

CBS reported sale of 33 units of 7½ minutes on CBS Radio daytime dramas and five "Impact" segments to American Home Foods Division of American Home Products via Y&R; "Impact" segments were also sold to Hudson Vitamin Products and Cowles magazines. Renewal orders came from P. Lorillard and Lewis-Howe for weekly segments of the same package.

The Kate Smith Show returns to Mutual January 6 on weekday mornings (10:05-10:30 a.m.). Half of the program will be available for national sponsorship, the other half given over to the stations for local advertisers. Format will include interviews and reviews. . . . General Electric to sponsor a portion of *Arthur Godfrey* on CBS for its Colorama lamps. Agency is BBDO.

NEW BUSINESS—NATIONAL SPOT

Sterling Silversmiths Guild has chosen radio as its first consumer advertising medium since the 1920s. They plan to invest \$400,000 in a spot radio campaign throughout the country and on NBC Radio's *Monitor* on Saturdays. The 13-week campaign, slated to start in mid-January, will be slanted toward young people. Agency is Fuller Smith & Ross. . . . Through Garfield Advertising of San Francisco, Pratt-Low Preserving Corp., makers of Diet-Sweet low-calorie foods, has started an intensive radio spot campaign in 28 key markets. . . . Kendall Mills began an eight-ten week spot schedule in 34 markets on December 1 for their tobacco plant bed covers. The spots will appear on morning farm programs. . . . National Biscuit Co. of New York starting spot schedule this month in over 100 markets via its agency, McCann-Erickson.

Penick & Ford, for My-T-Fine desserts, are considering a radio spot schedule for January. . . . Edro Products plan to launch a New York radio-TV test spot campaign on January 6 for Pop-A-Day Pops, a vitamin-fortified confection for children via its agency Cohen & Aleshire. At an approximate cost of \$5,000 weekly, the campaign will include about 50 spots on three TV and two radio stations. . . . Warner-Lambert Pharmaceutical Co. planning a 10-week spot announcement schedule, effective January 6 in the top 50 markets.

NETWORK INCOME SHOWS UPWARD TURN

CBS Radio network income this year will show an upward turn for the first time since 1950, according to CBS president Arthur Hull Hayes. The network's daytime block, from *Arthur Godfrey* through *Art Linkletter* is more than 90% sold.

There are also significant trends in the evening and weekend periods. Last March, the network had sold only 11 "Impact" segments for the preceding quarter. Since then, each quarter has averaged sale of over 70 segments.

John Karol, sales v.p. at CBS, told a CBS Radio Affiliates meeting, on the question of six and eight-second spot announcements: "We are trying to go the other way. We are trying to build interest in the great values of full ownership of a radio program."

SERIAL GOES CLASSIC

In an interesting departure from the stereotype daytime serial drama, CBS Radio's *Second Mrs. Burton* recently

aired a seven-day production of Oscar Wilde's "The Importance of Being Earnest." The producers, feeling that such a production would illustrate radio's recognition of the audience's demand for adult entertainment in the daytime serial format, fit the classic into the context of the Burton family story by presenting the Wilde play as an amateur performance given by the Burtons.

DISC JOCKEY CONVENTION

The Storz chain (WDGY, Minneapolis; WHB, Kansas City; WTIK, New Orleans; and WQAM, Miami) has enlisted the participation of 30 disc jockeys and program directors for the first annual Pop Music Disc Jockey Convention and Seminar to be held in Kansas City, Mo. in March under the sponsorship of the Storz Stations.

Among topics tentatively lined up for discussion: "How a disc jockey can best promote his station and himself," "Is today's top 40 beamed only at the teen-ager?" and "How the disc jockey's treatment of a commercial contributes sales impact."

SUBLIMINAL BROADCASTING

Radio is entering the subliminal area in at least two markets. WCCO Minneapolis and KLTI, Longview, Texas are using what they call "Phantom Spots" and "Radio Active Iso-Spots" to sneak messages under the threshold of consciousness. WCCO is using Phantom Spots only for program promotion and public service projects while KLTI's Radio Active Iso-Spots, longer than the Phantom Spots, are being sold.

The approach of both stations, however, is basically the same. Brief announcements are slipped in over music or into continuity pauses, supposedly hitting the listener at the lowest level of response. Listener reaction often is delayed, with the message apparently not registering until several seconds after it is over.

Network spokesmen, meeting recently with NARTB, disclaimed plans to use subliminal methods at this stage. Both NBC and CBS have directed a hands-off policy on any material prepared for subliminal perception.

STATION PROMOTION

Accusing its competitors of building temporary artificial audiences in order to look good during the Hooper Survey week, KIMA, the CBS affiliate in Yakima, Washington, attacked the use of contests by rival stations. The station not only supplied contest answers to its listeners but also sent letters to various advertising agencies, enclosing newspaper announcements of the contests, which explained how in its view, these contest methods were being used to obtain a misleading audience rating.

RAB MEETING

The Radio Advertising Bureau's board of directors approved plans to expand and strengthen its sales techniques at the semi-annual session in New York. The Bureau's management plans to conduct 60 sales clinics for member stations next March and April. Also approved was a \$450,000 budget for the first half of 1958 and the authorization for RAB executives to explore the possibilities for the development of a radio advertising textbook for radio courses in colleges. END