

AUG. NETWORK GROSS DOWN 6%

Due to Rate Cuts

EFFECT of the rate cuts for national radio network time introduced in July by CBS and NBC is evident in the table of gross time sales for August and January-August, this year and last, of the four nationwide networks released by Publishers Information Bureau for publication today (Monday). Combined network total for August 1951 is 6% below that for August 1950, while the eight-month combined gross for this year is down only 2.2% from the 1950 level.

Individually, CBS gross time sales in August of this year were off 4.1% from August 1950 and NBC suffered a decline of 16.6%. ABC and MBS reductions were made as discounts on net and not cuts in gross billings and therefore are not reflected in the PIB figures (see explanation below).

ABC for August shows a decline of 2.2% from August of last year while Mutual shows an increase of 22%. PIB breakdown is shown in Table I.

Gross time sales for the previous seven months, January through July, were also tabulated by PIB (Table II).

Rate reductions put into effect July 1 by NBC and CBS—added to the normal let-down in radio

ZIV SHOWS IN N.Y.

WNBC Buys Four

SALE of exclusive New York rights to the Frederic W. Ziv Co.'s top four transcribed radio packages to NBC's WNBC New York was announced last week by the Ziv company.

The four properties are *Bright Star*, featuring Irene Dunne and Fred MacMurray; *Bold Venture*, with Humphrey Bogart and Lauren Bacall; *Favorite Story*, with Ronald Colman and *Guy Lombardo Show*. The contracts are for 52 weeks.

Ted Cott, WNBC general manager, said acquisition of the four packages represents an important forward step in WNBC's development and makes top-budgeted shows available to local advertisers at "realistic prices."

Bold Venture already has been re-sold by WNBC to Omnyl Pharmaceutical Co.'s Nu-Pax, to start Oct. 21 (see story page 44).

Negotiations for the properties were conducted by Mr. Cott for WNBC and by vice president Herbert Gordon for Ziv.

Strietmann Biscuit Co. of Cincinnati, subsidiary of United Biscuit Co. of America, has signed for 52 weeks of *Bright Star*. Firm will sponsor the Irene Dunne-Fred MacMurray series over WWNC, Asheville, N. C.; WHIS Bluefield, N. C.; WMFD Wilmington, N. C.; WDBJ Roanoke, Va.; and WWOD Lynchburg, Va.

TABLE I
NETWORK RADIO

	Aug. 1951	Aug. 1950
ABC	\$ 2,210,352	\$ 2,258,244
CBS	4,455,528	4,644,066
MBS	1,329,375	1,090,222
NBC	3,808,906	4,566,293
Total	\$11,804,161	\$12,558,825
	Jan.-Aug. 1951	Jan.-Aug. 1950
ABC	\$ 21,870,502	\$ 23,999,013
CBS	48,106,085	45,218,878
MBS	11,537,124	10,641,066
NBC	37,537,629	41,931,767
Total	\$119,051,340	\$121,790,724

network billings when many sponsors take a summer hiatus for their programs—pulled the July gross time sales of the four nationwide radio networks down 21.1% from their June total, according to the PIB's compilation of advertisers' expenditures for radio network time.

Combined gross of the four networks was reported by PIB as totaling \$11,738,585 in July, compared with \$14,872,111 in June.

While ABC and MBS also gave advertisers using their networks

TABLE II

	ABC	CBS	MBS	NBC
1951				
January	\$3,099,418*	\$6,849,462*	\$1,542,887	\$5,215,947
February	2,702,721*	6,111,346*	1,426,705	4,731,626
March	2,891,339	6,808,938*	1,648,006	5,085,636
April	2,980,183*	6,502,009*	1,539,801	4,897,882
May	2,996,143*	6,760,750*	1,510,818	5,329,752
June	2,720,268	6,216,255*	1,191,691	4,739,193
July	2,270,078*	4,401,797	1,347,841	3,728,687*

*Indicates revised figures from those previously reported.

comparable savings in network time costs as of the same date, these cuts are not reflected in the PIB records as the ABC and Mutual deductions are made through discounts in net payments and not through changes in gross rates such as were made by CBS and NBC. A special notice, repeated frequently throughout the PIB July report, reads:

"According to the practice which PIB has followed for many years, the program values shown in the service are gross, based on one-time network or station rates currently in effect. Such a practice has necessarily been adopted since PIB totals are accumulated on a calendar year basis, while cash and frequency discounts are credited by

TABLE III
TOP 10 RADIO NETWORK ADVERTISERS—JULY 1951

1. Procter & Gamble Co.	\$962,088
2. Miles Labs	589,325
3. General Mills	471,888
4. American Home Products	449,888
5. Philip Morris	374,277
6. Lever Bros Co.	370,329
7. Sterling Drug Inc.	358,681
8. William Wrigley Jr. Co.	355,303
9. Liggett & Myers	345,280
10. Schenley Industries Inc.	312,536

the network to the advertiser whenever earned.

"Starting in July, CBS and NBC have reduced their gross time rates by approximately 10%; this reduction has been put into effect on all programs appearing on these two

(Continued on page 111)

TABLE IV

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUP FOR JULY 1951

Agriculture & Farming	Allis-Chalmers Mfg.	\$ 30,429	Household Furnishings	Burton-Dixie Corp.	36,110
Apparel, Footwear & Accessories			Industrial Materials	U. S. Steel Corp.	120,600
Automotive, Auto. Access. & Equip.	Firestone Tire & Rubber	68,837	Insurance	Prudential Ins. Co. of Am.	106,667
Aviation, Aviation Access. & Equip.			Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	74,365
Beer, Wine & Liquor	Schenley Industries (Blatz Brewing Co.)	312,536	Office Equip., Writing Supplies, Stationery & Accessories		
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	107,681	Political		
Confectionery & Soft Drinks	Wm. Wrigley Jr. Co.	355,303	Publishing & Media	Book Associates	19,213
Consumer Services	American Telephone & Telegraph	75,857	Radios, TV Sets, Phonographs, Musical Instruments & Access.	R C A	212,776
Drugs & Remedies	Miles Labs	589,325	Retail Stores & Direct By Mail	Dr. Hiss Shoes, Inc.	1,185
Entertainment & Amusements			Smoking Materials	Philip Morris Co.	374,277
Food & Food Products	General Mills	471,888	Soaps, Cleansers & Polishes	Procter & Gamble Co.	612,657
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	102,484	Sporting Goods & Toys		
Horticulture			Toiletries & Toilet Goods	Gillette Safety Razor Co.	249,876
Household Equipment & Supplies	Philco Corp.	136,672	Transportation, Hotels & Resorts	Ass'n. of American Railroads	76,118
Source: Publishers Information Bureau			Miscellaneous	American Federation of Labor	102,004

TABLE V

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND FIRST SEVEN MONTHS OF 1951 COMPARED TO SAME PERIOD, 1950

	July 1951	Jan.-July 1951	July 1950	Jan.-July 1950
Agriculture & Farming	\$ 30,712	\$ 380,219	\$	\$
Apparel, Footwear & Accessories	491,497	4,914,977	7,260	354,143
Automotive, Auto. Access. & Equip.	226,590	2,358,290	146,855	2,304,413
Aviation, Avia'n. Access. & Equip.				
Beer, Wine & Liquor	365,335	2,092,669	36,672	685,183
Bldg. Materials, Equip. & Fixtures	107,681	816,118		
Confectionery & Soft Drinks	582,059	3,760,879	109,174	614,281
Consumer Service	163,435	1,831,447	10,890	110,655
Drugs & Remedies	1,519,987	14,035,917	12,600	122,400
Entertainment & Amusements				
Food & Food Products	2,695,446	26,156,661	276,127	2,224,200
Gasoline, Lubricants & Other Fuels	432,181	3,463,554	31,560	604,230
Horticulture		86,394		1,410
Household Equipment & Supplies	223,543	1,665,019	5,775	909,518
Household Furnishings	72,410	573,639	25,500	991,519
Industrial Materials	120,600	1,210,715	119,279	213,492
Insurance	255,668	1,841,280		
Jewelry, Optical Goods & Cameras	80,325	691,430		43,296
Office Equip., Writing Supplies, Stationery & Accessories				
Political		389,292		
Publishing & Media	37,529	204,172	19,650	144,947
Radios, TV Sets, Phonographs, Musical Instruments & Access.	236,181	1,535,475	84,120	1,354,182
Retail Stores & Direct By Mail	1,185	26,154		1,631
Smoking Materials	1,374,892	12,520,143	349,654	2,902,031
Soaps, Cleansers & Polishes	1,062,771	10,851,043	5,775	199,290
Sporting Goods & Toys				
Toiletries & Toilet Goods	1,604,449	16,297,798	208,974	1,352,013
Transportation, Hotels & Resorts	88,343	748,888		
Miscellaneous	547,263	3,008,668	4,628	99,724
TOTALS:	\$11,738,585	\$107,237,361	\$1,454,493	\$15,432,288

Source: Publishers Information Bureau



NEW HALF-HOUR Ziv series, *Bright Star*, is sold by R. Main Morris (c), assistant manager, KLZ Denver, to the Central Bank & Trust Co. of that city for Monday night airing. Curt Freiberger (l), head of Denver agency bearing his name which handles the bank account, examines promotion material with Max Brooks (r), bank vice president.