. Klaus, Vice President & General Manager / Represented by Venard, Rintoul and McConnell, Inc.

NETWORK RADIO PATTERNS

What size audiences can an advertiser accumulate?

A. With one daytime music and one nighttime news strip in four weeks?*

Net rating	Unduplicated homes	Average frequency
12.4%	6,036,000	4.2

*Nielsen Radio Index, Jan.-Feb. 1958.

B. With a multiple weekly participation schedule (35 per week)?*

	% total U.S. homes	% tv homes	% radio only homes
One week	13.3	10.1	32.1
Four weeks	24.4	19.6	52.6

*Nielsen Radio Index, Jan.-Feb. 1958.

C. With a typical morning five minute segment in four weeks?*

	%	Homes	Avg. episodes
Cumulative audience	9.9	4,825,000	3.9
Avg. per broadcast rating	2.0	967,000	

*Nielsen Radio Index, Jan.-Feb. 1958.

How do network radio ratings vary by markets?*

Radio ratings for single programs in the top ten markets

Total audience in-home & out-of-home

Shows	N.Y.**	L.A.	Chi.	Phil.	Det.	Bost.	S.F.	St.L.	Wash.	Clev.	*Network ratings
Lowell Thomas (CBS)	3.9	4.1	5.8	4.2	3.9	4.8	4.4	4.9	4.6	4.4	4.6
Gunsboke (Sun. CBS)	4.3	4.1	5.3	3.8	2.8	3.6		3.8	4.3	3.3	4.1
Breakfast Club (ABC)	2.9	3.2	1.9	4.9	4.4		3.9	2.2	3.0	3.1	3.0
Edward P. Morgan (ABC)	1.9	2.8	1.6	2.5	2.9		2.6	4.0	2.0	2.0	2.4
My True Story (NBC)	2.0	3.3	3.3	3.0	3.7	1.8	3.5	3.5	4.0	2.8	2.8
Morgan Beatty (NBC)	2.6	2.2	4.8	3.0	1.7	2.2	2.8	2.0	3.9	3.2	3.0

*SOURCE: The Pulse, Inc. March-April, 1958.
**April, 1958

TAKE A CLOSE LOOK AT

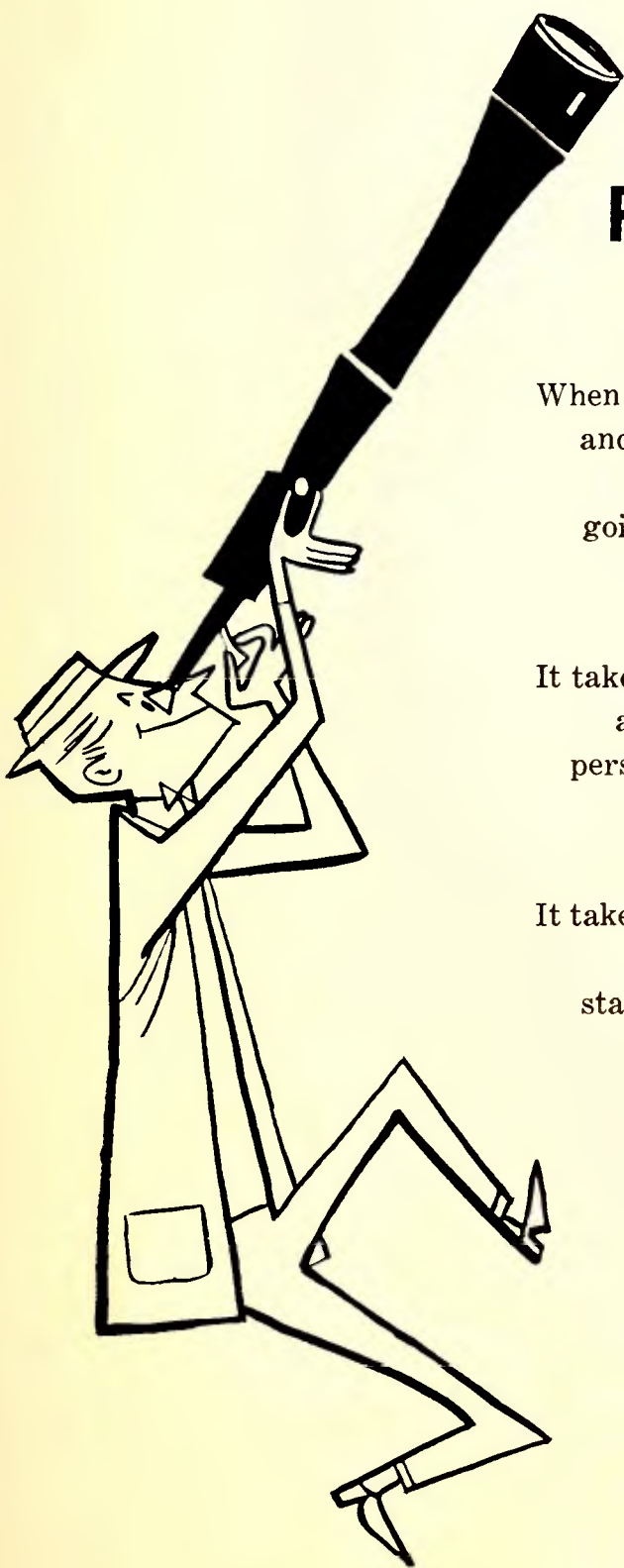


Programs and People That Produce

When you find that happy combination of a station with top ratings and thoroughly documented proof of sales effectiveness — you've found WKLO in Louisville, Kentucky and you are going to make some money for your client when you place your advertising on this station.

It takes people to sell people. WKLO personalities deliver the advertiser's commercial with conviction, believability and personal persuasion. These are people talking with people . . . not voices speaking at people.

It takes people to sell people — and we've got the right ones in front of the microphones and more than any other station in Louisville at the receivers.



SOLD NATIONALLY BY:



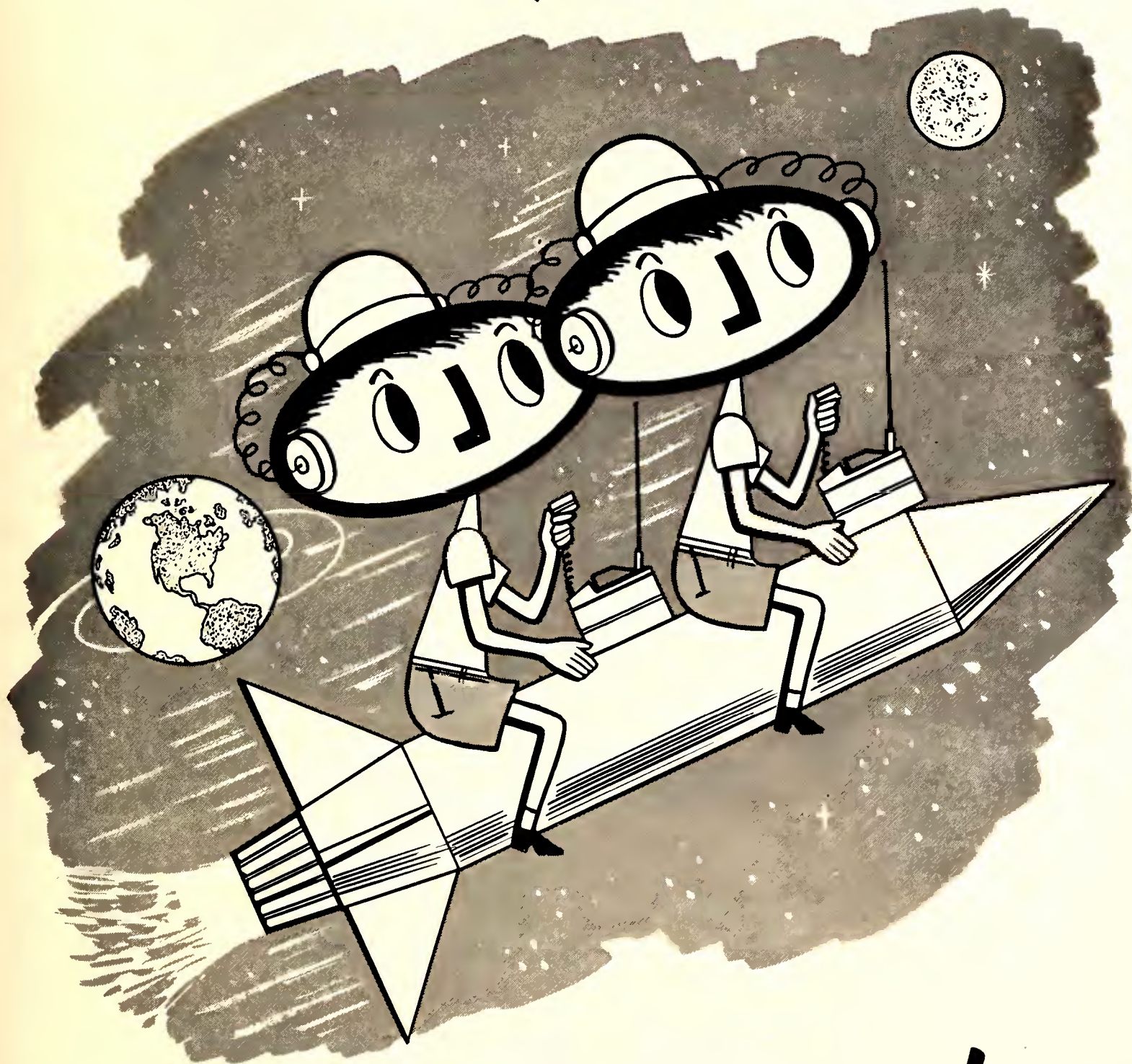
robert e. eastman & co., inc.
NEW YORK, CHICAGO, SAN FRANCISCO

Spot radio spending by industry category

Product Category	1st Quarter 1958*		3rd Quarter 1957*		1st Quarter 1957*	
	No. Brands	% of Total	Dollars (000)	% of Total	Dollars (000)	% of Total
Agriculture	54	6.3	872	2.0	1,291	2.7
Ale. Beer & Wine	54	6.3	3,399	7.6	2,902	5.9
Amusements	10	1.2	261	.6	240	.5
Appliances	15	1.8	98	.2	113	.2
Automotive	29	3.4	4,655	10.4	4,020	8.2
Building Material	8	.9	180	.4	64	.1
Clothing. Apparel. Accessories	9	1.0	189	.4	259	.5
Confections & Soft Drinks	24	2.8	1,149	2.6	699	1.4
Consumer Services	23	2.7	1,540	3.5	2,019	4.1
Dairy Products	20	2.3	135	.3	202	.4
Drugs	81	9.5	3,337	7.5	5,375	11.0
Finance	18	2.1	328	.7	142	.3
Food & Grocery	230	26.9	8,899	19.9	8,437	17.3
Gasoline & Lubricants	31	3.6	2,947	6.6	2,149	4.4
General Household Prds.	27	3.2	339	.8	413	.9
Household Cleaners	42	4.8	2,252	5.0	1,642	3.4
Notions	2	.2	137	.3	1,319	2.7
Pet Products	9	1.0	135	.3	138	.3
Publications	13	1.5	551	1.2	408	.8
Religion	26	3.0	1,021	2.3	1,420	2.9
Tobacco Products	25	2.9	6,298	14.1	8,141	16.7
Toilet Requisites	45	5.2	3,172	7.1	4,645	9.5
Transportation & Travel	33	3.9	1,043	2.3	1,098	2.3
Watches & Jewelry	6	.7	139	.3	59	.1
Miscellaneous	24	2.8	1,551	3.6	1,632	3.4

Source: RAB, 1st quarter, 1958; SRA, 3rd quarter, 1957; 1st quarter 1957

Of course, we'll cover



the first trip to the moon!

Representatives: **WTRY**
John Blair & Co.

WAVZ
National: Hollingbery Co.
New England: Kettell-Carter

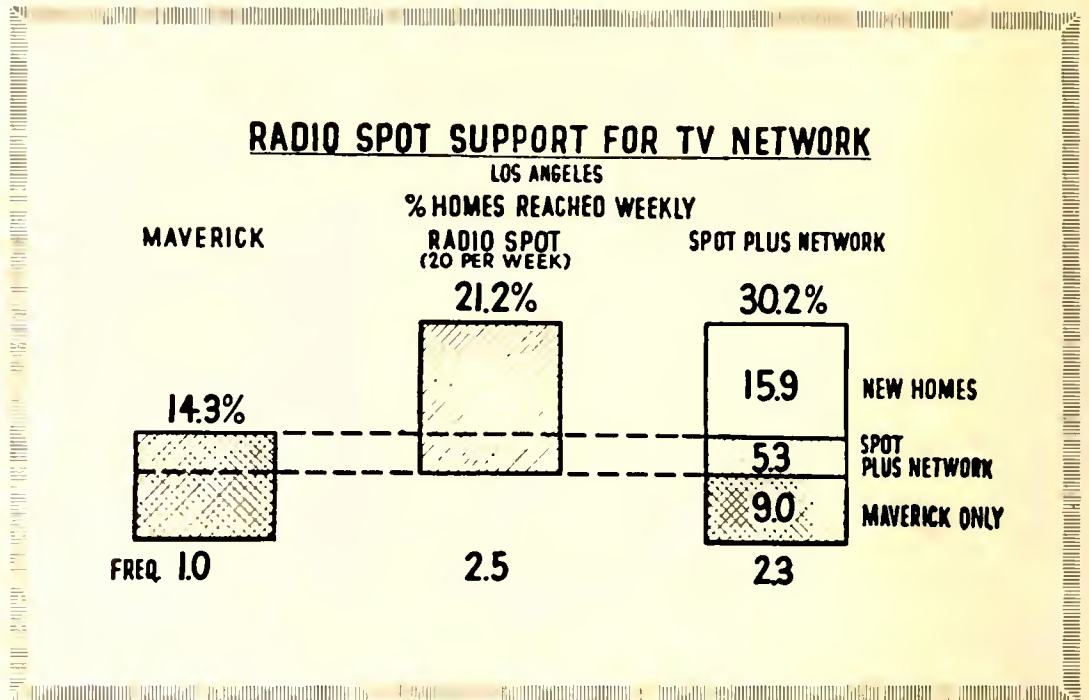


ALBANY, SCHENECTADY, TROY, NEW YORK
NEW HAVEN, CONN.

Daniel W. Kops, President • Richard J. Monahan, Vice President and National Advertising Manager

How much audience can spot add to a tv network show?*

*Source: A. C. Nielsen



How much coverage do spot radio and tv offer with the same amount of money?*

*Source: A. C. Nielsen

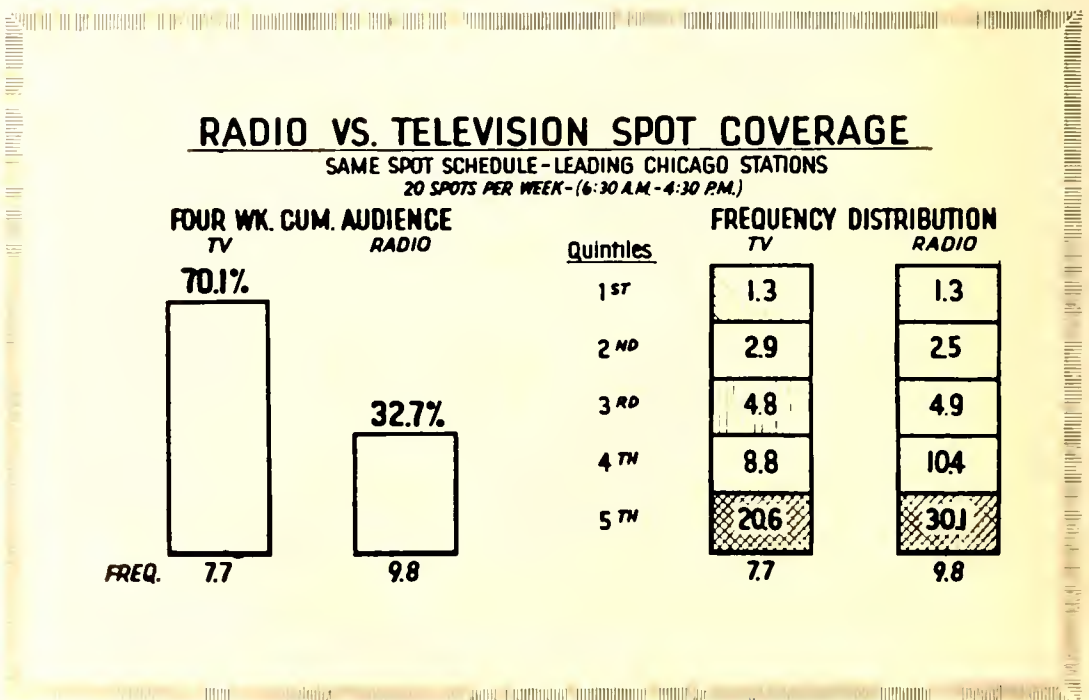
RADIO VS. TV SPOT COVERAGE

Same dollar expenditure—New York area, \$4,000 per week

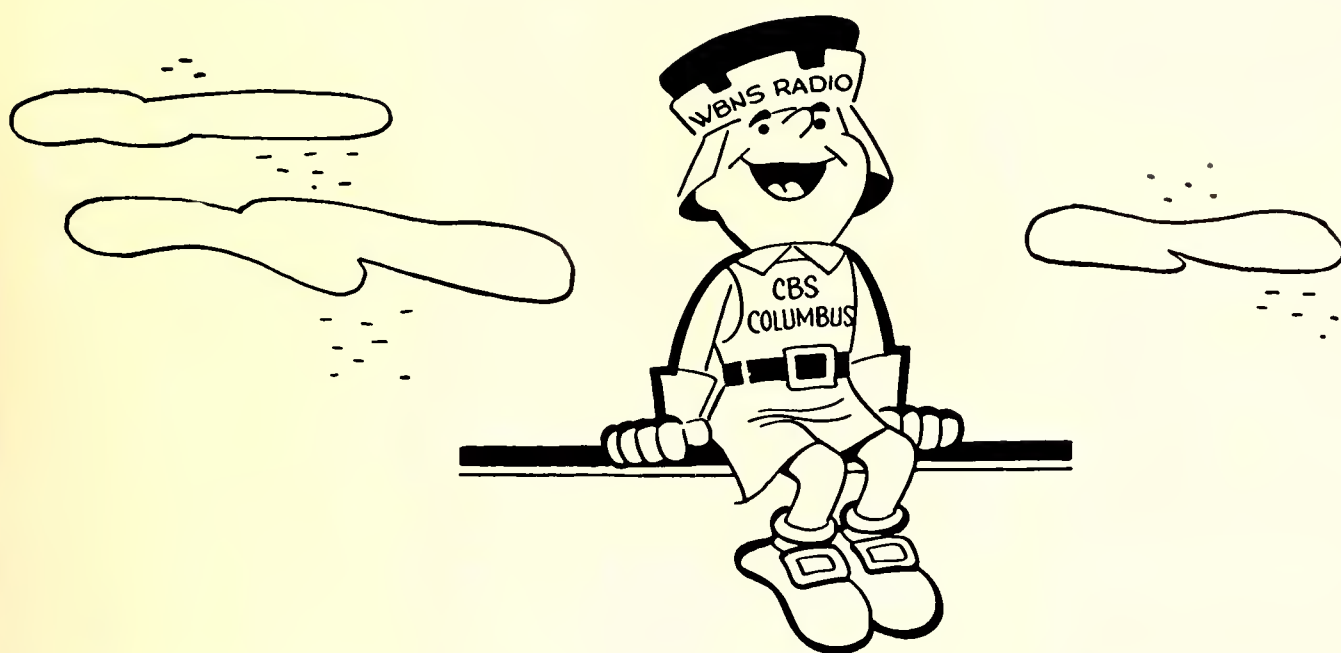
	RADIO	TV
No. of stations	3	2
Announcements per week	70 (MIN.)	2 (20 SEC.)
Homes reached per announcement	80,500	1,140,000
Monthly cume audience	3,167,000	3,010,000
Frequency	7.1	3.0

How does frequency distribution of spot radio and television compare?*

*Source: A. C. Nielsen



Quintiles are radio and tv audiences broken down into five equal parts in order of increasing frequency exposure.

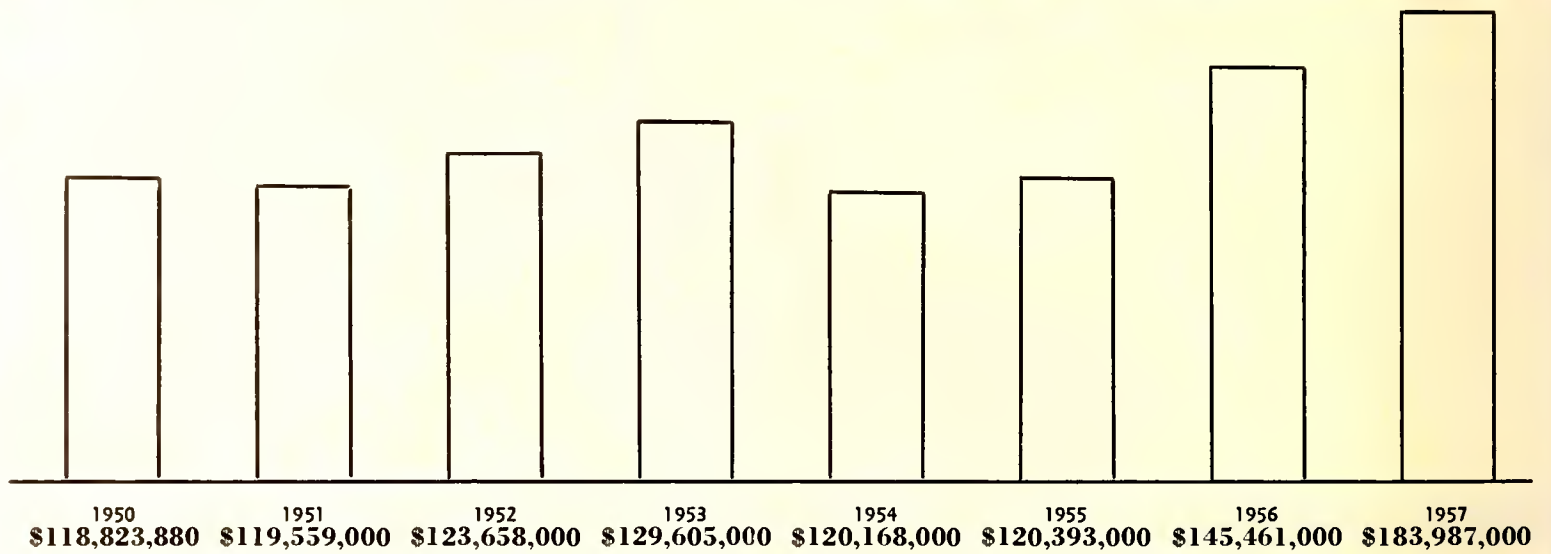


**“Ask
John Blair
How we stay
way up here”**

wbns radio

First in Columbus, Ohio

How much have advertisers spent for spot radio time?



Figures above relate to station income from time sales only, after rate discounts but before commissions to reps, agencies. Source of all figures is FCC, except for 1957, which comes from the Station Representatives Association.

What's the trend in day and night spot rates?

Prepared by The Katz Agency, these data show rate data on Katz radio stations as of 1 January each year. The figures are based on a schedule of 12 one-minute announcements for 13 weeks. Daytime rates are those that apply for the most hours between 8:00 a.m. and 6:00 p.m. Nighttime rates are those that apply for the most hours between 7:00 and 10:00 p.m. Thus, trends for prime time rates are not covered here.

YEAR	1950 = 100.0	
	DAYTIME	NIGHTTIME
1946	78.8	78.0
1950	100.0	100.0
1951	104.2	—
1952	105.6	101.2
1953	105.3	—
1954	104.6	—
1955	98.3	—
1956	92.0	48.8
1957	93.9	46.4
1958	96.9	46.2

What's the ratio between night and day spot radio rates?

Ratio of Nighttime to Daytime Rates	
1946	1.76
1950	1.78
1952	1.70
1956	.94
1957	.88
1958	.85

Continuing study of spot radio rates by the Katz Agency of its represented stations shows that nighttime rates are now, on the average, 12% lower than daytime rates. Between 1946 and 1950 there was an almost parallel increase in both daytime and nighttime rates. Between 1950 and 1952, there was a slight increase in daytime rates with nighttime rates remaining relatively static. Between 1952 and 1956, daytime rates declined 13% but nighttime rates were cut in half. Rates shown here are for 12 announcements weekly for 13 weeks as of 1 January each year. Day rates are those for most hours between 8:00 a.m. and 6:00 p.m.; night for most hours between 7:00 and 10:00 p.m., thus do not include premium time rates.

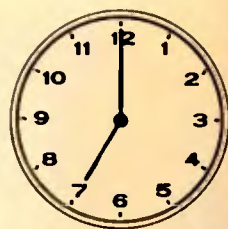
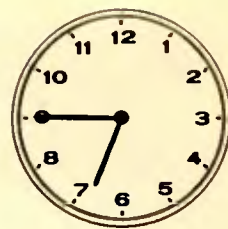
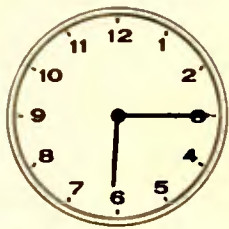
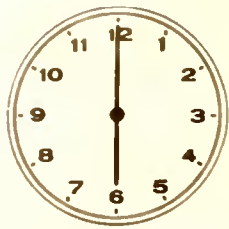


*The
man
with 26
voices...*

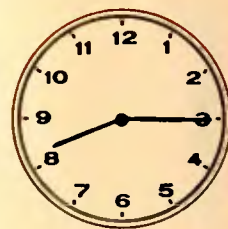
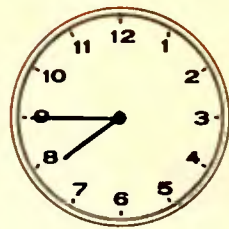
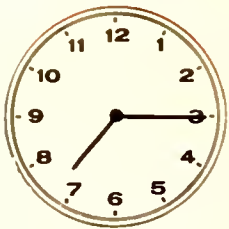
CBS Radio newsman Frank Goss is a highly talented man. So are the many other CBS Radio Pacific personalities here in Hollywood. They have this and something else in common. They speak with the impact and authority of 26 voices... the 26 stations that make up the CBS Radio Pacific Network. Each station is a powerful, respected voice in its own community airing programs that only a radio network can provide. *Together these stations offer 252,000 watts of power to blanket 500,000 square miles of the West with the completeness, efficiency, economy and authority that no other western regional medium, broadcast or print, can match.* If your market is here, you can't do better than with the



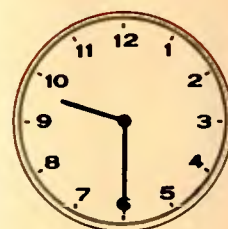
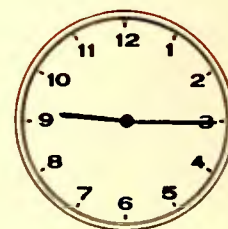
Represented by CBS RADIO SPOT SALES



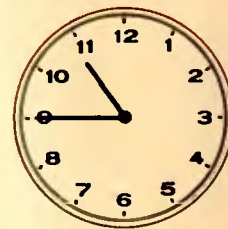
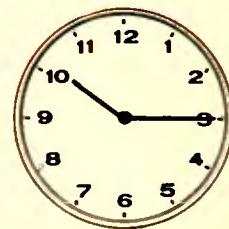
From 6:00 p.m. to Midnight, Sunday



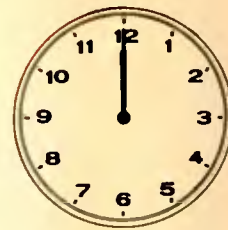
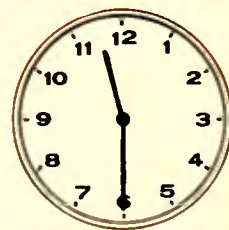
through Saturday, KSTP-TV is



FIRST in audience* in Minneapolis-



St. Paul's 741,060 TV homes!



* ARB METROPOLITAN AREA REPORT, JUNE, 1958

K S T P

television

Basic NBC Affiliate

**100,000
WATTS**

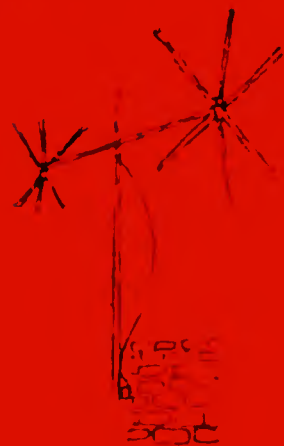
MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

CHANNEL

5

SECTION **3**
SPONSOR
FALL FACTS BASICS



TELEVISION

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Color television Page 154

Spot tv Page 160

Tv station representatives Page 164

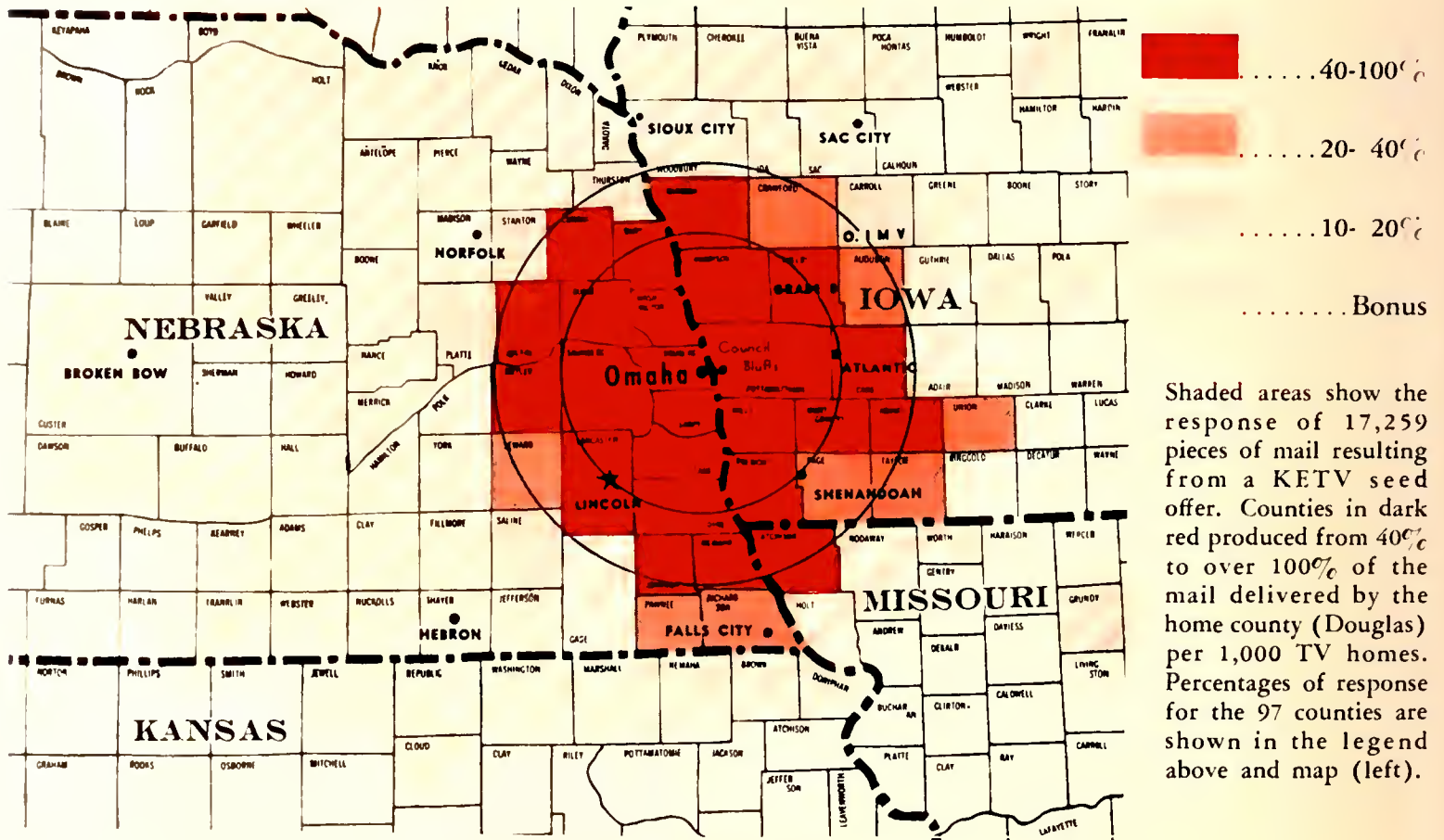
Tv BASICS Page 177

Please turn page for highlights and index of Television advertising ▶

17,250 mail requests prove

KETV gets Action...

...in 97 counties of prosperous Eastern Nebraska and Western Iowa.



Shaded areas show the response of 17,259 pieces of mail resulting from a KETV seed offer. Counties in dark red produced from 40% to over 100% of the mail delivered by the home county (Douglas) per 1,000 TV homes. Percentages of response for the 97 counties are shown in the legend above and map (left).

Here's Proof...

advertisers sell *all* of Eastern Nebraska, Western Iowa and *more* when buying KETV. Audience response to a KETV seed offer came from 97 industrial and agricultural counties... including the buying-power centers of Omaha, Council Bluffs, Iowa and Lincoln. This same vast, responsive audience is yours when you advertise on KETV.

MARKET DATA*

	Population	Retail Sales	Effective Buying Income	Families	Average Family Income
Basic Market**	1,418,600	\$1,611,922,000	\$2,114,430,000	438,800	\$4,452
Bonus Market***	753,100	\$ 926,477,000	\$1,183,166,000	235,729	\$4,221
TOTAL	2,171,700	\$2,538,399,000	\$3,297,596,000	674,529	\$4,337

*Sales Management, May, 1958
 **Counties listed for Omaha area in Television Magazine, March, 1958
 ***29 additional counties responding to seed offer.

See your **HR** man for availabilities

Ben H. Cowdery, President

OMAHA WORLD-HERALD STATION
 OMAHA, NEBRASKA



Eugene S. Thomas, V.P. & Gen. Mgr.



TELEVISION HIGHLIGHTS

Rush into specials is big news in fall tv lineup. Reasons behind surging popularity of this programing form are **basic marketing advantages** such as (1) merchandising and promotion potential of these shows; (2) consumer publicity opportunities; (3) chance for sponsor to stand out and identify with one-shot at lower cost than regular sponsorship implies (see page 152).

Stepped-up number of **split sponsorships on network tv** stem from new media theory: Buying circulation and audience turnover on network tv and hedge the risk by **spreading programing dollars** over participation in two or three shows. Say top marketing v.p.'s: Advertisers spread their magazine dollars, yet network tv, an outstandingly powerful sales medium, inherited the buying patterns of lower-cost radio days (see page 145).

Late-summer rush into spot tv is anticipated by media buyers and sellers who anticipate big gain for the medium from higher-cost and longer-commitment media. While availability requests are starting to flow in to rep companies, actual buying is delayed by the slow firming of network programing lineups (see page 160).

There were **52 new shows on the air** this past season, contrasted with 41 in '56 and 42 in '54 and '55. Of the 116 shows on the air this past season, **25 had been telecast at least five years** (see page 144).

Even though color tv hasn't taken the country by storm, it's creating a lot of consumer and client interest in it. At this point there are some **350,000 color sets**, largely centered in the top 100 market areas, and a total of **291 stations equipped to transmit color** (see page 154).

New tv **spot business this fall** will come from former network tv advertisers and from former print advertisers. So say the agency buyers, account people and media directors surveyed by SPONSOR for this Fall Facts BASICS issue (see page 158).

TELEVISION BASICS

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AGENCY-CLIENT SURVEY

Network tv changes patterns*

1. What nighttime network program buys for fall '58 have you made to date?

	West.	Adv.- Mystery	Sit. Comedy	Quiz	Aud. part.	Genl. drama	Mus.	Dra.- Anth.	Com.	Var.	Oth.
1958	10%	40%	20%	---	30%	---	50%	20%	20%	30%	30%
1957	10	20	20	---	10	---	50	20	10	20	20

2. How do your network tv buying patterns differ in fall of '58 from fall of '57?

	1958	1957
Full weekly half-hour show	40%	10%
Co-sponsor half-hour show	60	30
Alternate week evening half hour	50	80
Co-sponsor one hour weekly	40	60
Daytime participations	60	60
Nighttime participations	---	10
Full hour	10	10
Hour-long specials	---	10

3. How do lengths of network tv contracts compare this year with fall 1957?

	52-WEEK	39-WEEK	26-WEEK	13-WEEK
More	10%	---	50%	20%
Fewer	30	10%	30	---
Same	30	10	---	10

4. How do talent costs compare this fall with fall 1957?

	FILM	LIVE
Up	50%	60%
Per cent gain	8.5	8
Same	30	20

5. How do network tv expenditures in fall '58 compare with fall '57?

Up	50%	Per cent gain	8%	Same	50%
----	-----	---------------	----	------	-----

6. Why is there a change in network spending this fall?

Change in marketing strategy	30%
High cost of network tv	10
Long-term net tv commitments	20

7. What are your programing predictions on the three networks for spring 1959?

	WEST.	QUIZ	MUS.	ONE-HR. DRAMAS	SIT. COM.	ONE- SHOTS
More	70%	60%	---	10%	80%	70%
Fewer	30	30	70%	70	10	10

*Based on a selected group of agency and advertiser executives contacted by SPONSOR late in May.

"I Know How to Spell Television..."

... announced a Minneapolis youngster recently when her teacher suggested "TV" as the abbreviation of a word first graders might find too long to spell.

"All right," said the teacher, "how *do* you spell television?"

"W C C O," replied the little girl, proudly.

This warm little incident has a real significance. To the vast majority of men, women AND children in the Minneapolis-St. Paul area, "television" means WCCO. It is the station which every month for the past 5½ years has commanded the audience in more quarter-hours than all competing television stations combined; has had more of the Top 15 programs than all other channels put together.*

WCCO Television is *the* station in Minneapolis-St. Paul. It is *the* station if you want to reach more of the people more of the time in the Northwest. It's good company to more viewers. That's the best company for your advertising.

*Telepulse



WCCO television



CBS IN THE NORTHWEST

NETWORK TV: Which shows will live

The nets are betting heavily on Westerns again, plus new mystery-adventure shows. Despite large number of these shows last year, their mortality was low. Categories coming back strong are situation-comedy and half-hour comedies

Network tv programing this fall is offering as broad a range of show types as it has at any time in tv history, with one major exception: general drama, which came in for critical acclaim in tv's early years, has fewer entries in 1958 than it ever did.

However, as newspaper critics sharpen their hatchets, one fact about the caliber and audience-appeal of the network lineups stands out to the agency and packager tv pros.

Network tv continues to supply the sort of "theatrical excellence" that

used to be the backbone of general drama, but rather than doing it in as many weekly scheduled shows as in the past, it has shifted emphasis to the large number of specials forthcoming.

In terms of the staples, the regularly scheduled programing, of fall 1958, show mortality predictions are running rampant.

"We were sure the saddle sores would have to die out by December last year and look what happened!" says the tv v.p. of one of the top five air media agencies.

"You can't judge the expected life-

span of a show category on the basis of number of entries per season alone. Westerns were always the backbone of the movie industry, and there seems to be little reason to suppose that the tv viewing public would object to their existence in television."

A number of agency programing chieftains add that the tv Western has spawned more new angles, creative approaches and new production concepts within two seasons than the film industry managed to incorporate in 20 years.

"The newspaper critics say 'Western' and sneer," one agency v.p. with stakes in Western programing told SPONSOR. "But actually there's a wide range of difference within the category. *Cimarron City* is very different from *Cheyenne*, for instance."

Conclusion: Few experts are willing to go out on a limb and predict sweeping show mortalities among the Westerns. On the other hand, bitter ex-

These are show-types the three networks offered over the past three years

Show type	1958-59 Season		1957-58 Season		Average cost of all shows: '57-'58	Average cost of new shows only: '58-'59
	No.	%	No.	%		
Adventure (half-hour)	4	3.7	6	5.5	\$31,818	none new
Adventure (one-hour)	1	1.0	2	1.8		none new
Comedy (half-hour)	4	3.7	5	4.67		\$54,000
Drama (one-hour)	4	3.7	9	8.25	54,000	80,500
Drama (half-hour)	5	4.6	1	0.9	32,682	none new
Drama (90-minute)	1	1.0	1	0.9	39,000 (1/2 hour)	none new
Music (one-hour)	1	1.0	2	1.8		none new
Music (half-hour)	2	1.8	2	1.8		none new
Mystery (one-hour)	2	1.8	7	6.4		41,000 (1/2 hour)
Mystery (half-hour)	12	11.1	10	9.1		37,900
Quiz-panel-games	14	12.9	19	17.4	28,173	29,800
Situation comedy	14	12.9	9	8.25	37,287	40,666
Variety (one-hour)	7	6.5	8	7.33	101,917	59,000 (1/2 hour)
Variety (half-hour)	7	6.5	2	1.8	42,200	40,000
Western (one-hour)	7	6.5	14	12.6		55,000
Western (half-hour)	16	14.8	12	11.5	36,136	40,666
Miscellaneous	7	6.5				

through 1959?

perience with the vulnerability of comedy has made the return of the two major comedy names, Berle and Gleason, prey to some fair-size money bets.

"So many more factors enter into the success or failure of a comedy show than a Western or mystery," one top film packager told SPONSOR. "In the latter, competent storyline and excellence of production are virtually a guarantee of success. With comedy, the degree and type of exposure of the star, even the subtleties of the psychological climate of the country at the time the show gets off the ground can spell the difference between success or failure."

However, the network and agency show experts are generally agreed on one score: It's time for a return of comedy, and the additional number of situation-comedies bears out their faith in this format.

"The situation comedies we feel will survive the fall are those with a family-humor appeal rather than the more far-fetched laugh-getter," a network programing v.p. told SPONSOR.

"Tv has raised its own monster by making the viewing public more sophisticated within a few short seasons than any other medium of entertainment ever managed to do. Therefore, we have to recognize today that the public won't accept the incredible, unless it's presented as phantasy. In humor, they want identification, as well as escape."

The one show category many experts deem as most vulnerable is the avalanche of quiz and game shows. As many admen put it, once the novelty has worn thin, a show's rating can drop pretty fast.

"But we've been wrong before," adds a programing v.p. who says: "In show business, every show is vulnerable."

(Please turn to page 148)



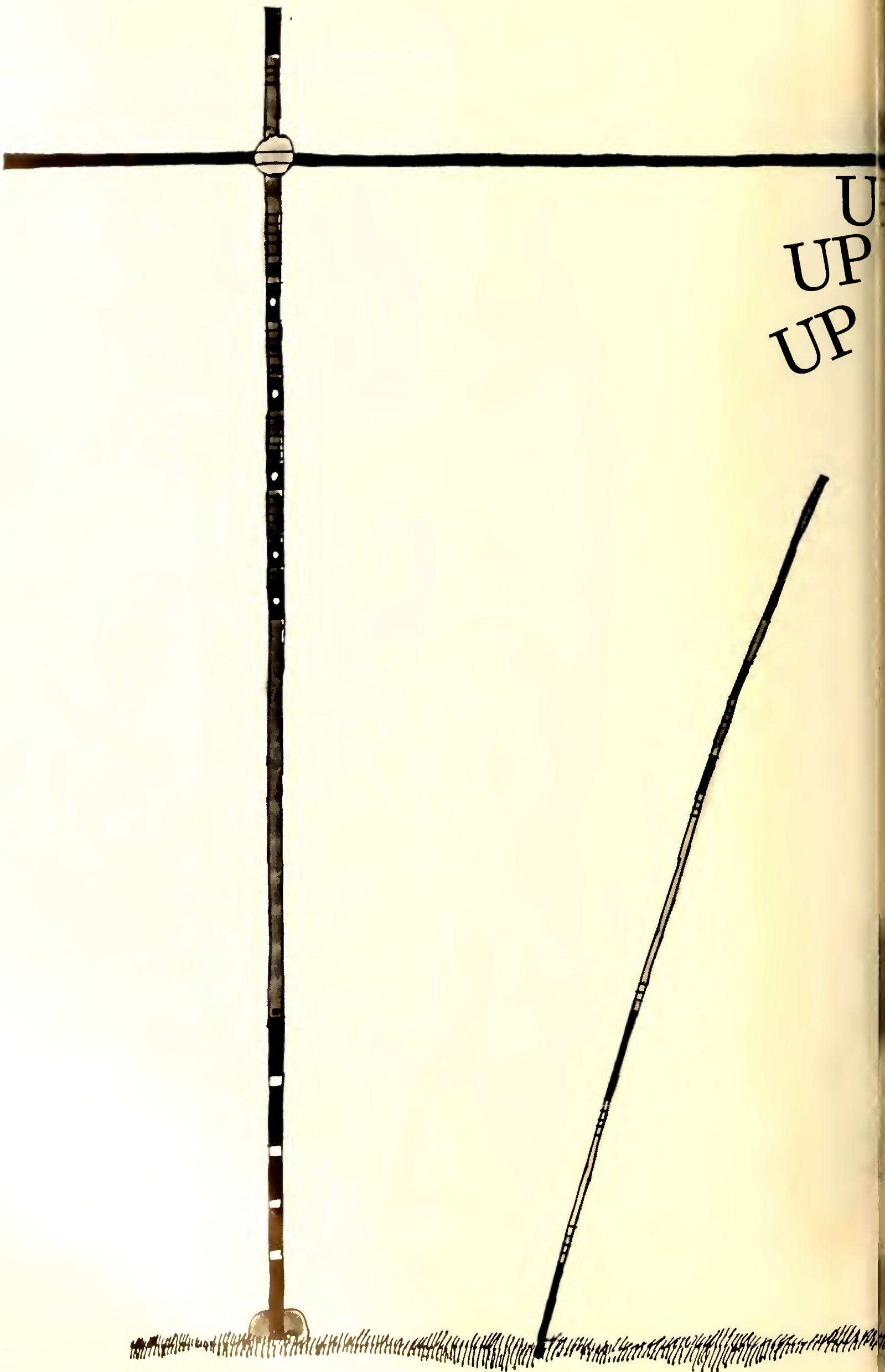
Mystery shows, like ABC TV's *Tales of Frankenstein* (above), will abound on all nets. Their mortality in 1957-1958 was relatively low, unlike the adventure-action shows that took nose dives. This fall there'll be 21 in this category, including four one-hour shows



Family comedy, patterned after CBS TV's *Father Knows Best* (above), is making a strong comeback, with 14 entries. Say programing execs, the swing of the pendulum is back to humor after a two year near-hiatus which followed disastrous comedy year 1956-57



Westerns are bigger than ever on all three nets, including such hour-long entries as NBC TV's *Cimarron City* (above). The nets are now offering seven hour-long Westerns, despite sponsorship problem, because a successful show is backbone of evening lineup



U
UP
UP

nd UP!



In June, for the fourth consecutive month, NBC Television Network nighttime programming topped all competition, according to Trendex. NBC leads the second network by 8%, the third network by 48%. This latest evidence confirms once again NBC's leadership as similarly shown month after month by the Nielsen Multi-Network Area Report.

In terms of individual time periods, NBC has scored a series of dramatic audience gains since the season began.

For example, NBC now comes out on top four nights out of seven . . . wins 20 of 42 nighttime half hours, seven more than in October and almost as many as the other two networks combined.

In the re-programmed 7:30-8 pm time period, Monday-Friday, NBC has moved ahead 54% since October, now leads one competitor by 101%, the other by 66%. WAGON TRAIN has increased its share-of-audience 78% since October!

Record-breaking increases like these put the finishing touches on a season which has seen NBC move rapidly to the top in the greatest one-year audience shift in television's history.

NBC TELEVISION NETWORK

Source: Trendex (Sunday through Saturday, 7:30-10:30 pm)

NETWORK TV

(Cont'd from page 145)

Q. What will be the newsworthy excitement factors and new programming concepts for next fall?

A. Next fall will be the third season in a row when programming patterns will follow the proved-success path. Emphasis once more will be upon Westerns and detective or mystery dramas. There'll be the quiz shows, supplemented by an avalanche of new game shows.

In fall 1958 as in fall 1957, the specials, unlike their ancestor—the spectacular—will be sprinkled through the season irregularly.

Q. What are the predominant nighttime trends in programming?

A. Here are the fall 1958 programming developments.

1. The decline of the vocalist-fronted show became predictable by the time mid-winter ratings poured in. Last winter at this time, the three networks had 10 such shows planned for fall. This year, a little less than half that number—that is four—are scheduled to go on. Six have died.

Of the 11 femme top bananas who started off the last season in half-hour music-variety, none survived.

2. Westerns are holding up for the third season. Although three of them have died, they're being replaced by six new half-hour Westerns, three new full-hour Westerns.

Altogether, Westerns will dominate the network lineups this fall, with some six or seven hour-long entries (three of them on ABC TV, one on CBS TV and three on NBC TV) and 16 half-hour Westerns (six of them on ABC TV, four on CBS TV, six on NBC TV).

3. Action shows will continue to be a major category of fall 1958 programming, despite the high mortality in this category during the season past. In fact, 10 adventure-mystery shows have died but they're being replaced by six new half-hours and one hour-long entry on ABC TV, *Public Enemy*.

Compared with 15 shows in the adventure-mystery categories last year, there'll be 19 this year.

4. Drama is still in its down-spiral, with fewer such shows scheduled than ever in the history of tv. Just two seasons ago, there were 25 general dramas, 14 of them hour-long.

This season only eight are planned in toto and only three of these are hour length.

As during 1957-1958, the trend is sharply away from the general drama and toward thematic dramas such as Westerns or mysteries.

5. Situation comedies, mostly with family situations, are a marked trend for the year. On a sheer numerical basis, there are slightly fewer than last year's 19, eight having died since then. But there will be 14 on the air, with CBS TV leading the way with seven entries, two of them new. ABC has three new situation comedy entries.

6. Quizzes and the avalanche of new game shows are dotting CBS TV and NBC TV lineups in particular. Of 14 such shows only one (E.S.P. sponsored alternate weeks by Chesebrough) is planned by ABC TV.

7. Comedy shows in half-hour formats are still battling uphill. But the four entries planned (three by CBS TV, one—Milton Berle—by NBC TV) will be sure to get a close look from critics and viewers alike. Two of the top comedy names are coming back into the medium: Berle and Gleason.

(Please turn to page 150)



First in Fresno

KMJ-TV HAS MORE QUARTER HOUR FIRSTS THAN ALL OTHER TV STATIONS COVERING THE FRESNO AREA COMBINED.

The May '58 ARB reports—From Sign-on to Sign-off Sunday through Saturday KMJ-TV leads with 227 quarter hour firsts while Station B has 122, and Station C has 85. There were 21 ties. Results involve quarter hour periods when KMJ-TV and Station B and/or Station C were on-the-air.

**IN TOTAL
RATED TIME
PERIODS**

KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY •

The Katz Agency,
National Representative

TO:

- | | | |
|----------------------------|---------------------------|------------------------------|
| <i>Polly Allen</i> | <i>Vance Hicks</i> | <i>Tom Reilly</i> |
| <i>Robert Atwood</i> | <i>Richard Hoffman</i> | <i>Lorraine Ruggiero</i> |
| <i>Mildred Backus</i> | <i>Dorothy Houghey</i> | <i>Joan Rutman</i> |
| <i>Aileen Barry</i> | <i>Joseph Hudack</i> | <i>Jay Schoenfeld</i> |
| <i>David Belnaves</i> | <i>Joan Illmensee</i> | <i>Genevieve Schubert</i> |
| <i>John Bestecki</i> | <i>Arthur Jones</i> | <i>James L. Shannon</i> |
| <i>Philip Birch</i> | <i>Richard P. Jones</i> | <i>Jayne Shannon</i> |
| <i>Joan Blackman</i> | <i>Louis J. Kennedy</i> | <i>George Simko</i> |
| <i>L. J. Boyce</i> | <i>Robert Kibrick</i> | <i>Jean Simpson</i> |
| <i>Philip Branch</i> | <i>Paul Kizenberger</i> | <i>Anne Slattery</i> |
| <i>Richard Branigan</i> | <i>Edward Kobza</i> | <i>Isabelle Standard</i> |
| <i>Charles N. Campbell</i> | <i>Bobby Landers</i> | <i>Joan Stark</i> |
| <i>Jack Cummings</i> | <i>James O. Luce, Jr.</i> | <i>Grace Stewart</i> |
| <i>Vincent Daraio</i> | <i>Frank Marshall</i> | <i>Warren Stewart</i> |
| <i>Vincent T. Deluca</i> | <i>Leonard Matthews</i> | <i>Philip Stumbo</i> |
| <i>John M. Flourney</i> | <i>Mary McHugh</i> | <i>Jeanne Sullivan</i> |
| <i>Donald Foote</i> | <i>Arthur Meagher</i> | <i>J. R. Telisky</i> |
| <i>Frank Gianattasio</i> | <i>F. C. Miller</i> | <i>Dorothy Thornton</i> |
| <i>Thomas Glynn</i> | <i>Kay Morgan</i> | <i>Richard Vorce</i> |
| <i>Frank Grady</i> | <i>Merle Myers</i> | <i>John J. Walsh</i> |
| <i>Laura Hall</i> | <i>Jo Napoli</i> | <i>Tee Watson</i> |
| <i>W. A. Hammond</i> | <i>J. J. Passmore</i> | <i>Helen Wilbur</i> |
| <i>J. J. Hartigan</i> | <i>William Pellenz</i> | <i>Charles Willard</i> |
| <i>John T. Hartigan</i> | <i>Renee Ponik</i> | <i>Thomas A. Wright, Jr.</i> |
| <i>Helen Hartwig</i> | <i>Betty Powell</i> | <i>Ruth Zozula</i> |

A WRC-TV SPOT CAMPAIGN HELPS YOUR NETWORK TV CLIENT CASH IN ON WASHINGTON'S NEW MONEY!

Big things happen when you have a spot campaign on WRC-TV. For example, with the addition of WRC-TV's 14/50 plan — 14 announcements per week at 50% discount — you can triple the audience now reached by your client's network television show. Here's a sample:

½-HOUR NIGHTTIME TV PROGRAM	PLUS 14/50 PLAN
Percentage of homes reached per week . . . 17.7 55.0
Number of homes reached per week . . . 89,500 287,100
Average frequency per home per week . . . 1.0 2.0
Total net cost per week \$1,590 \$2,210

It is important that Washington receive your prompt attention because 40% of its families have new cash-in-hand in excess of \$250 . . . the result of a retroactive pay raise for Federal employees.

There has never been a better time to go all-out in your Washington campaign. Contact WRC-TV or NBC Spot Sales now for all the details of a sales-winning spot schedule. **WRC-TV·4**

THE NBC LEADERSHIP STATION IN WASHINGTON, D. C.
SOLD BY NBC SPOT SALES Source: A. C. Nielsen Co.

NETWORK TV

(Cont'd from page 148)

Q. Are time rates in network tv still rising?

A. Yes, but contracts are more flexible. Clients have a better chance to get out from under unsuccessful commitments next year, so that the slightly increased time rates don't necessarily mean tying up larger chunks of money from the start. You can buy 26-week contracts in most instances now, and sometimes even shorter ones.

Discount structures have been mod-

ified to encourage longer network buys.

Here's how the recent revisions have changed network time costs:

ABC TV—On 15 April, ABC TV issued rate card No. Eight which offers, according to network spokesmen, "maximum discounts seven and a half percentage points higher than the other networks and with minimum discounts 10 discount points higher than CBS and NBC."

CBS TV—Nighttime rates are expected to remain unchanged, but some daytime changes will take place starting 1 September. For one thing, Class

C time on weekends will be extended to 6 p.m. Also, the contiguous rate policy will be liberalized so that daytime advertisers using several segments a week will qualify for greater discounts.

NBC TV—Gross dollar cost for both nighttime and daytime will be some five per cent above fall 1957.

However, a new discount structure has been added for daytime in particular to encourage use of a larger network than the 57-station basic network.

Q. Will there be more special shows next fall?

A. Yes, specials are more popular than they've ever been. Among advertisers who've been particularly happy with specials during the past year are Pontiac (through MacManus, John & Adams), Pepsi Cola (through K&E), DuPont (through BBDO).

Specials planned for 1958-1959 to date include the following:

ABC-TV—This network is launching its own live special shows this year.

During the new season Bing Crosby will appear in two special shows which ABC believes will be among television's most exciting entertainment.

Additionally, ABC TV will have some special shows in the *Disneyland* time period, but not as part of the regular *Disneyland* series.

CBS-TV—Current plans include *DuPont Show of the Month* (nine of them); two specs sponsored by the Shaeffer Pen Co.: *Gift of the Magi* and *Little Women*, and a Thanksgiving show, *Wonderful Town*, which will run two hours:

CBS TV programing executives add that four Pontiac-sponsored specials are possibilities, while a repeat of *Wizard of Oz* starring Judy Garland is a likelihood.

Among the most ballyhooed specials will be the seven Desilu hour shows that were part of the Westinghouse package buy through McCann. Another anticipated pulse-racer will be a two-hour version of *For Whom the Bell Tolls*.

NBC-TV—The originator of specials, this network plans about the same number in fall 1958 as last fall—approximately 100, including *Wide, Wide World* and *Omnibus*. Definite plans have already been made for *Shirley Temple's Storybook*, eight *Bob Hope Shows*, *Dean Martin*, *Jerry Lewis*, the *Emmy* and *Oscar Awards* and *Hallmark Hall of Fame*.

YOU CAN'T MISS! with . . .
WEAU-TV
 THE
BIG CHEESE
 IN WISCONSIN

- A SINGLE STATION MARKET in the heart of Wisconsin . . . covering twice the area and twice the population with our new 1,000 foot tower with maximum power.
- Programming the BEST of all three networks, ABC, NBC, and CBS.

SERVING the giant land of 3/4 million people . . .
 . . . and two million cows.

WEAU-TV
 EAU CLAIRE, WISCONSIN
 SEE YOUR HOLLINGBERY MAN
 IN MINNEAPOLIS
 SEE BILL HUALEY

Q. Are nighttime sets-in-use likely to increase in fall?

A. Sets-in-use during prime viewing hours have been leveling off during the past five years, showing a fractional increase only since the percentage of total U. S. homes watching between 8 p.m. and 11 p.m. is already well over 60 per cent.

Here's how these figures (based on A. C. Nielsen March-April surveys) compared over the past six years:

(as per cent of total U. S. homes which used tv during an average evening)

1953	60.2%
1954	59.8
1955	59.9
1956	61.8
1957	62.5
1958	63.0

Gross tv viewing in terms of total weekly tv-home hours is up 10 per cent over 1957 and likely to maintain this edge through the balance of the year, according to network researchers.

Q. Is daytime viewing still making strides?

A. It continues to grow considerably. Nielsen's early spring study showed morning viewing up 26.6 per cent over 1957, afternoon, 9.5 per cent.

Here's how the average March-April week broke down in terms of homes using tv during three-hour stretches over the past three years:

(between 9 a.m. and noon)

1956	14.5%
1957	14.3
1958	18.1

(between noon and 3 p.m.)

1956	18.3%
1957	21.0
1958	23.0

(between 3 p.m. and 6 p.m.)

1956	25.5%
1957	27.3
1958	28.4

Q. What are the ratings forecasts?

A. Further leveling off in nighttime ratings, according to the experts. Not only are the three networks more nearly similar in strength of programming than ever before, but they're also more similar in type of programming.

(Please turn to page 152)



**SPOKANE, Washington
and the INLAND EMPIRE'S
"MISSING CITY"**

FOUND! . . . A MISSING CITY OF 20,000 television sets . . . completely bound, wrapped and covered by KXLY-TV only! When you buy any other station, you are completely missing 20,000 fringe area TV sets. KXLY-TV gives you all of the BILLION DOLLAR Spokane and Inland Empire market, including the MISSING CITY!

HIGHEST TOWER IN THE NORTHWEST!

FROM HIGH ATOP 6,000 FOOT MOUNT SPOKANE, KXLY-TV BLANKETS THE INLAND EMPIRE WITH A COVERAGE PATTERN 240 MILES IN DIAMETER.

NOTHING HAS BEEN LEFT UNCOVERED!

From the snowy slopes of the Canadian Rockies, to the rich interior of Eastern Oregon . . . from the vital mining areas of Western Montana, to the lush wheat lands of Central Washington . . . KXLY-TV covers the Northwest's vast Inland Empire—over a million people — over 250,000 sets!

LOCAL ADVERTISERS FAVOR KXLY-TV

For 3 years running, KXLY-TV has consistently been the local advertiser's favorite — up to 50% more than nearest station.

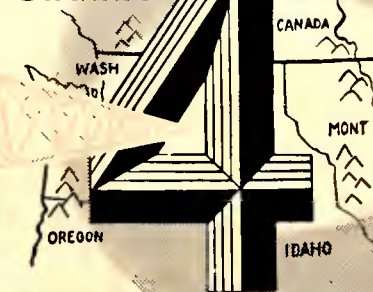
**SPOKANE
WASHINGTON**



SEATTLE-PORTLAND
ART MOORE AND
ASSOCIATES

REPRESENTATIVES: AVERY-KNODEL
DETROIT • SAN FRANCISCO • LOS ANGELES •
DALLAS • ATLANTA • NEW YORK • CHICAGO

Channel





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 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 WEAVER
President and Gen'l Mgr.

NBC
ABC

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

NETWORK TV

(Cont'd from page 151)

Q. What does videotape have to offer?

A. It offers most to advertisers. They benefit because tape is another tool by which the commercial can be smoothed out and improved; it gives the sponsor a chance at residual rights in certain areas of programing; it offers the possibility of more economical programing on network tv.

Videotape enables producers of live programing to claim residual rights. It offers the networks an economic method of producing groups of programs together. Tape also enables the nets to repeat programs for daylight saving time. It gives stations a technique for producing commercials via the studio and camera method with which they are familiar. It offers producers of film commercials an added dimension.

Q. What unions have jurisdiction over videotape?

A. This area of telecasting is still up in the air with various unions in the

midst of jurisdictional disputes over the videotape process and mechanism.

It looks as though this is the status: When a program or commercial is taped from a live show or when it is pre-recorded in a broadcast studio, jurisdiction will fall to AFTRA, IBEW and NABET.

However, the theatrical unions—SAG and IATSE—move into the area when the taping is done by a film company.

Q. What will it cost a film company to convert to videotape?

A. A simple substitution of tape for film, with the company continuing to shoot with one camera and one microphone, will cost about \$70,000. So says an Ampex expert (the two majors in videotape manufacture are Ampex Corp. and RCA).

A more elaborate operation, however, will cost considerably more. A black-and-white videotape center with two cameras, a video effects generator and switcher and a recorder will cost about \$100,000. Addition of color recording and more intricate production equipment will run the cost to \$200,000.

NEW TOWER
1000 FT.
Above Average Terrain
at
Mechanicsburg, Ill.

NEW POWER
406,000
WATTS VIDEO
204,000
WATTS AUDIO

NEW
COVERAGE
201,810
TV HOMES

NEW
GRADE A
Springfield-Decatur
ONLY
WITH WICS

PROVEN AUDIENCE
Top 13 of 15 Once A
Week Shows
All 10 of Top 10
Multi-Weekly Shows
(Pulse, March 1958)

NEW

WICS

CHANNEL 20

SERVING ILLINOIS
STATE CAPITAL
MARKET
FROM
SPRINGFIELD, ILLINOIS

Ask your Young television representative for complete details and new market brochure on this outstanding Springfield-Decatur market served only by WICS with Grade A Coverage.

VIDEOTAPED COMMERCIALS—COMING FAST, AND WHY

There's every reason to believe that *Videotaped** commercials and programs will soon bring about the biggest boom in the history of sponsored TV. As of this writing local and regional advertisers have already switched to *Videotape*.* Several national advertisers have gone to tape and others have announced plans to do so.

There must be good reasons.

There are. But so much of what has been written has seemed controversial and many of the basic facts have often been obscured. This is due in part, we are sure, to the different meanings *Videotape* has to the various people in the industry.

So to help you understand *Videotape*—here are some of the plain facts—separated from the “fancy.”

VIDEOTAPE IS A NEW MEDIUM. Start by forgetting your film vocabulary as few of the same terms apply. *Videotape* is actually an extension of live television. The picture comes from TV camera and is recorded on tape as magnetic impulses. It can't be seen anymore than you can see recorded music on sound recording tape. But the magnetic impulses are there and the *Videotape* Recorder translates them into an image on a TV screen. So you use the techniques and keep the advantages of live TV—but add many new advantages with tape recording. One of these advantages is *Pre-editing*. Explaining this will begin to show you what *Videotape* Recording really is—and what it offers.

PRE-EDITING. Pre-editing has always been a part of live television production. It is the planning, the timing, and rehearsal that go into a live television commercial or program before the “take.”

It is the same with *Videotape* production. You can use every prop and device known to live TV—multiple television camera sources, slides, projected films, lap dissolves, superimposures, etc. The timing and use of these devices present no problems to directors and technicians familiar with live TV.

Using the Pre-editing process, the production is *Videotape* recorded so that when you are through you have a finished, polished commercial or program segment on *Videotape*. Why, because you have Pre-edited. When you leave the recording session the production is complete, ready for broadcast.

IMMEDIATE REVIEW. There is no developing or processing of any kind. There are no delays. When the performance is complete, the tape is rewound, and within moments you are playing back the performance on TV monitors.

This can be done while the cast and crew stand by. Then if what you see is not exactly what you want, go through the performance again or a part of it and re-record. Do this as often as is necessary until you get the sponsor's approval—on the spot! You can walk out of the recording session with an approved, finished production. It's recorded. It's ready to broadcast.

You've eliminated the necessity for all follow-up meetings—reshooting sessions—film waste. Often what you now think of as a production of weeks can be done in one day. Much has been said about the savings in both time and dollars that this makes possible. Draw your own conclusions.

RESIDUAL EDITING. Yes, *Videotape* can be cut and spliced. Usually Pre-editing produces a finished job, but occasionally there may be small timing errors or fluffs that you would like to remove, without re-recording...or you might want to make a last minute change or add a new segment. Residual editing can do this. The recording operator can make a splice in less than 30 seconds. Every second of recording has 60 points where you can edit, compared with 24 in movie film. This means you can change the smallest item, in bits as small as 1/60 of a second.

MORE SPONSORS, OLD AND NEW. Quickness and live quality on playback, plus savings in time and money, are bringing back old sponsors who had left TV because of its high cost... And a *whole new* field of advertisers, *local retailers*, will now be able to afford TV advertising *for the first time*.

EVERYDAY, EVERYWHERE. Right now, all national networks have batteries of *Ampex Videotape* Recorders. Affiliated and top-market independent stations and program producers from coast to coast are putting them to daily use.

Virtually every TV viewer in the United States has watched *Ampex Videotaped* programs and commercials.

Write for the up-to-the-minute story of Videotape Recording, or for a representative to call—whether you are a film producer, agency or sponsor.

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Professional Products Division

AMPEX
CORPORATION

*T. M. Ampex Corp.

COLOR TELEVISION: What makes

Color tv is far from being a mass medium but it's nearing the 350,000 level. More advertisers see it as a showcase which leads to extra sales impact and increased revenue in top consumer markets

Color television, after a quiescence, is beginning to boom again. Here, in easy-to-read question-and-answer form, are some highlight status and development summaries in color telecasting.

Q. How many tv stations are equipped to transmit color?

A. As of 1 Jan., 1958 there were 291. Of these, 149 are NBC affiliates; 134, CBS; 13, CBS and NBC; 21, other stations equipped to transmit local color only.

Q. How many stations have their own local color facilities?

A. As of 1 Jan., 1958 there were 93 U. S. tv stations. Breakdown of local facilities shows 93 able to transmit slides, 91, film, and 42, live.

Q. How many color tv sets are there in the U. S.?

A. Latest estimates place the number at between 335,000 and 350,000. There is no breakdown available of the location of these sets.

Q. Where are most of the home sets located?

A. There are color sets in virtually all of the top 100 consumer markets.

Q. How are color sets selling? And why?

A. Color set sales are 30 per cent ahead in the first half of 1958 over the first half of 1957.

Here are some of the major reasons for this increase:

- increased color programing on the network and local level
- greater retail interest on the dealer level
- greater consumer interest from wider exposure
- lessening of technical problems as far as the set owner is concerned
- growing replacement market of the big set
- increased manufacturers' interest
- good quality broadcast color

Q. Which network does the most colorcasting?

A. NBC continues to dominate the color tv scene because of parent company RCA manufacturing interest in compatible color facilities and in color receivers. CBS does an occasional



Tv receivers gain circulation as they come down in price. Most popular model and cheapest is around \$500. This new model of RCA Victor is housed in metal cabinet and retails for \$565



Color promotion with RCA and NBC takes form of production commercials starring Vaughn Monroe—RCA spokesman—and full cast of colorful characters. Color is great for such elaborate productions

Mass circulation ?

show in color (biggest upcoming one is expected to be the *Red Skelton Show* on the network next fall) and ABC has yet to telecast in color even though it has color studio installations. CBS next season plans at this point to telecast in color from both coasts.

Q. How much advertiser-agency interest is shown in colorcasting?

A. Quite a bit. BBDO, in cooperation with NBC, is conducting a continuing study called ColorTown.

Many top agencies issue regular status reports on color tv. In addition to this, some 50 blue-chip advertisers have participated in NBC color shows this season alone. Many others have made color commercials for on-the-air use and experimental purposes.

Q. How many network and local hours of color tv are telecast weekly?

A. During the first quarter of 1958, NBC telecast 180 hours of color programming. Many local stations have been extremely active in this also.

Q. What types of advertisers have shown the most interest in color?

A. Because tv set circulation is still a "class" circulation, it's attracting the class advertisers. Among them: Hallmark, Kraft, Oldsmobile and Chevrolet. Several clients are using color commercials in color programming.

Prestige advertisers and products in which color plays an important part as well as food advertisers have been most

active in color tv.

Q. What types of programming are most effective in color?

A. Color enhances almost any kind of programming but the most obvious show types to benefit from the addition of color are those with a maximum of showmanship and pageantry. Among these: spectaculars, music variety shows, operas.

(Please turn to page 156)



Kraft Foods is veteran color advertiser, displays its brand products and taste-tempting menu dishes in color. Blue-chip clients are the ones who've tried color television

Red Skelton is expected to be color-comer on CBS this fall season. CBS has color facilities on both coasts but colorcasting is sporadic. NBC still does the most colorcasting



Queen of color is Dinah Shore. Chevrolet uses lush setting and gowns to show her talents to best sales advantage on NBC-TV



THE POWERFUL HAND
in Pennsylvania's 3rd market



WNEP-TV WILK-TV
Ch. 16 Scranton Ch. 34 Wilkes-Barre

- best possible coverage of the nearly 2,000,000 people in the prosperous Scranton — Wilkes-Barre trading area.

- combined operation with identical programming — ABC-TV basic affiliates

T Symbol of Service
T TRANSCONTINENT TELEVISION
C CORPORATION

WFOC-TV, Rochester • WGR, WGR-TV, Buffalo • WSWA,
WSVA-TV, Harrisonburg • Represented by Peters,
Griffin & Woodward • WNEP-TV (formerly WARM-TV), Scranton
WILK-TV, Wilkes-Barre • Represented by Avery-Knodel, Inc.

COLOR TV

(Cont'd from page 155)

Q. What do color sets cost?

A. The lowest price set retails for \$495. Extensive research shows a large market exists at this price. However, experts find it almost impossible to predict what price color will need to make its circulation equal that of black and white sets.

Many people, however, are willing to pay as much as \$1,000 to \$1,500 for higher-priced models.

Q. What's the future of color?

A. NBC predicts eventually virtually all programming, both network and local, will be done in color. Perhaps only news film clips will be made in black and white. Such an eventuality, however, is a long way in the future.

Q. Why are advertisers still making most of their commercial films in black and white?

A. Because of the cost differential. Commercials now being made in color are almost always made in black and white as well—but the reverse is not true.

Some predict that greater use of videotape, which reportedly can record a color commercial at the same price as a black and white, will accelerate the production of color commercials.

Q. How big an audience does a color show get?

A. The BBDO-NBC ColorTown survey shows far greater ratings in color homes to color programs. One survey shows an average rating of 53 for color programs. More research is being conducted in this area on a regular basis by the network-agency combination.

Q. How is color being promoted?

A. NBC and RCA have a continuing promotion program which seeks to make consumers aware of the advantages of color to a television show and the availability of less expensive color receivers.

Most of the activity in the realm of color, as a matter of fact, is in the areas of publicity, promotion and merchandising. The ballyhoo for an innovation of this kind necessarily precedes any kind of mass acceptance.

NBC's color stations have carried on extensive promotions locally to push set sales and thereby gain audience. ▼

KNOE-TV MONROE

delivers

99⁷/₁₀

per cent of TV homes
in our

ARK.-LA.-MISS.

(Arkansas-Louisiana-Mississippi)

VIEWING AREA

for as little as

92c

per thousand homes

Time Period	Cost per M Homes
Sign on to 12 noon	\$1.57
12 noon to 4 p.m.	1.05
4 p.m. to 6 p.m.	1.48
6 p.m. to 7 p.m.	.93
7 p.m. to 10 p.m.	.92
10 p.m. to 11 p.m.	1.89

Based on National one-time spot rate.
Sources: March 1957 ARB, 1956 NCS.

MARKET DATA

Population	1,520,100
Households	423,600
TV Homes	241,623
Spendable Income	\$1,761,169,000
Retail Sales	\$1,286,255,000
Food Sales	\$300,486,000
General Merchandise Sales	\$148,789,000
Automotive Sales	\$299,539,000
Drug Sales	\$40,335,000

KNOE-TV

Paul H. Goldman, Vice President & Gen. Mgr.

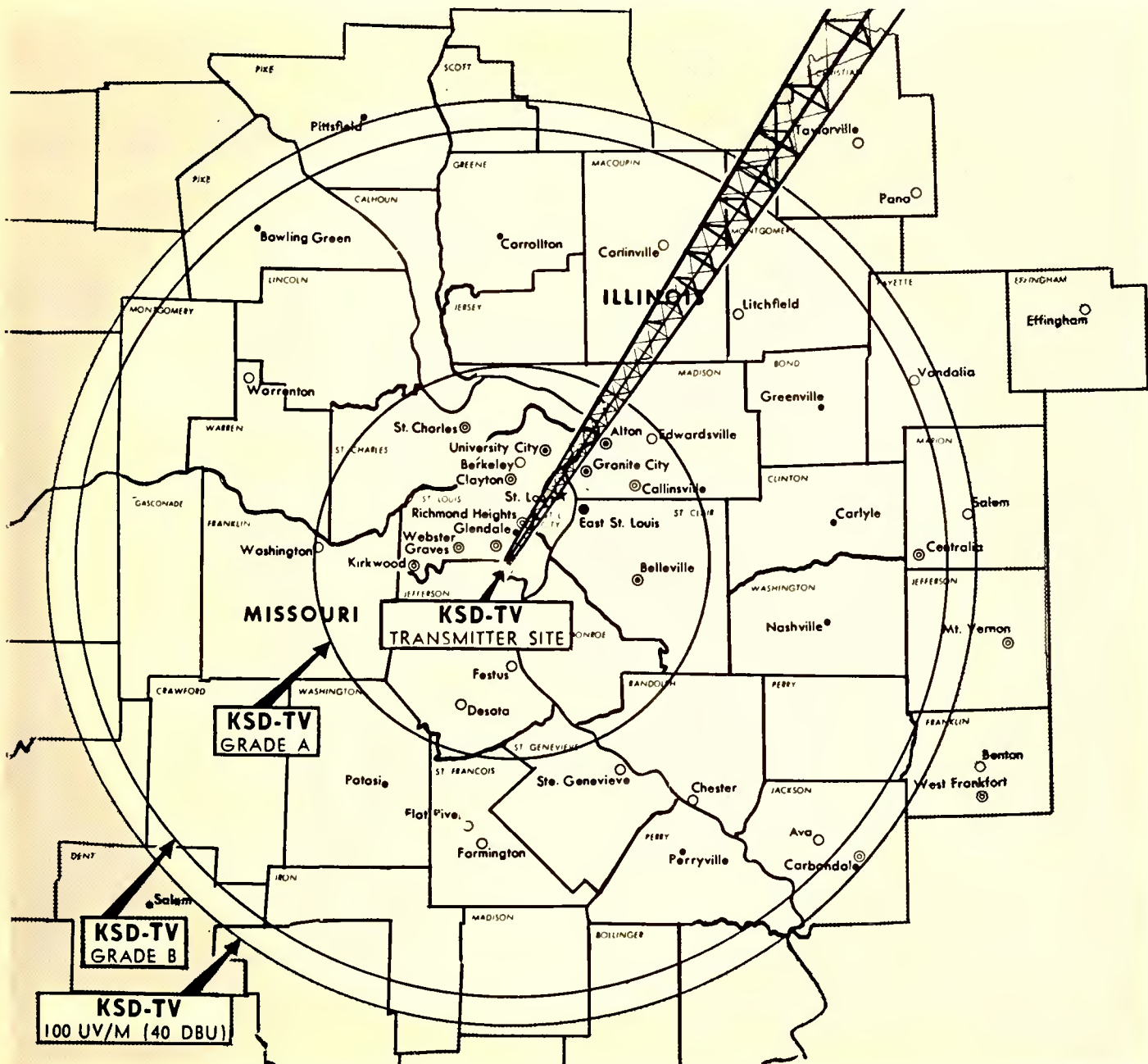
CHANNEL 8—MONROE

CBS — NBC — ABC

A James A. Noe Station

H-R Television, Inc. — National Rep.

ST. LOUIS' TOP TELEVISION BUY...



Now better than ever...

KSD-TV adds 7,000 square miles to its present service area and an increased potential of 100,000 television homes with its new million dollar tower and transmitter. The tower, 1152 feet above ground (1649 feet above sea level) is now Missouri's tallest man-made structure.

St. Louis' FIRST* Television Station has already proved itself FIRST** audience-wise; and FIRST† choice in St. Louis among most national Advertisers, now adds a PLUS that puts it far out front as St. Louis' Top Television Value.

*On the air February 8, 1947.

**ARB Reports April 1958.

†Rorabaugh Reports, 1958.



Basic
Affiliate

ST. LOUIS POST-DISPATCH TELEVISION STATION

KSD-TV
CHANNEL

5

REPRESENTED NATIONALLY BY NBC SPOT SALES

AGENCY BUYERS AND PLANNERS SURVEY

Spot tv budgets to go up next winter*

1. What is the fall outlook for spot tv activity?

	DAYTIME	PRIME TIME (7:30-10:30 p.m.)	NIGHTTIME
Increase	62%	44%	62%
Decrease	3	6	7
About the same	33	47	29
No answer	5	3	9

2. What's happening to frequency of spot tv schedules?

Increase	58%	26%	60%
Decrease	3	15	7
About the same	33	45	26
No answer	6	14	7

3. What's happening to length of tv announcements? (estimated as to percentage of fall buying)

Minutes	60%	19%	63%
20's	30	53	23
ID's	24	40	24

4. How does the length of spot tv campaigns compare with last fall's?

Longer	33%	17%	38%
Shorter	9	12	6
Same	47	52	44
No answer	11	19	12

5. Where is new spot tv business coming from?

Former print advertisers	26%	Accounts new in agency	9%
Former network tv advertisers	50	Other	7

6. How do the sizes of spot tv campaigns this fall compare with fall 1957?

	UNDER 5 MARKETS	5 TO 25	25 TO 75	OVER 75
More	25%	50%	33%	7%
Fewer	7	3	6	6
About the same	33	25	30	49
No answer	35	22	31	38

7. What's your forecast for client spot activity next winter compared with January-March 1958?

Up	85%	Down	9%
Average estimated increase	23%	Average estimated decrease	43%

*Based on a SPONSOR 10-city mail survey of advertising agency timebuyers, account executives and media managers conducted late in May. All answers are given as a percentage of those responding.

This recent letter to WROC-TV speaks for itself.

"We'd like to tell you about the success we have had on WROC-TV with Trudy McNall's Home Cooking Program.

"About a year ago we launched NANCE'S MUSTARD SUPREME, a pouring mustard. For several months distribution was spotty and retail turnover slow.

here's how to sell in Rochester!

"In April we purchased one one-minute spot per week on Trudy McNall's program, plus radio spots on two stations. Distribution was immediately achieved through all chains, and in a matter of weeks the previously reluctant independent stores came into line. Four weeks proved that Trudy McNall was the primary factor in our success and all other advertising was dropped.

"Our local distributor reports increases in sales of NANCE'S MUSTARD so far this year at 65%. One local chain has more than doubled its business.

"Our sales prove that this program is at least the equivalent in impact of shows with ratings many times greater. Trudy McNall really sells her viewers.*"

J. M. Delmarle

NANCE DELMARLE CO.

*So say dozens of other advertisers, too.

MORE SPONSORS CHOOSE WROC-TV BECAUSE

- 27.4% more homes reached daily 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.



A TRANSCONTINENT STATION

WROC-TV, Rochester WGR Radio, WGR-TV, Buffalo
WSVA Radio, WSVA-TV, Harrisonburg

WNEP-TV, Scranton/Wilkes-Barre

WROC-TV

NBC-ABC-Channel 5
Rochester, N. Y.

SPOT TV Q & A: Buying gains

- Buyers have been fast to anticipate upcoming spot needs but they're slow to buy. Reps expect a big rush
- Advertisers, in this slumpish year, are even more impressed with spot's flexibility and short-term commitments
- Feature film time slots continue to be in big demand at nighttime but reps also see enthusiasm for daytime

Q. What's the forecast for spot tv business this fall?

A. Although it's too early for fall buying to be in full swing, a SPONSOR survey of timebuyers and reps shows that fall activity is expected to be at least on a par with fall 1957, if not ahead of it.

By this fall, however, spot tv will be getting an important share of the national advertising dollar for several reasons:

1. The national business slow-down continues to be confined to the hard-goods industries, while package foods, drugs, soft drinks and other soft goods continue their pre-recession growth pattern. A large chunk of the advertising dollar for these products is destined for spot tv this fall.

2. Some of the hard-hit industries which retrenched their advertising activity during spring are ready for renewed effort this fall, although leery of long-term commitments.

3. National spot will be favored over other high-cost media requiring long-term commitments from today's budget-conscious clients. A number of these are reevaluating their media breakdown in favor of the flexible media.

Q. When will fall buying begin?

A. Some campaigns for cigarettes, beers and foods, for instance, are already being lined up. But the bulk of

the activity will start later than usual this year because of the slow shaping of station programming lineups.

This year's unusually slow firming of the three tv network program commitments is having its inevitable delaying effect upon national spot buying as well.

Q. Will a last-minute rush into prime time mean tight competition by late July and August?

A. Many timebuyers fear that it may. However, they expect that spot tv dollars will be spread through a greater number of hours this year than even last year.

Early and late-evening movies continue to hold their ratings and are expected to offer good opportunities for clients squeezed out of prime time during any last-minute rush.

The current probes into the triple-spotting problem are another factor encouraging some advertisers to consider a wider spread of their spot tv dollars rather than the traditional emphasis upon prime time.

Q. Will last year's rush into feature films carry over into fall 1958?

A. According to timebuyers, features attract more and more attention. They've come in for a lot of attention at such giant agencies as Y&R, JWT and Ted Bates, among others.

Biggest deterrent in previous seasons—premium pricing for feature packages on some stations—is not the problem it was a year and two ago. Because of the large number of features being programed by stations and the competition between them, some stations are lifting off the premium rates.

Q. Will this fall see an increase in daytime spot tv business?

A. Yes, according to more than 60 per cent of the timebuyer respondents to SPONSOR's survey, and one-fourth of these foresee a 10 per cent to 20 per cent increase.

ABC TV's announced plans for added hours of daytime programming as well as the continued competition between CBS TV and NBC TV adds further vitality to the medium and provides a wider choice of top program adjacency for spot advertisers.

Q. Where is the new spot tv business coming from?

A. One-third of the timebuyer respondents to SPONSOR's survey see money coming into spot tv from print media, as has already been reflected in lagging print advertising. Some of the business, say timebuyers, will come out of network tv from advertisers who fear big-money commitments over long periods in these still uncertain business conditions.

More importantly, clients new to the medium are being attracted through aggressive rep salesmanship.

Q. What's happening to the frequency of spot schedules?

A. Buyers expect to see stepped-up frequencies in daytime and late-evening schedules particularly, while the majority anticipate that prime time frequency will remain at last year's level. Part of the daytime frequency increases are due to the package discount plans now being offered to encourage greater frequency, such as Blair Tv's Persuasion Plan.

Momentum as fall nears

Q. What length campaigns will clients buy next fall?

A. The trend is toward shorter flurries than in previous falls. The 13-week cycle is still the staple, but there will be many more eight- to 10-week buys as well.

The biggest spot tv clients such as P&G, Lever, food advertisers and drug clients aren't ruling out 26- to 52-week contracts. Among the respondents to SPONSOR's survey, 45 per cent anticipate that nighttime campaigns past 10:30 p.m. will be bought on a longer basis than last year; 50 per cent expect them to run the same length as last year; only 5 per cent expect to see a decrease in the length of nighttime spot tv efforts.

Prime time campaigns, as stated above, may run toward more 13-week rather than 26-week or longer efforts. But in daytime again over 40 per cent of SPONSOR's respondents expect to see longer campaigns, 55 per cent expect them to run the same length as this year.

Extensive talks with agency media executives revealed some seemingly conflicting trends in approaches to prime time buying. While the carving out of franchises because of valuable adjacencies no longer seems as important as it was two or more years ago, some clients will want to buy longer campaigns in prime time only to avoid later problems of product conflicts.

Q. How do the sizes of spot tv campaigns this fall compare with fall 1957?

A. According to the respondents to SPONSOR's questionnaire, there'll be a substantial increase in campaigns covering 25 to 75 markets, while campaigns extending to more than 75 markets should remain about on a par with fall 1957.

Some of the test-market operations and new product introductions launched late last year and early this year are

expected to flourish into five- to 25-market campaigns by this fall. About two-thirds of the buyers interviewed anticipate a large growth of campaigns covering that range of markets.

Q. What are the buyers' ratings predictions for prime time network tv programing?

A. Like last year, media executives are reluctant to go out on a limb where the fall lineups are concerned.

"How can I decide what shows I'd like to be near with our commercials when even the networks don't know what they'll put where yet?" says an associate media director at one of the top five air media agencies.

The delay in firming network lineups is having its inevitable delaying effect on spot tv buying as well. The reluctance to plan schedules early derives not from fear of show mortality, in this instance, but from the still-changing network patterns. Buyers feel they can't evaluate product conflicts nor competitive show strengths on the other networks at this time when an unusual number of network hours is still unsold.

Nonetheless, some broad conclusions about the relative value and strength of net programing now being offered do emerge from SPONSOR interviews with a cross-section of media executives at the top 50 air media agencies:

1. They expect to see a continuation of the trend that began two years ago: the smaller margin of difference in the nighttime average ratings of the three networks.

2. Westerns and mysteries are being considered as staples. Buyers feel less hesitation about their ability to survive this year than last, despite the greater number of these shows available.

"They may be harder to buy from our viewpoint than last year," says the head buyer at an agency billing in excess of \$50 million. "Since they're not programed in blocks, we have to de-

cide from the start which ones will do well against their competition on the other networks, rather than weighing the strength of the Western block as a whole."

3. Quiz and game shows are causing the most head-scratching this year. Timebuyers are aware of these as adjacencies for any long-term campaigns in particular.

Q. What steps can buyers take now to prepare for successful fall campaigns?

A. Buyers can actually take advantage of the late shaping of network and station programing structures. Tv is at its peak of complexity, requiring more research than ever to back up any sound planning and decision-making. Now is the time for gathering all the information that will go into the planning of fall campaigns.

Here are tips on ways to insure a successful fall tv campaign:

1. **Gather product and competitive information right now.** This is the time to draw upon the material the agency marketing and research departments have developed.

2. **Begin planning early.** Even if you have to change your plans prior to air time because of a changing market situation or tight availabilities, you'll have an advantage over competitive brands, and you'll get a better selection of availabilities if you get your bid in now.

3. **Evaluate network show offerings right now.** To a degree, a buyer always has to choose from a lot of unknown quantities when picking adjacencies out of the fall lineup. There's no way to eliminate some guesswork in show business, and choosing an adjacency for its expected rating is certainly a part of show business.

However, buyers can equip themselves with as much knowledge about shows as possible.

4. **Gather all research available about daytime and fringe time.** What the agency's own research department can't supply, the independent research outfits, networks and reps unquestionably can.

5. **Avoid pre-conceived ideas about frequency.** Last year's formula may be quite inadequate in this year's more competitive climate. Keep an open mind about your fall buying pattern until you've investigated all the important discount packages.

(Please turn to page 162)

IMPACT!

**ONLY
KROD-TV
GIVES
COMPLETE
COVERAGE
OF THE
VITAL
WEST TEXAS-
NEW MEXICO
MARKET!**

Coverage plus...

biggest share
of audience
in America
in markets
of 3 or more
stations.



KROD-TV

CBS Television Network • Channel 4 • El Paso, Texas

REPRESENTED NATIONALLY BY THE SEANHAM COMPANY

Dorrence D. Boderick, Pres. Val Lawrence, Y. Pres. and Gen. Mgr. C. C. Mc... Aut... Mgr.

SPOT TV

(Cont'd from page 161)

6. Investigate copy platform and copy problem of your product now. Perhaps you'll find a combination of minutes and ID's can tell the story, rather than aiming only at prime time 20's. Explore alternate copy approaches with the creative department so that you can key the most advantageous buys to your length of copy.

7. Bring your knowledge about local shows and personalities up to date now. Request this information from the reps and stations. Even if you're not planning to buy until August, there's little time left to sift through all the local programing data you should see.

8. Research merchandising plans being offered by stations. This question should be part and parcel of your program log query from reps.


9. Get data about every station in a market you intend to buy. Tv is an ever-changing medium, and a station's relative strength within a market can change rapidly. You can't afford to overlook any such station.

Its programing character might change radically from spring through the acquisition of a feature library for instance, or a new stress on live sports.

10. Determine your policy toward triple spotting right now and let the reps and stations know it. You have a right to inquire into a station's policy on triple spotting prior to buying it. You should beware of some of the most popular feature film packages—these are sometimes overloaded with commercials.

11. Beware of ratings week scheduling. While you may not be able to police each market, you can get advance listings of feature film titles and when they're to be played. This schedule should give you some indication of the ratings.

12. Warn clients against spreading money too thin. If budgets are tight, recommend a market-by-market job, rather than an ineffectual campaign spread over the client's entire sales area. Advertisers are seeking greater frequency and impact this year.

13. Visit key markets yourself if you can. On the spot you'll develop a better knowledge of the market, character of stations in it, and through acquaintance with station management, you may make better selections. 

*Twin Keys to
the Gulf Coast*

WEAR-TV
Channel 3

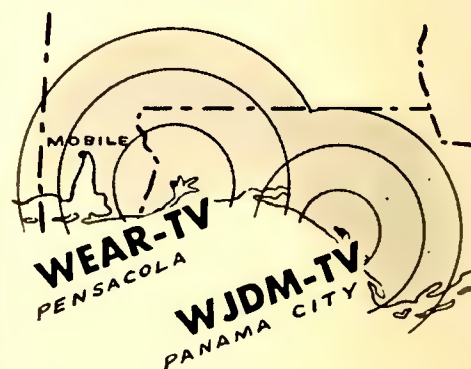
Pensacola

WJDM-TV
Channel 7

Panama City

43%

Exclusive Coverage



Represented by

George P.
Hollingbery Co.

IN
THE
DRIVER'S
SEAT
IN
GREATER
BUFFALO!



Still riding high as the No. 1 station by far in the nation's 14th market, WGR-TV is delivering Booming Buffalo with:

- *Largest Share of Buffalo's Viewing Audience* — from sign-on to sign-off 7 days a week — and a larger audience than the other two stations combined, noon to 6:00 p.m. weekdays.
- *Top Local Shows and Personalities:* Helen Neville, Buffalo's leading lady of television — Bill Mazer, Buffalo's top sportscaster — Roy Kerns, Buffalo's authoritative news voice. Highest ratings — more viewers per set — low cost per thousand.
- *Superior Local Acceptance:* Emphasis on local programming, promotion, and civic participation has made Channel 2 an important and widely recognized asset to the business and home life in the Buffalo area.
- *Superb Studio Facilities:* Most extensive (60 x 40 feet) facilities in Buffalo. Additional features include outdoor tennis court and outdoor patio.
- *Tremendous Bonus in Canada:* Coverage of over 800,000 sets.
- *Strongest Merchandising in Town:* Tailor-made point-of-sale material throughout the WGR-TV area. Regular mailings for WGR-TV advertised products to 925 grocers and 525 druggists. Contact Peters, Griffin, Woodward for availabilities on WGR-TV.

TOP CHOICE IN BUFFALO OF ADVERTISERS AND VIEWERS ALIKE

WGR-TV

ABC CHANNEL 2 BUFFALO

A TRANSCONTINENT STATION

WROC-TV, Rochester, N. Y. • WWSA, WWSA-TV, Harrisonburg, Va.

WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.



Television station representatives

A list of major television station representatives, their headquarters addresses and telephone numbers and the U. S. stations they represent (Companies not shown declined a listing.)

A

EVERETT-KNODEL
720 Fifth Ave., New York 19, N. Y.
JUdson 6-5536

WKRG-TV	Mobile, Ala.
KVAR	Phoenix, Ariz.
KATV	Little Rock-Pine Bluff, Ark.
KIISL-TV	Chico, Calif.
WESH-TV	Daytona Beach-Orlando, Fla.
WMAZ-TV	Macon, Ga.
WTOG-TV	Savannah, Ga.
WIBF-TV	Davenport-Rock Island, Ill.
KWWL-TV	Waterloo-Cedar Rapids, Ia.
WIBW-TV	Topeka, Kans.
WCAN-TV	Portland, Me.
WKZO-TV	Grand Rapids-Kalamazoo, Mich.
KMMT	Austin, Minn.
KDAL-TV	Duluth-Superior, Minn.
KODE-TV	Joplin, Mo.-Pittsburg, Kans.
KOLN-TV	Lincoln, Neb.
KLRJ-TV	Las Vegas-Henderson, Nev.
KWTW	Oklahoma City, Okla.
KTUL-TV	Tulsa, Okla.
WILK-TV	Wilkes-Barre-Scranton, Pa.
WNEP-TV	Wilkes-Barre-Scranton, Pa.
WATE-TV	Knoxville, Tenn.
KUTV	Salt Lake City, Utah
WVEC-TV	Norfolk-Hampton, Va.
WSLS-TV	Roanoke, Va.
KXLY-TV	Spokane, Wash.
WBOY-TV	Clarkshurg-Fairmont Morgantown, W. Va.
WSTV-TV	Wheeling-Steubenville, W. Va.

B

BLAIR TELEVISION ASSOCIATES, INC.
415 Madison Ave., New York 17, N. Y.
PLaza 1-1922

KOVR-TV	Sacramento-Stockton, Calif.
KTVR	Denver, Colo.
WDBO-TV	Orlando, Fla.
WCTV	Tallahassee-Thomasville, Fla.
WPTV	West Palm Beach, Fla.
WSAV-TV	Savannah, Ga.
KIDO-TV	Boise, Ida.
KIEM-TV	Eureka, Kans.
KTVH	Wichita, Kans.
WAFB-TV	Baton Rouge, La.
KRCC-TV	Jefferson City-Columbia, Mo.
KFEQ-TV	St. Joseph, Mo.
KFBB-TV	Great Falls, Mont.
WPTZ-TV	Plattsburgh-Burlington, N. Y.
KFYR-TV	Bismarck, N. D.
KOCO-TV	Oklahoma City, Okla.
KVOO-TV	Tulsa, Okla.
KOTI-TV	Klamath Falls, Ore.
KBFS-TV	Medford, Ore.
WLBR-TV	Lebanon-Lancaster, Pa.
KFDA-TV	Amarillo, Texas
KCFN-TV	Temple-Waco, Texas
KSYD-TV	Wichita Falls, Texas
WTVR	Richmond, Va.
WITI-TV	Milwaukee, Wis.

BLAIR-TV
415 Madison Ave., New York 17, N. Y.
TEmpleton 8-5800

KFRE-TV	Fresno, Calif.
KTTV	Los Angeles, Calif.
KGO-TV	San Francisco, Calif.
WNHC-TV	Hartford-New Haven, Conn.
WFLA-TV	Tampa, Fla.
WBKB	Chicago, Ill.
WDSU-TV	New Orleans, La.
WJZ-TV	Baltimore, Md.
WHDH-TV	Boston, Mass.
WXYZ-TV	Detroit, Mich.
KTVI	St. Louis, Mo.
WOW-TV	Omaha, Neb.
WNBF-TV	Binghamton, N. Y.
WABC-TV	New York, N. Y.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WBNS-TV	Columbus, Ohio
KGW-TV	Portland, Ore.
WFBG-TV	Johnstown-Altoona, Pa.
WFIL-TV	Philadelphia, Pa.
WHIC	Pittsburgh, Pa.
WPRO-TV	Providence, R. I.
WMCT	Memphis, Tenn.
KFJZ-TV	Dallas-Ft. Worth, Texas
KING-TV	Seattle, Wash.

THE BOLLING CO.
247 Park Ave., New York 17, N. Y.
PLaza 9-8150

KKTV	Colorado Springs, Colo.
WISN-TV	Indianapolis, Ind.
WTHI-TV	Terre Haute, Ind.
KCKT	Great Bend, Kans.
WLEX-TV	Lexington, Ky.
KOAT-TV	Albuquerque, N. M.
WVET/ WHEC-TV	Rochester, N. Y.
WHP-TV	Harrisburg, Pa.
KOSA-TV	Odessa, Texas

THE BRANHAM CO.
99 Park Ave., New York 16, N. Y.
Murray Hill 2-4606

KVOA-TV	Tucson, Ariz.
KTHV	Little Rock, Ark.
KJEO-TV	Fresno, Calif.
WRDW-TV	Augusta, Ga.
WHYN-TV	Springfield, Mass.
KMSP-TV	Minneapolis, Minn.
KGGM-TV	Albuquerque, N. M.
WDEF-TV	Chattanooga, Tenn.
KPAR-TV	Abilene-Sweetwater, Texas
KEDY-TV	Big Spring, Texas
KRLD-TV	Dallas, Texas
KROD-TV	El Paso, Texas
KDUB-TV	Lubbock, Texas
WCIS-TV	Charleston, W. Va.

BURN-SMITH CO.
19 W. 44 St., New York 36, N. Y.
MURray Hill 2-3124

WBIN-TV	Bloomington, Ill.
WFLB-TV	Fayetteville, N. C.

C

CBS TV SPOT SALES
485 Madison Ave., New York 22, N. Y.
PLaza 1-2345

KNXT	Los Angeles, Calif.
WHIC	Hartford, Conn.
WTOP-TV	Washington, D. C.
WMBR-TV	Jacksonville, Fla.
WBBM-TV	Chicago, Ill.
KMOX-TV	St. Louis, Mo.
WCBS-TV	New York, N. Y.
WBTW	Charlotte, N. C.
KOIN-TV	Portland, Ore.
WCAU-TV	Philadelphia, Pa.
WBTW	Florence, S. C.
KTUL-TV	Galveston-Houston, Texas
KSL-TV	Salt Lake City, Utah
WXIX	Milwaukee, Wis.

DONALD COOKE, INC.
666 Fifth Ave., New York 19, N. Y.
JUdson 2-2727

KGEZ-TV	Kalispell, Mont.
WKTW	Utica, N. Y.

CROSLEY BROADCASTING
3 E. 54 St., New York 22, N. Y.
PLaza 1-5353

WLW-A	Atlanta, Ga.
WLW-T	Cincinnati, Ohio
WLW-C	Columbus, Ohio
WLW-D	Dayton, Ohio
WLW-I	Indianapolis, Ind.

E

EVERETT-McKINNEY, INC.
40 E. 49 St., New York 17, N. Y.
PLaza 3-9332

WCBI-TV	Columbus, Ga.
WDAN-TV	Danville, Ill.
WINR-TV	Binghamton, N. Y.
WHEC-TV	Rochester, N. Y.
WVET-TV	Rochester, N. Y.
WKST-TV	Youngstown (New Castle), Ohio
KVKM-TV	Odessa-Midland, Texas

F

FORJOE AND CO., INC.
580 Fifth Ave., New York 36, N. Y.
JUdson 6-3100

WOWL-TV	Florence, Ala.
WMUR-TV	Manchester, N. H.
KVOS-TV	Bellingham, Wash.

H

H-R TELEVISION, INC.
380 Madison Ave., New York 17, N. Y.
OXford 7-3120

WALA-TV	Mobile, Ala.
KNAC-TV	Fort Smith, Ark.
KHJ-TV	Los Angeles, Calif.

(Please turn to page 166)

from 1953 thru 1957
national advertisers
invested over
1.1 billion dollars
in spot TV!

The Katz Agency, INC.

NATIONAL ADVERTISING REPRESENTATIVES

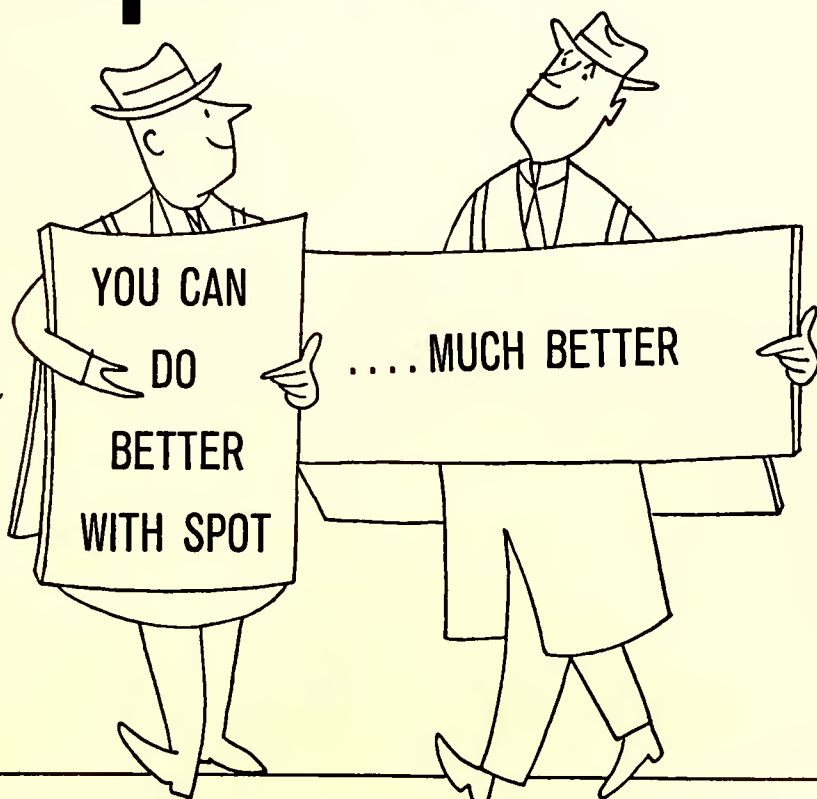
666 FIFTH AVE., NEW YORK 19

CHICAGO • LOS ANGELES

SAN FRANCISCO

ATLANTA • DALLAS

ST. LOUIS • DETROIT



TV REPS

(Cont'd from page 164)

KSBW-TV Salinas-Monterey, Calif.
 KBET-TV Sacramento, Calif.
 KTYU San Francisco, Calif.
 WMAL-TV Washington, D. C.
 WREA-TV Rockford, Ill.
 WKJG-TV Fort Wayne, Ind.
 WSJV-TV South Bend-Elkhart, Ind.
 KNOE-TV Monroe, La.
 WNAC-TV Boston, Mass.
 KOMU-TV Columbia, Mo.
 KETV Omaha, Neb.
 WOR-TV* New York, N. Y.
 WSOC-TV Charlotte, N. C.
 WRAL-TV Raleigh, N. C.
 WIMA-TV Lima, Ohio
 WDAU-TV Scranton, Pa.
 KELO-TV Sioux Falls, S. D.
 WRGP-TV Chattanooga, Tenn.
 WHBQ-TV Memphis, Tenn.
 WSIX-TV Nashville, Tenn.
 KZTV Corpus Christi, Texas
 KGHT-TV Harlingen, Texas
 KONO-TV San Antonio, Texas
 KLTV Tyler, Texas
 WAVY-TV Norfolk, Va.
 WKBT LaCrosse, Wis.

HARRINGTON, RIGHTER & PARSONS, INC.

589 Fifth Ave., New York 17, N. Y.
 MUrray Hill 8-7050

WABT Birmingham, Ala.
 WTIC-TV Hartford, Conn.
 WHAS-TV Louisville, Ky.
 WJRT Flint, Mich.

*West Coast representation only

WDAF-TV Kansas City, Mo.
 W-TEN Albany-Schenectady-Troy, N. Y.
 WBEN-TV Buffalo, N. Y.
 WSYR-TV Syracuse, N. Y.
 WFMY-TV Greensboro, N. C.
 WTPA Harrisburg, Pa.
 WRVA-TV Richmond, Va.
 WTMJ-TV Milwaukee, Wis.

HEADLEY-REED CO.

750 Third Ave., New York 17, N. Y.
 YUkon 6-5800

KGUN-TV Tucson, Ariz.
 KEY-TV Santa Barbara, Calif.
 WTVM Columbus, Ga.
 WEEK-TV Peoria, Ill.
 WTVO Rockford, Ill.
 WBOC-TV Salisbury, Md.
 WTOK-TV Meridian, Miss.
 KFVS-TV Cape Girardeau, Mo.
 KOOK-TV Billings, Mont.
 WITN Washington, N. C.
 WSJS-TV Winston-Salem, N. C.
 WFMJ-TV Youngstown, Ohio
 WBRE-TV Wilkes-Barre, Pa.
 WAIM-TV Anderson, S. C.
 KOTA-TV Rapid City, S. D.
 WFRV-TV Green Bay, Wis.
 WKOW-TV Madison, Wis.

GEORGE P. HOLLINGBERY CO.

307 N. Michigan Ave., Chicago, Ill.
 DEarborn 2-6060

KOOL-TV Phoenix, Ariz.
 KOLD-TV Tucson, Ariz.
 KIVA Yuma, Ariz.
 KVIP-TV Redding, Calif.
 KOVR-TV Stockton-Sacramento, Calif.

WJDM-TV Panama City, Fla.
 WEAR-TV Pensacola, Fla.
 WJBF Augusta, Ga.
 WRBL-TV Columbus, Ga.
 WCIA Champaign, Ill.
 WTVW Evansville, Ind.
 KTVO Ottumwa, Iowa
 KTIV Sioux City, Iowa
 WBRZ Baton Rouge, La.
 WABI-TV Bangor, Me.
 WAGM-TV Presque Isle, Me.
 WRLP Greenfield, Mass.
 WWLP Springfield-Holyoke, Mass.
 WWTW Cadillac, Mich.
 WLBT Jackson, Miss.
 KSTF-TV Scottsbluff, Neb.
 KYTV Springfield, Mo.
 WNCT Greenville, N. C.
 WHHO-TV Dayton, Ohio
 KVAL-TV Eugene, Ore.
 KPIC-TV Roseburg, Ore.
 WSPA-TV Spartanburg-Greenville, S. C.
 KTSM-TV El Paso, Texas
 KTRK-TV Houston, Texas
 WLVA-TV Lynchburg, Va.
 KTVW Seattle, Wash.
 WTRF-TV Wheeling, W. Va.
 WEAU-TV Eau Claire, Wis.
 WMBV-TV Marinette, Wis.
 KFBC-TV Cheyenne, Wyo.



HAL HOLMAN CO.

64 E. Lake St., Chicago 1, Ill.
 FRanklin 2-0016

KREX-TV Grand Junction, Colo.
 KFJX-TV Montrose, Colo.
 WLBC-TV Muncie, Ind.
 KEYS-TV Hays, Kans.
 WPBN-TV Traverse City, Mich.
 KDIX-TV Dickinson, N. D.

in Peoria . . . 2nd City in Illinois

Why 80% of Local TV Business on WEEK?

Because

- WEEK-TV is first in Total Quarter Hours (ARB, March, '58)
- WEEK-TV is first in Night-time Quarter Hours (ARB, March, '58)
- WEEK-TV has a higher rating than stations B & C combined (ARB, March, '58)

Buy Network at the Local Level

WEEK-TV Peoria

WEEQ-TV LaSalle

NBC in Peoria . . . Headley-Reed Rep.



C P M ?

In my book, being a helluva salesman is being able to offer the other guy that "something extra." Take C.P.M. Any slide rule or Scripto pencil will prove that KEL-O-LAND is just about the best *Cost Per Thousand* buy in these 49 states. That's a basic fact! But C.P.M. has still another meaning in my lexicon. *Customer Per Thousand*. That's what you get in KEL-O-LAND. More family units per thousand own more tv sets . . . more family members gather around them . . . and more viewers buy the products they see advertised. This is the something extra I mean when I talk C.P.M.

KEL-O-LAND

CBS • ABC • NBC

AMERICA'S BIG 4-STATE BEAM!
South Dakota, Minnesota, Iowa,
Nebraska

KELO-TV

Sioux Falls; and boosters

KDLO-TV

Aberdeen, Huron, Watertown

KPLO-TV

Pierre, Winner, Chamberlain

General Offices: Sioux Falls, S.D.

JOE FLOYD, *President*

Evans Nord, Gen. Mgr., Larry Bentson, V.P.

REPRESENTED BY H-R

In Minneapolis by Wayne Evans & Asso.

K

THE KATZ AGENCY
666 Fifth Ave., New York 19, N. Y.
JUdson 2-9200

WBRC-TV	Birmingham, Ala.
WSFA-TV	Montgomery, Ala.
KPHO-TV	Phoenix, Ariz.
KMJ-TV	Fresno, Calif.
KABC-TV	Los Angeles, Calif.
KFSD-TV	San Diego, Calif.
KPIX	San Francisco, Calif.
KLZ-TV	Denver, Colo.
WTVT	Tampa-St. Petersburg, Fla.
WAGA-TV	Atlanta, Ga.
WFBM-TV	Indianapolis, Ind.
WMT-TV	Cedar Rapids-Waterloo, Iowa
KRNT-TV	Des Moines, Iowa
KVTV	Sioux City, Iowa
KOAM-TV	Pittsburg, Kans.-Joplin, Mo.
KAKE-TV	Wichita, Kans.
WWL-TV	New Orleans, La.
WMAR-TV	Baltimore, Md.
WJBK-TV	Detroit, Mich.
WOOD-TV	Grand Rapids, Mich.
WTCN-TV	Minneapolis-St. Paul, Minn.
WJTV	Jackson, Miss.
KCMO-TV	Kansas City, Mo.
WHEN-TV	Syracuse, N. Y.
WKRC-TV	Cincinnati, Ohio
WJW-TV	Cleveland, Ohio
WTVN-TV	Columbus, Ohio
WSPD-TV	Toledo, Ohio
WKY-TV	Oklahoma City, Okla.
KPTV	Portland, Ore.
WJAC-TV	Johnstown-Altoona, Pa.
WVUE	Philadelphia, Pa.
WTAE	Pittsburgh, Pa.
WBIR-TV	Knoxville, Tenn.
WREC-TV	Memphis, Tenn.
WLAC-TV	Nashville, Tenn.
KGNC-TV	Amarillo, Tex.
KTVT	Salt Lake City-Ogden-Provo, Utah
KHQ-TV	Spokane, Wash.
WHIS-TV	Bluefield, W. Va.
WSAZ-TV	Huntington-Charleston, W. Va.

M

JACK MASLA CO., INC.
551 Fifth Ave., New York 17, N. Y.
YUkon 6-7370

WMSL-TV	Decatur, Ala.
WTWV	Tupelo, Miss.
WSBA-TV	York, Pa.

McGAVREN-QUINN CORP.
60 E. 56 St., New York 22, N. Y.
PLaza 1-4650

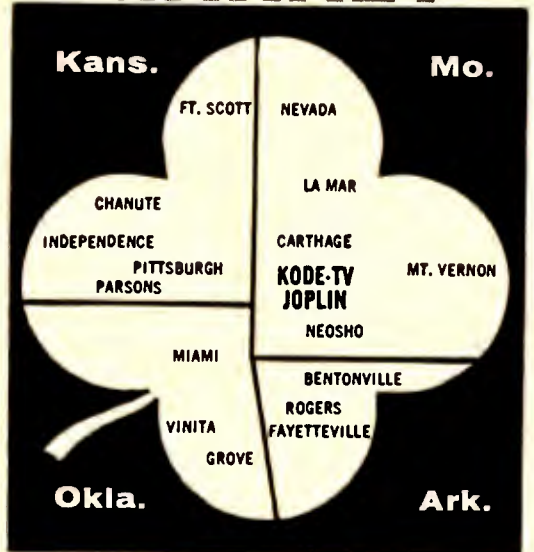
WAKR-TV	Akron, Ohio
WATR-TV	Waterbury, Conn.

THE MEEKER CO.
521 Fifth Ave., New York 17, N. Y.
MUrray Hill 2-2170

WPTA	Fort Wayne, Ind.
WTTV	Indianapolis-Bloomington, Ind.
KROC-TV	Rochester, Minn.
KHPI-TV	Hayes Center, Neb.
KHOL-TV	Kearney-Holdrege, Neb.
KSWS-TV	Roswell, N. M.
WGAL-TV	Lancaster, Pa.
WTVC	Chattanooga, Tenn.
WSAU-TV	Wausau, Wis.
KTWO-TV	Casper, Wyo.

(Please turn to page 168)

MISSOURI'S THIRD TV MARKET



167,769 TV HOMES*

KODE-TV in the Joplin market covers a 4-state area with 167,769 TV homes, 669,800 population and \$776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of 97,750.

KODF-TV in the Joplin market is 28% taller, and 29% more powerful than any competitor.

*Television Mag. Set Count—June '58

CREATED BY

KODE-TV

JOPLIN, MO.



A member of the Friendly Group

Harry D. Burke, VP & Genl. Mgr.
Rep. by Avery-Knodel

WSTV, WSTV-TV, Steubenville; WBOY, WBOY-TV, Clarksburg; KODE, KODE-TV, Joplin; WPAR, Parkersburg; WPIT, Pittsburgh; KMLB, Monroe, La.; Colmes-Werrenrath Prod., Inc., Chicago

TV REPS

(Cont'd from page 167)

N

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Circle 7-8300

- KRCA Los Angeles, Calif.
- KOA-TV Denver, Colo.
- WNBC Hartford, Conn.
- WRC-TV Washington, D. C.
- WCKT Miami, Fla.
- WNRQ Chicago, Ill.
- WAYF-TV Louisville, Ky.
- KSD-TV St. Louis, Mo.
- WBUF Buffalo, N. Y.
- WRCA-TV New York, N. Y.

- WRGB Schenectady, N. Y.
- WRCV-TV Philadelphia, Pa.
- KOMO-TV Seattle, Wash.

O

RICHARD O'CONNELL, INC.
527 Madison Ave., New York 22, N. Y.
PLOza 5-7161

- KRBB-TV El Dorado, Ark.
- KCOR-TV San Antonio, Texas

P

JOHN E. PEARSON TELEVISION INC.
405 Park Ave., New York 22, N. Y.
PLOza 1-3366

- KRDO-TV Colorado Springs, Colo.

- KCSJ-TV Pueblo, Colo.
- KQTV Ft. Dodge, Iowa
- WPSD-TV Paducah, Ky.
- WKXP-TV Lexington, Ky.
- KTAG-TV Lake Charles, La.
- WDAM-TV Hattiesburg, Miss.
- KDRO-TV Sedalia, Mo.
- KOLO-TV Reno, Nev.
- KICA-TV Clovis, N. M.
- WIIIZ-TV Zanesville, Ohio
- KVSO-TV Ardmore, Okla.
- KSWO-TV Lawton, Okla.
- WJHL-TV Johnson City, Tenn.
- WTVK Knoxville, Tenn.
- KHAD-TV Laredo, Texas
- WOAY-TV Oak Hill, W. Va.
- WTAP Parkersburg, W. Va.

PETERS, GRIFFIN, WOODWARD, INC.
250 Park Ave., New York 17, N. Y.
YUkon 6-7900

- KRON-TV San Francisco, Calif.
- KBTV Denver, Colo.
- WFGA-TV Jacksonville, Fla.
- WTVJ Miami, Fla.
- KBOI-TV Boise, Ida.
- WOC-TV Davenport, Ia.
- WHO-TV Des Moines, Ia.
- WBZ-TV Boston, Mass.
- WWJ-TV Detroit, Mich.
- WJIM-TV Lansing, Mich.
- WDSM-TV Duluth-Superior, Minn.
- WCCO-TV Minneapolis-St. Paul, Minn.
- KMBC-TV Kansas City, Mo.
- WGR-TV Buffalo, N. Y.
- WPIX New York, N. Y.
- WORC-TV Rochester, N. Y.
- WDAY-TV Fargo, N. D.
- KYW-TV Cleveland, Ohio
- KDKA-TV Pittsburgh, Pa.
- WCSC-TV Charleston, S. C.
- WIS-TV Columbia, S. C.
- KFDM-TV Beaumont, Texas
- KRIS-TV Corpus Christi, Texas
- WBAP-TV Fort Worth-Dallas, Texas
- KENS-TV San Antonio, Texas
- WSVA-TV Harrisonburg, Va.
- WDBJ-TV Roanoke, Va.
- WISC-TV Madison, Wis.

EDWARD PETRY & CO., INC.
3 E. 54 St., New York 22, N. Y.
MUrray Hill 8-0200

- KARK-TV Little Rock, Ark.
- KERO-TV Bakersfield, Calif.
- KCOP Los Angeles, Calif.
- KCRA-TV Sacramento, Calif.
- KFMB-TV San Diego, Calif.
- WPST-TV Miami, Fla.
- WSB-TV Atlanta, Ga.
- WGN-TV Chicago, Ill.
- WTVH Peoria, Ill.
- WANE-TV Fort Wayne, Ind.
- WNDU-TV South Bend, Ind.
- KARD-TV Wichita, Kans.
- KTBS-TV Shreveport, La.
- WBAL-TV Baltimore, Md.
- WNEM-TV Flint, Mich.
- KSTP-TV Minneapolis, Minn.
- KMTV Omaha, Neb.
- KOB-TV Albuquerque, N. M.
- WTVD Raleigh-Durham, N. C.
- KOTV Tulsa, Okla.
- WICU-TV Erie, Pa.
- WJAR-TV Providence, R. I.
- WSM-TV Nashville, Tenn.
- WFAA-TV Dallas, Texas
- KPRC-TV Houston, Texas
- WOAI-TV San Antonio, Texas
- WTAR-TV Norfolk, Va.
- KREM-TV Spokane, Wash.
- WHTN-TV Huntington-Charleston, W. Va.
- WISN-TV Milwaukee, Wis.



WOW!

**WHAT A
FIRST YEAR!**

**Thanks A
Million Folks**

"Jaxie" and WFGA-TV have enjoyed one year of steadily growing popularity down in Jacksonville—focal point of a \$1½ billion 64-county Florida-Georgia area. During the year, the station won national honors in Two Station Markets, winning 2nd place for General Audience Promotion and 2nd place in Sales Promotion in the Television Age-Billboard promotion competition.

We want to express our appreciation to our good friends and patrons, the agency people and time buyers throughout the country.

"Jaxie" the porpoise with a purpose, is beginning his second year with the same avowed aim—to provide top-flight programming! . . . excellent promotion! . . . hard-hitting merchandising!

Basic NBC Affiliate, plus selected ABC Programming.

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

(Please turn to page 170)

To sell Indiana,
you need both
the 2nd and 3rd
ranking markets.

**NOW
ONE BUY**

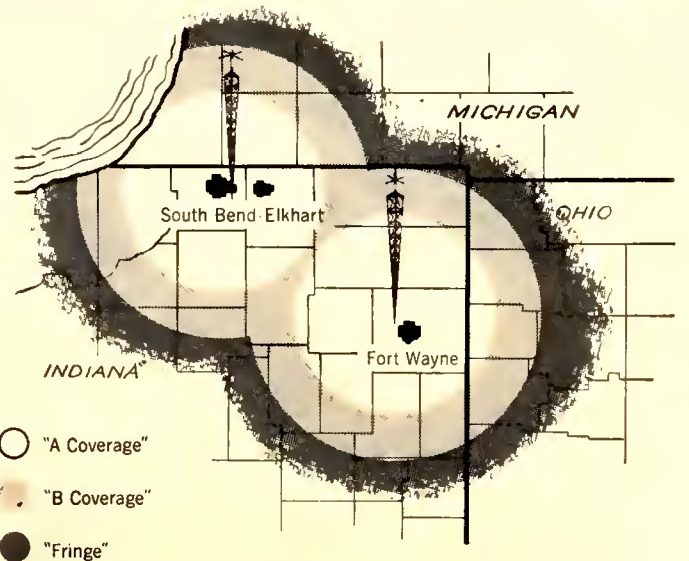
delivers both —

**AT A 10%
SAVINGS!**

YOU NEED TWIN BILLING in Indiana!



Now, a new, two-station TV buy blankets *both* the South Bend-Elkhart and Fort Wayne markets, plus healthy chunks of Southern Michigan and Western Ohio. Over 1.6 million population — \$2.8 billion Effective Buying Income. Alert buyers are covering these rich markets in combination — and saving 10%! They're buying them right along with Indianapolis — thus covering all the best of Indiana from within — with just two buys!



see your **H-R** man soon!



W S j v
SOUTH BEND ELKHART

28

w k j g
FORT WAYNE

33

TV REPS

(Cont'd from page 168)

R

PAUL H. RAYMER CO., INC.
444 Madison Ave., New York, N. Y.
PLaza 9-5570

WFIE-TV	Evansville, Ind.
WSBT-TV	South Bend, Ind.
KSLA-TV	Shreveport, La.
WKBN-TV	Youngstown, Ohio
WNOK-TV	Columbia, S. C.
KRBC-TV	Abilene, Tex.
KTBC-TV	Austin, Tex.
KPAC-TV	Beaumont, Tex.
KBTA-TV	Bryan, Tex.
KCBD-TV	Lubbock, Tex.
KWTA-TV	Waco, Tex.
KRGV-TV	Weslaco, Tex.
KFDX-TV	Wichita Falls, Tex.

S

SELECT STATION REPRESENTATIVES
400 Madison Ave., New York 17, N. Y.
PLaza 8-1850

WXEN-TV Richmond, Va.

SIMMONS ASSOCIATES
509 Madison Ave., New York 22, N. Y.
MUrray Hill 8-2821

ROY V. SMITH ASSOCIATES
280 Madison Ave., New York 16, N. Y.
MUrray Hill 4-4244

WECT Wilmington, N. C.

STARS NATIONAL

400 Madison Ave., New York 17, N. Y.
PLaza 8-0555

KSAN-TV San Francisco, Calif.

V

VENARD, RINTOUL & McCONNELL, INC.
579 Fifth Ave., New York 17, N. Y.
MUrray Hill 8-1088

KFSA-TV	Fort Smith, Ark.
WSUN-TV	Tampa-St. Petersburg, Fla.
WEAT-TV	West Palm Beach, Fla.
WALB-TV	Albany, Georgia
W-TWO	Bangor, Maine
KTEN-TV	Ada, Okla.
WTRI-TV	Albany, N. Y.
WLOS-TV	Asheville-Greenville-Spartanburg, N. C.

WDXI-TV	Jackson, Tenn.
KTRE-TV	Lufkin, Texas
KNID-TV	Midland, Texas
KCTV	San Angelo, Texas
KCMC-TV	Texarkana, Texas
KVII-TV	Amarillo, Texas

W

WEED TELEVISION CORP.
579 Fifth Ave., New York 17, N. Y.
PLaza 9-4700

KTVK	Phoenix, Ariz.
KBK-TV	Bakersfield, Calif.
XETV	San Diego, Calif.
KNTV	San Jose, Calif.
WTTG	Washington, D. C.
KHQA-TV	Quincy, Ill.
WOI-TV	Ames, Ia.

KCRG-TV	Cedar Rapids, Ia.
KGLO-TV	Mason City, Ia.
KALB-TV	Alexandria, La.
KPLC-TV	Lake Charles, La.
WJMR-TV	New Orleans, La.
WCSP-TV	Portland, Me.
WDMJ-TV	Marquette, Mich.
KTTS-TV	Springfield, Mo.
KHAS-TV	Hastings, Neb.
KLAS-TV	Las Vegas, Nev.
WABD	New York, N. Y.
WCNY-TV	Watertown, N. Y.
KBMB-TV	Bismarck, N. D.
KXJB-TV	Fargo, N. D.
KCJB-TV	Minot, N. D.
WARD-TV	Johnstown, Pa.
WUSN-TV	Charleston, S. C.
WFBC-TV	Greenville, S. C.
WCAX-TV	Burlington, Vt.
WCYB-TV	Bristol, Va.
KTNT-TV	Tacoma, Wash.
KIMA-TV	Yakima, Wash.
WBAY-TV	Green Bay, Wis.
WMTV	Madison, Wis.

Y

YOUNG TELEVISION CORP.
3 E. 54 St., New York 22, N. Y.
PLaza 1-4848

WTVY	Dothan, Ala.
WCOV-TV	Montgomery, Ala.
WICC	Bridgeport, Conn.
WLOF-TV	Orlando, Fla.
WGEM-TV	Quincy, Ill.
WICS	Springfield, Ill.
WEHT-TV	Evansville, Ind.
CKLW-TV	Detroit, Mich.
KGHL-TV	Billings, Mont.
WSEE-TV	Erie, Pa.
WMTV	Madison, Wis.

A GROWTH MARKET NO OTHER CITY CAN REACH*

** outside viewing .03% A.R.B. May 1958*

record breaking
growth in
**POPULATION • PROFIT
POTENTIAL**

TUCSON

*you'll Capture the
Greater Tucson Market ..*

Arizona



With

KOLD

RADIO & TELEVISION
a Gene Autry Enterprise

115 W. Drachman • Tucson, Arizona

New Tower* Height at VHF



WISC-TV MADISON, WISC.

*** Gives you more for your money**

TV HOMES in Area	- - - -	359,400
Total HOUSEHOLDS	- - - -	441,100
Total POPULATION	- - - -	1,497,850
Total RETAIL SALES	- - - -	\$1,823,565,100

County COVERAGE	-	32 (Wisc., Ill., Ia.)
Maximum POWER	- -	100,000 Watts
Maximum TOWER	- -	1,000 Ft. A.A.T.
ANTENNA HEIGHT	- -	2,036 Ft. A.S.L.



Represented Nationally by
PETERS, GRIFFIN, WOODWARD, Inc.



**How
do you
measure
a
network ?**



BY COST?

ABC-TV's cost per thousand is consistently the lowest of the three networks.

BY ADVERTISING?

ABC-TV's billing gains are consistently larger than those of the other two networks.

BY PROGRAMMING?

ABC-TV's vital programming is aimed at the young, large-family audience. Personalities like Bing Crosby, Maverick, Pat Boone and Donna Reed keep it right on target.

BY AUDIENCE?

ABC-TV's audience is the most valuable for advertisers because it's made up mostly of GET AGE families—the most acquisitive families in America!

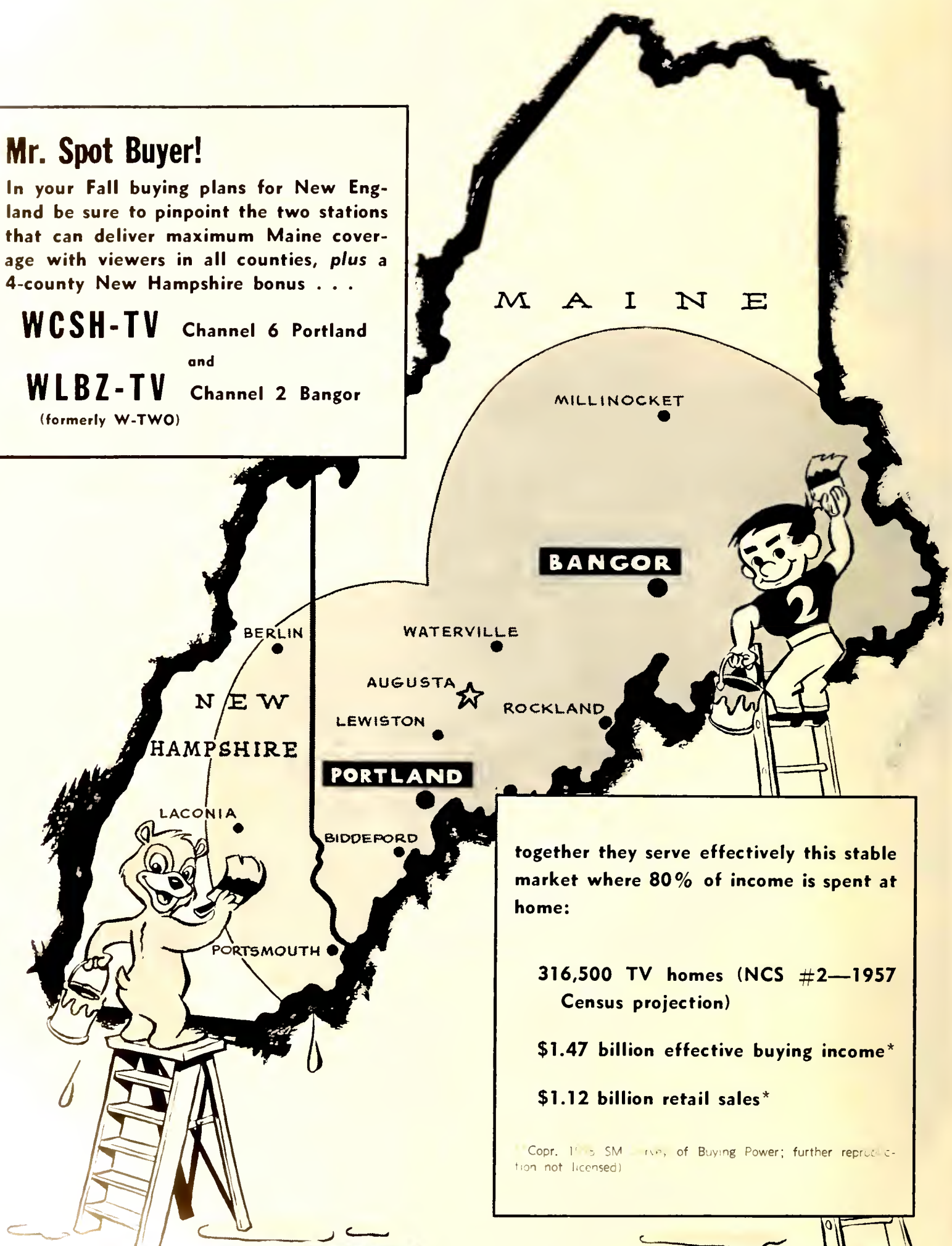
ABC TELEVISION

Mr. Spot Buyer!

In your Fall buying plans for New England be sure to pinpoint the two stations that can deliver maximum Maine coverage with viewers in all counties, *plus* a 4-county New Hampshire bonus . . .

WCSH-TV Channel 6 Portland
and

WLBZ-TV Channel 2 Bangor
(formerly W-TWO)



together they serve effectively this stable market where 80% of income is spent at home:

316,500 TV homes (NCS #2—1957
Census projection)

\$1.47 billion effective buying income*

\$1.12 billion retail sales*

*Copr. 1955 SM Survey of Buying Power; further reproduction not licensed)

WCSH-TV **6**
PORTLAND

WLBZ-TV **2**
BANGOR

Members of the Rines Radio and Television Stations Group

SPONSOR
FALL FACTS BASICS



TELEVISION BASICS

Charts, tables and tabulations covering—television's dimensions, viewing patterns, preferred programs, spot costs, number and location of sets, number of stations, audience composition, spot rate estimator, biggest tv spenders, show durability, major I.D. users, viewing trends, growth in tv spending, network costs and top tv agencies

Sweet

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Detroit
6. Boston-Manchester
7. San Francisco
8. Pittsburgh
9. Cleveland
10. New Haven
11. St. Louis
12. Washington, D.C.
13. Indianapolis-Bloomington
14. Minneapolis-St. Paul
15. Providence
- 16. CHARLOTTE**
17. Hartford-New Britain
18. Baltimore
19. Atlanta
20. Kalamazoo-Grand Rapids
21. Dallas-Fort Worth
22. Cincinnati

...and what a kiss!

Ardent advertisers are now enjoying the sweet kiss of sales success from the Nation's Sixteenth Television Market!

Television Magazine credits the Charlotte-WBTV Television Market with 689,882 sets, making this the Sixteenth Television Market in the Nation... First in the South!

Re-evaluate your expenditures. Call CBS Television Spot Sales for a date!

Source: Television Magazine Set Count, May, 1958



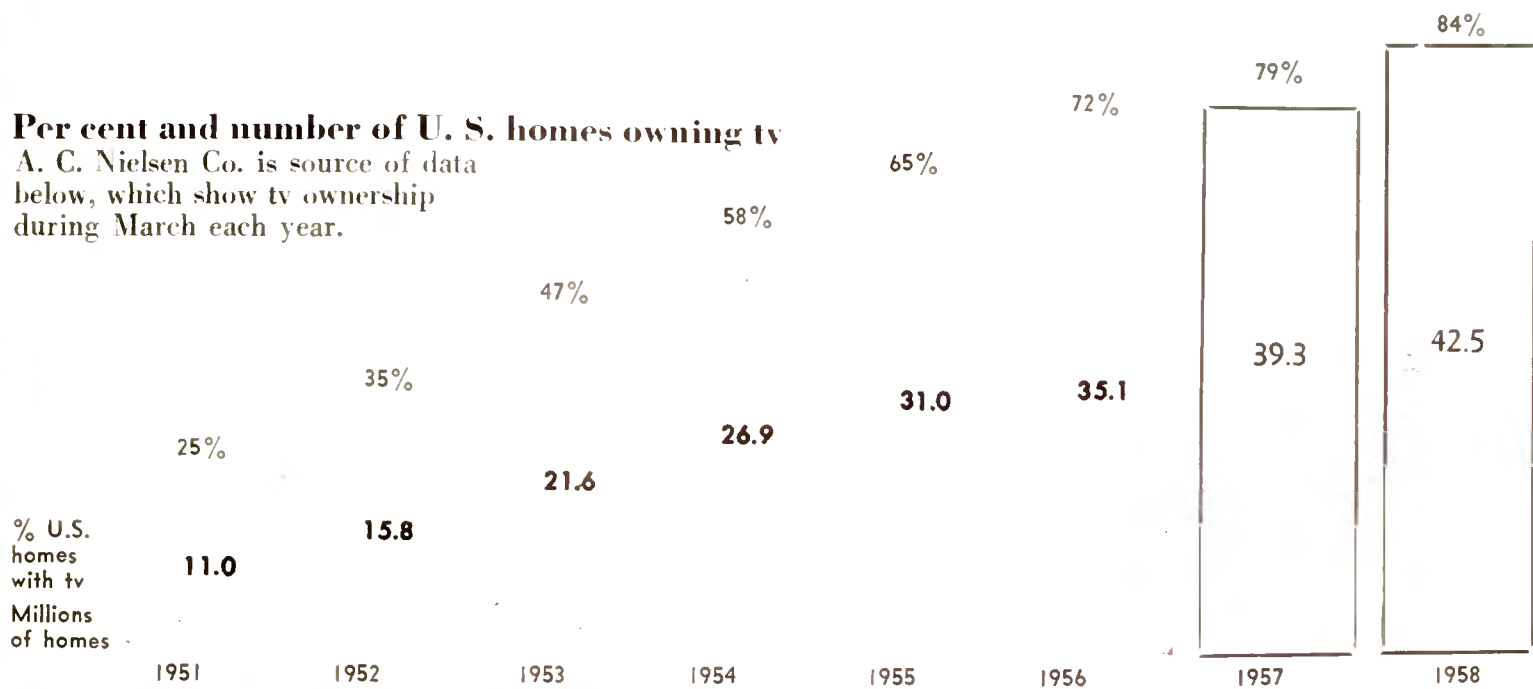
JEFFERSON STANDARD BROADCASTING COMPANY

DIMENSIONS OF TELEVISION

How has U. S. tv saturation grown (1951-1958) ?

Per cent and number of U. S. homes owning tv

A. C. Nielsen Co. is source of data below, which show tv ownership during March each year.



How much variation is there in set saturation?

Region	Homes	Saturation	County Size	Homes	Saturation
Northeast	11,810,000	(90%)	"A"	16,938,000	(91%)
East Central	7,701,000	(89%)	"B"	12,170,000	(88%)
West Central	8,066,000	(83%)	"C"	7,848,000	(79%)
South	9,084,000	(76%)	"D"	5,544,000	(68%)
Pacific	5,836,000	(83%)			

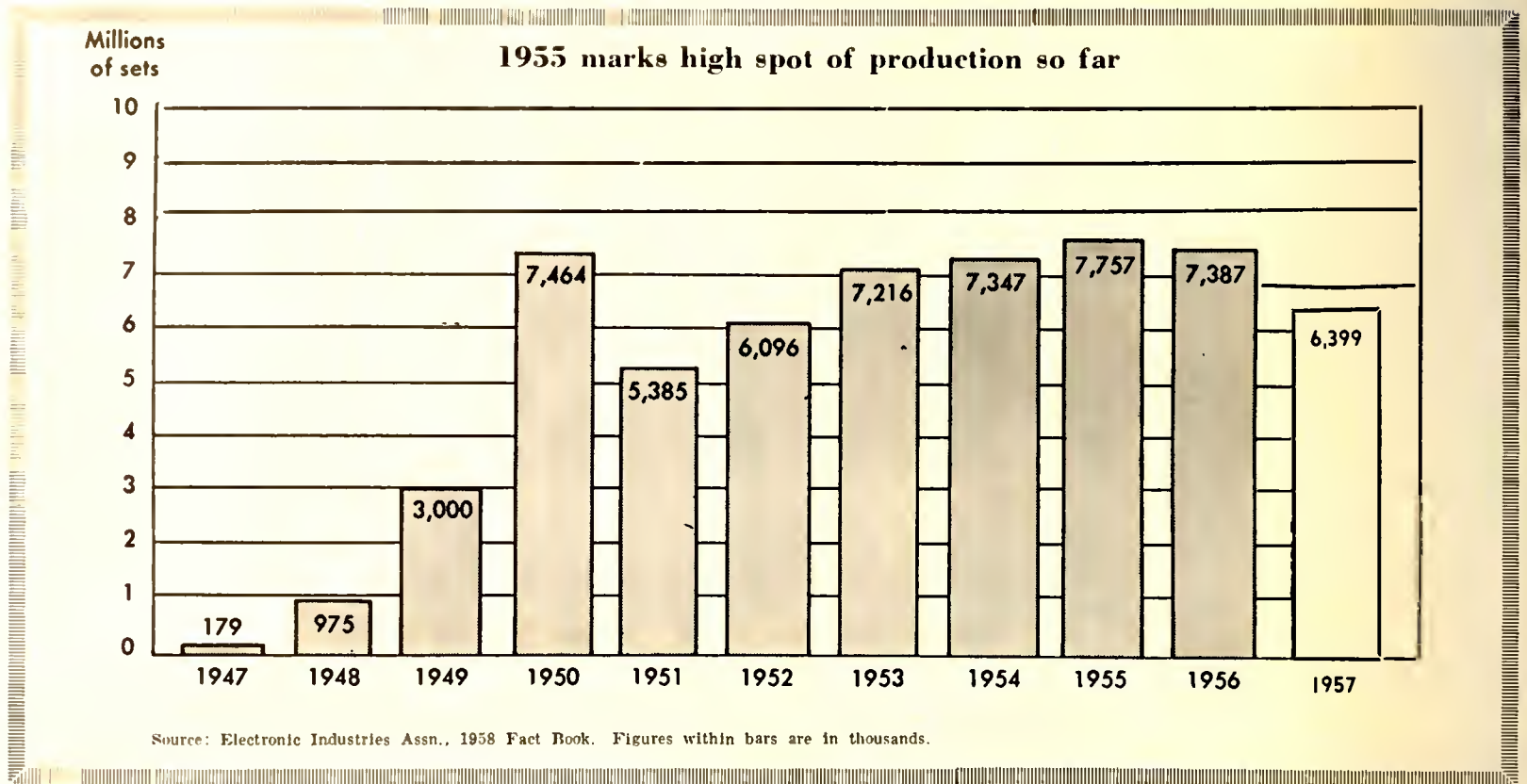
Figures at right are from A. C. Nielsen, show tv homes and set saturation figures as of 1 March this year. Though East Central and Pacific regions show same saturation, latter shows faster growth.

How do tv homes compare with radio homes?

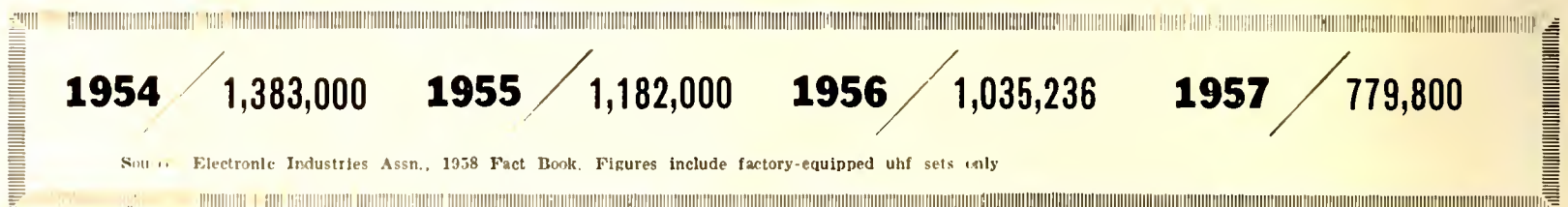
These are taken from Census estimates as of 1 Nov., 1957

	Total homes 11/1/57 (000)	Radio homes 11/1/57 (000)	Tv homes Sept.-Dec. '57 (000)	Tv homes as % of total homes
Total U. S.	50,200	48,350	41,200	82
Age of housewife				
None ..	9,090	8,755	7,420	82
16-34 ..	10,590	10,200	9,810	93
35-49 ..	15,310	14,745	13,220	86
50 and over	15,210	14,650	10,750	71
Family size				
1-2 ..	20,130	19,388	14,020	70
3-4 ..	19,130	18,125	17,310	90
5 and over	10,940	10,537	9,870	90

What's been the rate of tv set production since 1947?



How many uhf sets have been produced?



What tube sizes have been most popular among tv set owners?

Manufacturers sales of picture tubes by screen size*

YEAR	15" and under	16" thru 18"	19" thru 21"	22" thru 25"	26" and over	Projection
1947	3,457,777	172,682				16,601
1948	2,375,200	536,102	211,940			23,645
1949	1,774,141	3,291,976	973,233	120,739		17,703
1950	1,567,772	4,174,776	4,296,735	30,409		6,983
1951	1,082,328	3,085,102	6,105,068	275,504	112,964	6,120
1952	1,088,777	7,088,777	7,223,259	318,665	46,925	2,624
1953	1,088,777	7,088,777	7,574,175	948,104	34,648	**
1954	1,088,777	7,088,777	7,574,175	948,104	34,648	**
1955	1,088,777	7,088,777	7,574,175	948,104	34,648	**
1956	1,088,777	7,088,777	7,574,175	948,104	34,648	**
1957	1,088,777	7,088,777	7,574,175	948,104	34,648	**

*Source: Electronic Industries Assn., 1958 Fact Book. Tubes made from new glass. **Included with 15" and under.

Figures show the 21-inch tube has been outselling all others since 1952. Note the increase in 16"-18" sizes last year. While figures cover sales to all sources, they reflect mainly tubes for home sets.



Mountains of wheat – worth about \$1.65 per bushel – mid-summer spectacular in Texas, Oklahoma, Kansas and Eastern New Mexico

How to share in the big money

The wheat's in. Even the fabled Big Oil Man from Texas is envious. The crop was *that* good.

Let us tell you what happened in the top 24 wheat-producing counties in Texas alone. (KGNC-TV covers all 24, plus 20 other counties in four states.) We planted 2,126,000 acres and harvested 59,528,000 bushels. Now, we've sold the wheat for \$98,221,200.00, give or take a few cents. That's folding money! And it looks like a big year for grain

sorghums, cotton and vegetables, too.

Nature's bounty has laid down a bonanza for you in an already-active market of 535,000 people. To stake your claim in this new Southwestern El Dorado, simply add to your list

KGNC-TV

NBC Television in Amarillo, Texas
Channel 4

Full power coverage in 4 states
Represented by the **Katz Agency**

Local in management...

The Corinthian stations are first and foremost local in character... for *great* stations must be responsive to the needs and tastes of their individual communities.

Each Corinthian station has its own independent *local* management team... experienced men at the helm and in the key operating areas of programming, sales, engineering and promotion. The strength of each of the Corinthian stations attests to the abilities of these men and the role they play in Tulsa, Houston, Fort Wayne and Indianapolis.



THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGLT-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

Interrelated in service

The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting...each outstandingly qualified in his field... Corinthian's Director of Programming, *Robert H. Salk*; Director of Sales, *Don L. Kearney*; Director of Engineering, *George G. Jacobs*; Director of Research, *Charles H. Smith*; and Director of Promotion & Advertising, *Robert J. Sullivan*. These men provide facts, judgment and the exchange of ideas upon which local management can base sound decisions.

Clearly, you get something *extra* when you buy a Corinthian station.



THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

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

How many tv stations are planned?

	Stations authorized by FCC to be on the air*	Construction permits, not on the air*	New station requests*	New station bids**
1958	555	108	64	51
1957	515	123	56	10

*As of the end of May, 1958.
**As of the end of April, 1958.

How many retailers sell tv and/or radio sets?

Number and type of tv and/or radio set dealers*

Year	Radio-tv appliance	Furniture	Hardware	Dep't general mdse.	Other	Total
1952	40,250	17,650	12,550	9,100	15,850	95,400
1953	47,600	15,550	14,100	10,500	17,400	105,150
1954	47,050	20,250	11,850	10,800	17,150	107,100
1955	42,800	19,050	12,200	12,300	23,950	110,300
1956	39,150	18,500	9,550	12,500	25,400	105,100
1957	34,318	26,580		10,839	30,963	102,700

Source: Electronic Industries Assn.

How many homes have a viewing choice?

*Per cent tv homes which can receive

1 station
3%

2-3 stations
18%

4 or more
79%

Source: A. C. Nielsen, Television '58.

How has the number of tv stations grown?

* Number of stations	1950	1952	1954	1956	1958
	98	109	357	428	481

Source: FCC

GIANT STEP FORWARD by WREX-TV — INCREASE IN POWER*...

VIDEO — 228,000 WATTS ERP AUDIO — 114,000 WATTS ERP

The sales power of WREX-TV's combined coverage, spans market portions of over 30 counties in southern Wisconsin — northern Illinois. Brings preferred CBS-ABC network programs, top syndicated programs and MGM-TV's Golden Treasury of Feature Films to over 365,000 television homes.



Grade	Total Households	Consumer Spendable Income	Total Retail Sales	Television Sets
A	176,731	\$1,048,013,000	\$ 744,271,000	154,699
B	157,607	\$ 987,797,000	\$ 699,092,000	141,334
C	78,761	\$ 466,963,000	\$ 324,932,000	69,900
Total	413,099	\$2,502,773,000	\$1,768,295,000	365,933

Source: 1958 Sales management (Survey of buying power)

(*APP PENDING SUBJECT TO FCC APPROVAL)

REPRESENTED BY H-R INC.

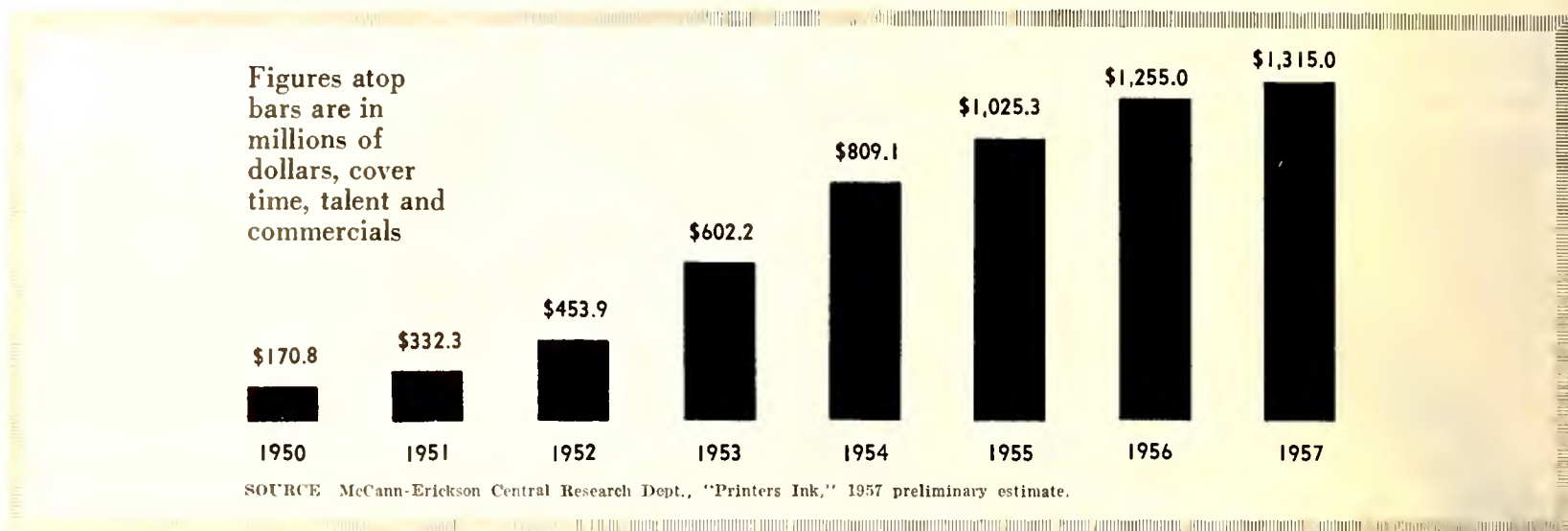


WREX-TV

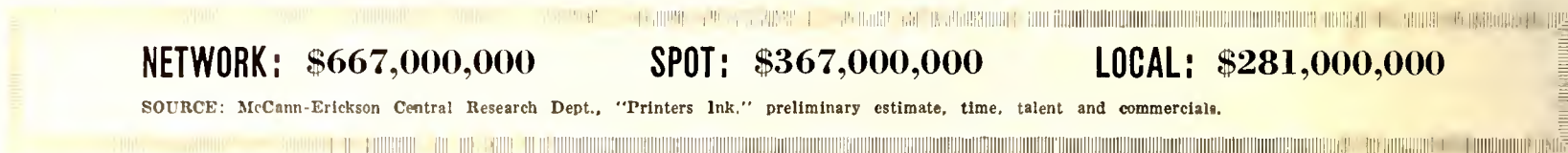
CHANNEL 13 ROCKFORD



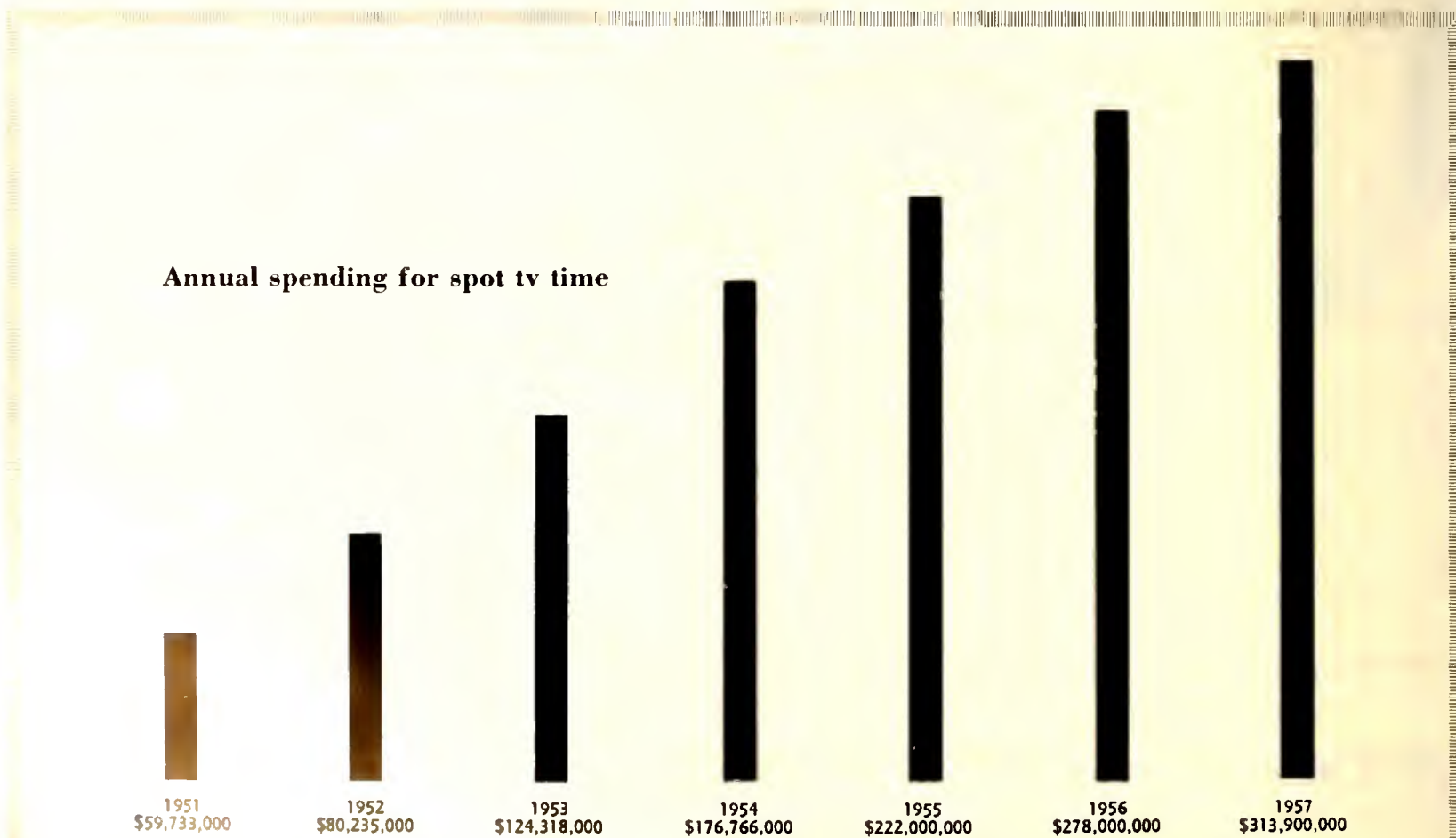
How much have advertisers spent in tv (1950-57) ?



Where did 1957's tv advertiser dollars go?



What's been the growth in spot tv spending?



Dollar figures show advertiser spending for time only. They do not include talent and production costs. Figures are net (after discounts but before commissions to reps, agencies). Data for years 1951 thru 1956 come from Federal Communi-

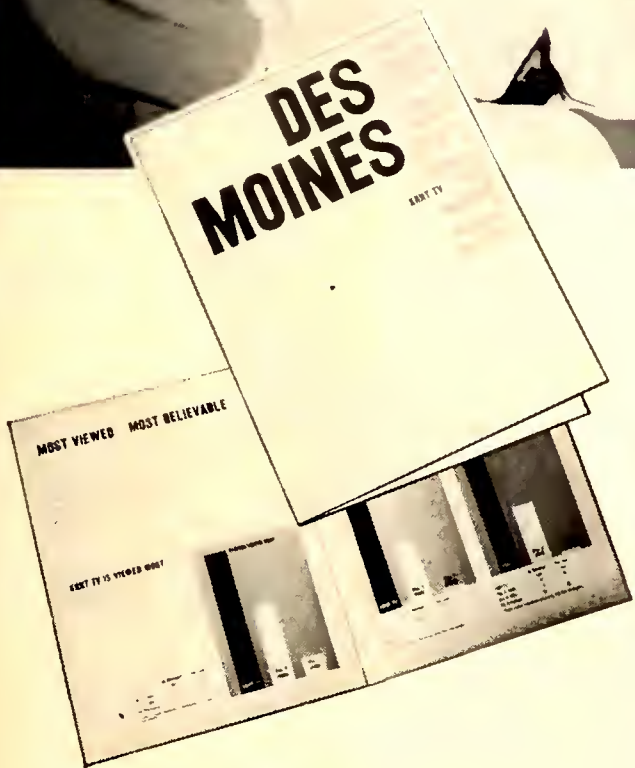
cations Commission; 1957 is SPONSOR estimate based on formula used by McCann-Erickson Central Research Dept. to break out spot time sales from total tv spending, which includes money paid for programing and commercials.

**Every Way
You Look At It . . .**

Des Moines prefers

KRNT-TV

The Cowles Operation in Iowa



New DEPTH STUDY proves it!

- ▶ The Station Most People Watch Most!
- ▶ The Station Most People, By Far, Depend on for Accurate News!
- ▶ The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

**Call Your KATZ Man
for These New Facts on
Television Viewing
in Des Moines, Iowa**

**OVER 50% Named KRNT-TV
Personalities EXCLUSIVELY!**

**Compare this with the 6% naming
only other stations' people!**

TELEVISION SPENDING, COSTS

What industries invest most heavily in network tv?

INDUSTRY	1952	1953	1954	1955	1956	1957
Toiletries	\$24,803,774	\$36,338,809	\$49,962,588	\$74,175,005	\$85,571,670	\$102,267,540
Food	33,806,938	42,181,919	64,495,785	79,988,578	89,054,700	96,628,556
Soaps, cleansers, polishes	21,004,194	22,908,419	34,606,678	45,967,555	60,559,298	68,376,398
Autos, accessories	15,464,800	21,059,028	29,203,750	47,059,360	56,729,835	53,018,004
Smoking materials	28,430,197	36,060,199	42,727,939	42,121,762	40,746,531	49,084,638
Drugs, remedies	6,102,734	9,640,633	15,848,666	23,280,306	39,428,048	46,353,313
Household equipment, supplies	11,460,099	19,946,095	25,994,871	31,548,849	34,526,366	19,837,733

SOURCE: PIB, gross time costs, ranked by 1957 spending.

Who are the top 10 spenders in network tv (1952-57)?

1952	1953	1954	1955	1956	1957
P&G	P&G	P&G	P&G	P&G	P&G
Colgate	Colgate	Colgate	Colgate	Colgate	Colgate
R. J. Reynolds	R. J. Reynolds	R. J. Reynolds	Chrysler	General Motors	Chrysler
General Foods	General Motors	Gillette	Gillette	Chrysler	Amer. Home Prod.
Lever	American Tob.	General Motors	General Motors	Amer. Home Prod.	Lever
American Tob.	Gillette	General Foods	General Foods	General Foods	General Foods
Liggett & Myers	General Foods	American Tob.	R. J. Reynolds	Gillette	Gillette
General Motors	Liggett & Myers	Chrysler	American Tob.	R. J. Reynolds	R. J. Reynolds
General Mills	Lever Bros.	General Mills	General Mills	Lever	Ford
P. Lorillard	General Mills	Lever	Lever	Ford	General Motors

SOURCE: PIB, ranked according to gross time billings. 1957 is not strictly comparable because of changes in the method of reporting. The number of firms spending \$20,000 or more gross time has increased over '56.

How many advertisers have invested in spot tv?

1950	1951	1952	1953	1954	1955	1956	1957
970	1,540	1,632	2,009	2,789	3,355	4,399	4,154

SOURCE: T&B, N. C. Rorabaugh Co.

How is total tv spending divided between networks and stations?

50.7% Networks | 49.3% Stations

SOURCE: McCann Erwin, Department of 1957 tv revenue before station share of revenue.

A Tale of Two Cities...

SACRAMENTO

STOCKTON



Only KBET-TV Gives You Both!

Complete coverage of these important cities which, together, make up California's third largest TV market. Plus the audience dominance of CBS-TV, along with MGM and other major feature film packages.

KBET-TV CHANNEL 10

SACRAMENTO

CALIFORNIA

BASIC



CBS OUTLET

Call H-R Television, Inc. for Current Avails

TELEVISION SPENDING, COSTS

How many big spenders are there in network tv?

ABC TV ranks the 207 companies which invested \$100,000 or more in network tv last year and who account for 99% of network tv's revenue.

Annual network tv investments	Number of companies	Total network tv investment	Per cent of total tv investment
Over \$5 million	24	\$293,368,000	56.8
\$2.5 to \$5 million	29	100,817,000	19.5
\$1 to \$2.5 million	49	75,602,000	14.6
\$100,000 to \$1 million	105	41,958,000	8.1
TOTAL	207	\$511,739,000	99.0
TOTAL NETWORK TV INVESTMENT		\$516,202,000	100.0

How much money has been invested in network tv time (gross) ?

1952	\$180,794,780	1954	\$320,130,910	1956	\$488,167,634	Jan.-Apr. 1957	\$167,747,111
1953	\$227,585,656	1955	\$406,899,059	1957	\$516,202,000	Jan.-Apr. 1958	\$191,472,179

SOURCE: PIB, LNA-BAR and TvB.

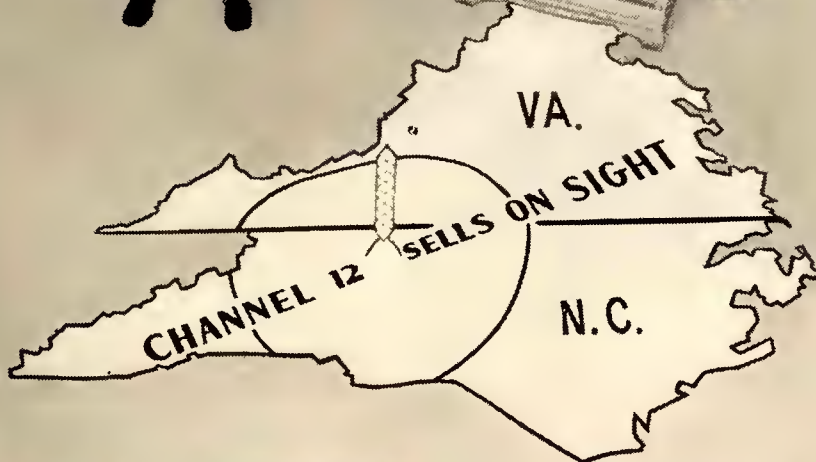
How do night and day web tv gross time billings break down?

Network television gross time billings*

	Jan.-April 1957	Jan.-April 1958	Per cent change
DAYTIME	\$50,803,352	\$56,191,804	+10.6
Mon.-Fri.	42,865,846	47,444,646	+10.7
Sat. and Sun.	7,937,506	8,747,158	+10.2
NIGHTTIME	116,959,118	135,280,375	+15.7

*SOURCE: LNA-BAR

Your Salesman on Sight in the Southeast's Biggest Rich Market
WHERE RETAIL SALES TOTAL \$3,078,943,000



WSJS

TELEVISION

WINSTON-SALEM

Put your salesman in a market where sales are popping at the retail level to the tune of more than 3 billion dollars . . . the 75-county WSJS market.



for

*Winston-Salem
Greensboro
High Point*

AFFILIATE

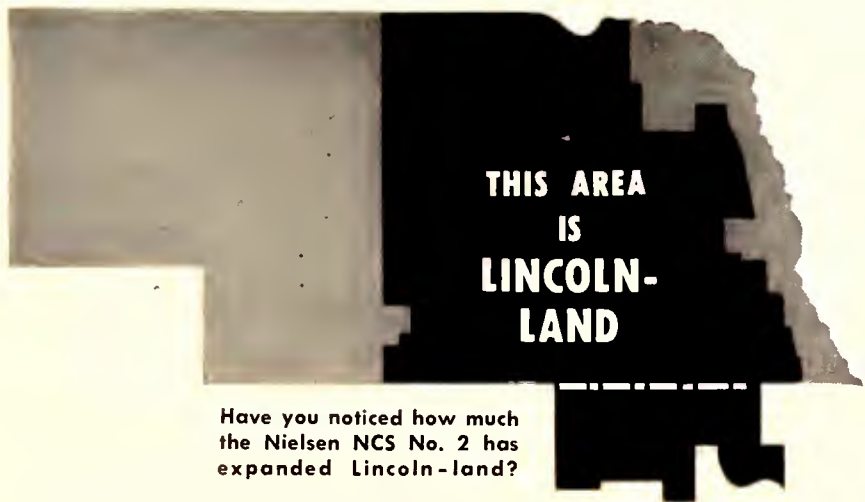
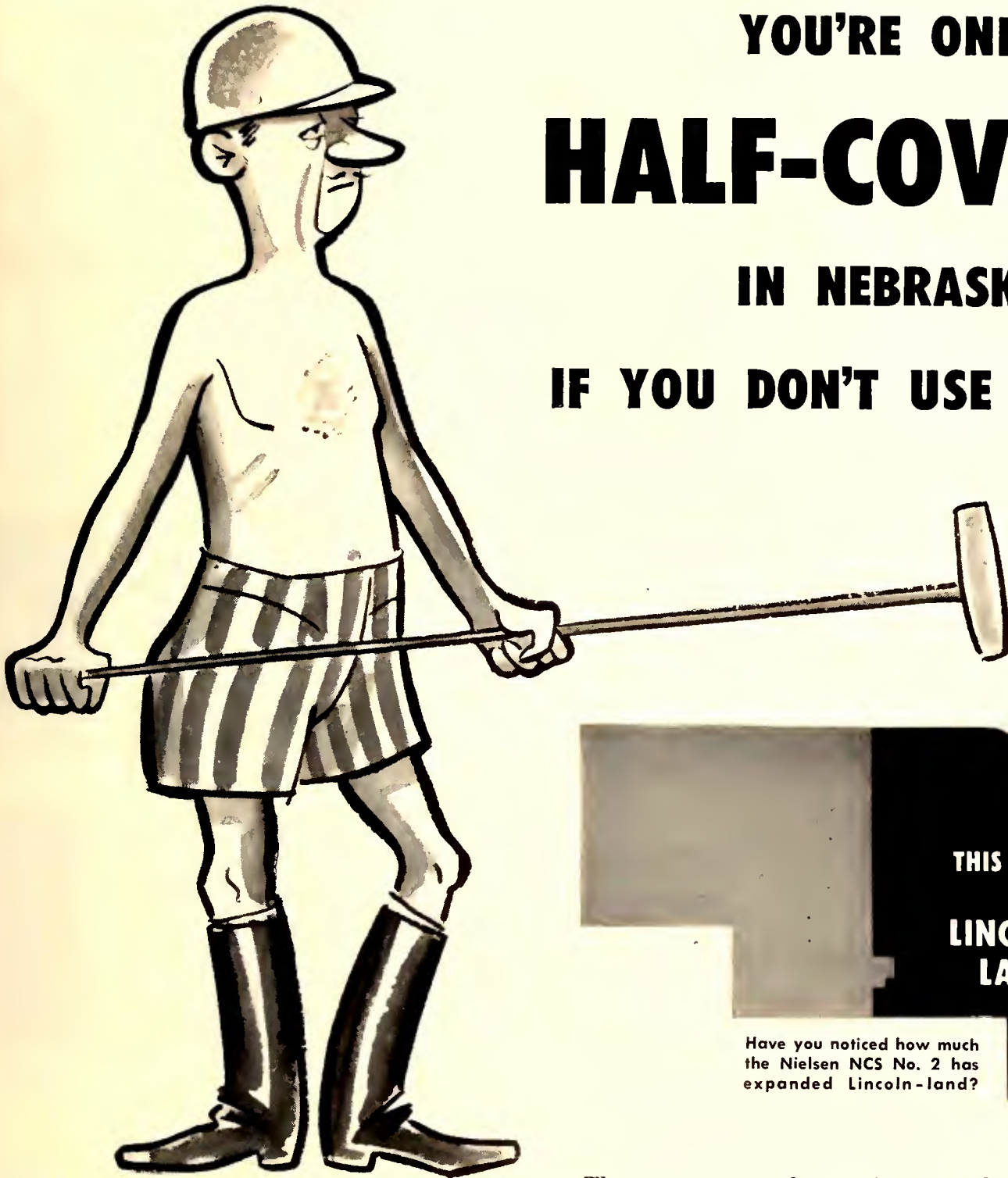
Call Headley-Reed

Where does spot tv money come from?

Product category	Spending estimate 1st quarter '58	Spending estimate 1st quarter '57	Spending 1957	Spending 1956
Agriculture	\$ 388,000	\$ 410,000	\$ 1,333,000	\$ 1,225,000
Ale, beer & wine	9,399,000	8,514,000	38,483,000	34,345,000
Amusements, entertainment	84,000	119,000	660,000	560,000
Automotive	2,089,000	2,293,000	9,745,000	12,912,000
Building material, fixtures, paints	514,000	450,000	2,857,000	3,422,000
Clothing & accessories	2,879,000	2,170,000	11,295,000	8,688,000
Confections & soft drinks	6,278,000	7,234,000	26,668,000	21,576,000
Consumer services	3,481,000	3,177,000	12,640,000	12,545,000
Cosmetics & toiletries	11,544,000	10,660,000	48,500,000	34,240,000
Dental products	3,263,000	1,536,000	7,446,000	13,202,000
Drug products	11,560,000	12,981,000	38,195,000	32,026,000
Food & grocery products	33,331,000	32,860,000	119,683,000	107,615,000
Garden supplies & equipment	251,000	190,000	606,000	413,000
Gasoline & lubricants	5,177,000	5,422,000	22,259,000	16,030,000
Hotels, resorts, restaurants	84,000	87,000	357,000	290,000
Household cleaners, polishes, waxes	1,987,000	2,808,000	9,376,000	6,863,000
Household appliances	1,083,000	1,472,000	5,610,000	7,735,000
Household furnishings	661,000	1,380,000	3,865,000	3,805,000
Household laundry products	8,643,000	3,732,000	22,347,000	16,286,000
Household paper products	1,284,000	1,618,000	4,968,000	5,329,000
Household, general	1,058,000	592,000	2,793,000	3,075,000
Notions	65,000	30,000	461,000	456,000
Pet products	1,477,000	1,679,000	4,744,000	4,658,000
Publications	300,000	553,000	1,148,000	1,366,000
Sporting goods, bicycles, toys	260,000	115,000	1,915,000	1,440,000
Stationery, office equipment	36,000	131,000	378,000	239,000
Tv, radio, phono., musical instruments	342,000	423,000	1,482,000	2,360,000
Tobacco products & supplies	8,072,000	10,331,000	33,387,000	30,390,000
Transportation & travel	666,000	884,000	2,890,000	2,866,000
Watches jewelry cameras	1,362,000	1,249,000	6,334,000	7,066,000
Miscellaneous	1,444,000	1,835,000	6,301,000	4,583,000
TOTAL	\$119,062,000	\$116,935,000	\$148,734,000	\$397,606,000

SOURCE: TVA

**YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE KOLN-TV!**



**LINCOLN A-Z ARB SURVEY
JANUARY, 1958**

	Viewed Most Before 6:00 P.M.	Viewed Most After 6:00 P.M.
KOLN-TV	29%	48%
Station B	21	19
Station C	16	13
Station D	4	9

There are just two big markets in Nebraska. To reach both markets, you have to use a TV station in each.

The only station that fully covers *Lincoln-Land* is KOLN-TV. With 232,397 TV families in 69 counties, it's well worth covering!

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



The Felzyer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA

Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

ADVERTISERS, AGENCIES AND STATIONS

Profit from the **SALES**



GENE BARRY



DAVID BRIAN



LLOYD BRIDGES



MACDONALD CAREY



RICHARD CARLSON



LEO CARR



WILLIAM GARGAN



STEPHEN McNALLY



ADOLPHE MENJOU



JAN MERLIN



DUNCAN RENALDO



CESAR ROM

Call it "genius", "showmanship", or "Sales Magic" . . . it's the built-in Ziv know-how and skill that gives advertisers extra value. Ziv shows offer audience-building qualities like these:

- Great stars (like those pictured) in great roles!
- Great stories that become memorable, believable TV entertainment!
- Great productions, uniting the vast complex of many creative talents!

Together with unequalled promotion and merchandising, Ziv presents a dynamic sales plan chosen again and again . . . a sales plan that gives advertisers top results!

YOU CAN MEASURE IT . . . through the rating records of all Ziv shows, time after time, city after city!

YOU CAN JUDGE IT . . . by the national, regional and local sponsors who have profited from Ziv shows; who have renewed again and again!

YOU CAN FEEL IT . . . the excitement of a station, a sponsor, an entire city; the increased customer traffic and sales that follow when a Ziv show takes over!

YOU CAN USE IT . . . discover for yourself the impact a Ziv series has on TV audiences—an impact that will make your Ziv show your most effective selling force!

MAGIC of a Ziv Show!

* Ziv Sales Magic is used by leading advertisers in markets coast-to-coast.



DANE CLARK



PAT CONWAY



WENDELL COREY



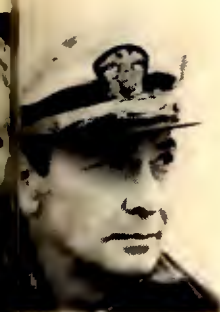
BROD. CRAWFORD



RICHARD EASTHAM



ARTHUR FRANZ



HARRY SULLIVAN



KENT TAYLOR



MARSHALL THOMPSON



U.S. MIDSHIPMEN



WEST POINT CADETS



PETER WHITNEY



CURRENT ZIV SHOWS: Adventure At Scott Island • Bat Masterson • The Cisco Kid • Dial 999 • Harbor Command • Highway Patrol • Mackenzie's Raiders • The Man Called X • Men of Annapolis • The New Adventures of Martin Kane • Rough Riders • Sea Hunt • Target • Tombstone Territory • West Point • World of Giants.

Who are the big I.D. users?

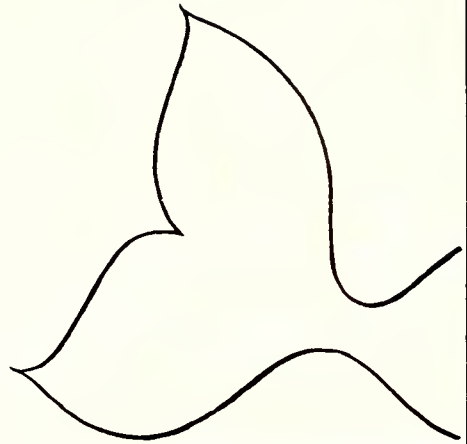
Last year 159 firms spent \$50,000 or more in terms of gross time on station I.D.'s. All told, \$48,856,000 (gross time) was spent on I.D.'s in 1957 compared with \$46,806,000 in 1956. As the list below shows, a number of blue-chip clients

are among the list but there are also names not so well known. Source for these figures as well as the list below is the TvB, which publishes a variety of estimates on spot tv expenditures from material gathered by N. C. Rorabaugh Co.

Spot tv advertisers with estimated expenditures of \$50,000 or more in I.D.'s

- | | | |
|--|---|--|
| <ol style="list-style-type: none"> 1. American Stores Co. 2. American Tobacco Co. 3. Anheuser-Busch, Inc. 4. Associated Products, Inc. 5. Avoset Co. 6. B. T. Babbitt Co., Inc. 7. Mrs. Baird's Bakery 8. Barbasol Co. 9. Blatz Brewing Co. 10. Borden Co. 11. Bowman Dairy Co. 12. L. S. Briggs Co. 13. Bristol-Myers Co. 14. Brown & Halcy 15. Brown & Williamson Tobacco 16. Burgermeister Brewing Co. 17. Cain's Coffee Co. 18. California & Hawaiian Sugar Refining 19. California Spray Chemical 20. Canada Dry Co., Bottlers 21. Carling Brewing Co., Inc. 22. Chanel, Inc. 23. Chesapeake & Potomac Tel. 24. Chock-Full-O-Nuts 25. Chrysler Corp. 26. Chunky Chocolate Corp. 27. Coast Federal Savings & Loan Ass'n. 28. Coca-Cola Co., Bottlers 29. Colonial Baking Co. 30. Colonial Stores, Inc. 31. Colorado Milling & Elevator Co. 32. Columbia Baking Co. 33. Comet Rice Mills 34. Coty, Inc. 35. Cream of Wheat Corp. 36. Creomulsion Co. 37. Delta Air Lines, Inc. 38. Detroit Auto Inter-Insurance Exchange 39. Drackett Co. 40. Duffy-Mott Co. 41. Duncan Coffee Co. 42. Erie Brewing Co. 43. Esso Standard Oil Co. 44. Ex-Lax, Inc. 45. Fairmont Foods Co. 46. Fanny Farmer Candy Stores 47. Fitzpatrick Bros., Inc. 48. Fleetwood Coffee Co. 49. Florida Citrus Commission 50. J. A. Folger & Co. 51. Food Fair Stores, Inc. | <ol style="list-style-type: none"> 52. Ford Motor Co. 53. Frito Co., Distributors 54. General Baking Co. 55. General Foods Corp. 56. General Mills, Inc. 57. General Motors Corp. 58. Gillette Co. 59. Grand Union Stores 60. Great A & P Tea Co. 61. Greyhound Corp. 62. Grove Laboratories, Inc. 63. Haberle Congress Brewing 64. Hammer Beverage Co., Bottlers 65. Peter Hand Brewing Co. 66. Harrison Laboratories 67. Hoffman Beverage Co., Bottlers 68. Holsum Baking, Bakeries 69. Hood Chemical Co. 70. H. F. Hood & Sons, Inc. 71. Geo. H. Hormel & Co. 72. Hot Shoppes 73. Illinois Canning Co. 74. Imperial Sugar Co. 75. Interstate Bakeries 76. J. F. G. Coffee Co. 77. Jenney Mfg. Co. 78. Andrew Jergens Co. 79. Kilpatrick's Bakeries 80. Kirsch Beverages, Bottlers 81. Koester's Bakery 82. Lanvin Parfums, Inc. 83. Leslie Salt Co. 84. Lever Bros. Co. 85. Liggett & Myers Tobacco Co. 86. Lionel Corp. 87. Lone Star Brewing Co. 88. P. Lorillard & Co. 89. George W. Luft Co., Inc. 90. M. J. B. Co. 91. Malloware Co. 92. Mann's Potato Chip Co. 93. Martin Oil Co. 94. McKesson & Robbins, Inc. 95. Mead Baking Co. 96. McGowen Educator Food Co. 97. Miller Brewing Co. 98. Milner Products Co. 99. Minute Maid Corp. 100. Philip Morris & Co. 101. C. F. Mueller Co. 102. Nalley's, Inc. 103. National Biscuit Co. 104. National Brewing Co. 105. National Dairy Products | <ol style="list-style-type: none"> 106. Nehi Corp., Bottlers 107. New York Telephone Co. 108. Oertel Brewing Co. 109. Orkin Exterminating Co. 110. Henry F. Ortlieb & Co. 111. Pabst Brewing Co. 112. Pearl Brewing Corp. 113. Peoples Gas, Light & Coke Co. 114. Dr. Pepper Co., Bottlers 115. Pepsi Cola Co., Bottlers 116. Peter's Meat Products 117. Pfeiffer Brewing Co. 118. Charles Pfizer Co., Inc. 119. Plough, Inc. 120. J. L. Prescott Co. 121. Procter & Gamble Co. 122. Proctor Electric Co. 123. Radio Corp. of America 124. Rainbow Baking, Bakeries 125. Reader's Digest Assoc. 126. Regal Pale Brewing Co. 127. Rehrig Mfg. Co. 128. R. J. Reynolds Tobacco Co. 129. Harold F. Ritchie, Inc. 130. Safeway Stores, Inc. 131. Salada Tea Co., Inc. 132. Santa Fe Wine Co. 133. Sardeau, Inc. 134. C. F. Sauer Co. 135. F. & M. Schaefer Brewing Co. 136. Jos. E. Schlitz Brewing Co. 137. Schoenling Brewing Co. 138. S. A. Schonbrunn & Co., Inc. 139. Schweppes, Ltd., Bottlers 140. William S. Scull Co. 141. Sealy Mattress Co., Dealers 142. Serta Assoc., Inc., Dealers 143. Seven-Up Co., Bottlers 144. Southern Bell Tel. Co. 145. Speedway Petroleum Corp. 146. Standard Oil Co. of Cal. 147. State Line Potato Chip Co. 148. Sterling Drug, Inc. 149. Superior Provision Co. 150. Swift & Co. 151. Tea Council of USA 152. Terry Foods Co. 153. United Fruit Co. 154. United Vintners, Inc. 155. Ward Baking Co. 156. West End Brewing Co. 157. White Rock Corp., Bottlers 158. Stephen F. Whitman & Son 159. John H. Wilkins Co., Inc. |
|--|---|--|

HOW DO YOU MEASURE A



“A Whale of a station serving a whale of a market” – that’s the WNCT story. But how do you calibrate such a mammoth mammal?

TOWERS / WNCT has a big one. Looks lovely at night with its blinking red lights. But Eastern Carolina folks are so busy watching the programs on Channel 9, they just don’t seem to care about towers.

COVERAGE / WNCT reaches *42 counties with \$1,785,979,000 to spend.* But families in Eastern Carolina never once mention coverage to ARB or TelePulse. Mostly, they talk about the programs on Channel 9.

POWER / WNCT has 316 kw visual, 138 kw aural and scads of 110 and 220 volts AC-DC. But our 1,626,800 Eastern Carolina friends aren’t interested in power unless it fails and they can’t see their favorite programs on Channel 9.

MARKET / WNCT has a healthy, prospering one. But to Eastern Carolina a market is where a big chunk of their *\$1,263,941,000 retail sales* are spent.

However *you* measure, all we can ask is that you try the whale for size and results. Hollingbery has avails and free copies of our new factual brochure.

A. HARTWELL CAMPBELL, General Manager, Represented National by Hollingbery



TELEVISION SPENDING, COSTS

How does spot spending break down for 1956 and 1957?

By time of day*			
		Gross time spending	Share of total
Day	1956	\$135,399,000	34.0%
	1957	145,038,000	32.3
Night	1956	\$222,517,000	56.0
	1957	259,320,000	57.8
Late night	1956	\$39,642,000	10.0
	1957	44,376,000	9.9
Total	1956	\$397,498,000	100.0
	1957	448,734,000	100.0

By type of buy*			
		Gross time spending	Share of total
Annents.	1956	\$176,429,000	44.4%
	1957	199,879,000	44.5
ID's	1956	\$46,806,000	11.8
	1957	48,856,000	10.9
Partes.	1956	\$90,541,000	22.8
	1957	112,549,000	25.1
Programs	1956	\$83,722,000	21.1
	1957	87,450,000	19.5

*Source: T.V.B.

Which are the top agencies in tv?

How top 50 air agencies rank in tv billings

Rank	Agency	Billings (000)
1	McCann-Erickson	\$94,000
2	Y&R	85,000
3	J. Walter Thompson	83,000
4	BBDO	71,000
5	Ted Bates	69,000
6	Benton & Bowles	51,500
7	Leo Burnett	46,000
8	Compton	39,900
9	D-F-S	38,000
10	K&E#	37,800
11	FC&B	35,000
12	William Esty	34,000
13	N. W. Ayer	32,000
14	SSC&B	21,400
15	Lennen & Newell	21,100
16	Campbell-Ewald	19,000
17	Maxon	15,800
18	Campbell-Mithun	15,000
19	Grey	14,400
20	Grant	13,500
21	NL&B	11,800
22	D'Arcy	11,500
23	Cunningham & Walsh	10,500
24	Tatham-Laird	10,100
25	EW RR**	10,000

Rank	Agency	Billings (000)
26	Wade	9,500
27	DCSS	9,100
28	North	8,800
29	Kudner	8,300
	Bryan Houston	8,300
	Guild, Bascom & Bonfigli	8,300
32	Gardner	8,000
	NC&K	8,000
	F&S&R	8,000
	D. P. Brother	8,000
36	Kletter	7,800
37	E. H. Weiss	7,000
38	Keyes, Madden & Jones	6,600
39	Doyle Dane Bernbach	6,040
40	D&C	5,900
41	McM-J&A	5,600
42	Mogul	5,100
43	Geyer	5,000
	Cohen & Aleshire	5,000
45	Ludgin	4,900
46	LaRoche	4,750
47	Richards	4,550
48	Reach-McClinton	4,250
49	Warwick & Legler	4,200
50	Ogilvy, B&M	3,500

NOTE: Top management at above agencies compiled, released or confirmed figures for full year 1957 in November; except for (*) which is SPONSOR estimate; (#) covers fiscal year ending 30 September; (**) combined figures for R&R and Erwin, Wasey, which merged in mid-1957.

TAMPA- ST. PETERSBURG

market on the move!

Up and aboard goes this fully loaded trailer...one of over 200 to be loaded on giant freighters sailing from the MARKET ON THE MOVE, TAMPA-ST. PETERSBURG. Amazing new transportation methods are nothing new to this dynamic, growing MARKET ON THE MOVE because TAMPA-ST. PETERSBURG is

NOW IN TOP 30 MARKETS — fourth among the nation's ports in freight car unloadings, 30th in retail sales, 27th in automotive sales, and 29th in drug sales!

ONLY WTVT with top-rated CBS and local programs can effectively cover the MARKET ON THE MOVE, TAMPA-ST. PETERSBURG.



Station on the move...

WTVT

TAMPA - ST. PETERSBURG



Channel 13

The WKY Television System, Inc.
Represented by the Katz agency.

Like this enormous trailer, TAMPA-ST. PETERSBURG is moving up. Capture and hold the attention of these busy people with the MARKET ON THE MOVE's number one station, WTVT!

★

★

What are the national viewing figures by local time?

Per cent and number of homes reached by day parts*

Mon.-Fri.	%	Homes (000)
6-9 a.m.	8.2	3,485
9-12 noon	20.7	8,798
12-3 p.m.	23.0	9,775
3-6 p.m.	31.4	13,345
All days	%	Homes (000)
6-9 p.m.	61.3	26,053
9-12 mid.	44.5	18,913

*SOURCE: Nielsen Television Index, March-April 1958. Eastern, Central, Pacific times combined.

How does viewing differ by time zones?

Viewing habits by hours vary greatly in different time zones, as is shown by ARB figures at right and below. This is particularly noticeable during the day and in late evening. Network broadcast times are important factors. U.S. figures are based on eastern time.

Tv sets in use by zones, April, 1958, Sunday thru Saturday evening

ZONE	6 P.M.	7	8	9	10	11	MID.
U.S.	27.9	46.9	61.4	63.4	55.7	32.3	19.9
Eastern	33.5	52.4	67.8	66.2	51.1	22.1	11.3
Central	46.4	65.1	66.5	60.5	32.8	15.5	3.5
Pacific	39.1	56.9	65.4	63.5	38.8	16.0	4.6

Tv sets in use by zones, December 1957, Monday thru Friday daytime

ZONE	7 A.M.	8	9	10	11	N	1 P.M.	2	3	4	5
U.S.	4.2	11.3	13.4	16.1	21.0	20.0	16.0	15.1	17.6	22.7	23.0
Eastern	7.9	16.4	13.0	15.2	22.0	21.8	14.3	14.1	17.8	25.4	28.0
Central	8.8	20.0	20.7	24.1	21.4	19.9	17.3	18.8	23.3	21.3	26.2
Pacific	7.9	10.0	10.6	12.4	12.3	13.2	12.5	7.8	13.4	18.8	25.8

How much of the viewers' time do network sponsors get?

1958: 52.5% to network sponsored programs

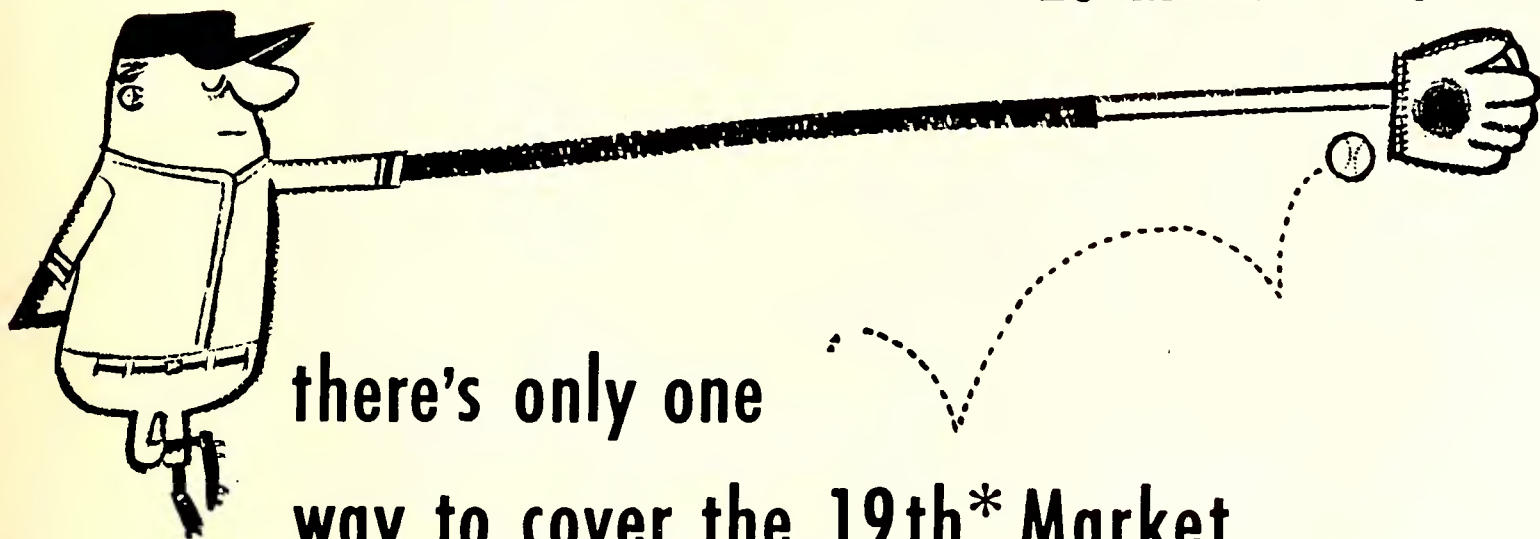
47.5% to all other programs

1957: 49.5% to network sponsored programs

50.5% to all other programs

SOURCE: Nielsen Television Index, Feb. each year. All other includes local shows, network sustainers.

REACHING FOR THE TOP 20 MARKETS ?



there's only one
way to cover the 19th* Market
and that's **WJAC-TV**

Take the top 20 of the 100 major TV markets and you're bound to include the Johnstown-Altoona area . . . ranked No. 19. And in this Johnstown-Altoona total coverage area, WJAC-TV is far, far ahead in station share of audience. In fact, the most recent A. R. B. Study (Nov. 6-12, 1957) shows WJAC-TV leading its nearest rival, WFBG-TV, by 2 to 1, 3 to 1 . . . even 4 to 1 in some time segments.

No hokum, or figure-juggling here . . . you can check all the facts for yourself in this authoritative A. R. B. Study. You'll agree WJAC-TV is the buy . . . for commanding coverage of an important market!



**Get the hard, cold facts
from your KATZ man!**



*Top 100 TV Markets—Television Age May 19, 1958.

TELEVISION VIEWING HABITS

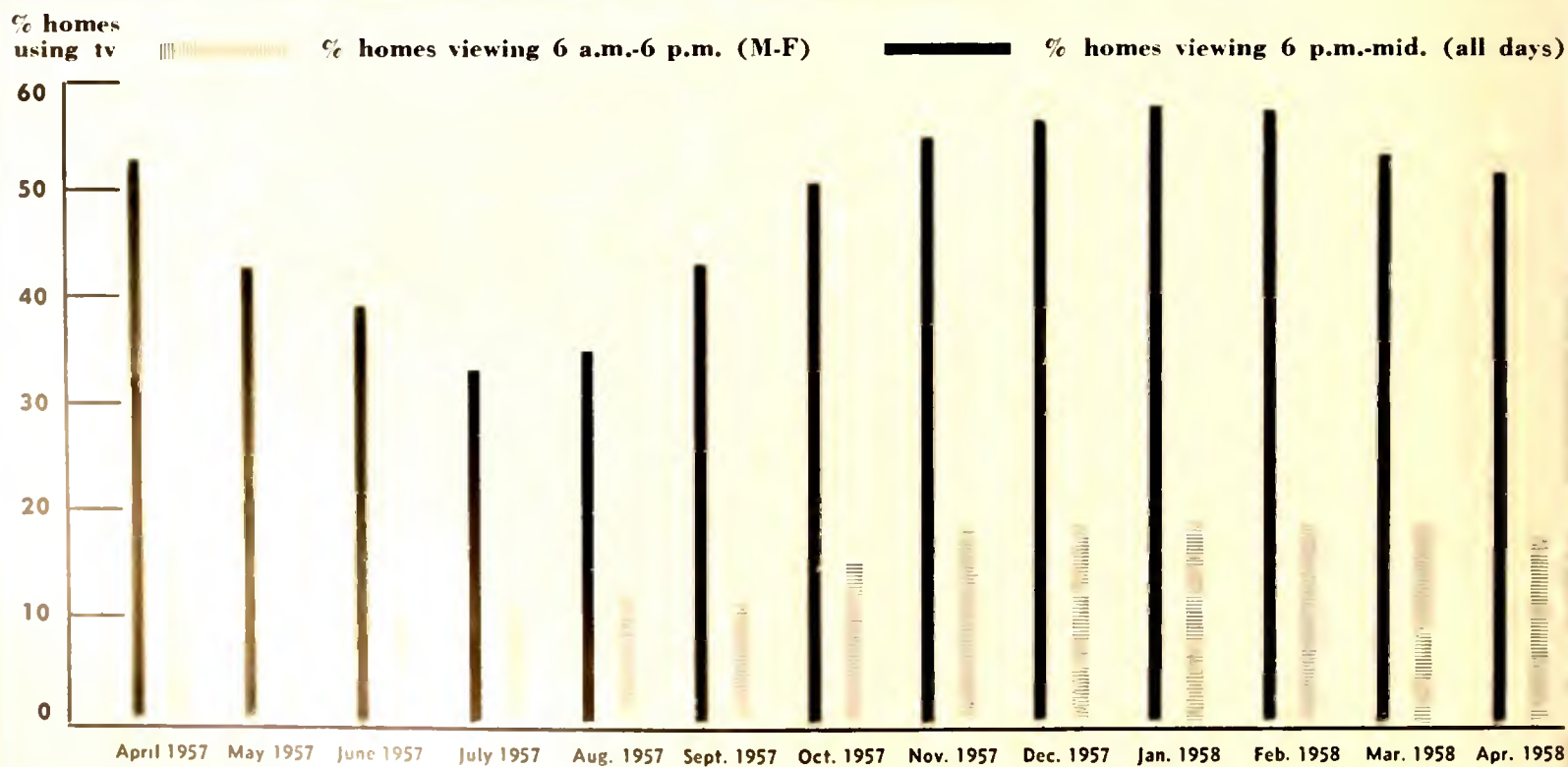
How does the tv viewing level vary with time of day?

Homes using tv by hours of day during the average winter day

Viewing figures below represent four-week average during Jan.-Feb. 1958, come from Nielsen Tv Index. Data to 6 p.m. are for Mon.-Fri. Nighttime data are for full week. Homes figures cover all those viewing during the hour

Daytime, Mon.-Fri.			Nighttime, Sun.-Sat.					
N. Y. time	%	Homes (000)	N. Y. time	%	Homes (000)			
6-7 a.m.	0.4	170	Noon-1 p.m.	25.0	10,625	6-7 p.m.	45.4	19,295
7-8	3.7	1,573	1-2	23.9	10,158	7-8	58.2	24,735
8-9	10.5	4,463	2-3	22.5	9,563	8-9	67.2	28,560
9-10	13.5	5,738	3-4	26.0	11,050	9-10	68.8	29,240
10-11	17.5	7,438	4-5	31.5	13,388	10-11	59.8	25,415
11-noon	23.0	9,775	5-6	36.4	15,470	11-mid.	37.6	15,980

What per cent of homes watch tv by months of the year?



Source: Nielsen Television Index.

The FABULOUS WTIC-TV STORY

Began broadcasting September 23, 1957.

Within 60 days, achieved the 2nd highest share of audience in the nation for an independent station competing in a market where all networks are represented.

ARB, November 1957.

Greatest number of multi-weekly shows among the top ten in the Hartford Metropolitan Area.

Telepulse, February 1958.

Greatest number of Metropolitan Area quarter hour wins following WTIC-TV daily sign on.

Nielsen, March 1958.

**and it keeps getting
better all the time!**

YOU CAN SELL PROSPEROUS
SOUTHERN NEW ENGLAND BEST ON

WTIC-TV
HARTFORD, CONNECTICUT

Represented nationally by Harrington, Righter & Parsons, Inc.
New York, Chicago, Boston, San Francisco, Atlanta

3

TELEVISION VIEWING HABITS

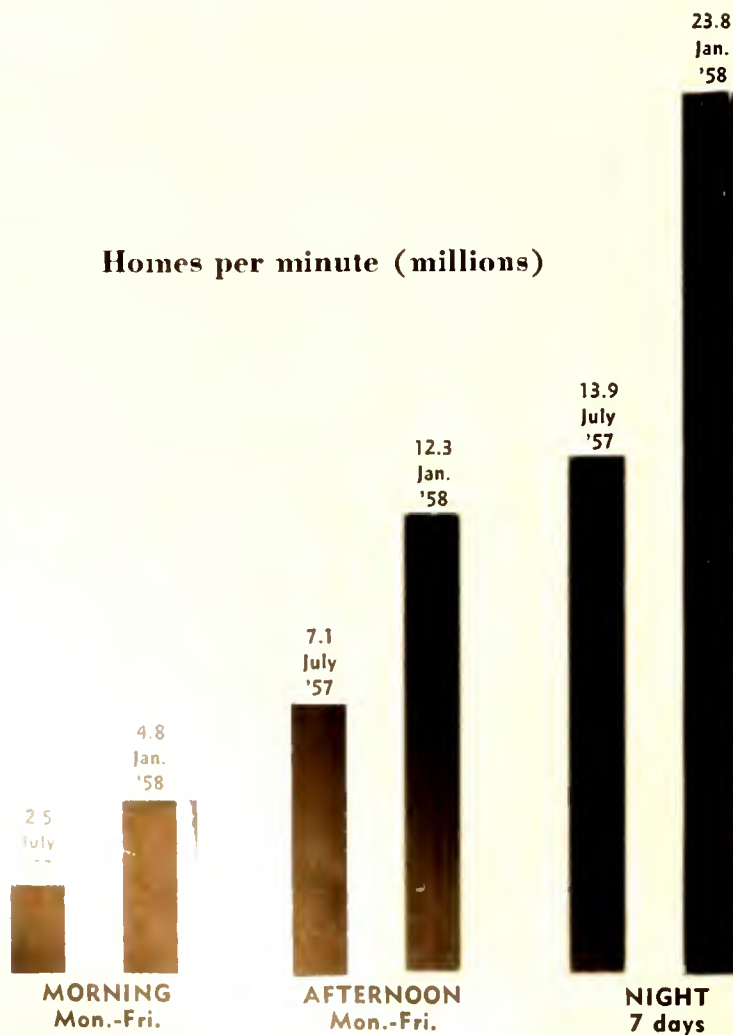
What's average viewing time morning, afternoon, evening?

Average hours of viewing per home per day by day parts*

	Night	Afternoon	Morning	Total hours
Monday-Friday	3 hrs. 35 min.	1 hr. 33 min.	39 min.	5 hrs. 47 min.
Saturday	4 hrs. 3 min.	1 hr. 52 min.	47 min.	6 hrs. 42 min.
Sunday	3 hrs. 46 min.	1 hr. 52 min.	16 min.	5 hrs. 54 min.
All Days	3 hrs. 41 min.	1 hr. 38 min.	37 min.	5 hrs. 56 min.

*SOURCE: Nielsen Television Index, Nov.-Dec. 1957.

Number of U. S. homes watching tv*

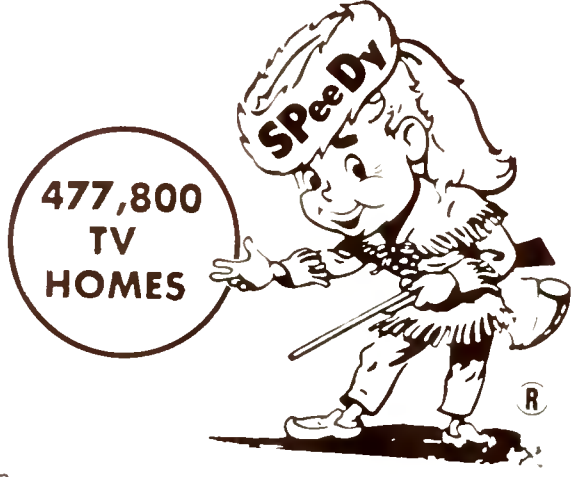
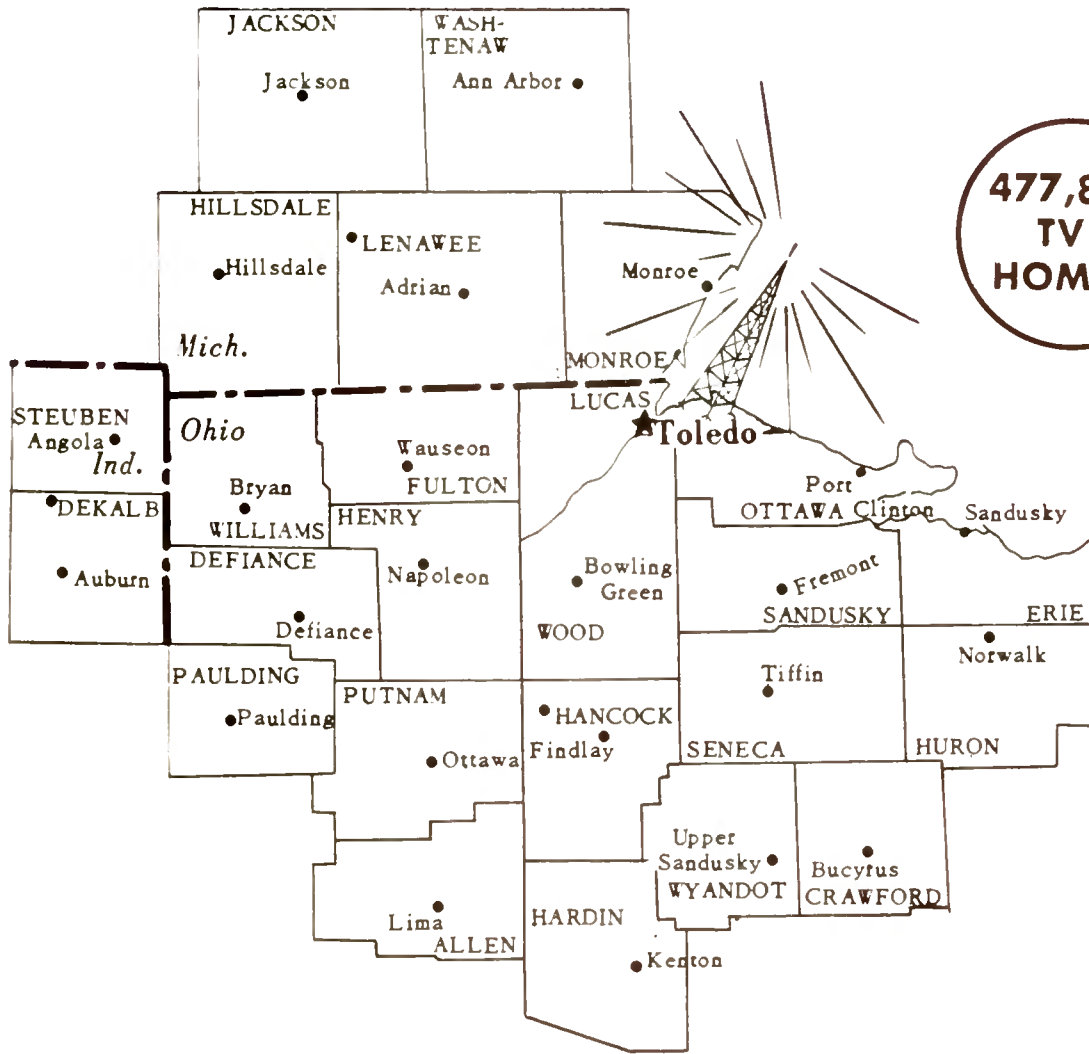


*SOURCE: A. C. Nielsen Television Index

How does tv viewing vary by seasons?

Peak viewing audiences of television are almost double those during the summer when watching tv is at a low point. To get a fully-rounded picture, however, the summer viewing level should be compared with the annual average since the January figure is not typical of the year. It should also be pointed out that some summer periods actually record a higher sets-in-use figure than during the winter. This is especially true during late night periods. Note that figures at left are per average minute, do not show tv's full audience.

"Billion Dollar Pocketbook"*



TOLEDO RANKS HIGH IN THE NATION'S LEADING MARKETS

- 14th in Buying Power per Family\$5,419.00
- 39th in Total Effective Buying Power.....\$3,119,882,000.00*
- 50th in Population.....1,743,600

(source: 1958 Sales Mgt., Survey of Buying Power)

THIS IS JUST PART OF THE STORY . . . GET THE COMPLETE PICTURE OF THE TOLEDO "BILLION DOLLAR POCKETBOOK"

CHANNEL
13
CBS

WSPD-TV

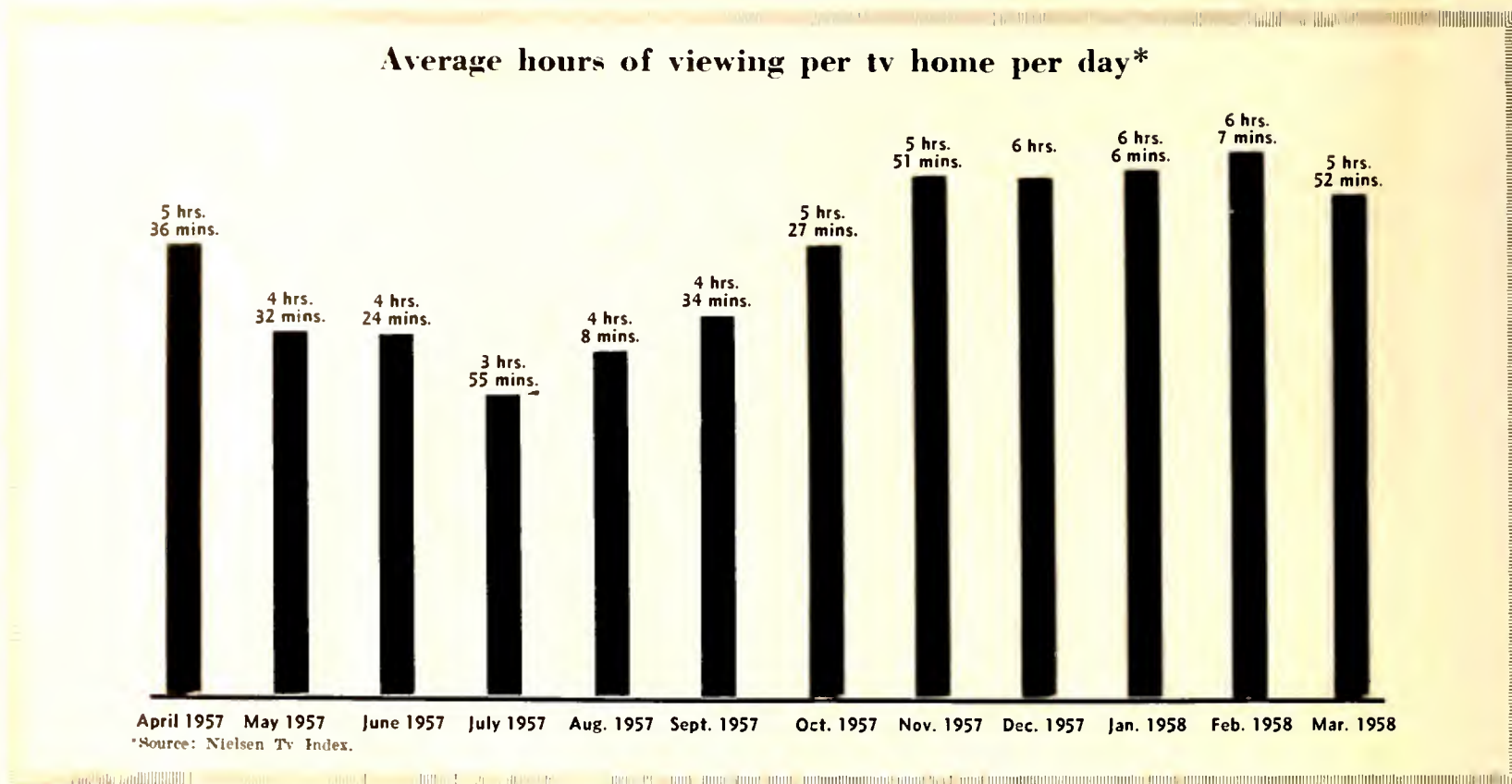


Represented Nationally
by KATZ

**TOLEDO,
OHIO**

TELEVISION VIEWING HABITS

How does daily tv viewing vary by months?



How does U. S. audience composition vary by parts of the day?

Television's viewers*

	MORNING Mon.-Fri. (million)	AFTERNOON Mon.-Fri. (million)	NIGHT 7 days (million)
MEN	1.6	3.9	17.3
WOMEN	6.0	10.5	22.0
TEENS	0.7	2.1	6.5
CHILDREN	4.8	6.7	13.7
TOTAL	13.1	23.2	59.5

*Source: A. C. Nielsen. All data are average. Data for Morning and Afternoon from NTI January 1958 and NTI-NSI National Audience Composition November-December 1957.

Why NOT put all your eggs
... in ONE basket?



Now - More Than Ever One Station Provides Complete Coverage . . .

Why take chances on having your sales story scrambled by too many cooks . . . at higher than necessary costs! Get the full top-quality coverage of this *FOUR BILLION DOLLAR MARKET* with WNEM-TV.

See Your Petryman

WNEM-TV

NATIONAL SALES OFFICES
FLINT STUDIOS
BISHOP AIRPORT, FLINT, MICHIGAN

OPERATIONS OFFICES
SAGINAW-BAY CITY STUDIOS
5700 BECKER RD., SAGINAW, MICHIGAN



What's the Daylight Saving Time picture?

How the top 100 metropolitan markets are affected by Daylight Saving Time changes
(Information as of April 1958)*

Market rank	Winter time	Summer time	MARKET	Hours behind EDST	Market rank	Winter time	Summer time	MARKET	Hours behind EDST
49	EST	EDST	Akron	0	41	CST	CST	Memphis	2
40	EST	EDST	Albany-Schenectady-Troy	0	25	EST	EST	Miami	1
51	EST	EDST	Allentown-Bethlehem-Easton	0	16	CST	CDST	Milwaukee	1
20	EST	EST	Atlanta	1	13	CST	CDST	Minneapolis-St. Paul	1
86	EST	EST	Augusta	1	82	CST	CST	Mobile	2
83	PST	PDST	Bakersfield	3	63	CST	CST	Nashville	2
12	EST	EDST	Baltimore	0	34	EST	EDST	New Haven-Waterbury	0
33	CST	CST	Birmingham	2	22	CST	CST	New Orleans	2
6	EST	EDST	Boston	0	1	EST	EDST	New York-N. E. New Jersey	0
35	EST	EDST	Bridgeport-Stamford-Norwalk	0	43	EST	EST	Norfolk-Portsmouth	1
60	CST	CST	Brownsville-Harlingen-McAllen	2	56	CST	CST	Oklahoma City	2
14	EST	EDST	Buffalo	0	53	CST	CST	Omaha	2
73	EST	EDST	Canton	0	81	CST	CDST	Peoria	1
68	EST	EDST	Charleston, W. Va.	0	4	EST	EDST	Philadelphia	0
99	EST	EST	Charlotte	1	46	MST	MST	Phoenix	3
80	EST	EST	Chattanooga	1	8	EST	EDST	Pittsburgh	0
2	CST	CDST	Chicago	1	23	PST	PST	Portland, Ore.	4
17	EST	EST	Cincinnati	1	75	EST	EDST	Poughkeepsie-Newburgh-Beacon	0
11	EST	EDST	Cleveland	0	27	EST	EDST	Providence-Pawtucket	0
100	EST	EST	Columbus, Ga.	1	90	EST	EDST	Reading	0
32	EST	EST	Columbus, Ohio	1	61	EST	EST	Richmond	1
94	CST	CST	Corpus Christi	2	42	EST	EDST	Rochester	0
21	CST	CST	Dallas	2	54	PST	PDST	Sacramento	3
88	CST	CST	Davenport-Rock Island-Moline	2	67	MST	MST	Salt Lake City	3
44	EST	EST	Dayton	1	36	CST	CST	San Antonio	2
26	MST	MST	Denver	3	29	PST	PDST	San Bernardino-Riverside-Ontario	3
92	CST	CST	Des Moines	2	19	PST	PDST	San Diego	3
5	EST	EST	Detroit	1	7	PST	PDST	San Francisco-Oakland	3
85	CST	CDST	Duluth-Superior	1	47	PST	PDST	San Jose	3
79	MST	MST	El Paso	3	93	EST	EDST	Scranton	0
98	EST	EDST	Erie	0	24	PST	PST	Seattle	4
57	EST	EDST	Fall River-New Bedford	0	91	CST	CST	Shreveport	2
65	EST	EST	Flint	1	95	CST	CDST	South Bend	1
45	CST	CST	Fort Worth	2	84	PST	PST	Spokane	4
70	PST	PDST	Fresno	3	48	EST	EDST	Springfield-Holyoke	0
66	EST	EST	Grand Rapids	1	9	CST	CDST	St. Louis	1
72	EST	EDST	Harrisburg	0	58	EST	EDST	Syracuse	0
30	EST	EDST	Hartford-New Britain	0	76	PST	PST	Tacoma	4
52	HST	HST	Honolulu	6	37	EST	EST	Tampa-St. Petersburg	1
15	CST	CST	Houston	2	50	EST	EST	Toledo	1
87	EST	EST	Huntington-Ashland	1	89	EST	EDST	Trenton	0
31	CST	CDST	Indianapolis	1	71	CST	CST	Tulsa	2
55	EST	EST	Jacksonville	1	77	EST	EDST	Utica-Rome	0
78	EST	EDST	Johnstown	0	10	EST	EDST	Washington, D. C.	0
18	CST	CST	Kansas City	2	64	EST	EDST	Wheeling-Steubenville	0
62	EST	EST	Knoxville	1	74	CST	CST	Wichita	2
96	EST	EDST	Lancaster	0	59	EST	EDST	Wilkes-Barre Hazleton	0
97	CST	CST	Little Rock-North Little Rock	2	69	EST	EDST	Wilmington	0
3	PST	PDST	Los Angeles-Long Beach	3	38	EST	EDST	Worcester	0
28	CST	CDST	Louisville	1	39	EST	EDST	Youngstown	0

*SOURCE: NBC Spot Sales, 1958

IN MILWAUKEE
the BIG MOVIE

is on WISN-TV

Monday - Friday, 10:10 P. M. Saturday, 9 P. M.

**FIRST TV SHOWINGS
IN THIS MARKET**

Johnny Belinda

Destination Tokyo

To Have and Have Not

Kings' Row

The Corn Is Green

Dark Victory

Now Voyager

The Adventures of Robin Hood

Sergeant York

The Fighting 69th

3 Men on a Horse

They Died With Their Boots On

Anthony Adverse

White Banners

Little Caesar

The Horn Blows at Midnight

The Treasure of Sierra Madre and over 400 more

For **BIG RESULTS** in Milwaukee see your
Petty man for availabilities in this
blockbusting package.

WISN-TV



Basic ABC Affiliate

NETWORK PROGRAMING TRENDS

What types of shows do audiences spend most of their time with?*

Per cent of all viewing time average home spends watching network show types

	GENERAL 30 min.	DRAMA 60-90 min.	VARIETY 30 min.	VARIETY 60 min.	WESTERN 30 min.	WESTERN 60 min.	ADVEN- TURE	SITUATION COMEDY	QUIZ & AUD.	SUSPENSE DRAMA	INFOR- MATION	MISC.
Winter 1955-'56	9%	13%	8%	16%	4%	%	4%	16%	11%	5%	5%	9%
Winter 1956-'57	7	15	6	18	6	1	6	15	11	5	4	6
Winter 1957-'58	5	8	7	16	10	5	6	15	10	10	3	5

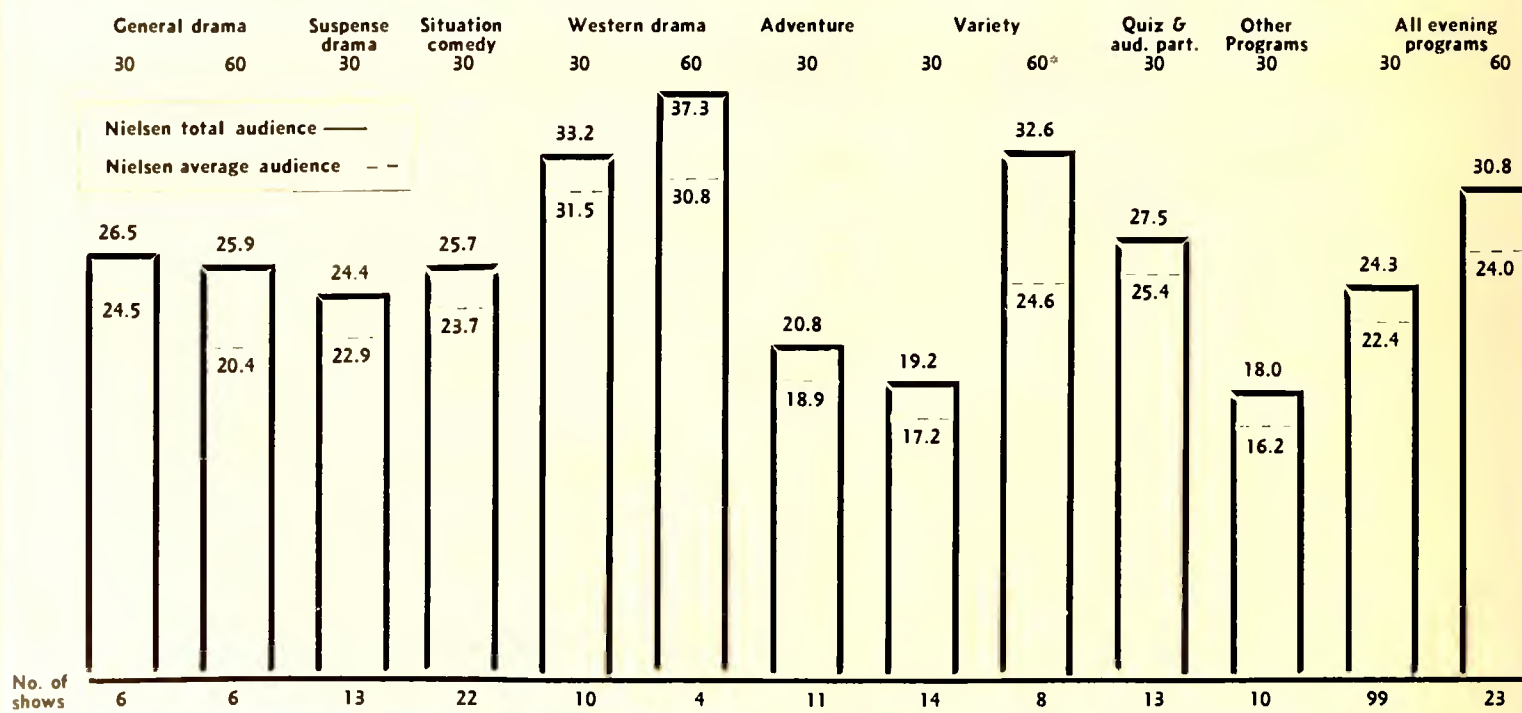
*Source: Nielsen Television Index.

Figures are from Nielsen Tv Index, cover sponsored shows at night, result from two factors: (1) total number of hours for each type of programing on the air, (2) total amount of time spent by average home in viewing each type of show.

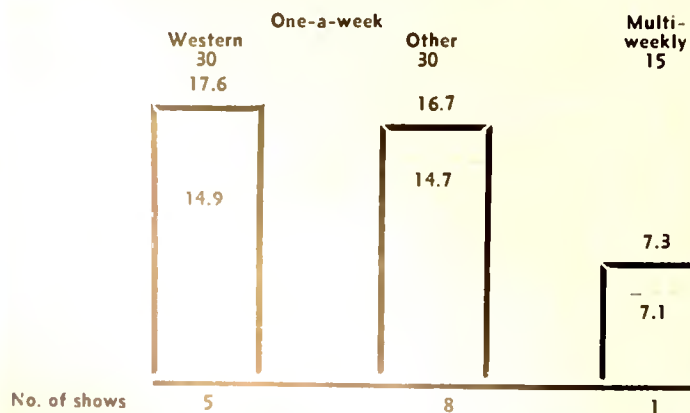
Note particularly how Westerns compare with audiences to variety and situation comedy, with the 60-minute Western getting half the audience of the 30-minute. Biggest gain is in Westerns, suspense drama; loss, 60- to 90-minute drama.

What are the average ratings for various types of shows?

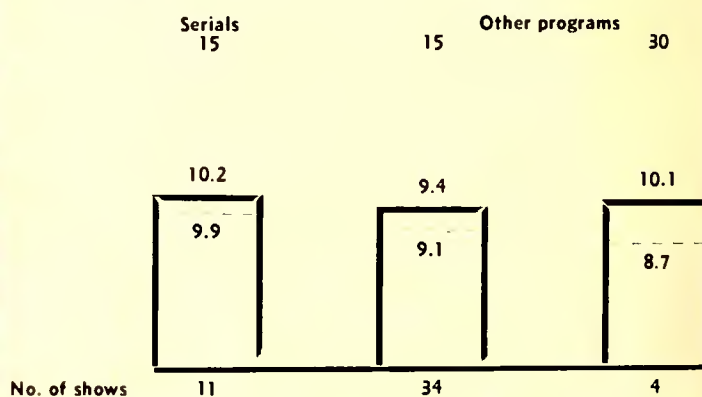
EVENING



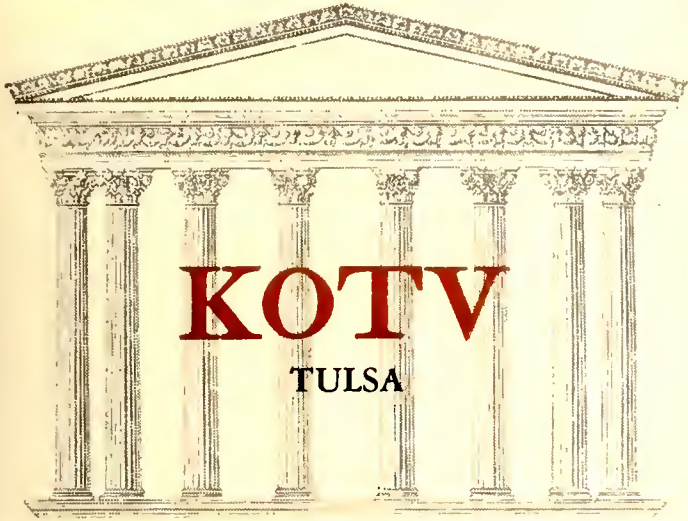
CHILDREN'S DAYTIME



ADULT MON.-FRI. DAYTIME



Ratings are from the Nielsen Television Index, cover the families reached during two weeks ending 25 January 1958.



KOTV

TULSA

A television market is more than a city

When you use KOTV ④ Tulsa, you sell a television market whose:

- Total Retail Sales are greater than Metropolitan Dallas.
- Effective Buying Income is almost \$2,000,000,000.
- Automotive Sales are greater than Metropolitan Oklahoma City, Omaha and Nashville combined.

Smart advertisers want to tap this market. They do it over KOTV ④ the station that has been first in Tulsa in every survey since 1949. Represented by Petry.

Sources: 23 ARB, Telepulse surveys; TV Mag. 3/58; Copyrighted . . . Sales Management 1958



KGUL-TV

HOUSTON

A television market is more than a city

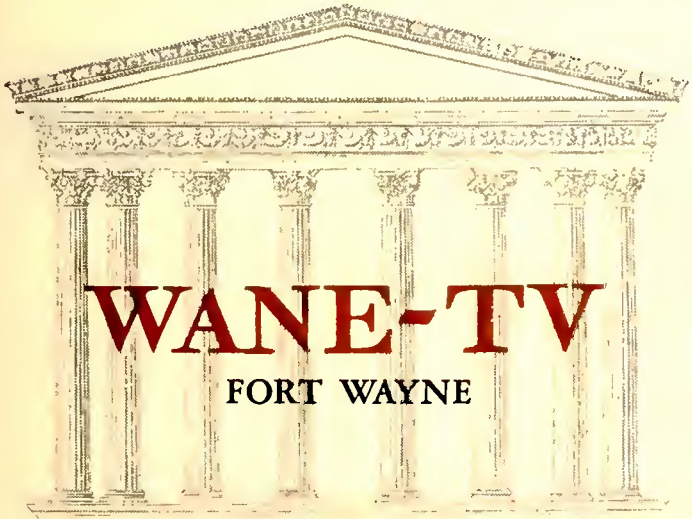
When you use KGUL-TV ④ Houston . . . you sell a quarter of Texas—a television market whose:

- Total Retail Sales are greater than Metropolitan Washington.
- Effective Buying Income is over \$3,840,000,000.
- Food Sales are greater than Metropolitan Cleveland.

Smart advertisers want to tap this market. They do it over KGUL-TV ④ the *only* station delivering city-grade service to both Houston and Galveston.

Represented by CBS Spot Sales.

Sources: TV Mag. 3/58; Copyrighted . . . Sales Management 1958



WANE-TV

FORT WAYNE

A television market is more than a city

When you use WANE-TV ④ Fort Wayne, you sell a television market whose:

- Total Retail Sales are twice those of Metropolitan Nashville.
- Effective Buying Income is over \$1,380,000,000.
- Automobile Sales are greater than Metropolitan Seattle.

Smart advertisers want to tap this market. They do it over WANE-TV ④ as more families watch WANE-TV than any other station in the billion-dollar all-UHF Fort Wayne Market. Represented by Petry.

Sources: Area ARB 11/57; TV Mag. 3/58; Copyrighted . . . Sales Management 1958



WISH-TV

INDIANAPOLIS

A television market is more than a city

When you use WISH-TV ④ Indianapolis, you sell a television market whose:

- Total Retail Sales are greater than Metropolitan Buffalo and Kansas City combined.
- Effective Buying Income is almost \$5,000,000,000.
- Food Sales are equal to Metropolitan Milwaukee and Cincinnati combined.

Smart advertisers want to tap this market. They do it over WISH-TV ④ the station that has dominated the Indianapolis Market in 25 consecutive surveys.

Represented by Bolling.

Sources: All ARB, Pulse, Nielsen surveys since July 1955; TV Mag. 3/58; Copyrighted . . . Sales Management 1958

THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

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

NETWORK PROGRAMING TRENDS

To what extent have network lineups increased?

The shows chosen at right to illustrate the trend in network tv lineups were among the top 25 according to January 1957 and 1958 American Research Bureau ratings of shows on the air both periods. As the figures show, there was a trend toward increased lineups.

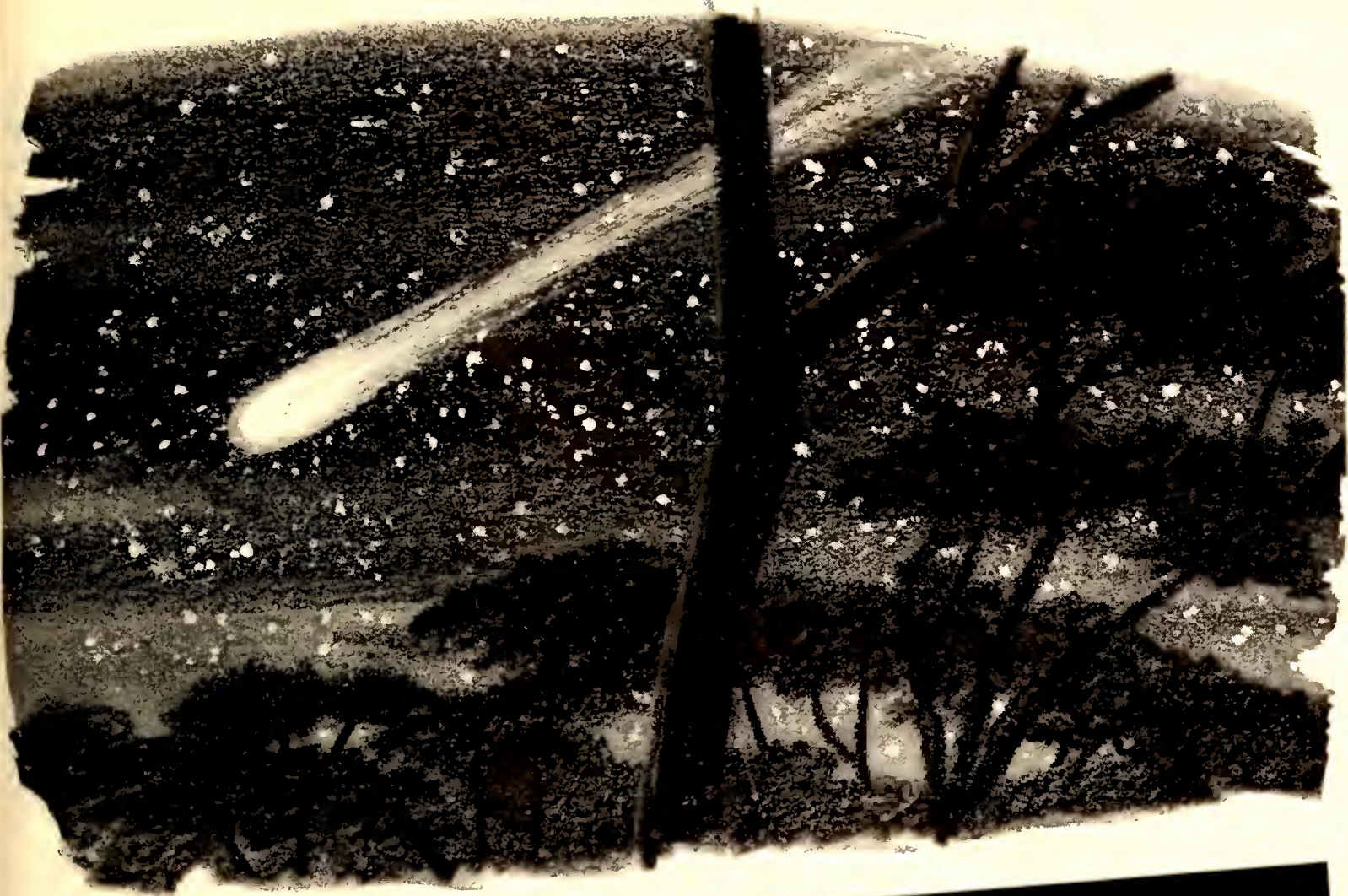
Program	No. of stations in lineup		No. of stations added
	Jan. 1957	Jan. 1958	
Ed Sullivan	169	189	20
Perry Como	137	158	21
G. E. Theatre	150	151	1
Shower of Stars	151	157	6
Alfred Hitchcock	135	146	11
\$64,000 Question	176	180	4
You Bet Your Life	149	161	12
Disneyland	141	174	33
Godfrey's Talent Scouts	173	158	-15
People Are Funny	162	134	-28
I've Got a Secret	182	197	15
Lawrence Welk	209	202	-7
Lassie	106	86	-20
What's My Line	100	108	8
December Bride	177	185	8
Red Skelton	95	174	79
Burns and Allen	110	169	59
\$64,000 Challenge	117	116	1
Your Hit Parade	165	164	-1
Phil Silvers	187	176	-11
Wyatt Earp	109	130	21
Gunsmoke	158	158	0
Ernie Ford	203	181	22
The Millionaire	149	158	9

What's the audience composition of show types?

Viewers per set from Trendex, Inc., top 20 market analysis, March 1958

	Drama ½ hr.	Drama, hr.-more	Spec. prog.	Var., com., mus.	Situ. com.	Adv. ser.	Myst., crime, pol.	Sports specs	West. dra.	Quiz, panel	Child. shows	Inter. shows
Men	0.78	0.80	0.89	0.83	0.70	0.76	0.85	1.22	0.89	0.80	0.69	0.78
Women	1.06	1.12	1.11	1.14	1.02	0.82	1.03	0.69	0.92	1.11	0.75	1.05
Children	0.10	0.24	0.82	0.62	0.92	0.99	0.53	0.17	0.91	0.43	1.48	0.25
Teens	2.21	2.16	2.82	2.59	2.64	2.57	2.41	2.08	2.72	2.34	2.92	2.08

Unable to report news and special features because of insufficient data.



YOU MIGHT SPOT HALLEY'S COMET* —

AMERICAN RESEARCH BUREAU
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings		
	WKZO-TV	Station B	Ties
MONDAY THRU FRIDAY			
7:30 a.m. to 5:00 p.m.	99	89	2
5:00 p.m. to midnight	92	47	1
SATURDAY			
8:30 a.m. to midnight	38	23	1
SUNDAY			
9:00 a.m. to midnight	43	17	
TOTALS	272	176	4

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.

BUT... You Need WKZO-TV For Astronomical Results In Kalamazoo - Grand Rapids!

NEW MARCH 1958 ARB FIGURES, left, prove that WKZO-TV dominates the Kalamazoo-Grand Rapids television audience — *morning, afternoon and night . . . seven days a week!*

WKZO-TV is Channel 3 — telecasts with 100,000 watts from 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids — *serves more than 600,000 television homes in one of America's top-20 TV markets!*

*Last seen in 1910 — due again in 1986.



The Feltzer Stations

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

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

How do summer replacements affect show ratings?

Shows at right were the top 25 according to American Research Bureau January ratings. Where summer rating is shown with an asterisk (*), it means show is summer replacement. All other shows either continued through the summer or had re-runs. Average audience figures show viewing levels suffer with replacements. Six shows replaced, with the summer offerings, follow: *I Love Lucy-Those Whiting Girls; Perry Como-Julius La Rosa; December Bride-Richard Diamond; Red Skelton-Spotlight Playhouse; Your Hit Parade-Adventure Theatre; Ernie Ford-High-Low.*

Shows	Jan. '57 rating %	Jan. '57 homes reached (000)	July '57 rating (000)	July '57 homes reached (000)
Ed Sullivan	59.0	20,940	31.4	11,810
I Love Lucy	51.9	18,430	18.5*	6,890
Perry Como	46.0	16,110	20.1*	7,300
G. E. Theatre	44.0	15,580	24.8	9,090
Shower of Stars (Climax)	42.6	14,695	21.6	8,085
Alfred Hitchcock	42.3	14,400	27.1	9,730
\$64,000 Question	40.8	14,510	35.2	13,330
You Bet Your Life	40.1	13,690	23.6	8,860
Disneyland	39.8	12,410	17.7	6,370
Godfrey's Talent Scouts	39.4	13,850	22.7	8,440
People Are Funny	37.9	13,280	17.4	6,400
I've Got A Secret	37.0	13,090	31.9	12,050
Lawrence Welk	36.6	12,630	30.2	10,990
Lassie	35.9	10,970	19.3	6,470
What's My Line	35.9	11,680	31.2	10,760
December Bride	34.9	11,560	18.9*	7,130
Red Skelton	34.9	11,270	20.6*	6,960
Burns and Allen	34.3	11,480	19.2	7,110
\$64,000 Challenge	33.8	1,440	27.7	9,860
Your Hit Parade	33.5	11,800	14.6*	5,410
Phil Silvers	33.3	11,870	17.4	6,550
Wyatt Earp	33.1	1,090	24.9	8,420
Gunsmoke	32.9	11,440	34.0	12,460
Ernie Ford	31.9	11,550	16.9*	6,450
The Millionaire	31.3	11,050	19.9	7,470
Average for shows not replaced in summer		12,110		9,171
Average for shows replaced in summer		13,453		6,690

What types of shows do best in competitive markets?

Average ratings in the top 20 markets*

Program type	Rating	Program type	Rating
News shows and special features	**	Mystery, crime, police drama	17.0
Drama, half hour	18.5	Sports spectacles	10.1
Drama, hour or more	18.3	Western drama	22.2
Special programs	27.3	Quiz and panel shows	19.8
Variety shows, comedy music	15.9	Children's shows	15.4
Sitcom comedies	17.0	Interview shows	14.0
Adventure series	13.8		

*Source: Trendex, Inc. (figures are based on those programs which appear in both February and March 1958 reports).
 **Unable to report because of insufficient data.



341,814 Dick Wellings...

Dick works at one of the 500 major oil companies that headquarter in Tulsa and make it the "Oil Capital of the World."

Smart advertisers reach the 341,814 families in this market over KOTV ☉ the station that has been first in Tulsa in every survey since 1949. Represented by Petry.

Sources: 23 ARB, Telepulse surveys; TV Mag. 7/58.



583,192 Larry Egans...

Larry is a plant manager for a local food packer. He and his family symbolize the 583,192 families that make up the Houston market which accounts for 1/4 of all the income, sales and business in the state of Texas.

To reach and sell these families . . . use KGUL-TV ☉ . . . the only station delivering city-grade service to Houston and Galveston. Represented by CBS Spot Sales. Sources: TV Mag. 7/58.



203,300 Bill Wagners...

Bill is a skilled machinist in a factory manufacturing agricultural machinery. He and his family are representative of the 203,300 families that make Fort Wayne the nation's No. 1 test market.

Smart advertisers reach this market over WANE-TV ☉ because more families watch WANE-TV than any other station in the billion-dollar all-UHF Fort Wayne market. Represented by Petry.

Sources: Area ARB, 11/57; TV Mag. 7/58.



763,232 Jim Hookers...

Jim is a skilled technician with one of the large pharmaceutical companies in Indianapolis. He is typical of the 763,232 families that make Indianapolis the nation's 14th television market.

Smart advertisers reach the Jim Hookers over WISH-TV ☉ the station that has dominated the Indianapolis market in 25 consecutive surveys. Represented by Bolling.

Sources: All ARB, Telepulse, Nielsen surveys since July 1955; TV Mag. 7/58.



THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

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

NETWORK PROGRAMING TRENDS

What has been the trend in network show lengths?

Figures cover sponsored shows, are from Nielsen Television Index. Most obvious increase is in 30-minute shows—a rise from 161 to 179 in one year

Nighttime tv net programing, hrs. per month by program duration

TYPE	SPRING 1958	SPRING 1957	SPRING 1956
15-min. programs	7	20	16
30-min. programs	179	161	174
60-min. programs	105	112	74
90-min. programs	9	18	12
Total hours	300	311	276

Nighttime net tv programing hours per month by sponsorship type

TYPE	SPRING 1958	SPRING 1957	SPRING 1956
Full	146	164	160
Alternating	91½	85	91
Part'pating	46½	37	25
Co-sponsor	16	25	*
Total hours	300	311	276

*Not significant.

What has been the trend in alternate sponsorship?

Data from Nielsen Television Index show that alternate sponsorship is increasing to some extent, participations more so. Full sponsorship predominates

What were the top-rated shows this past season?

Shows, listed alphabetically, made A. C. Nielsen Top Ten list as of November, 1957. Note variety in favorites

Nielsen Top Tens

Alfred Hitchcock Presents	Gunsmoke	Lucille Ball-Desi Arnaz
Annie Get Your Gun	Guy Lombardo Show	Orange Bowl Game
Bob Hope Show	Have Gun, Will Travel	Perry Como Show
Cheyenne	Holiday in Las Vegas	Pro-Football Champ. Game
Danny Thomas Show	I've Got a Secret	Rose Bowl Game
DuPont Show of the Month	Jack Benny Show	Sugarfoot
Ed Sullivan Show	Jerry Lewis Show	Tales of Wells Fargo
G. E. Theatre	Lassie	Wyatt Earp
GM 50th Anniversary Show		



6th MARKET IN TELEVISION ADVERTISING

Cleveland is also the 6th HIGHEST
IN SPENDABLE INCOME per family
of the 50 MAJOR metropolitan areas
(SRDS DATA)

4,300,000 viewing
WJW-TV in OHIO'S BIGGEST,
MOST STABLE MARKET



WJW-TV

CLEVELAND, OHIO

1630 EUCLID AVE. TOWER 1-6080

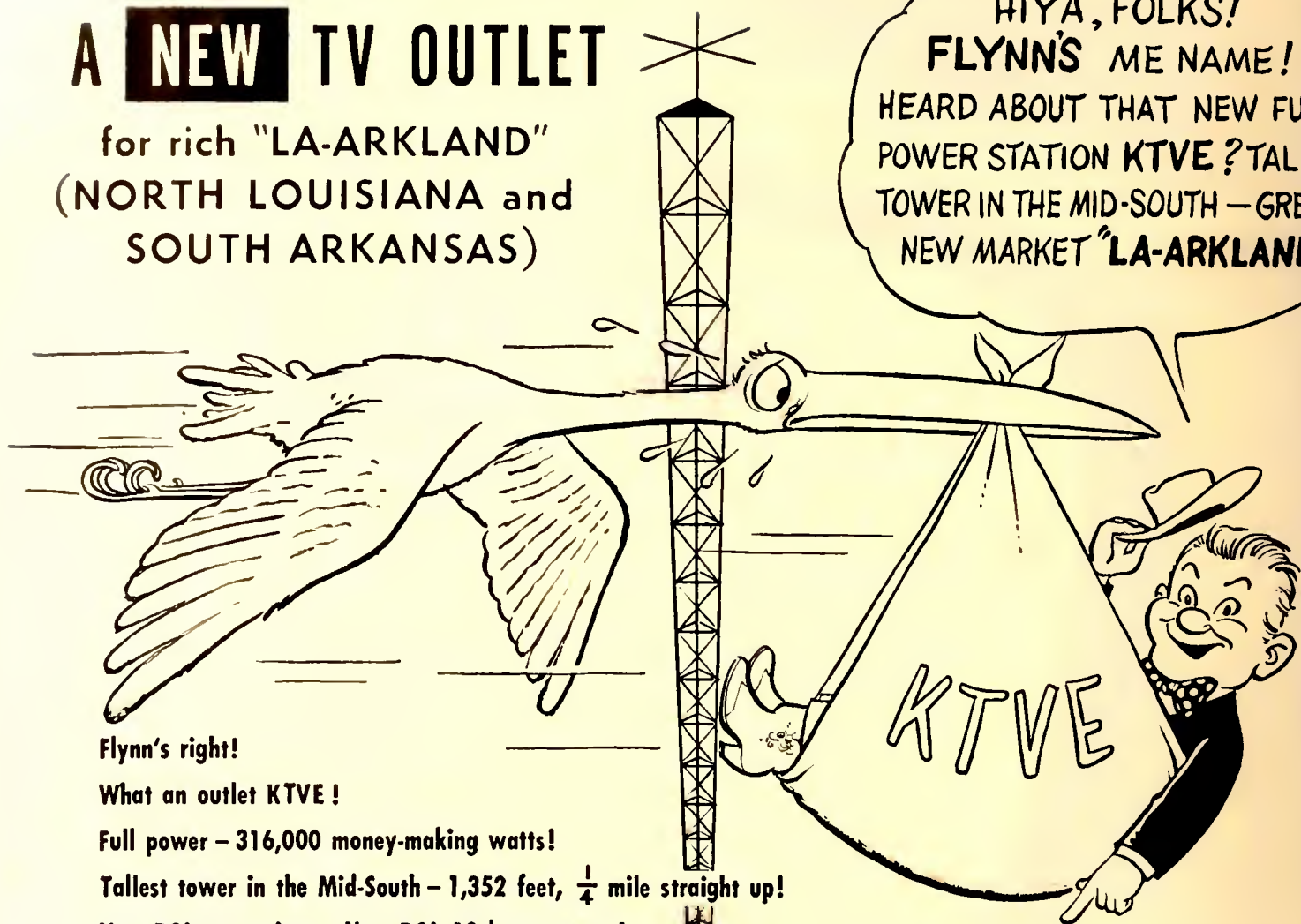
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

COMING FOR FALL!

A **NEW** TV OUTLET

for rich "LA-ARKLAND"
(NORTH LOUISIANA and
SOUTH ARKANSAS)

HIYA, FOLKS!
FLYNN'S ME NAME!
HEARD ABOUT THAT NEW FULL
POWER STATION **KTVE**? TALLEST
TOWER IN THE MID-SOUTH - GREAT
NEW MARKET "LA-ARKLAND."



Flynn's right!

What an outlet **KTVE**!

Full power - 316,000 money-making watts!

Tallest tower in the Mid-South - 1,352 feet, $\frac{1}{4}$ mile straight up!

New RCA transmitter - New RCA 18 bay antenna!

Remember - You're in like Flynn on Channel 10!

LA-ARKLAND



Centered in a prosperous
Oil and Timber belt.

KTVE You're in like Flynn on Channel **10**

Representatives:

Richard O'Connell, New York, Chicago
Clarke Brown, Dallas, Atlanta

SECTION **4**
SPONSOR
FALL FACTS BASICS



FILM

Leading film show buyers and prospects **Page 220**

Status report on syndicated and feature film **Page 222**

Film commercials **Page 226**

Film BASICS **Page 232**

Please turn page for highlights and index of Film section ▶

TELEVISION and INDUSTRIAL FILM



Custom
Designed

Klaeger
FILM PRODUCTIONS, INC.

1600 BROADWAY, NEW YORK 19, N. Y.

FILM HIGHLIGHTS

Major regional advertisers, with big budgets, have become the **backbone of film syndication**. Although stations themselves make the majority of sales to local and national accounts, the regional client buys on a program basis: a single series in a package for all markets (see page 222).



There's an unabated—and **continuing demand**—from stations for **quality half-hour film shows**. Even though the supply of feature film is nowhere near the run-out point, stations are eager to get new and audience-catching film properties (see page 223).



Thematic grouping is the big trend in the sale of feature films. A packager groups several together under a generic title and thus gives the advertiser and the station a much more merchandisable vehicle on which to promote sponsor identification and sales. This also builds a steady audience (see page 223).



The last of the Hollywood majors has come into the feature film fold with the sale of the Paramount properties earlier this year. There's still a **clamor for post-'48 movies**, of course, but no one has a firm answer as to when these will be available to tv. Many think the only time these will become available in bulk is through **liquidation of the big studios** (see page 223).



Agencies and their commercial film producers seem to be contradictory in their approach to the final film sales product. On the one hand, **clients want costs trimmed**. They're using fewer actors, fewer close-ups, more on-location shooting, less animation. But, on the other, they're sailing for **bigger and grander production commercials** which require elaborate sets and staging, intricate production. It resolves itself along these lines: when they spend money, they really spend it! But most of the time they're not spending that much (see page 228).

FILM BASICS

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FILM SPONSORS

These 292 clients are leading film show buyers—and prospects*

Adell Chemical Co.
 Affiliated Super Markets
 Albers Super Markets
 American Bakeries
 American Brewery, Inc.
 American Brewing Company
 American Chicle Company
 American Home Products Corp.
 American Motors
 American Safety Razor Co.
 American Stores Co.
 American Tel. & Tel.
 American Tobacco Co.
 American Trust Co.
 Anchor San. & American Heating
 Anheuser-Busch, Inc.
 Armour & Co.
 Ashland Oil & Aetna Co.
 Associated Hospital Service &
 United Medical Service
 Associated Products, Inc.
 Atchison-Topeka-Santa Fe
 Atlanta Gas Light Co.
 Atlantic Refining Co.

Ballantine, P. & Sons
 Bardahl Oil Co.
 Bavarian Brewing Co.
 Bayuk Cigar Co.
 Beatrice Foods Co.
 Bekin's Van & Storage Co.
 Bell Bakeries, Inc.
 Bell Tel. Co. of Penn.
 Best Foods, Inc.
 Bethlehem Steel Co.
 Blatz Brewing Co.
 Block Drug Co.
 Blue Plate Foods, Inc.
 Bond Stores
 Borden Co.
 Bowman Biscuit Co.
 Braun Baking Co.
 Bristol-Myers Co.
 Burger Brewing Co.
 Burgermeister Brewing Corp.
 Busch Jewelers

Cabell's Dairies
 Campbell Soup Co.
 Canada Dry Co. Bottlers
 Canadian Breweries, Ltd.
 Carling Brewing Co.
 Carling Brewing Co. Distributors
 Carnation Co.
 Carter Oil Co.
 Carter Products, Inc.
 Champlin Oil & Refining Co.
 Chesebrough-Ponds, Inc.
 Chesty Foods, Inc.
 Christian Science Committee
 Chrysler Corp.
 Chrysler Corp. Regional Dealers
 Chunky Chocolate Corp.
 Cities Service Co. Distributors
 Clairol, Inc.
 Coca-Cola Co. Bottlers
 Colgate-Palmolive Co.
 Colonial Stores Inc.
 Commonwealth Edison Co.
 Consolidated Edison Co.
 Consumer Drug Co.
 Consumers' Co-op Assn
 Continental Baking Co.
 Continental Oil Co.
 Coors, Adolph, Brewing Corp.
 Corn Products Refining Co.
 Custom Products

D-X Sunray Oil Co.
 Dean Milk Co.
 Drewry's, Ltd.
 Du Pont, E. I., De Nemours

Eastern Air Lines
 Eastman Kodak Co.
 Englander Co. Dealers
 Esslinger's, Inc.
 Esso Standard Oil Co.

Factor, Max & Co.
 Fair Stores, Inc.
 Falstaff Brewing Corp.
 Father John's Medicine Co.
 Food Fair Stores
 Ford Motor Co.
 Ford Motor Co. Regional Dealers
 Foremost Dairies, Inc.
 Frito Co. Distributors
 Frontier Foods Corp.
 Fuller, W. P. & Co.
 Furr's Food Stores

G. H. P. Cigar
 E & J Gallo Winery
 General Cigar Co.
 General Electric Co.
 General Electric Co. Distributors
 General Foods Corp.
 General Mills, Inc.
 General Motors Corp.
 General Motors Regional Dealers
 General Tire & Rubber Co.
 Genesee Brewing Co.
 Giant Food Stores
 James C. Gill Co.
 Glamorene, Inc.
 Goetz, M. K., Brewing Co.
 Gordon Baking Co.
 Grant Co.
 Great A&P Tea Co.
 Griesedieck Bros. Brewing Co.
 Gunther Brewing Co.

Hall, Robert Clothes
 Theo. Hamm Brewing Co.
 Heidelberg Brewing Co.
 H. J. Heinz Co.
 Hekman Biscuit Co.
 Holsum Baking/Bakeries
 Home Savings & Loan Co.
 H. P. Hood & Sons
 Household Finance Corp.
 Hudepohl Brewing Co.
 Humble Oil & Refining Co.

Independent Grocers Alliance
 International Shoe Co.
 Interstate Bakeries
 Iowa Electric Light & Power

Jackson Brewing Co.
 Jackson Brewing Co. Distributors
 Jewel Tea Co.
 Johnson & Johnson

Katz Drug Co.
 Kellogg Co.
 Keystone Steel & Wire Co.
 Kimberly-Clark Corp.
 Kitchens of Sara Lee
 Knudsen Creamery Co.
 S. S. Kresge Co.
 Kroger Co.

Labatt, Jahn, Ltd.
 Langendorf United Bakeries
 LaRosa, V., & Sons, Inc.

Lee Optical Co.
 Lee Tire & Rubber Corp.
 Leonard Refineries
 Lever Bros. Co.
 Lewis Food Co.
 Libby, McNeil & Libby
 Liebmans Breweries
 Liggett & Myers Tobacco Co.
 Lion Oil Co.
 Lone Star Brewing Co.
 Lone Star Gas Co.
 Lorillard, P., & Co.
 Lucky Lager Brewing Co.

M. J. B. Co.
 Magnolia Petroleum Co.
 Manners Drive-In Restaurants
 Manufacturers Light & Heat Co.
 Mars, Inc.
 Mayer, Oscar, & Co.
 McDaniel's Market
 Mennen Co.
 Michigan Bakeries, Inc.
 Miles Laboratories
 Miller Brewing Co.
 Miller Brewing Co. Distributors
 Molson's Brewery, Ltd.
 Montgomery Ward & Co.
 Morris, Philip & Co.
 Mueller, C. F., Co.

Narragansett Brewing Co.
 National Airlines, Inc.
 National Biscuit Co.
 National Brewing Co.
 National Health Aids
 National Tea Co.
 Nationwide Insurance Co.
 Nehi Corp. Bottlers
 Nestle Co.
 New England Provision Co.
 New York Telephone Co.
 Nic-L-Silver Battery Co.
 Northwestern Drug Co.

O-Cedar Corp.
 Oertel Brewing Co.
 Ohio Bell Telephone Co.
 Ohio Fuel Gas Co.
 Ohio Oil Co.
 Oklahoma Oil Co.
 Old Judge Coffee Co.
 Olympia Brewing Co.
 Omaha Public Power Distributors

Pabst Brewing Co.
 Pacific Gas & Electric Co.
 Pan-American World Airways
 Paxton & Gallagher Co.
 Pearl Brewing Corp.
 Pepsi Cola Co. Bottlers
 Petersen Baking Co.
 Pfeiffer Brewing Co.
 Pharmaceuticals, Inc.
 Phillips Petroleum
 Piel Bros., Inc.
 Pillsbury Mills, Inc.
 Pittsburgh Brewing Co.
 Prince Macaroni Co.
 Procter & Gamble Co.
 Pure Oil Co.

Quaker Oats Co.
 Quality Bakers of America

Radio Corp. of America
 Ralston-Purina Co.
 Rath Packing Co.
 Red Top Brewing Co.

Reynolds, R. J., Tobacco Co.
 Richfield Oil Corp.
 Richman Bros. Co.
 Ritchie, Harold F., Inc.
 Roberts, Rev. Oral
 Ronzoni Macaroni Co.
 Rozen, Raymond, Co.
 Ruppert, Jacob, Brewery
 Rust-Oleum Corp.

S&W Fine Foods Inc.
 Safeway Stores
 Sav-On Drug Stores
 Schaefer, F. & M., Brewing Co.
 Schlitz, Joseph E., Brewing Co.
 Schlitz Distributors
 Schluderberg, W.,-T. J. Kurdle C
 Schmidt, C., & Sons, Inc.
 Schoenling Brewing Co.
 Schonbrunn, S. A., & Co., Inc.
 Scott Paper Co.
 Scudder Food Products
 Sealy Mattress Co. Dealers
 Sears Roebuck & Co.
 Serta Assoc. Inc. Dealers
 Seven-Up Co. Bottlers
 Shell Oil Co.
 Sicks Rainier Brewing Co.
 Signal Oil Co.
 Simmons Co. Dealers
 Sinclair Refining Co.
 Slenderella International Salons
 Socony Mobil Oil Co.
 Southern Spring Bed Co.
 Speedway Petroleum Corp.
 Squirt Co. Bottlers
 Standard Brands, Inc.
 Standard Food Markets
 Standard Oil Co. of California
 Standard Oil Co. of Indiana
 Standard Oil Co. of Ohio
 Standard Oil Co. of Texas
 Star-Kist Foods, Inc.
 State Farm Mutual Insurance Co.
 Sterling Breweries, Inc.
 Sterling Drug, Inc.
 Stroh Brewing Co.
 Studebaker-Packard Corp.
 Sun Drug Co.
 Sunshine Biscuit Co.
 Swift & Co.

Table Talk Pie Co.
 Texas Electric Service Co.
 Texas State Optical Co.
 Thrift Drug Co.
 Top Value Enterprises

Udda & Taormina Co.
 United Cigar-Whelan Stores
 United Fuel Gas Co.
 U. S. Borax & Chemical Corp.
 U. S. Rubber Co.
 United Vintners, Inc.

Walgreen Co.
 Wander Co.
 Ward Drug Co.
 Warner-Lambert Pharma. Co.
 Welch Grape Juice Co.
 West End Brewing Co.
 Western Auto Supply Co.
 Westgate-Calif. Tuna Canning C
 White Cross Sleep Products
 White King Soap Co.
 George Wiedemann Brewing Co.
 Wildroot Co., Inc.
 Wilson & Co., Inc.

*These are companies which spent \$50,000 or more for spot tv programs during 1957, according to TvB. The programs include both syndicated film and local live, preponderantly the former. Any client who bought

local program time in quantity, however, is obviously a likely film show prospect as well. For list of clients' total spot tv expenditures plus the spending of their individual brands, see separate story in Film Basics

Symbol
of fine
television
films



IF

**OFFICIAL
FILMS
INC.**

The Adventures of Robin Hood — Network
The Adventures in Sherwood Forest — Syndication
The Buccaneers
Sword of Freedom
The Big Story
Decoy
My Little Margie
Star Performance
The American Legend
Trouble With Father
The Star And The Story
Dateline Europe
Overseas Adventure
Cross Current
Rocky Jones, Space Ranger
My Hero
Colonel March of Scotland Yard
The Hunter
Willy
The Scarlet Pimpernel

**NEW YORK • ATLANTA
BEVERLY HILLS • CHICAGO
CINCINNATI • DALLAS • FAYETTEVILLE
FT. LAUDERDALE • MINNEAPOLIS
SAN FRANCISCO • ST. LOUIS**

Status report: syndicated film

Adventure still rides high, merchandisability is major factor in buying, time clearances are syndicators' biggest problem

Film syndication, over the past several years, has been a rapidly expanding business, suffering the growing pains of an industry that mushrooms overnight. From all indications, the mushrooming has subsided into a slower steadier growth. Consequently, you can look forward to steady gains, especially in its acceptance as a quality medium by blue-chip advertisers.

Some of the broad trends that are evident, as well as the patterns that have already established themselves in syndication, heavily reflect this new, stabler growth. To cite some of them:

- Regional advertisers of the same ilk as the national blue chips have become the backbone of syndication.

While most sales to local and national advertisers are made by the stations themselves, regional advertisers are tending to buy on a programing basis: a single series in one big package deal for all markets. This tendency has helped significantly in the stabilization of the industry.

- There's an increased tendency for

a large regional advertiser to stick with a single vehicle for more than one season.

The largest single basis a syndicator has for going into a second year of production is the renewal of its biggest regional sponsor. Satisfaction with ratings and sales results is effecting a general trend toward this renewing of a series for a second year.

To name a few recent renewals: Continental Oil has brought CBS TV Film's *Whirlybirds* into a second year of production with its renewal of the series in 65 markets; another CBS show, *Annie Oakley*, is entering its fourth year as a syndicated series, thanks to renewal by Continental Baking in 90 markets; *Highway Patrol*, a Ziv product, will have another year, with Ballantine picking up the tab for a second time in 25 markets; White King Soap takes NTA's *Sheriff of Cochise* into another 39 episodes with its guarantee of 38 markets; MCA is assured of 71 markets covered when Falstaff renews *State Trooper* (as it

plans to) in January, thus making another year for the series worthwhile.

- National advertisers are leaning more and more toward syndication as an integral marketing tool.

Every company has its own particular marketing problems that can be faced with a film series. For instance, there are the national brewers, who must compete regionally on a marketing basis with local breweries all across the country. Consequently, you'll find such nationals as Schlitz and Budweiser heavy users of syndication in several markets.

What are some of the main marketing reasons national advertisers have for supplementing their network fare?

Here's what top film buyers say. (1) Syndicated programing lends itself well to regional distribution and merchandising situations. You can spot your emphasis where you want it. (2) Syndication is an excellent way of programing desirable non-network areas. (3) Advertisers sometimes sell products under different labels in different



Promotional tie-ins have advertiser appeal. L. to r., John Bromfield, *Sheriff of Cochise* (NTA), names Govs. Holmes of Oregon and Rossellini of Washington honorary Cochise County sheriffs



Adventure series get frequent and favorable nods from national and regional clients. Lloyd Bridges, star of Ziv's underwater series *Sea Hunt*, works closely with sporting goods stores, their customers

parts of the country. With spot programming, you can pitch your commercials locally. (4) A syndicated program, well merchandised, is a good way to firm dealer relationships. (5) Sponsoring a program—rather than spot announcements—gives identification to a specific brand within the community. (6) It is a good method with which to test market a product. (7) It's a good way to strengthen weak market positions.

There's little doubt that the blue chip agencies still prefer to look upon film syndication as strictly a supplementary tool. But even these agencies admit to an increasing number of inquiries from clients about cost, quality and the general feasibility of market-by-market buying, and syndication.

- The demand for quality half-hour programs by stations remains unabated.

In a cross-country SPONSOR check of station managers and programmers, the most oft-echoed demand was for more film product from syndicators. Also, with the supply of feature film backlogs virtually exhausted, and with new stations beginning operations, this demand will undoubtedly continue.

- Selling peaks are becoming less exaggerated.

It's no longer true that selling is strictly a one-season proposition. Although the greatest influx of new pilots still comes in May, for fall starts, a look at the series that have had successful sales since 1 January of this

(Please turn to page 230)



Then and now of *Tugboat Annie*. Above: famed Marie Dressler and Wallace Beery from the old movie. Below: Minerva Urecal and Walter Sande in TPA's syndicated series bought in 125 markets by Lever Brothers

Feature film

Paramount is last

major studio to release

feature films to tv.

Product supply is

plentiful and late-night

viewing is up 20%



Thematic grouping is big trend. Screen Gems' successful *Shock* series of horror films now expands to new *Son of Shock*

In 1956, the feature march on tv began in triple-time, keeping up its pace throughout 1957 and 1958. But this year, two years after it started, it was the beginning of the end of that march, with the last of Hollywood's major film studios releasing its entire pre-'48 film catalog to tv.

Not that the bloom has worn off feature viewing. Late night viewing has increased more than 20% (ARB) in the past year, more than any other single time period, and continues to rise monthly. Nor are stations running out of film. Solid stockpiles of feature product have been accumulated by stations.

With the sale of the Paramount package this year to MCA-TV for distribution, both stations and distributors could see an end to the feature inflow—but not in the near future.

The big question this year was "When are the major post-'48 films coming?" As soon as the fate of Paramount's backlog was decided, the cry went up in Hollywood to hold back the newer product. Yet, at the same time, all the guilds that could possibly be involved, began to make known what their residual demands would be.

Despite the furor, talk among New York bankers who control Hollywood finances concluded that the only way the post-'48 features will become available in large lots is through liquidation of the big studios.

As it stands now, the immediate future of tv features is secure. With

continuing good audiences, you can expect feature film spots to continue as a premium buy, at premium rates.

Distributors are re-packaging their packages into smaller anthologies and thematic groupings, thus making them more palatable to the smaller stations and available as a program frame. For an insight on just what the distant future holds for tv feature films, here's a rundown on major distributors:

- AAP, distributor of the entire Warner library of 700 films, as well as about 350 others, estimates it is about 50% sold, with the complete Warner library in 35 markets. (Portions of it have been sold in 125 markets.) The Gold Mine Library, all non-Warner product, has been sold in about 125 markets. To date, AAP has accrued some \$40 million in feature sales.

- MGM-TV, on the other hand, feels it has reached about 85% of its total potential, with sales so far amounting to about \$55 million. The 716-film package has been completely sold in 80 top markets, partially in 25 others.

- Screen Gems, distributors of the Columbia and Universal libraries totaling about 800 pictures, has released only half of its stock, all in small groupings. (The largest single group—Hollywood Movie Parade—consisted of 104 films.)

- NTA, with its 440 20th Century features and others, estimates it is about 60% sold out, with 140 films to go. It has also concentrated on the small package.

SYNDICATED FILM Q & A:

Syndicators still bet on the proven

- The majors are tending to stay with a sure thing, adding program innovations spottily to vary their product
- Time clearances are still a headache to everyone involved in syndication. One way to solution: plan ahead
- Film sellers are expanding into local-level, consumer-catching merchandising to keep clients and stations happy

Q. What's new in syndication programming for fall?

A. Insofar as film programming is concerned, syndicators are sticking with the proven product: the shows with impact, primarily adventure and crime series.

A rundown on what some of the major film distributors were pitching this spring for first-run syndication for the 1958-1959 season reflects this point:

- CBS TV Film Sales: *Colonel Flack*, a comedy adventure; *Exploring Space*, documentary adventure; *Silent Saber*, Revolutionary War adventure; *Border Patrol*, adventure.

- California National Productions: *Union Pacific*, railroading adventure; *Danger Is My Business*, documentary adventure; *Press Time*, newspaper comedy adventure.

- MCA TV: *Mike Hammer* and *S. I. 7*, crime adventures.

- National Telefilm Associates: *This Is Alibi*, situation comedy; *Man Without a Gun*, western; *How to Marry a Millionaire*, situation comedy (all for NTA's own network); *Grand Jury*, crime adventure; *Comedian Jansel's Show Business*, variety; *U.S. Marshall*, western; *Adventures of William Tell*, adventure.

- Official Films: *Western Union*, western.

- Screen Gems: *Rescue Squad*, adventure.

- Television Programs of America: *Adventures of Tugboat Annie*, comedy adventure; *New York Confidential*, crime adventure.

- Ziv: *Target*, drama anthology; *Dial 999*, adventure.

Q. How do re-runs rate as compared with first-run properties?

A. Apparently re-runs lose little appeal even though they have been aired before. McCann-Erickson, after a successful (top-rated show) year with Esso's *Golden Playhouse*, a drama anthology that had been a network show, made a qualitative study of the effectiveness of the show. These were some notable conclusions:

- Four out of five viewers were not aware that the show had been aired on network under another title.

- Although 20 per cent of the viewers did know the show was a re-run, and felt generally unfavorable about this fact, viewing depended almost wholly on enjoyment of the program. An interesting note: Viewers favorable toward the re-runs, however, took a greater interest in the commercials.

- When viewers were informed of the program status, they did not generally change their opinion of *Golden Playhouse*.

Q. What types of programs are currently available for syndication?

A. The following figures on types of shows available this year, as compared with a similar count made last year, provide a good indication of the kind of programming that has retained audience appeal. The data is based on SRDS material as gathered by RKO Television Research.

- The biggest increase, understandably, is in adventure series, which grew from 59 available in 1957 to 68 available this year.

- Next largest growth is in comedy series, with 44 available against last year's 37.

- There are 59 drama series currently available, an increase of only one over last year.

- Big new trend is the historical adventure, of which there were none last year. This year, there are four series available.

- Other types of series which have increased in numbers over last year are western (up two to a total of nine); travel shows (up two, to 12); science fiction (up one to five) and news and commentary series (up one to nine).

Cartoon series, discussions, documentaries, religious programs and science shows have remained the same over the past year.

Q. What are film buyers most interested in when purchasing a syndicated series?

A. It depends on who the buyer is and for what reason it's being purchased.

A station is most interested in low cost and high quality. An institutional

adventure and crime series

advertiser wants a "prestige" show. A national advertiser, supplementing his network fare, looks for good time clearances before anything else.

The most significant advertiser, the regional marketer, wants primarily the qualified rating: a high rating, with an audience composition that suits his product.

Q. What new selling plans have been devised?

A. NTA and TPA are two majors which have come up with selling plans devised to help stations and advertisers with local programing.

NTA offers its "double impact" and "big night" programing concepts. Double impact enables a sponsor to have a show aired twice weekly in each market at a low cost per thousand. Its big night programing—through the NTA network of a minimum of 115 stations—offers 90 minutes of cleared time for film programs (*This Is Alice*, *Man Without a Gun* and *How to Marry a Millionaire*) weekly, which advertisers may buy on a network basis.

TPA's "programing-in-depth" plan permits stations to buy from one to 10 programs at a time, with air starting dates for the shows ranging from one month to a year from the dates on which contracts are signed.

Q. How can you clear time for syndicated film?

A. This fall, film buyers expect to have more trouble finding good time clearances on network-affiliated stations because of the rapid acceptance of taping. With taping taking the place of both live and film network programs, network shows could be aired at the same time across the country, cutting into much western prime time currently available for syndication.

To make possible the best clearances, here's what film buyers advise:

- If you think you or your client will be interested in a syndicated film, let stations and reps know about it. They've a good idea as to what's available or possible.

- When you've selected a show, get all the promotion material available and send it to the stations in which you're interested. A little advanced selling on the potential of a series is a good thing.

- Give the stations more than one suitable time period. The program may do well in a particular program block even though the time period per se doesn't sound so appealing.

- The series' syndicator might be able to help clear time for you, too. Syndicators themselves are also out in the field working closely with stations and local advertisers and are generally close to the market situation.

- If you have merchandising or promotion plans for the series, work closely with the station and distributor. Both are merchandising minded. They know the market with which you're dealing and can help build audiences.

- Work closely with your dealers and distributors in the areas. Their enthusiasm about a particular series coupled with their knowledge of the local tv stations might improve your time clearances.

Q. What's the status of barter?

A. On a large scale, barter has about run its course.

To the successful barterers — C&C, Guild Films — it is a flourishing operation.

But the large agencies, advertisers and film distributors who investigated or experimented with barter have been generally disappointed. The feeling is

it will remain just about where it is: in the fringes of fringe time.

Q. How about the costs of a pilot film?

A. Costs on pilots have risen slightly this year along with other production costs. The pilot costs anywhere from \$40,000 up.

Q. How long does a sponsor normally remain with a single syndicated series?

A. Spot programing advertisers are tending more and more toward staying with a single syndicated series for several seasons. This comes from the Ziv research department, which recently made an analysis of its own shows.

Q. How do syndicators feel about their function as a merchandising aide?

A. Film distributors are convinced that an important plus to a syndicated series is in local and regional merchandising. Because advertisers won't pour too many dollars into promoting their local shows, and syndicators feel the difference between a happy and not-so-happy client can be merchandising, the burden of supplying tools for promotion falls on the film seller.

Q. To whom are the largest number of syndication sales made?

A. Dollar-for-dollar, largest syndication sales are to sponsors rather than to stations.

Although advertisers would prefer to buy directly from stations for a variety of reasons (they feel this method is less expensive and that stations are in a better position to sign a short-term contract because there's less of a problem finding alternate-week sponsorships), stations are less inclined to take risks on unsold product. ■

FILM COMMERCIALS: after a slump,

Major trends: more expensive commercials and longer ones, better technical equipment and facilities among producers, fewer actors, less animation, more on-location shooting

The strong move by advertisers and agencies to put their sales messages on film continues. For several years the production swing has been in the direction of film—as opposed to live commercials.

And these commercials are of better quality and more sales punch. Why? Because agencies and advertisers are spending enormous sums of money for the editorial content of programing and realize ever more forcefully that the commercial content must not only match but exceed show quality. It's the program which pulls the audience but the commercial which sells it. The more professional a commercial, the more persuasive; the more persuasive, the more merchandise moves from shelves and showrooms.

This past year saw an ever greater share of this commercial production going to the major studios and to the West Coast, particularly. For a complete rundown on top trends—both present and future—SPONSOR went to the trade group representing a major portion of the commercial film companies, the Film Producers Assn., as well as to several which do not belong to this organization.

The country's business recession has affected the production of filmed tv commercials by about 20 per cent. While about six studios continue to operate at full or near capacity, the other 50-plus top studios around the country—particularly the animation houses—have been feeling the pinch.

Seasonal production patterns of the advertising agencies have continued

unchanged, with the traditionally slow spring season adding to producer problems. However, the usual summer upswing started in early June.

The recent East versus West coast competition appears to have been fairly well resolved.

During the past year, most of the Hollywood major studios relinquished "smaller" jobs after finding it unprofitable in terms of their overhead. Their current feeling is that it pays them to bid only on the more lavish commercials that capitalize upon their back lot and expensive studio space. Agencies apparently recognize this also, and their representatives have been going to the West mainly to take advantage of large space, weather and name personalities available there only.

The past year has seen several important New York production companies opening West Coast branches in order to offer a rounded production service. The reverse is true, too, with West Coast producers opening service offices near agency and advertiser clients in the East.

The need for complete facilities is dramatized by the continuing trend by important advertisers toward the longer, more elaborate tv commercials to capitalize fully upon their increased investment in 60- and 90-minute entertainment specials.

The two-minute and three-minute commercial is no longer a rarity, although it accounts for a relatively small part of the over-all number of commercials made.

Most of the longer commercials are

being filmed in color, and the quality is improving steadily.

Fully half the commercials chosen by the Film Producers Assn. for its June showcase were made in color. Apparently the theory is that lavish programing justifies lavish commercials. However, there has been no significant increase in color usage for the average commercial minute, 20-second or 10-second spot.

While there has been a slight increase in the use of name personalities this past season, the place—not the face—has been paramount.

Sparked by Ford's 'round-the-world excursion, the industry has piled up more mileage seeking unusual locales and new concepts than ever before. For everything from cigarettes and automobiles to household detergents, the producers and their crews have gone looking for new production sites.

Partly responsible for the emphasis on place instead of face is the new commercial contract signed with the Screen Actors Guild in March.

Producers report that use of live talent in their film commercials is way down—by as much as 50 per cent. They blame it on a contract which some allege ultimately can cost the advertiser about 150 per cent more in talent costs than it would have a year ago. The conventional tv film spot today utilizes one announcer speaking lines and one model with just her face or her hands showing. There is a lessening of sizable casts, except for special shows and spectaculars.

The SAG contract has not affected animation studios as much as the live-action producers. Animation business, however, is down generally.

With less money going into the technique, there have been fewer advances in this technique. Producers report, instead, consolidation of the abstract approach in drawing, sound and music, plus a few outstanding character developments. In the East, the free-lance animator pool is re-

an upswing

ported to be at an all-time high, and several new independent companies have been formed by stylists who have gone on their own in order to offer specialized services. Many new commercials indicate a revival of the stop-motion techniques practiced so widely at the advent of tv.

Producers report the agencies, as always, are interested in experimenting with new techniques. This year, however, they're not quite so willing to pick up the tab.

Agencies are inclined to bring the producer into planning conferences earlier and to grant him wider latitude in suggesting concepts. But they either do not have the budget for experimenting or they have less money to work with generally. As a result, they are standing pat with either finished commercials or tried-and-true techniques. If anything, a trend toward good picture design seems indicated, as practiced in the top fashion and general magazines.

There's also a trend for the film producer's clients to leave responsibility with filmers for print processing, re-orders and release of reels to stations.

There have been fewer complaints about print quality—from client, station and viewer—perhaps because after last year's focus of interest on this problem there has been more individualized attention in the printing as well as to the local station's handling of prints.

A constant reference in any discussion of tv commercials is videotape.

While today's application of videotape is largely one of servicing otherwise live commercials done in the tv station studio, the videotape service is expected to cut into film production.

While several producers have installed videotape machines, they affirm it is to increase their business by picking up work that might otherwise have been done live (since it eliminates fluff and has the same warmth as a live spot).



Stop-motion commercials, though popular, are in the minority in terms of total production. This was shot by Transfilm for Cut-Rite Wax Paper through JWT



Elaborate sets are designed and built to create such situations as this glamor scene for a Camay commercial by Sarra through F. H. Hayhurst Co. Ltd. agency of Toronto



Specially made props, such as large Esso symbol, help gain product identification. Pictured: Burns Patterson, McC-E art director on New Formula Esso Extra series



Stars such as Jayne Meadows continue as big draw. Klaeger Films shot Pontiac ad series for McManus, John & Adams



Location scenes are gaining. MPO TV Film's camera crew shoots footage at Lake Tahoe for Schlitz Brewing through JWT

COMMERCIAL FILM Q & A:

Clients are insisting on

- Because commercials pay the freight in tv programing, clients demand higher quality and more attention factors
- The hat-in-hand boys are on the way out as production firms put more stress on professionalism and streamlining
- There's an even bigger premium on imagination, with both producers and agencies asking more of each other

Q. What are major factors in an agency's selection of a film producer?

A. There are eight criteria applied by major agencies in the selection of a film producer for their commercials.

SPONSOR, in surveying top film buyers at agencies in late May, discovered these are the main points on which suppliers are judged:

- Quality
- Reliability
- Most economical
- Flexibility
- Best facilities
- Most creative
- Best animation
- Best on-location

Q. How do agencies rate the major production centers?

A. In the SPONSOR survey mentioned above, agency executives in recent months ranked production of film commercials about evenly divided between the two cities.

The actual breakdown of 33 such agency people surveyed in personal interviews, 18 said Los Angeles was the best, 17 voted for New York, none gave the nod to Chicago and the declined comment.

Despite the fact that Chicago got no

votes, seven of the agency people headquartered there. The breakdown as to headquarters location of the people surveyed: New York, 20; Chicago, 7; Los Angeles, 10.

Q. What are some of the complaints agency executives have against production companies?

A. They have many complaints, of course, both small and large but there seems to be a tendency for the complaints to diminish in intensity. The big problems are being smoothed out fastest.

Some agency men think too many producers are disorganized and inefficient. They dislike the way producers compete with each other. They think too many producers are vague about television's special problems and requirements even though they are admitted experts in the area of film.

Q. How has commercial film production grown in the past few years?

A. The production of filmed commercials for television has long since emerged as a full-fledged industry after a hectic period of growth.

Three or four years ago, an advertising agency seeking a filmer would select one of a multitude of free lance

producers for the job. The producer would then hire one-shot personnel, rent a studio and "liquidate" when the film was delivered.

The picture has since changed. The trend has been toward bigness with individual operators being absorbed or falling by the wayside. Now agencies go to established film companies which specialize in commercial production.

Q. What is the status of color commercials?

A. Despite all the ballyhoo at the introduction of color television, most producers have noticed little increase in the call for color film commercials this year.

The clients who have been buying color for the last two years are continuing to do so. These include RCA and Whirlpool.

Q. Is closed-circuit pre-testing of tv filmed commercials increasing?

A. More and more screen testing is being done and the outlook for the fall is increased activity in this area.

The bulk of closed circuit testing up to now has been personalities and advertiser "spokesmen." A more recent development, and of unusual future interest, is the growing practice of testing products. Producers are working with clients on new products—some still under wraps—by testing package designs and color patterns to pre-determine the effectiveness of their transmission on television.

Q. Are agencies handling mass printing of commercials?

A. In the early days of filmed commercials, the practice was for agencies to take the printing order from the film producer and give it to the film laboratory. This was based on the theory of saving money.

quality plus economy

But the pendulum has swung in the other direction and most agencies have found that it is wiser to deal with a responsible producer who will stand behind his product. If the producer is of sufficient size, for example, the laboratory will depend upon him for a large volume of business and will make every effort to deliver prints of the highest quality.

Q. What are the major criticisms of agencies by film producers?

A. From the film producer's point of view, advertising agencies generally are not living up to their creative obligations.

Basic criticisms include: The agencies are using less imagination. Many commercials are poorly conceived, poorly written. They have the "tired" feeling of the same commercial being done over and over again. One producer cautions that "hard sell" is not synonymous with "lack of imagination." He continues: "Any good producer would rather have the challenge of filming an imaginative commercial than the so-called security of doing something over."

Another major criticism leveled at agencies is that they compromise a good idea which has been successful. A series of imaginative and effective commercials is well received and another similar series is planned.

The pitfall here, say producers, is in the tendency to add dullness to a good idea. Very often, the second series doesn't turn out as well as the first for this reason. Producers believe the most successful commercials have a recognizable theme.

Q. Are agencies increasing the practice of bulking commercial production to bring production costs down?

A. The practice of making commercials in groups is becoming more prevalent and will continue.

The obvious advantage is cost. But more and more, large advertisers are requesting the services of the same creative team (producer, director, cameraman, scenic designer, choreographer, etc.) on all their commercials. In this way they achieve uniformity of high production standards and a guarantee that the filmer will be thoroughly familiar with the product.

Because of this, larger advertisers tend to schedule commercials in groups whenever possible and request the same production team to be assigned to future jobs.

Q. Are producers participating more in the pre-planning meetings at agencies?

A. Agencies are taking advantage of the creative planning potential of the film producer more each year. In certain cases the producer works with the agency in the pre-storyboard stage to insure uniformity of effort and approach in production.

Q. What are some of the new techniques in commercial film production?

A. One of the basic facts of life in the industry today is that the film producer must have a staggering amount of technical equipment on hand to fulfill the fast-service needs and demands of advertising agencies.

As the trend toward consolidation of talent and facilities in film production continues, the larger companies have been more concerned with developing new filming techniques. The development of zoom lenses for commercial work is one aspect of this.

Similarly, most producers are taking advantage of the new fast films. Certain producers are spending large sums of money on research and development on a continuing basis.


Q. Will the anticipated widespread use of taped commercials eliminate film?

A. Most of the major tv film commercial producers agree that tape is not a threat either at present or in the foreseeable future. But they expect videotape probably will cut into commercial film production to some extent.

At the present time, tape is used most effectively for the live type commercial—the standup pitch. If an average filmed commercial (requiring several sets, change of costumes, before and after shots and beauty and result shot) were attempted on tape, the critical standards would be considerably lower. So say some producers.

As to cost, a film or a tape commercial of the type mentioned above would budget about the same today if production costs, alone, are included. But if the cost of amortization of tape equipment is figured in the budget, producers allege, film would be cheaper.

As to future inroads of tape, some producers doubt that film will ever be replaced to any great degree by the new medium. On the other hand, major firms have allocated funds for the purchase of tape equipment should technical advances make it practical. Some firms have already bought tape equipment for experimental purposes.

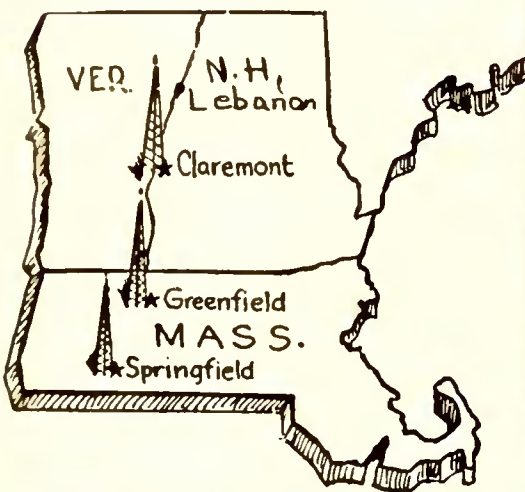
Independent film producers are unanimous in the conviction that, film or tape, they will continue to produce the bulk of pre-packaged commercials. Why? Because they know requirements of ad agencies. 

FIRST . . . IN WESTERN NEW ENGLAND

the
WWLP
(Springfield, Mass.)

COMMUNITY GROUP

TRI-STATE—ONE-RATE COVERAGE THAT REALLY COUNTS



READ 'EM AND REAP

Channel 22—Springfield, Mass.
(WWLP) Holyoke, Mass.

Channel 32—Brattleboro, Vt.
(WRLP) Greenfield, Mass.
Keene, N. H.

Channel 79—Claremont, N. H.
(translator)

Channel 81—Honover, N. H.
(translator) Lebanon, N. H.
White River Junction, Vt.

Hollingbery NEW YORK
Kettell-Carter, Inc. BOSTON
Channel 22 Sales

SYNDICATED FILM

(Cont'd from page 223)

year point up the leveling of this peak.

To cite some examples: Ziv's *Target* series, sold during the late winter and early spring in about 100 markets; CNP's *Union Pacific*, sold in March and April in more than 100 markets; MCA-TV's *Mike Hammer*, sold in the winter months for winter starts in more than 100 markets; TPA's *Adventures of Tugboat Annie*, sold in 122 markets before the fall selling season got underway.

• Programing of first-run series is one area where you won't see too much change.

Syndicators feel they have a substantially fool-proof formula in giving the advertiser what he wants—the adventure show with a merchandising theme—and are not yet in a position to sell new concepts in programing. To the advertiser looking for a “prestige” show, or family entertainment, this trend presents a problem, but to the majority of syndication buyers, it's the most saleable product.

• Film production has moved to the West coast.

You'll see just about every series that's not being produced somewhere on location filmed in the Hollywood studios. There is, however, an increasing tendency toward the on-location filming.

• Production costs, and costs to the advertiser, will level off to minimal increase in the next few years.

Over the past few, film costs have climbed from 25 per cent to 30 per cent yearly; this year's rise was a maximum of 15 per cent. With film men depending more on know-how than on larger investments, the increase in pricing should level off.

• Time clearances for syndicated programing will continue to be the number one problem for the industry.

Of course this is a problem faced most heavily in the three-or-more station markets, where “channel loyalty” to the affiliated stations is much stronger. But as long as the networks continue to function as they do, and as they must, time clearances in prime time on top-rated stations in multi-station markets will continue to be a headache.

• The bigger, more stable film companies are strengthening their position in the field, while the smaller, fly-by-night outfits seem to be on the wane.

During this past year, many a small film peddler closed his doors. At the same time, agency buyers state they are becoming accustomed to dealing with nine or 10 large film packagers, from whom they will undoubtedly do 90 per cent of their buying.

• Syndicators themselves are making great strides toward establishing effective selling patterns.

This was the year for film sellers to realign their sales forces along stronger lines.

• This new intensive strengthening of sales forces, coupled with better selling methods, more complete presentation packages and more actual merchandising of the product by the syndicators, will lead to a more streamlined operation in marketing film.

• The various experiments with selling presentations over the past few years have brought forth one strong conviction on the part of both film buyers and sellers: there is no current substitute for the pilot.

1957 was the year for experimentation. Film packagers tried elaborate presentations, story lines, colorful slide synopses and prototypes and were bogged down by the competitive situation they were placed in by the pilot-wielding brothers. Consequently, this year the pilot was back in full regalia.

Grumblings re pilots are still heard from both buyers and sellers. To the seller a pilot represents a minimal \$40,000 investment.

• There's a trend away from a practice that once promised to present a problem to the distributor interested in getting the full dollar from a film show. The practice: barter.

Bargain hunters, unsold time and prohibitive programing costs will keep barter alive.

But blue chip agencies, advertisers and film companies that have looked at barter possibilities have turned them down, either for prestige reasons or because they are not quite sure what they're getting.

• Merchandising has emerged as an important staple of the syndication business. Local merchandising, especially, is playing an increasingly large part, both for the advertiser and the station.

This was also the year for the stars of film series to go to bat personally for their various sponsors. Personal appearance tours and visits with company employees have become very much the established practice. ■

SPONSOR
FALL FACTS BASICS



FILM

BASICS

Charts, tables and tabulations covering—dollar sales volume of syndicated film, how the number of syndicated film hours has grown, number of syndicated films in major market areas, the top 10 syndicated programs in multiple-station markets

FILM BASICS

How many syndicated films are run in major markets?

Number of different syndicated film shows aired weekly in 19 major markets*

<u>MARKET</u>	<u>PROGRAMS</u>	<u>MARKET</u>	<u>PROGRAMS</u>
New York	108	Philadelphia	46
Los Angeles	81	Cleveland	38
Washington	61	Atlanta	36
Milwaukee	57	Houston	35
Detroit	56	Pittsburgh	34
Chicago	53	Dallas-Ft. Worth	33
San Francisco	53	St. Louis	31
Minneapolis	48	Portland	29
Hartford	46	Seattle	28
		Baltimore	28

*From Broadcast Advertisers Reports, Inc., "Spot Films in Television," covering the first quarter, 1958.

What are the top 10 syndicated shows?*

(In multiple-station markets?)

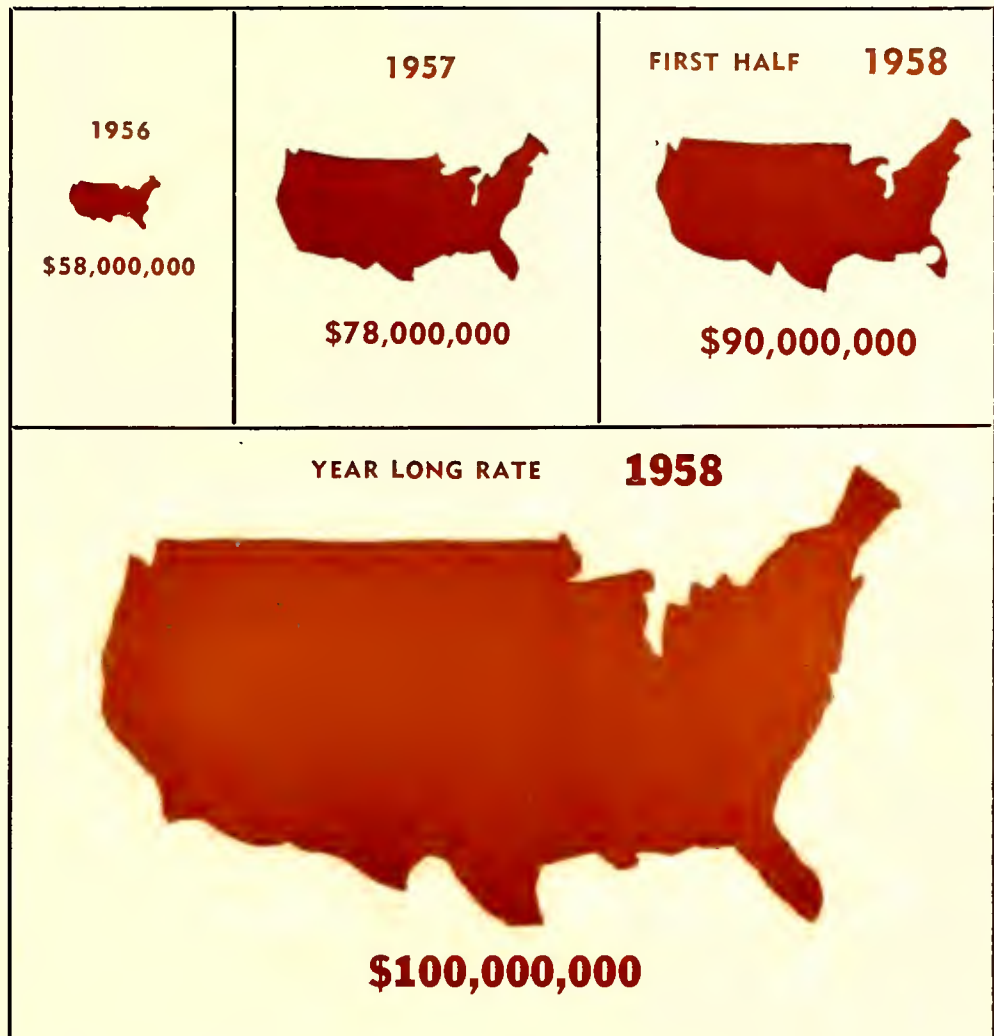
<u>SHOW</u>	<u>AVERAGE RATING</u>	<u>NO. CITIES RATED</u>	<u>HIGHEST RATING</u>	<u>LOWEST RATING</u>	<u>NO. MKTS. WITH OVER 25 RTG.</u>
Highway Patrol	28.0	73	57.0	8.9	49
State Trooper	25.4	68	43.0	10.4	36
Sheriff of Cochise	25.4	59	42.7	5.2	30
Death Valley Days	23.7	37	46.3	9.8	15
Whirlybirds	23.0	63	40.9	6.0	26
Frontier Doctor	21.4	31	41.0	4.3	13
Casey Jones	20.9	19	30.8	8.5	5
Twenty-Six Men	20.6	44	47.0	8.3	13
Silent Service	19.5	64	39.1	5.0	15
Secret Journal	19.0	26	41.4	1.1	8

*Source: BBDO. The agency concept of an over-all rating, although weighted, can be cut down by even one or two very low ratings. Therefore it probes the high and low ratings in markets with two or more stations and determines how many markets get a rating of 25 or better.

What's the dollar sales volume of the syndicated film business?

Estimated dollar sales of syndicated film*

The syndicated film business has kept pace with the speed of television's own development during the past decade. The rate growth is even surprising to syndication companies as shown by this first-half and year-long estimate of dollar volume for 1958 by California National Productions. Early in the year the industry's billing gross was estimated to run about \$90 million for the year. Activity during the past few months has upped this estimate to \$100 million. This shows more than a 70% gain in only two years. The largest area of growth has been in daily stripped programming.



How has the number of syndicated film hours grown?

Total hours of syndicated film on the air in 60 leading tv markets, 1954-1958*

	1954	1955	1956	1957	1958**
Total hours, all syndicators	825½	1216¾	1612½	2169¾	2331¾
% gain	—	47.4	32.5	34.6	7.5
Avg. no. hours, 60 markets	13.7	20.3	26.9	36.1	38.9
Hours on strip run	—	—	440½	800½	1070½
% gain	—	—	—	81.7	33.7
% strip hours of total hours	—	—	27.3	36.9	45.9
Syndicated film billing gross, estimated in millions***	—	—	\$58	\$78	\$100

*From status study prepared by research department of California National Productions.

**One week's programming, all stations, 60 leading markets rated by ARB first quarter each year. '58 data for same markets based on Nov. '57-Jan. '58 report.

***Based on average syndicated film costs as reported in NARTB film manual, 1956.

How do you convert film minutes to footage (and vice versa) ?

TABLE CONVERTS FILM FOOTAGE TO TIME OR VICE VERSA

FOOTAGE TO TIME				FOOTAGE TO TIME				TIME TO FOOTAGE In 35mm. . . . In 16mm								
in 35mm				in 16mm												
Minutes	Seconds	Tenths of seconds		Minutes	Seconds	Tenths of seconds		Minutes	Seconds	Tenths of seconds	Feet	Frames	Feet	Frames	Feet	Frames
1/2	00	00	.33	1/2	00	00	.80	00	00	.33		8				8
1	00	00	.67	1	00	01	.67	00	00	.50		12				12
2	00	01	.33	2	00	03	.33	00	00	.67		16				16
3	00	02	.00	3	00	05	.00	00	01	.00	1	8				24
4	00	02	.67	4	00	06	.67	00	02	.00	3	0	1	8		8
5	00	03	.33	5	00	08	.33	00	03	.00	4	8	1	32		32
6	00	04	.00	6	00	10	.00	00	04	.00	6	0	2	16		16
7	00	04	.67	7	00	11	.67	00	05	.00	7	8	3	0		0
8	00	05	.33	8	00	13	.33	00	06	.00	9	0	3	24		24
9	00	06	.00	9	00	15	.00	00	07	.00	10	8	4	8		8
10	00	06	.67	10	00	16	.67	00	08	.00	12	0	4	32		32
20	00	13	.33	20	00	33	.33	00	09	.00	13	8	5	16		16
30	00	20	.00	30	00	50	.00	00	10	.00	15	0	6	0		0
40	00	26	.67	40	01	06	.67	00	20	.00	30	0	12	0		0
50	00	33	.33	50	01	23	.33	00	30	.00	45	0	18	0		0
60	00	40	.00	60	01	40	.00	00	40	.00	60	0	24	0		0
70	00	46	.67	70	01	56	.67	00	50	.00	75	0	30	0		0
80	00	53	.33	80	02	13	.33	01	00	.00	90	0	36	0		0
90	01	00	.00	90	02	30	.00	02	00	.00	180	0	72	0		0
100	01	06	.67	100	02	46	.67	03	00	.00	270	0	108	0		0
200	02	13	.33	200	05	33	.33	04	00	.00	360	0	144	0		0
500	05	33	.33	500	13	53	.33	05	00	.00	450	0	180	0		0
600	06	40	.00	600	16	40	.00	06	00	.00	540	0	216	0		0
700	07	46	.67	700	19	26	.67	07	00	.00	630	0	252	0		0
800	08	53	.33	800	22	13	.33	08	00	.00	720	0	288	0		0
900	10	00	.00	900	25	00	.00	09	00	.00	810	0	324	0		0
1000	11	06	.67	1000	27	46	.67	10	00	.00	900	0	360	0		0
2000	22	13	.33	2000	55	33	.33	20	00	.00	1800	0	720	0		0
3000	33	20	.00					30	00	.00	2700	0	1080	0		0

COPYRIGHT 1955 SCREEN GEMS, INC.

Do you know how long it takes 2,683 feet of 35 mm. film to run? See answer below

For film men not equipped with time-footage converters, SPONSOR reproduces one developed by Peter Keane of Screen Gems. It permits calculations from footage to time and vice versa for both 16 mm. and 35 mm. It goes up to 33 minutes of running time for 35 mm. and 35 minutes for 16 mm. The figures are based on standard rates of travel in tv projectors. Since film people are familiar with standard-length films, the chart is useful in figuring out odd lengths of time and footage. In such cases, the user breaks down the figures into those already calculated in the

chart and merely adds them together. For example, if the user wants to find out how long 2,683 feet of 35 mm. will run, he goes about it this way. Referring to the chart shows that 2,000 feet runs 22 minutes and 13 seconds; 600 feet runs six minutes and 40 seconds; 80 feet runs 53 seconds and three feet runs about two seconds. That makes a total of 28 minutes and 108 seconds or 29 minutes and 48 seconds. The chart should also be useful in commercial production, where short lengths are common and careful calculations essential for tv's split-second timing.

What are multi-market time costs for half-hour films?

Spot rates for half-hour film program in 60 leading markets (26-time alternate week basis)

MARKET	HIGHEST RATE* MON.-FRI.	LOWEST RATE** 7-11 P.M., MON.-FRI.
Albany-Schenectady-Troy	\$ 627.00	\$ 364.50
Atlanta	570.00	427.50
Baltimore	900.00	468.00
Boston	1,800.00	1,260.00
Buffalo	720.00	630.00
Charlotte	600.00	364.50
Chicago	2,700.00	1,184.40
Cincinnati	864.00	432.00
Cleveland	1,111.50	729.00
Columbus	684.00	302.00
Dallas-Ft. Worth	627.00	285.00
Dayton	634.00	346.00
Detroit	1,404.00	972.00
Grand Rapids-Kalamazoo	741.00	555.75
Huntington-Charleston	475.00	313.50
Indianapolis	780.00	371.00
Johnstown	570.00	513.00
Kansas City	756.00	384.00
Los Angeles	2,143.20	1,297.20
Louisville	553.50	378.00
Milwaukee	870.00	750.00
Minneapolis-St. Paul	921.50	456.00
New Haven	684.00	581.40
New York	5,188.80	2,932.80
Philadelphia	1,852.50	969.00
Pittsburgh	1,140.00	900.00
Providence	741.00	470.00
St. Louis	945.00	540.00
San Francisco	944.00	693.75
Washington, D. C.	1,080.00	450.00
TOTAL 30 MARKETS	33,627.00	20,320.30
Birmingham	490.00	176.00
Cedar Rapids-Waterloo	337.50	202.50
Denver	438.75	243.75
Des Moines	427.50	136.80
Fresno	370.50	285.00
Greensboro-Winston-Salem	456.00	371.00
Houston-Galveston	720.00	351.00
Jackson, Miss.	216.00	94.50
Jacksonville	510.00	222.00
Knoxville	342.00	285.00
Memphis	513.00	299.00
Miami	627.00	451.00
Montgomery	243.00	135.00
Nashville	470.25	213.75
New Orleans	570.00	327.75
Norfolk	555.00	510.00
Oklahoma City	541.30	256.50
Omaha	527.00	293.00
Phoenix-Mesa	270.00	145.80
Portland, Ore.	540.00	285.00
Rochester, N. Y.	456.00	456.00
Salt Lake City	399.00	199.50
San Diego	526.50	256.50
Seattle-Tacoma	660.00	513.00
Sioux City	242.25	142.50
Spokane	342.00	228.00
Syracuse	570.00	432.00
Tampa-St. Petersburg	485.00	484.50
Toledo	570.00	570.00
Wichita-Hutchinson	370.50	114.00
TOTAL 60 MARKETS	\$47,413.05	\$29,000.65

SOURCE: SRDS, April 1958, from The Kutz Agency presentation, How to make a tv half-hour work overtime, May 1958.

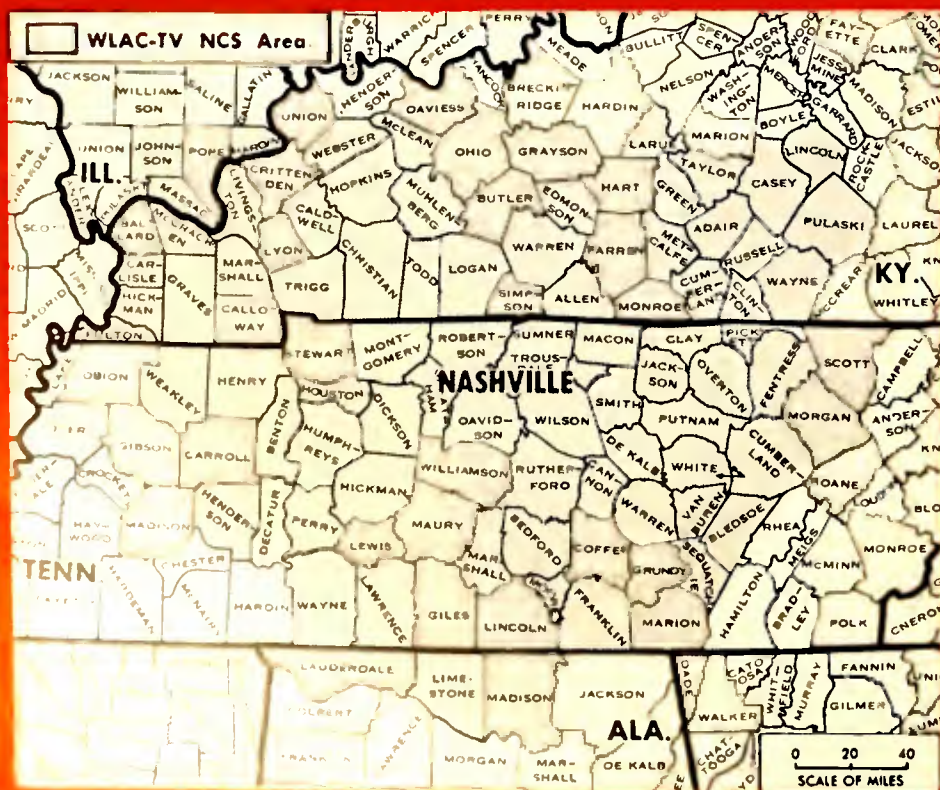
*Highest Monday-Friday rate classification on highest cost station.

**Lowest rate classification between 7 and 11 p.m., Monday-Friday, on CBS or NBC tv station, whichever is lower.

1958 TV and Radio Basics advertisers

ABC-TV	172-173	KMJ-TV	148	WGAR	101
Amplex	153	KMYR	93	WGH	97
Charles Bertoni	76	KNOE-TV	156	WGR-TV	163
BMI	6	KNUZ	66	WGSN	111
CBC	32	KNX	137	WICS-TV	152
CKLW	95	KOBY	125	WILK	121
Corbett	180, 181, 209, 213	KODE-TV	167	WIP	117
Crossley	123	KOIL	81	WIS	60
H-R	91	KOL	102	WISC-TV	171
Institute of Radio Engineers	54	KOLD-TV	170	WISN-TV	207
Katz Agency	165	KOLN-TV	191	WJAC-TV	199
Keystone Broadcasting	69	KOWH	106	WJW-TV	215
Klaeger Film	218	KPQ	94	WKLO	131
McCann Erickson	22, 23	KRHM	87	WKRC	113
Meredith Group	13	KRNT-TV	185	WKZO-TV	211
Merrill Lynch, Pierce, Fenner & Smith	29	KROD-TV	162	WLAC-TV	236
NBC Radio Network	1FC, 58, 59	KSD-TV	157	WLBZ-TV	174
NBC TV Network	146, 147	KSTN	88	WLIB	88
Official Film	221	KSTP-TV	138	WNCT-TV	195
Plough	61	KTBS-TV	152	WNEM-TV	205
RCA	44, 45	KTVE	216	WNXP-TV	156
Storer	64, 65	KXLY-TV	151	WPDQ	119
Storz	FC	KXOA	90	WPRO	52
World Broadcasting	72, 73	WALB-TV	29	WQXR	68
Adam Young	1	WAVZ	133	WRC-TV	149
Ziv	192, 193	WBNS	135	WREX	183
KAKC	127	WBT	108	WRNL	63
KALI	74	WBTW	176	WROC-TV	159
KBET-TV	187	WCCO	3	WSAZ-TV	16
KELO-TV	167	WCCO-TV	143	WSOC-TV	34
KETV	140	WCSH	174	WSJS-TV	189
KFAB	75	WDAS	84	WSJV-TV	169
KFAC	100	WDBO	31	WSPD-TV	203
KFAL	103	WEAR-TV	162	WSUN	103
KFWB	115	WEAU-TV	150	WTIC	115
KGNC-TV	179	WEEK-TV	166	WTIC-TV	201
KIOA	127	WERE	219	WTVT	197
KIMA-TV	14	WFBM	89	WWJ	71
KMA	99	WFGA-TV	168	WWLP-TV	230
KMBC	BC	WFLA-TV	28	WWRL	80
KMOX	67			WXLW	IBC

Call your KATZ man... plan your sales security on CHANNEL 5



TALL TOWER

**BEST
COVERAGE**

MAXIMUM POWER

**LOWEST
COST
PER
1000**

BEST SALES RESULTS

WLAC-TV channel 5 NASHVILLE, TENNESSEE

T. B. Baker, Jr.
Executive Vice Pres. and Genl. Mgr.

R. M. Reuschle
General Sales Manager



Represented Nationally
By THE KATZ AGENCY

BE A RESULT-BUYER BUY

WXLW

The top-rated radio station

in Indianapolis!

Indiana's **FINEST** approach
to **HIGH FIDELITY** sound!



Coverage in 152 cities in 49
counties in Indiana, Illinois
Ohio based on mail received
Feb. 10, 1958 through Feb. 17,
1958. 3227 pieces.



WXLW influences buying habits!

WXLW'S UNIQUE PROGRAMMING CONSISTENTLY DELIVERS THE MAJORITY OF THE ADULT AUDIENCE . . . more of the people who actually do the buying! An exclusive music-and-news format that combines pleasant music, popular air personalities, and live, on-the-spot news broadcasts captures and sells the adult age group. So if you're looking for the best proven buy in Indianapolis radio, specify WXLW . . . and buy results!

SHARE OF AUDIENCE

INDIANAPOLIS
METROPOLITAN AREA
APRIL, 1958

Sun. thru Sat.	6 A.M.-12 N.	12 N.-6 P.M.	6 A.M.-6 P.M.
WXLW	23	21	22
Sta. B	19	21	20
Sta. C	18	17	18
Sta. D	15	16	15
Sta. E	12	10	11
Sta. F	10	12	11
H.U.R.*	20.8	23.6	22.2

*Names using radio
Rating source: The Pulse, Inc.

950 ON YOUR DIAL



RADIO INDIANAPOLIS

5000 WATTS DAYTIME

Contact your nearest **JOHN E. PEARSON** representative

the *SWING* is to ABC

AND

KMBC-TV

in Kansas City

when the most families watch TV the most!



In program popularity from 3 p.m. to 10 p.m. KMBC-TV leads by

28.9%

over its nearest competitor and 34.4% over the 3rd station

ARB

4-Wk. Survey—Mar. '58—Metro Area (Mondays through Fridays)
Station Share of Sets-in-Use Summary

Station	3 p.m. to 6 p.m.	46.5% share	KMBC-TV
X	6 p.m. to 10 p.m.	32.8% share	
(KMBC-TV)		<u>79.3</u>	Leads By

Station	3 p.m. to 6 p.m.	26.5% share	28.9%
Y	6 p.m. to 10 p.m.	35.0% share	
		<u>61.5</u>	Over Second Station

Station	3 p.m. to 6 p.m.	26.9% share	34.4%
Z	6 p.m. to 10 p.m.	32.1% share	
		<u>59.0</u>	Over Third Station

—and KMBC-TV reaches with Class A coverage

36,316 more Television Households than its nearest competitor—**51,300** more TV Homes than 3rd station

These figures are from the March, 1958 Estimate of U. S. Television Households, just published by the Advertising Research Foundation. They show what our 316,000 watts power and 1,079-foot "tall tower" can do for you! For your FREE copy of our coverage map and this competitive study of the Kansas City market, write George Higgins at KMBC-TV.

For full-minute (not just chainbreak) availabilities, call your PGW Colonel!



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

CHANNEL 9
KMBC-TV

DON ORR
JOHN B. WILLIAMS
LEORCI HIGGINS
MORI GREINER

And in Radio... the KMB



Heart of America

KMBC of Kansas City — KFRM for the State of Kansas