



OLDSMOBILE Dealers of Washington, D. C., contract with WTOP there to sponsor the new *Liberace* radio show (Sundays, 10-10:30 p.m.) for 26 weeks. L to r: seated, Lawrence Richardson, WTOP Inc. general services director; Charles A. Olmstead, president of Olmstead Motors and head of the advertising committee, Washington Oldsmobile dealers; standing, Ernest S. Johnston, president, Ernest S. Johnston Adv. Agency, and Arch McDonald Jr., WTOP account executive.

In addition the firm will continue to sponsor *Dinah Shore* twice a week on NBC-TV and NBC Radio. Chevrolet also sponsors *T-Men in Action* on ABC-TV. Campbell-Ewald, New York and Detroit, is the agency.

Pontiac, with a \$3.5 million television budget, will display its new model at the end of October, using a host of station identifications and 20-second announcements beginning four days before the unveiling date and continuing a few days after. Additionally, Pontiac will sponsor the *Red Buttons Show* every other week and the *Jack Carson Show*, also alternate weeks, on NBC-TV. MacManus, John & Adams, New York, is the agency.

Buick, Cadillac and Oldsmobile—all with increased engine strengths, and with Cadillac stepping up to 250 horsepower—are expected to introduce their new models about mid-November.

Buick plans to use a television spot campaign, similar to one used last year, starting one week before the announcement date, in more than 170 cities. In addition Buick will use short-term radio network shows, comparable to buys of last year. Buick continues to sponsor the *Milton Berle Show* on NBC-TV. Kudner Agency, New York, is the agency.

Cadillac, with a budget of a quarter of a million dollars, is entering network television for the first time with participations on both *Today* and *Tonight* on NBC-TV to promote its new model. Radio will not be used. MacManus, John & Adams, New York, is the agency.

Oldsmobile, with an allocation of \$4 million, will sponsor 13 "Spectaculars" on NBC-TV, Saturday nights, starting with *Lady in the Dark* on Sept. 25 (see review, page 14). The firm will use a radio package—short term—on the ABC Radio network. D. P. Brother, Detroit and New York, is the agency.

Ford Motor Co. expects to reveal restyled Ford and Mercury models with increased power, wrap-around windshields and tubeless tires. Lincoln probably will increase its horsepower to 250.

The Ford Motor Co., as parent operation, will spend almost \$4.5 million this year in

television. Ford will co-sponsor the Thursday night NBC-TV "Spectaculars" with RCA-Victor and in addition will underwrite the dramatic series, *Ford Theatre*, on NBC-TV. The "Spectaculars" are placed through Kenyon & Eckhardt while the dramatic series is serviced by J. Walter Thompson Co.

Ford models are expected to be put before the public early in November. The Ford dealers who promote cars in radio and television are expected to spend approximately \$4 million in a spot campaign similar to that of last year when the announcements were placed on more than 1,700 radio and television stations. Contracts will be from one to four weeks. Ford dealers also use film shows, placed locally during the year. J. W. Thompson Co., New York, is the agency.

The new Mercury model will debut Nov. 14 backed by a \$5.5 million television and radio budget. A one-week teaser spot announcement campaign will be launched Nov. 7 on more than 50 radio stations. The one-week schedule will be followed by another campaign to run until the end of the year. Major television cities also will be used for the introductory promotion. Mercury regularly co-sponsors, with Lincoln, *Toast of the Town* on CBS-TV, Sundays. Kenyon & Eckhardt, New York, is the agency.

Lincoln will bring out its 1955 models Nov. 7 with an approximate \$2 million campaign, all of it channeled into *Toast of the Town*. Kenyon & Eckhardt is the agency.

Chrysler Corp.'s Dodge, DeSoto and Plymouth reportedly will be "changed from bumper to bumper." They will be longer and lower, with wrap-around windshields.

The expressed goal of the Chrysler Corp. is to capture 20% of the automotive market. The figure represents a sharply increased quota for the organization, whose sales up to last July accounted for about 13.7% of the industry's total.

Chrysler Plans

Chrysler Corp., as parent operation, expects to spend about \$5 million in television. Once a month the company will sponsor the "Extravaganza," *Shower of Stars*, on CBS-TV and on intervening weeks will present an hour-long dramatic program in the same time slot, Thursdays, 8:30-9:30 p.m. on CBS-TV. The hour-long series will be carried on more than 130 CBS stations. McCann-Erickson, New York, is the agency.

Chrysler cars, with a \$3.5 million radio-tv budget, will break a radio-tv short-term saturation campaign early in November prior to the mid-November unveiling of the new model. Chrysler also sponsors *It's a Great Life*, Tuesdays on NBC-TV. McCann-Erickson, New York, is the agency.

DeSoto, which has an approximate \$5 million radio-tv budget, will use a three-week radio-tv saturation announcement campaign in 50 markets and radio minutes and chain breaks in 75 cities to introduce its new model. DeSoto along with Plymouth will continue to sponsor Groucho Marx on NBC-TV and NBC Radio, Thursdays, 8-8:30 p.m. BBDO, New York, is the agency.

Dodge will launch its new models in mid-November, using a seven-week radio spot announcement campaign in 100 markets starting Oct. 25, and an eight-week spot television schedule in 50 markets beginning Oct. 20. Dodge also co-sponsors two television network shows: *Break the Bank* and *Make Room for Daddy*, both on ABC-TV. In radio Dodge underwrites Roy Rogers on NBC Radio.

Plymouth, said to have an approximate \$3.5 million budget in television and radio,

sponsors *That's My Boy* on CBS-TV. The new models will be promoted on a supplementary radio-tv spot schedule similar to one used last year. In addition, a CBS Radio short-term contract for several network shows will be placed by N. W. Ayer & Son, New York and Philadelphia. Plymouth's agency is BBDO.

Studebaker-Packard, one of the recent mergers, will not be ready to show its new Packard cars until Jan. 1, although the 1955 Studebakers will be revealed Oct. 6.

Packard, with its budget of \$1.3 million, will continue to co-sponsor (with Studebaker) the quarter-hour *Packard Program With Martha Wright*, Sundays on ABC-TV. Ruthrauff & Ryan, New York, takes over the Packard account from Maxon on Dec. 15. Plans for the unveiling have not been set.

Studebaker will be the first car out, on Oct. 6. Studebaker Co. sponsors *Martha Wright*, Sundays, on ABC-TV. In addition it supports quarter-hour news shows on 90 radio stations, year around. Roche, Williams & Cleary, Chicago, is the agency.

Kaiser-Willys, representing another merger of independents, plans to bring out new cars after Feb. 1. Kaiser, which spent about \$100,000 last February in radio-tv, is expected to allocate about the same sum to announce the new model. Kaiser uses radio-tv on the local level with programs and spots. William Weintraub, New York, is Kaiser's agency.

Willys has no radio-tv plans at the moment. Ewell & Thurber agency handles Willys.

American Motors Corp. will build both its 1955 Nash and Hudson cars on the same basic body shell and produce them on the same assembly lines to cut tooling costs. The 1955 Nash and Hudson cars are expected to have new engine and mechanical features. Introduction of the new model is scheduled about mid-November to be followed by two others after the first of the year.

Nash cars will spend \$3 million for tv-radio promotion using a three-or four-day spot saturation schedule early in November to coincide with the premiere of the 1955 model. In addition Nash and Hudson will participate in sponsorship of *Disneyland* on ABC-TV starting Oct. 27. Geyer Inc., New York, is agency for Nash.

Hudson, whose budget is about \$2 million, also plans to use a saturation short-term spot schedule in television. Brook, Smith, French & Dorrance, Detroit is the agency.



ACTIVELY involved in the purchase of Canadian Professional Football schedule over KNBH (TV) Hollywood for 13 weeks are (l to r) James E. Wemple, station account executive; Walter McCreery, president, Walter McCreery Inc., Beverly Hills agency, and Bill Murphy, owner, Murphy Motor Co., sponsor.