

Net TV Gains in Oct.: The national ad volume rose 13% in Oct. over Oct. 1958, with all major media, excepting network radio, reflecting the rising tide of ad business. The Oct. *Printers' Ink* index shows network TV up strongly across the board—ahead 12% from a year ago, 11% for year to date, 5% in Oct. over Sept. Network radio was down 14% both from a year ago and cumulatively, but its Oct.-over-Sept. performance showed a 20% gain. Total magazines were up 13% in Oct. from Sept., newspapers dropped 1% and were the only major category to show a loss for the period. Both gained markedly from a year ago—magazines 20%, newspapers 5%. Best performances: outdoor, 26% ahead Oct.-over-Sept., weekly magazines, 27% ahead of a year ago, monthly magazines, 18% ahead for the first 10 months. The general index gain for year to date was 9%.

Medium	Index		% Change from		% Cumulative change
	Oct. 1959	Oct. 1958	1 month ago	1 year ago	
General Index	242	215	+5	+13	+9
Total Magazines	195	162	+13	+20	+12
Weekly	232	182	+22	+27	+11
Women's	125	116	+6	+8	+9
General Monthly	233	197	-1	+18	+18
Farm	105	101	-2	+4	+4
Newspapers	213	202	-1	+5	+7
Network Television	484	430	+5	+12	+11
Network Radio	24	28	+20	-14	-14
Business Papers	242	217	0	+12	+6
Outdoor	188	169	+26	+11	-2

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for the TV base which covers the years 1950-52. "Cumulative change" in the last column refers to the change from the same period last year of the index average from Jan. through Oct. 1959.

NETWORK SALES ACTIVITY

ABC-TV

Lunch with Soupy Sales Sat. noon-12:30 p.m., renewal through June 25.
Jell-o (Young & Rubicam)

CBS-TV

The Kate Smith Show, Mon., 7:30-8 p.m., starting Jan. 25.
Whitehall & Boyle-Midway Divs. of American Home Products (Ted Bates)

On the Go, Mon.-Fri., 10-10:30 a.m., alt. wk. 15-min. segs. eff. Jan. 8.
Helene Curtis (Edward H. Weiss) & *Lawny's Foods* (Doyle Dane Bernbach)

The Millionaire, Mon.-Fri., 3-3:30 p.m., alt. wk. 15-min. segs. eff. Jan. 12.
General Mills (Dancer-Fitzgerald-Sample)

The Verdict Is Yours, Mon.-Fri., 3:30-4 p.m., alt. wk. 15-min. segs.
Remington Rand (Young & Rubicam)

Professional hockey coverage, Sat., 2 p.m.-conclusion, eff. Jan. 9.
Carling Brewing Co. (F. H. Hayhurst Ltd.)

NBC-TV

Bonanza, Sat., 7:30-8:30 p.m., 4 one-third sponsorships.
DuPont (BBDO) & *Gold Seal* (Campbell-Mithun)

It Could Be You, Mon.-Fri., 12:30-1 p.m. & Queen For A Day, Mon.-Fri., 2-2:30 p.m., six 15-min. segs. starting in Feb.
Block Drug (Grey Adv.)

Circus Boy, Sat. 11:30 a.m.-noon, alt. wks. starting Jan. 16.
Nestle Co. (McCann-Erickson)

Queen For A Day, Mon.-Fri., 2-2:30 p.m. & From These Roots, Mon.-Fri., 3:30-4 p.m., participations, starting Feb. 11.
Nestle (McCann-Erickson)

Network Television Billings

October 1959 and January-October 1959

(For Sept. report, see TELEVISION DIGEST, Vol. 15:47 p10)

Oct. Ahead 12.4%: Network TV's Oct. gross time billings jumped nearly \$11 million ahead of the Sept. volume, TvB reported last week, to \$59,030,752 from \$48,268,555, and gained 12.4% over Oct. 1958's billings of \$52,526,147. The year-to-date business increased to \$510,136,192. This is 10.7% ahead of the \$460,642,737 in billings racked up in Jan.-Oct. 1948. CBS led the networks in Oct. dollar volume, with billings of \$23,610,441, and maintained its cumulative lead with \$218,961,251 in total Jan.-Oct. business. ABC continued to score the biggest percentage gains: 25.9% ahead in Oct.-over-Oct. billings, 20.5% ahead in year-to-date comparisons.

NETWORK TELEVISION

	Oct. 1959	Oct. 1958	% change	Jan.-Oct. 1959	Jan.-Oct. 1958	% change
ABC	\$12,537,020	\$ 9,960,524	+25.9	\$ 99,103,176	\$ 82,212,708	+20.5
CBS	23,610,441	21,901,036	+7.8	218,961,251	203,092,867	+7.8
NBC	22,883,291	20,664,587	+10.7	192,071,765	175,337,212	+9.5
Total	\$59,030,752	\$52,526,147	+12.4	\$510,136,192	\$460,642,787	+10.7

1959 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	\$10,647,078	\$22,129,248	\$19,299,853	\$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
September	8,546,650	21,196,220	18,525,685	48,268,555
October	12,537,020	23,610,441	22,883,291	59,030,752

Note: Figures revised as of Dec. 24, 1959. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net-dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time network rates or before frequency or cash discounts.

Stations

New time-delay monitor to eliminate live TV bloopers, called "the goof trap," has been patented by N.Y. independent electrical engineer Henry M. Hume. The device enables a director to cut off a camera that has picked up an "unfortunate" picture, Hume told us. Signals from each live camera are continuously recorded on separate loops of magnetic tape, with the selected image picked up for telecasting from the tape a few seconds after its appearance on the new studio monitor. Audio signals are similarly delayed to maintain synchronization. The director therefore sees the images and hears the audio a moment before the home viewer, thus giving him a chance to correct or cover an error. Hume has been granted U.S. patent No. 2,918,524 for the device.

Oh (Big) Brother! TV sets that watch & listen back at the viewer were described last week in Washington by Charles L. Allen, research & management consultant now with the Okla. State U. He spoke before the American Marketing Assn. and described an experiment in 2 dozen TV homes, each set equipped with a still camera and an audio tape recorder pre-set to operate periodically. He said that his pictures & tapes showed people viewing—plus fighting, love-making, card-playing, "allegedly studying" and what-have-you. People are developing "ear filters," he said, which allows their attention to wander from the screen until something interesting turns up.